

ANNUAL REPORT

P×P EMBASSY

2016





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As part of the Eritrean diaspora, there's one thing we know for sure. Wherever we are in the world, if we need help, all it takes is a phone call, and someone from the community will show up. This is true when traveling and also in our everyday lives in Germany. Showing up for each other, pitching in, and caring about the people around us is a way of life. The PxP Embassy—along with our slogan “Give Love: Get Peace”—is born from this spirit of community.

The news coverage of the refugees drowning in the Mediterranean in 2013 was a call to action. We had come to Germany as child refugees ourselves. Those children could have been us. But how could we make a difference? We took a familiar first step. We reached out to our community. Soon a group of friends gathered in Berlin for a brainstorming session. We considered our strengths, we thought about what was available to us through our networks. With our community behind us, we felt empowered to dream big.

From the simple act of a group of friends meeting up to talk about how to help with what continues to be one of our time's most pressing issues—the refugee crisis—we were able to hold the inaugural PxP (Peace by Peace) Benefit Festival three years later in 2016. Twenty artists and bands played in Berlin's Waldbühne for a sold-out crowd of more than 20,000, many of whom were refugees or people working with refugees in Germany. The festival was a day of solidarity, community, and celebration. Renowned pop artists from Germany and abroad came together to raise funds in support of international emergency aid projects focused on children's well-being. The festival was organized by our newly founded non-profit organization PxP Embassy, which also managed the proceeds from the festival.

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Our first year has been all about first steps. We've been building the organizational structures that will carry us into 2017 for the second iteration of the PxP Festival, exploring how to work sustainably and effectively towards our mission, and deepening our connections with our local community in Berlin so that we can make an even bigger impact in years to come.

This is our first annual report, and in essence, it tells the story of what happens when the impulse to make a difference grows wings. This annual report is also a chronicle of how we are learning to fly. We have taken every opportunity to learn from the artists, partners, and companies who have supported our vision of peace.

This annual report shows PxP Embassy working with step by step — and as we say “peace by peace” — to build a peaceful future. In the past year our work has touched the lives of over 67,000 children. With our staff of three and a support team of ten, we're finding ways to increase our impact. PxP's achievements belong to everyone, from the friends who gathered in 2013 to the children who are our future. This is our community — inclusive and expanding — and our community is our life force.

Our work in 2016 reflects the urgency and complexity of a crisis that must be resolved in order for us to move towards peace. Political conflicts, racism, climate change, and inequality are all testing the limits of humanitarianism and need to be addressed if we are to realize our dream of a peaceful world. As Fetsum says, “Our parents fought for freedom in Eritrea so that we could be free to fight for peace.” The world we dream of is within reach, and we're working to realize that dream as best we know how: peace by peace. “Give Love: Get Peace” isn't just our slogan, it's a mindset that has the power to transform lives. If we all kept this simple idea in mind in our day-to-day lives, imagine the difference we could make.

Sincerely,
Fetsum and Teddy

ABOUT PXP EMBASSY

2

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

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 with 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 bringing our local community together for a celebration of culture, empathy, and solidarity in order to raise funds in support of international emergency aid projects.

In 2013 the media coverage of fleeing 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 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, drew on their network to pull together what is to date Germany's most successful benefit concert. The PxP Festival sold out. Twenty thousand people crowded Berlin's Waldbühne on June 5, 2016, to celebrate love and peace. The PxP Embassy was founded in order to produce the PxP Festival and administrate the funds raised.

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

2 016 was a year of growth and exploration for the PxP Embassy. Securing a charity partner for the PxP Festival, producing the festival, and allocating funds to emergency aid projects were our primary activities. The rest of our time was spent solidifying our vision of the PxP Embassy's future.

The PxP Embassy is finding practical ways to provide for the well-being of children and empower them to take part in building a peaceful future. We believe that empathy and education are the main pillars of peace-building. To have a chance at peace, we need to be 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 used funds vraised during the PxP Festival 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.

We believe we can make a greater 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. PxP has an in-house team of three. With the support of five organizations, ten volunteers, we have been able to reach over 67,000 children with our activities in 2016.

