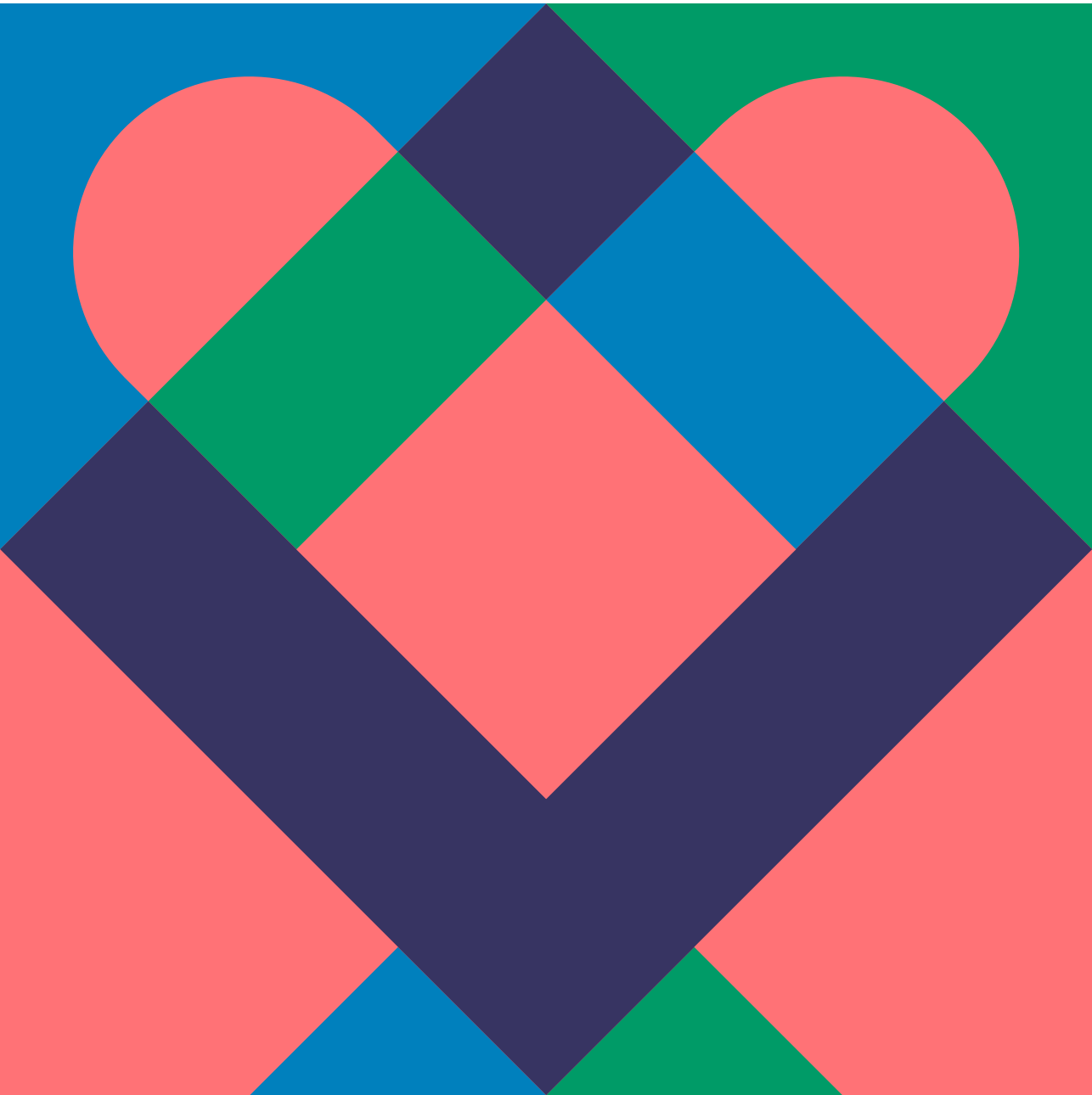


ANNUAL REPORT

P×P EMBASSY

2017



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f 2016 was about activating our community and getting the PxP Festival off the ground, 2017 was about seeing where this momentum could take us—and it has sent us around the world. For instance, our musical ambassadors, the PxP Allstar Band, performed a special edition of the PxP Festival at South By Southwest in the USA, and our co-founder Fetsum Sebhat travelled to Jordan to see the projects we supported in action. There, he listened to the hopes and dreams of some of the young people we hope to empower through education. The international media coverage we received and the awards we won were, of course, validating, but most importantly, they gave us the opportunity to expand our reach. We found ourselves in dialogue with people—politicians, children, school teachers, and activists—who inspired us and with whom we shared our mission. Equipped with a fresh perspective on our role as peace-builders, we are heading towards a brighter future.

PxP Embassy was founded in 2016 to produce a benefit festival in aid of child refugees—a topic as urgent and complex today as it was in 2013. In 2016, 65 million people were seeking refuge, 80 per cent of whom were refugees within the borders of their own country. The PxP Festival allows us to provide meaningful support to emergency aid projects for young people around the world, but the overwhelming response to the second edition of our festival made it clear that we could do more. We wanted to do more. We had to do more. And we identified a need for our work right here at home.

In 2017 we expanded our idea of what the PxP Embassy could be. In order to address the impact of the refugee crisis locally, we started running our own programs under the umbrella A.C.E³ (All Children: Empowered Through Empathy and Education). A.C.E³ programs provide underserved young people with creative learning environments that allow them to feel integrated in society, while furnishing them with the tools they need to thrive. Our dream is for these programs to be scalable and easily replicated around the world. Starting in the city of Berlin, we are paving the way for peace one child at a time.

This annual report shows PxP Embassy working step by step, child by child, and as we say “peace by peace” to build a peaceful future. In the past two years, our work has directly impacted the lives of over 150,000 people. Our work with health and education has reached over 40,000 children. In the past year, we’ve been exploring how to work as sustainably and effectively towards our mission as possible, as well as a deepening our connections in our home community of Berlin. With our small but dedicated staff and our large community of supporters, we’re finding ways to increase our impact at home and abroad.

2017 has been a year of dialogue and exploration. What this journey has showed us is how interconnected we all are. Migration has always been part of the human story and seeing our global systems — politics, trade, the climate — under strain highlights the continued need for an organization like ours. We want everyone to feel at home in the world. For this to happen, we must share a vision of peace. Focusing on empowerment, education, and empathy, we’re starting with the children.

Sincerely,
Fetsum and Teddy

ABOUT PXP EMBASSY

2

- WHO WE ARE
- WHAT WE DO
- OUR WORK IN NUMBERS

WE WANT EVERYONE
TO FEEL AT HOME IN THE
WORLD. FOR THIS TO
HAPPEN, WE MUST SHARE
A VISION OF PEACE.
FOCUSING ON EMPOWER-
MENT, EDUCATION,
AND EMPATHY, WE’RE
STARTING WITH THE
CHILDREN.

GIVE LOVE

—

GET PEACE

WHO WE ARE

ABOUT PxP EMBASSY

Guided by the principle that if you give love, you get peace in return, PxP Embassy is a growing movement of people based in Germany and who have an international vision. With a focus on children in need, child refugees, and other young people who are persecuted for religious, racial, or political reasons, we are paving the way for a peaceful future by empowering children through empathy and education.

In 2013 the media coverage of refugees was a call to action to our founders Fetsum Sebhat and Teddy Tewelde, who saw the images of the drowned children in the Mediterranean and knew this could have been their fate. Decades before, they too had been child refugees. They asked themselves: "What can we do?"

Fetsum and Teddy thought back to when they arrived in Germany. What had made it possible for them to feel integrated and to build new lives? They remembered the support their local communities had offered, the acts of kindness and inclusion that made them feel welcome, and of course, the people who gave them the tools and the opportunities to thrive. How could they do the same for children and young people today?

They decided to hold a benefit concert to raise money in aid of child refugees. Fetsum, a musician, and Teddy, an entrepreneur, used their network to pull together what is to date Germany's most successful benefit concert. The inaugural PxP Festival sold out. On June 5, 2016, 20,000 people crowded Berlin's Waldbühne to celebrate love and peace. Another 20,000 were in the audience for the second edition in June 2017. The PxP Embassy was founded in order to initiate the PxP Festival and manage the funds raised. The Embassy's mission has expanded to reflect the complexity of the refugee crisis, the effects of which it hopes to ameliorate through its peace-building work.

The PxP Embassy is based in Berlin, and operates locally and internationally.

The PxP Embassy is finding practical ways to empower the children among us who are the most vulnerable and to inspire them to build a peaceful future. We believe that empathy and education are two of the main pillars of peace-building. To have a chance at peace, we need to feel integrated with the world we live in. To thrive, we need community, skills, and knowledge. Operating on the principle that if you give love, you get peace in return, we equip young people with the tools they need to create opportunities for themselves and their communities.