WE BELIEVE THAT WE CAN
MAKE A BIGGER IMPACT
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Co-founder Teddy Tewelde



Backstage at the PxP Festival with Fetsum, Aloe Blacc, Patrice, Max Herre, and Samon Kawamura (left to right).

» My wish for the world is that every human being has the opportunity to live in peace for their entire lives.«

Aloe Blacc



Michael Müller, Governing Mayor of Berlin, together with TV host and PxP Festival compère Cherno Jobatey.



Fetsum and Teddy take the main stage during the PxP Festival.



Fetsum high-fives the PxP Allstars Band seconds before they take the stage at the PxP Festival.



Fetsum speaks with ZDF and other media outlets during the press conference at the PxP Festival.

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.

ERITREA

850

premature babies and newborns in Eritrea received life-saving emergency medical care via ARCHEMED.

→
850 children reached

IRAQ

7,175

packets of peanut paste were given to severely malnourished children in Iraq to help build up their strength.

5,000

children in Iraq could continue going to school in winter because UNICEF was able to winter-proof 50 tents being used as provisional classrooms.

→
Approx. 5,070 children reached

UKRAINE

4,200

children in the Ukraine were given hygiene sets, including a bucket with a lid, soap, detergent, toothpaste and toothbrushes, shampoo, and other articles needed for daily hygiene.

→
Approx. 5,070 children reached

SYRIA & NEIGHBORING COUNTRIES

270,300

doses of polio vaccine were procured for children in South Sudan and Syria.

→
Approx. 30,000 children reached

SOUTH SUDAN

825,000

deworming tablets helped improve the nutritional status of children in South Sudan and made them less susceptible to other illnesses.

→
Approx. 27,500 children reached



OUR FLAGSHIP PROJECT

— PXP FESTIVAL

ALL ARTISTS

SEED
BEATSTEAKS
CAMPINO
ALOE BLACC
MAX HERRE
JOY DENALANE
PATRICE
CLUESO
MEGALOH
AFROB
SAMY DELUXE
CRO
TEESY
DANJU
NAMIKA
MOTRIP
ELIF
DAT ADAM
ZUGEZOGEN MASKULIN
FETSUM

PxP Benefit Festival

June 5, 2016

Waldbühne

Berlin

Germany



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

**» Today more than
ever a sign of more
humanity, hope
and solidarity is needed.
The PxP Festival is one
such sign, so my
thanks go to all those
who support it. «**

**Christian Schneider
(CEO, UNICEF Germany)**



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, and to inspire hope for a brighter future for all. It is a celebration of peace, love, and community featuring an all-star line-up of musicians and other artists.

For the first edition of the PxP Festival, musical artists and entertainers raised their voices to support children in need at Berlin's Waldbühne along with a sold-out audience of around 20,000. The participating artists waived their fees. The net proceeds and donations from the concert flowed into international emergency aid projects being carried out by the festival's charity partner UNICEF and by the German non-profit organization ARCHEMED (Doctors for Children in Need e.V.).

» I get goosebumps all over just thinking about that evening. «

Dieter Semmelmann
(Managing Director SEMMEL CONCERTS / Organizer PxP FESTIVAL)



» I would therefore like to thank everyone who is supporting refugees through this benefit concert or in their daily lives and who meets them with solidarity. «

Michael Müller
(Governing Mayor, Berlin)



» We are all part of the Great Everything. «

Max Herre





» We can play a concert,
raise money, and make dontions.
It's going so well here. «

Teutilla (Beatsteaks)



» With every relationship,
the world becomes more
closely connected.
We want to draw attention to
that. There's no use
in closing ourselves off. «

Peter Fox (SEED)



DONATIONS RAISED

OUR FLAGSHIP PROJECT

413,
517.
290

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

INTERNATIONAL PARTNER PROJECTS

—— ARCHEMED

—— UNICEF

PxP & ARCHEMED

December 2016



Securing emergency healthcare for 850 infants in Eritrea

Eritrea is one of the poorest countries in the world. The lack of economic stability has caused the quality of primary healthcare to suffer, which has led to low overall life expectancy in the country. Tens of thousands cross the Danakil Desert hoping to find a better life. In the midst of this, many premature babies are fighting for their lives. These tiny infants, with birth weights between 500 and 1,500 grams, are in desperate need of warmth, oxygen, and hygiene.