Co-founder Fetsum Sebat



**GIVE LOVE – GET PEACE
ISN'T JUST THE SLOGAN
THAT GUIDES OUR WORK.
IT'S A MINDSET AND
ATTITUDE. IT'S A WAY OF
CONNECTING WITH THE
COMMUNITY WE LIVE IN.**

A.C.E³

We believe that education is one of the main pillars of peace-building, so we devised A.C.E³ (All Children: Empowered Through Empathy and Education). Our A.C.E³ program creates empathic, creative, and empowering environments that stoke a love of learning. Our programs encourage children and young people to feel connected to the societies in which they live and to learn soft and hard skills that can be applied to their private and professional lives.

International Partner Projects

Using funds raised during the PxP Festival, we are able to support emergency aid projects in crisis zones around the world that provide for the needs of child refugees and other young people who are persecuted for religious, racial, or political reasons.

Give Love: Get Peace isn't just the slogan that guides our work. It's a mindset and attitude. It's a way of connecting with the community we live in. We're finding practical ways to help children in need thrive and to inspire them to be the force behind a peaceful future. This is what we're working towards, step by step and peace by peace.

In these first two years, we have supported existing projects that aid refugees in crisis zones abroad. The response to the festival, which was the primary focus of our activities in 2016, made it clear to us that the PxP Festival's vision of peace, community, and solidarity spoke to a need here in Germany, too. Many refugees and people working with refugees were in attendance at the festival, and we wanted to continue to support the integration of children with a migration background and other vulnerable children in Germany. Our work can now be divided into two categories: A.C.E³, our local signature child empowerment program that focuses on empathy and education, and International Partner Projects.

We believe that we can make a bigger impact by working in partnership with organizations and individuals who share our vision, values and, to an extent, our working practices. Especially in our international work, we draw on the knowledge of those already working locally on the causes the Embassy supports. Together with our partners, we deliver bespoke educational programs and one-off campaigns that support our mission. With an in-house team of four as well as the support of five organizations and ten volunteers, we have been able to reach over 150,000 people with our activities in 2017.



Fetsum, during his performance with Guy Chambers, at the PRG Live Entertainment Award ceremony. He was awarded the LEA for Social Engagement.

Our team spreads the word about the PxP Festival at Lollapalooza's Grüne Kiez in Berlin.



Denyo, Max Herre, Andreas Bourani, Michi Beck, and Fetsum (clockwise from top left) gather for a press conference at the PxP Embassy



WE BELIEVE THAT
EDUCATION IS
THE MAIN PILLAR
OF PEACE-BUILDING,
SO WE DEvised
A.C.E³.

Teddy addresses the crowd at the A.C.E³ Schulranzen event at the Admiralspalast, Berlin.



Team PxP and co-sponsors Pelikan take a moment to commemorate their collaboration during the A.C.E³ Schulranzen event.

OUR WORK IN NUMBERS

Donations from the PxP Festival were used to support international emergency aid projects around the world. These numbers are estimates based on the donations we were able to make as a result of the PxP Festival.

BERLIN

500

children and young people in Berlin, Germany, were equipped with schoolbags and the essential supplies needed to give them a head start in school.

→
Approx. 500 children reached

IRAQ

5,600

backpacks were given to school-children in Iraq, including those taking lessons in tents that serve as provisional classrooms.

5,665

schoolbooks, indispensable tools for teaching and symbols of hope, were provided in Iraq.

→
Approx. 5,665 children reached

JORDAN

100

Syrian refugee children who had fled to Jordan were able to visit a Makani center for one year.

→
Approx. 100 children reached

SYRIA

19,340

notebooks gave Syrian children plenty of space to write.

→
Approx. 4,835 children reached

SOMALIA

1,127

severely malnourished children in Somalia could restore their strength with peanut paste.

→
Approx. 1,127 children reached

NIGERIA

57,392

packets of 400g high-protein biscuits gave children in Nigeria quick nourishment in emergency situations where nutritious food was not guaranteed.

→
Approx. 14,348 children reached

SOUTH SUDAN

6,600

mosquito nets are protecting children in South Sudan from malaria.

54,620

doses of a measles vaccine protected children in South Sudan from this highly contagious infectious disease.

→
Approx. 13,427 children reached

◆
IN TOTAL OVER
40,000 CHILDREN
WERE REACHED
IN 2017.
◆

OUR FLAGSHIP PROJECT

—— PXP FESTIVAL

3

ALL ARTISTS

HERBERT GRÖNEMEYER
DIE FANTASTISCHEN VIER
BEGINNER
FREUNDESKREIS
FRITZ KALKBRENNER
BILDERBUCH
ANDREAS BOURANI
JOY DENALANE
JOHANNES OERDING
YVONNE CATTERFELD
DELLÉ
MISS PLATNUM
FETSUM
SAMY DELUXE
SALUT SALON
GROSSSTADTGEFLÜSTER
NISSE
ALINA
ESTIKAY
BALBINA

PxP FESTIVAL

PxP Benefit Festival

June 8, 2017

Waldbühne

Berlin

Germany



» Your voice for children. « The benefit concert that started it all.

The PxP Festival is our flagship cultural project. The inaugural festival was held on June 5, 2016. Conceived as a benefit concert for child refugees, this project gave us the inspiration and means to continue our peace-building activities year-round.

With millions of children worldwide fleeing war, violence and extreme poverty, the PxP Festival gives a voice to children in need. The festival aims to unite people regardless of their background, culture, faith, and social status, to encourage people to see the connection between the global and the local, and to inspire hope for a brighter future for all. The festival is a celebration of peace, love, and community featuring an all-star line-up of musicians and artists.

For the 2017 edition of the PxP Festival, twenty musical artists and entertainers raised their voices to support children in need at Berlin's Waldbühne along with an audience of around 20,000. The participating artists waived their fees. The net proceeds and donations from the 2017 concert flowed into emergency aid projects being carried out by the festival's charity partner UNICEF, and we began to allocate resources to our own programs, which use art, culture, and ideas to encourage integration by empowering child refugees and other underserved children through education and empathy.





» It was a privilege to be born here. I never suffered, never experienced war, I never starved. We must take responsibility for those who do not have these privileges. «

Andreas Bourani



» I dedicate at least a tenth of my time to helping other people, and if I, a cool rapper, can, then so can you, easy. «

Samy Deluxe





» In wealthy countries, it is our duty to give back.«

Herbert Grönemeyer



» ...whether it's € 400,000, or € 400 billion, it doesn't matter right now — it's the right message, and it has been received.«

Denyo (Beginner)



DONATIONS RAISED

OUR FLAGSHIP PROJECT

388,
671.
290

Euro in donations from nearly 20,000 visitors was collected on this wonderful festival day.

INTERNATIONAL PARTNER PROJECTS

—— UNICEF

4

PxP & UNICEF

March 6 – 8, 2017

Supporting an educational project in Jordan. Deepening our understanding of the people and projects we support.



PxP wanted to deepen its knowledge about the people and the projects it was supporting in partnership with UNICEF, with the aim of being able to work more effectively in the long run. In Jordan, a country of just under 10 million that has taken in the most Syrian refugees (over 1 million people), proceeds from the PxP Festival were used to support UNICEF-run schools and refugee camps. PxP's co-founder Fetsum traveled to Jordan to see this aid project in action.

SHE HAD ALWAYS WANTED TO COACH A GIRL'S SOCCER TEAM, BUT NEVER HAD THE OPPORTUNITY IN SYRIA, IN PART BECAUSE THERE WAS NO LOCAL GIRL'S TEAM BACK HOME.

The trip gave PxP the chance to be dialogue with young people at the heart of the refugee crisis. Local UNICEF guides showed Fetsum the refugee camps; Makani educational centers located outside of refugee camps in urban spaces; and the sports facilities PxP's funds helped build. During this trip, Fetsum got to know some of the young people being supported by this project. In the break room of the Makani center, Fetsum connected with a teenager, a fellow musician, who rapped the story of his life, and in return Fetsum shared his music. There was also a soccer match against a talented girl's team, coached by a Syrian mother of four, who said that coaching soccer was one of the bright spots in this difficult situation. She had always wanted to coach a girl's soccer team, but never had the opportunity in Syria, in part because there was no local girl's team back home.



Supporting emergency projects in Syria and neighboring countries, Iraq, South Sudan, Somalia, and Nigeria



We renewed our partnership with UNICEF for the second edition of the PxP Festival. Using proceeds from the PxP Festival and support from the PxP Embassy e.V., we supported various UNICEF emergency aid projects relating to education, nutrition, and healthcare in Iraq, Syria and neighboring countries, South Sudan, Somalia, and Nigeria.



Iraq

Iraq is still in unrest. Hundreds of thousands of girls and boys are suffering in a country full of terror, violence, and displacement. This includes Syrian refugees who continue to seek refuge from the violence of war. In order to give children a chance to play for a few hours a day and learn, UNICEF helps set up temporary learning centers in refugee camps and in host communities. Using our donations, UNICEF was able to give 5,600 backpacks and 5,665 schoolbooks to schoolchildren in Iraq, including those taking lessons in tents that serve as provisional classrooms.