THE FINANCIAL RESOURCES WE PROVIDED HELPED SAVE THE LIVES OF 850 PREMATURE BABIES AND NEWBORNS IN CRITICAL CONDITION IN ASMARA.



The German non-profit organization ARCHEMED (Doctors for Children in Need e.V.) has set itself the task of fundamentally improving the lives of children in Eritrea through medical and humanitarian aid. They are working to ensure that every child has the opportunity to receive basic medical care.

Using proceeds from the PxP Festival and support from PxP Embassy e.V., we worked with ARCHEMED to establish an intensive care unit for premature babies where medical and life-saving measures could be carried out. The financial resources we provided helped save the lives of 850 premature babies and newborns in critical condition in Asmara.





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

UNICEF was our charity partner for the first edition of the PxP Festival. Using proceeds from the PxP Festival, the PxP Embassy e.V. supported UNICEF's emergency aid projects relating to education, healthcare, and hygiene in Syria and neighboring countries, Iraq, the Ukraine, and South Sudan.

UNICEF

PxP & UNICEF

December 2016

**AN ESTIMATED
7.2 MILLION PEOPLE
IN SOUTH SUDAN
WERE AFFECTED BY
CONFLICT, INTER-
COMMUNAL VIOLENCE,
ECONOMIC DECLINE,
AND DISEASE
OUTBREAK.**



South Sudan

An estimated 7.2 million people in South Sudan were affected by conflict, inter-communal violence, economic decline, and disease outbreak. This included more than 1.7 million displaced people and more than 1 million refugees since December 2013, of whom nearly 900,000 are estimated to be children and 650,000 are refugees in neighboring countries. The situation has been further aggravated by progressive economic deterioration. Throughout 2016, UNICEF continued to respond to humanitarian needs and provide life-saving services such as immunization, therapeutic feeding, water and sanitation, and family tracing and reunification in the Greater Upper Nile region and scaled up and responded to emergencies elsewhere. With our support, 825,000 deworming tablets helped improve the nutritional status of children in South Sudan, making them less susceptible to other illnesses.





The Ukraine

In 2016 UNICEF continued to address the needs of the most vulnerable children in the Ukraine by ensuring their access to safe drinking water, education, safe learning spaces, community-based child protection services, and immediate psychosocial support. Some 3.7 million people, including 580,000 children and 230,106 internally displaced persons, were affected. Disruptions in humanitarian access, the limited capacity of local institutions, weak rule of law, and restrictions imposed on protection monitoring in non-government controlled areas severely weakened the protective environment. Given the interconnectedness of the water supply, central heating systems, electricity supply and sanitation systems, some 2.9 million people were at risk of service disruption. Using our donations, approximately 4,200 children in the Ukraine received hygiene sets, including a bucket with a lid, soap, detergent, toothpaste and toothbrushes, shampoo, and other articles needed for daily hygiene.



Iraq

Due to the continuing offensive of Islamist terrorist militias, hundreds of thousands of children are still unable to go to school. Large portions of the population are on the run, forcing many to live in temporary shelters. Our donations made it possible for 5,000 children to continue going to school in winter because of the winter-proofing of 50 provisional tent classrooms. To ensure that children were strong enough to go to school, 7,175 packets of peanut paste were distributed between 70 severely malnourished children.



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OF 50 PROVISIONAL
TENT CLASSROOMS.**



Syria and Neighboring Countries

Heightened levels of violence, worsening security, and ongoing access constraints continued to hamper efforts to reach those most in need. Despite massive operational challenges, UNICEF Syria and partners sustained the scale of humanitarian operations, improving the quality of the response while expanding access. A total of 2.4 million children were vaccinated against polio and three multi-antigen campaigns screened more than 1.7 million children under-five (including more than 633,000 in hard-to-reach areas) and vaccinated some 444,000 children who had defaulted. As part of our mission to give the most vulnerable among us the foundation for a better future, we used proceeds from the PXP Festival to help UNICEF procure 270,300 doses of the polio vaccine, reaching approximately 30,000 Syrian refugee children.