Syria and Neighboring Countries

In Syria and neighboring countries, an entire generation of children is suffering the consequences of one of the worst civil wars of recent decades. There are still around 6 million children and teens caught between the fronts. UNICEF is on hand to assist them during this difficult time, providing children on all sides of the conflict with clean water and medical assistance. For children who are denied access to a public school, alternative learning opportunities have been created, such as the Makani centers in Jordan. Using funds raised during the Pxp Festival, UNICEF supplied Syrian children with 19,340 notebooks, and 100 Syrian refugee children in Jordan were able to visit a Makani center for one year.



IN SOUTH SUDAN, SOMALIA, AND NIGERIA, MORE THAN 1 MILLION CHILDREN ARE AT RISK OF STARVATION. ARMED CONFLICTS ARE COMMONPLACE.

South Sudan, Somalia, Nigeria

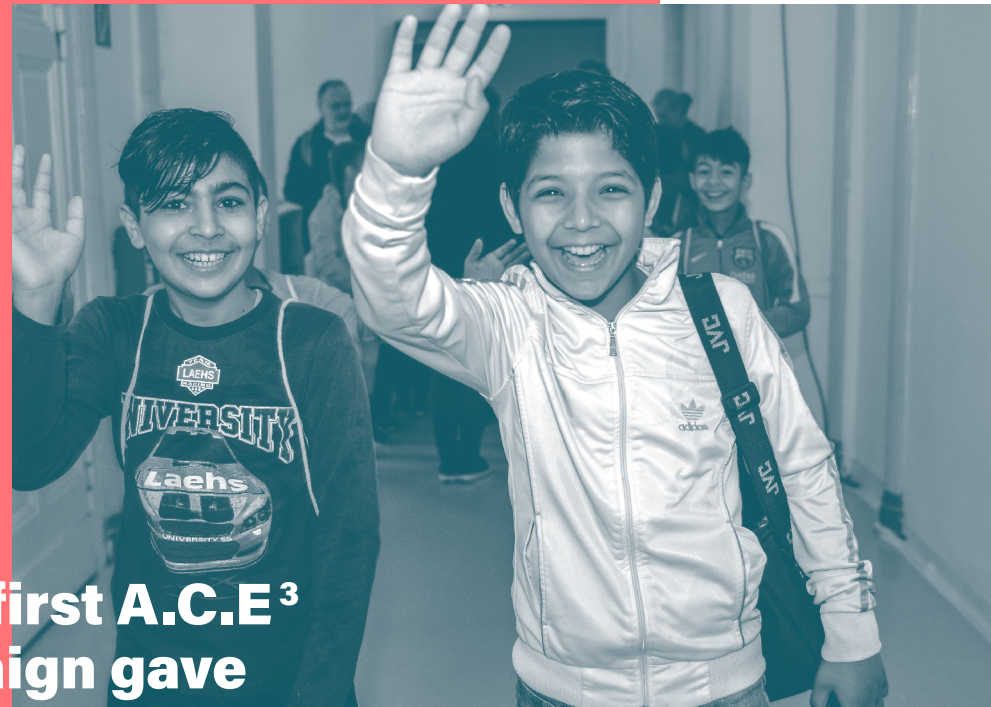
In South Sudan, Somalia, and Nigeria, more than 1 million children are at risk of starvation. Armed conflicts are commonplace. Man-made crises also aggravate extreme poverty and the fallout of natural disasters such as drought. UNICEF provides children with therapeutic foods, clean water, and medicine. With our support, UNICEF was able to provide 6,600 mosquito nets, protecting children in South Sudan from malaria; 54,620 doses of a measles vaccine to children in South Sudan; peanut paste for 1,127 severely malnourished children in Somalia; and 57,392 packets of 400g high-protein biscuits, giving children in Nigeria quick nourishment in emergency situations where nutritious food was not guaranteed.



A.C.E³

A.C.E³ Schulranzen

July 2017



PxP's first A.C.E³ campaign gave children a head start in school

The PxP Embassy and our partners for the Schulranzen campaign—Arche Berlin, the Berlin Senate, and the DKJS (German Children and Youth Foundation)—equipped 500 underserved children and young people in Berlin with new school bags and other essential supplies for the 2017/18 school year. The children were invited to a community-building event at Admiralspalast on July 26, 2017, with PxP, our partners, and special guests. They enjoyed musical performances and inspiring speeches by PxP ambassadors, which included musicians and other artists.



» The more tools children have in their toolboxes, the more capable they are of building their future.«

Fetsum Sebhat



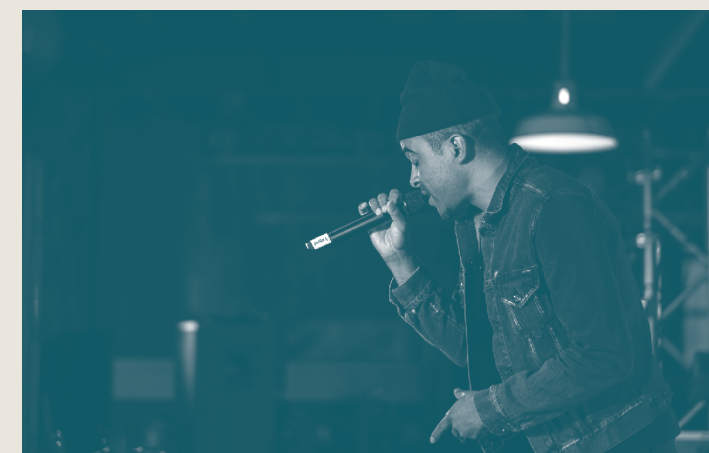
PxP at SXSW

March 11 – 20, 2017



The PxP Festival's musical ambassadors — the PxP Allstars Band — performed a showcase at South by Southwest (SXSW) in Austin, Texas. SXSW is an annual festival and conference that celebrates the convergence of the interactive, film, and music industries. The line-up featured Fetsum and singers Patrice, Y'Akoto and Dellé. The PxP Allstars' performances abroad help promote the message of the foundation and spirit of the festival.

The showcase was live-streamed by ARTE Concert in Germany and France.



LOOKING TO THE FUTURE

7

In 2018 we're looking forward to expanding our A.C.E³ programs and increasing our public engagement, while continuing to support projects with international partners. We're taking a break from the PxP Festival as we develop our own initiatives and work to increase our organization's effectivity and sustainability, with the overall aim of establishing the PxP Embassy as a leader in peace-building. The PxP Festival will relaunch in 2019.

DONATIONS 2017

UNICEF	194,335.65 €
PXP EMBASSY E.V.	2,885.00 €
TOTAL	197,220.65 €

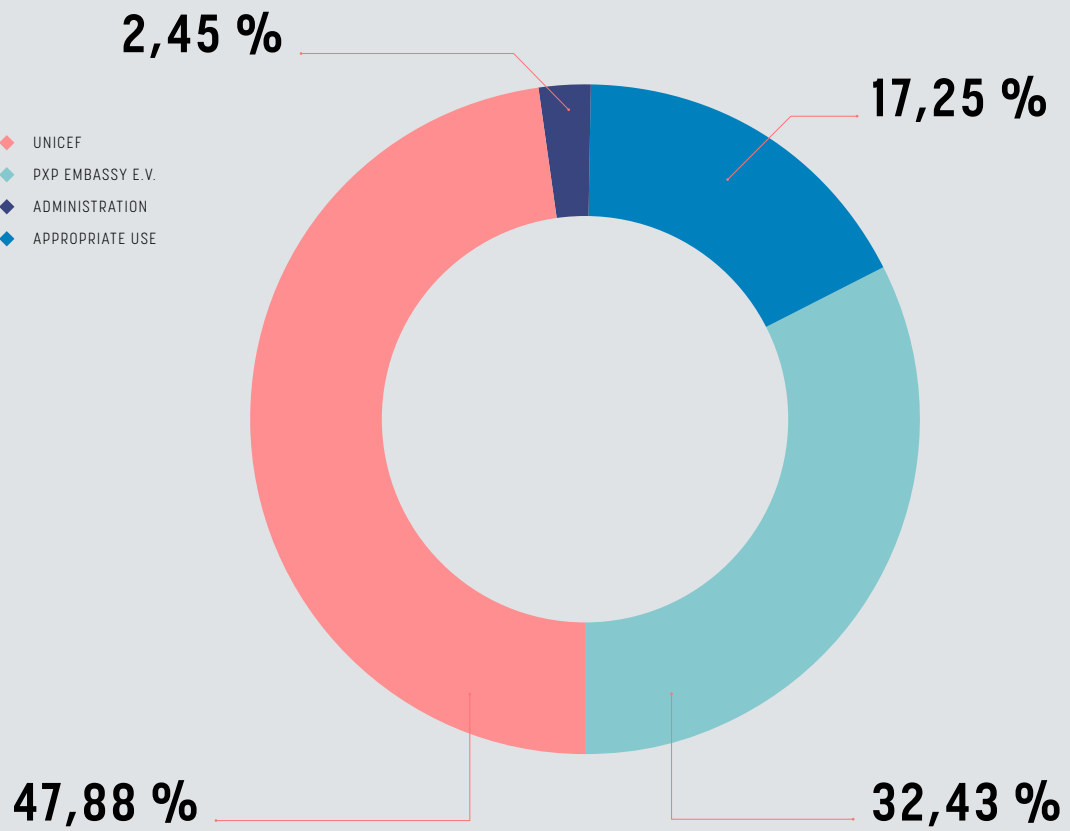
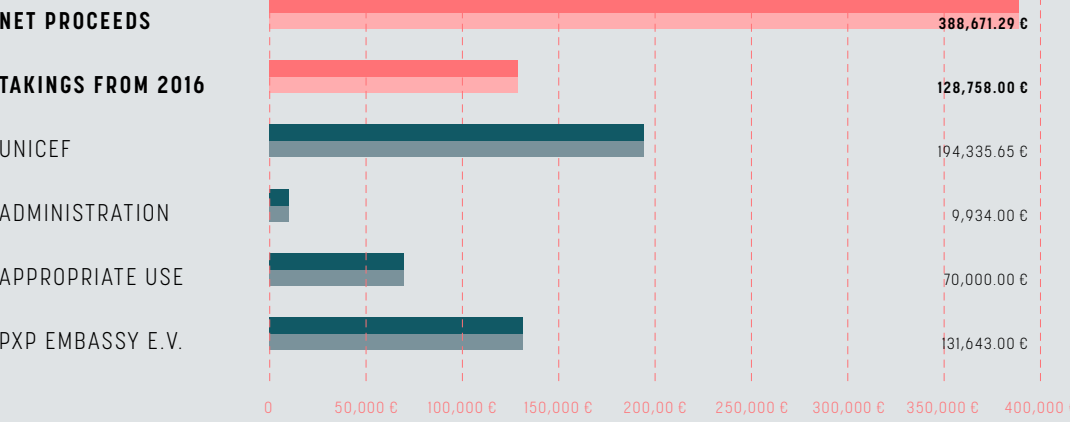
EXPENDITURES 2017

ADMINISTRATION	9,934.00 €
APPROPRIATE USE	70,000.00 €
TOTAL	79,934.00 €

OVERVIEW OF EXPENDITURES 2017

NET PROCEEDS / DONATIONS		
PXP FESTIVAL	388,671.29 €	
TAKINGS FROM 2016	128,758.00 €	
UNICEF	194,335.65 €	47,88 %
ADMINISTRATION	9,934.00 €	2,45 %
APPROPRIATE USE	70,000.00 €	17,25 %
PXP EMBASSY E.V.	131,643.00 €	32,43 %

OVERVIEW 2017



AWARDS

9

**PRG Live Entertainment Award
for Social Engagement**
March 4, 2017



For the PxP Festival, Fetsum Sebhat and Teddy Tewelde received the PRG LEA (Live Entertainment Award), one of Germany's most important cultural awards for event organizers and promoters, in the Social Engagement category.

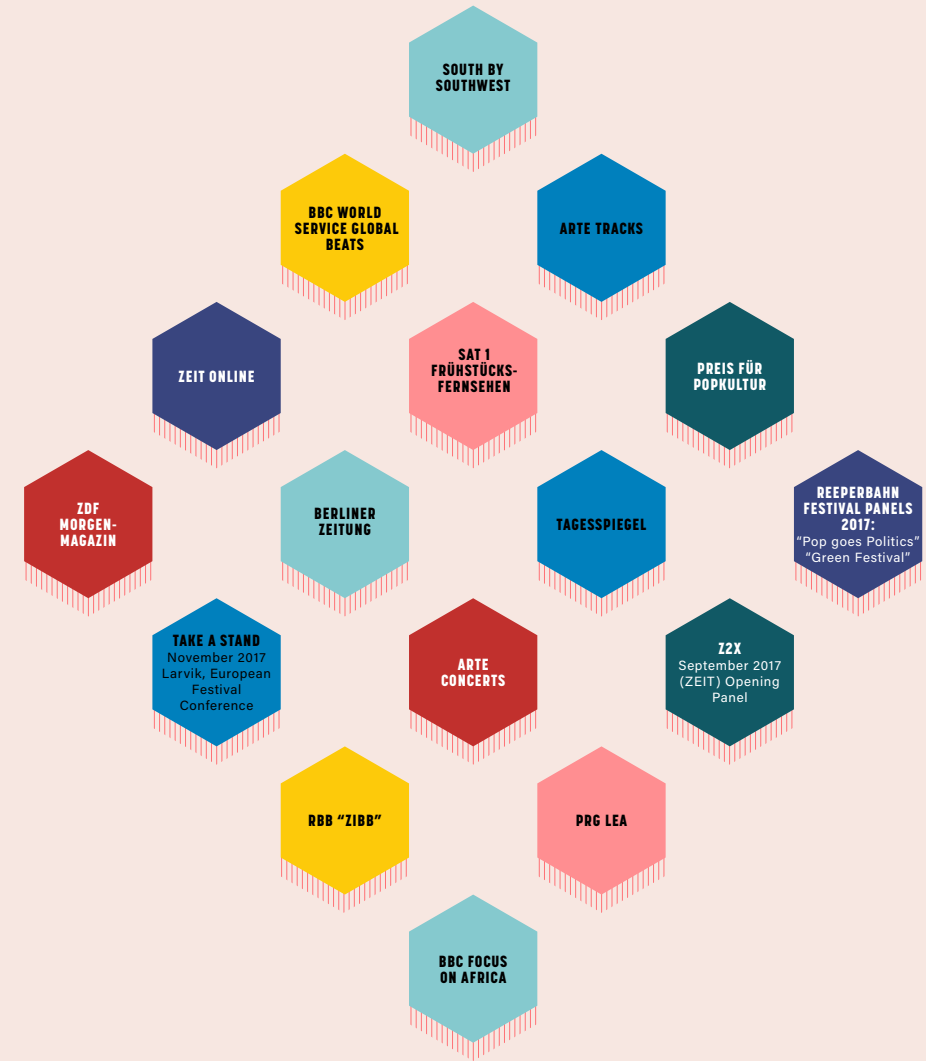
Preis für Popkultur
September 2017

Fetsum and Teddy were awarded the "Preis für Popkultur" award in the "Gelebte Popkultur" ("Lived Pop Culture") category, in acknowledgement of how the PxP festival promoted humane values and their glowing manifesto of solidarity and compassion.



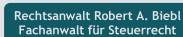
MEDIA COVERAGE

10



In 2017 we were invited to participate in a number of conferences and panels in order to discuss our approach to social engagement and peace-building. Our work was covered widely by the German and international media.

Thank you to our partners for helping us build a more peaceful world! A special thanks goes to our charity partner Unicef and our festival promoter Semmel Concerts and their amazing teams.



Time

By volunteering with us, you're helping our projects make even more of an impact. Join us in empowering children by sharing your time and skills during our events and A.C.E³ programs.

Get in touch: hello@pxpembassy.org

Money

Your donations allow us to work with the efficiency and flexibility needed to deliver our social and cultural programs for children.

PxP Embassy e.V. is a registered non-profit organization. Your tax-exempt donation will help maintain and expand our free-of-charge activities with underserved children and young people. Your gift will touch the lives of many.

Thank you for supporting our work!

PxP Embassy e.V.

Commerzbank Berlin

IBAN: DE89 1204 0000 0027 9661 00

BIC: COBADEFFXXX

St-Nr: 127 675 58057

Partners in Social Responsibility

By partnering with the PxP Embassy e.V. your company will join us in making a difference in the lives of children. Your resources will support us in laying the foundations of peace by empowering children and giving them the skills and opportunities they need to thrive.

Get in touch: hello@pxpembassy.org

P X P EMBASSY E.V.

TORSTR. 151

10119 BERLIN

E-MAIL: HELLO@PXPEMBASSY.ORG

ORGANIZATION NUMBER:

VR 34570 B

DISTRICT COURT:

CHARLOTTENBURG (BERLIN)

REPRESENTATIVE BOARD:

FETSUM SEBHAT,

TEDROS TEWELDE

V.I.S.D.P. (§ 55 RSTV):

FETSUM SEBHAT

According to its statute, the PxP Embassy e.V. engages in activities that support the following charitable causes
Promoting art and culture (§ 52 para. 2 sentence 1 no. 5 AO)
Supporting people who have been persecuted for political, racial or religious reasons and refugees (§ 52 para. 2 sentence 1 no. 10 AO)
Promoting awareness and tolerance in all areas of culture and international understanding (§ 52 para. 2 sentence 1 no. 13 AO)

ANNUAL REPORT

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DESIGN: GROOK

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**GIVE
LOVE**

—

**GET
PEACE**