The global refugee crisis that inspired us to found the PxP Embassy will not be resolved in the immediate future. In order to make a difference, we have to stay engaged, and so we are moving into 2017 committed to expanding and deepening our engagement with our mission. 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. Looking to the future, we're exploring practical ways to help children in need thrive and to inspire them to be a force for peace.

In this first year, we supported projects where the need was most urgent, for instance in crisis zones abroad. The response to the festival, which was the primary focus of our activities in 2016, made it clear that the PxP Festival's vision of peace, community, and solidarity spoke to a need here in Germany. Many refugees and people working with refugees were in attendance at the festival, and we want to continue to support the integration of children with a migrant background and underserved children in this community. We're exploring new ways to forge a connection between refugees in Berlin and their local communities through activities that promote culture, empathy, integration, and education. The PxP Festival will be back in 2017.

DONATIONS 2016

UNICEF	206,758.65 €
ARCHEMED	10,000.00 €
PXP EMBASSY E.V.	196,758.65 €
TOTAL	413,517.29 €

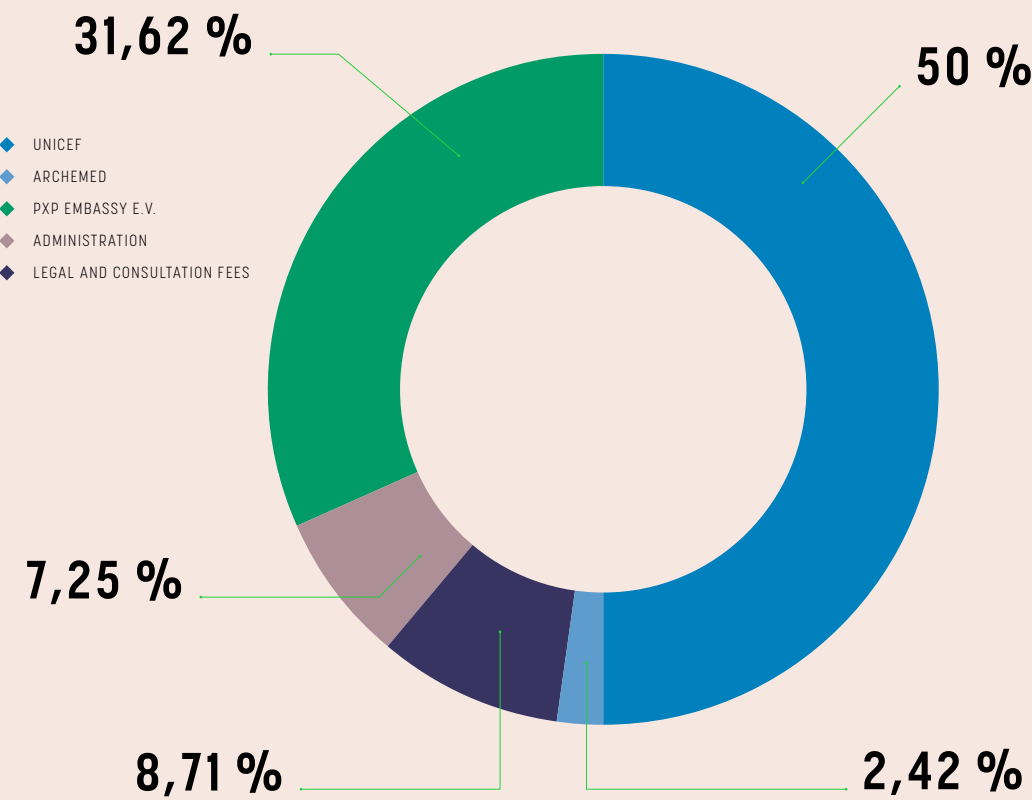
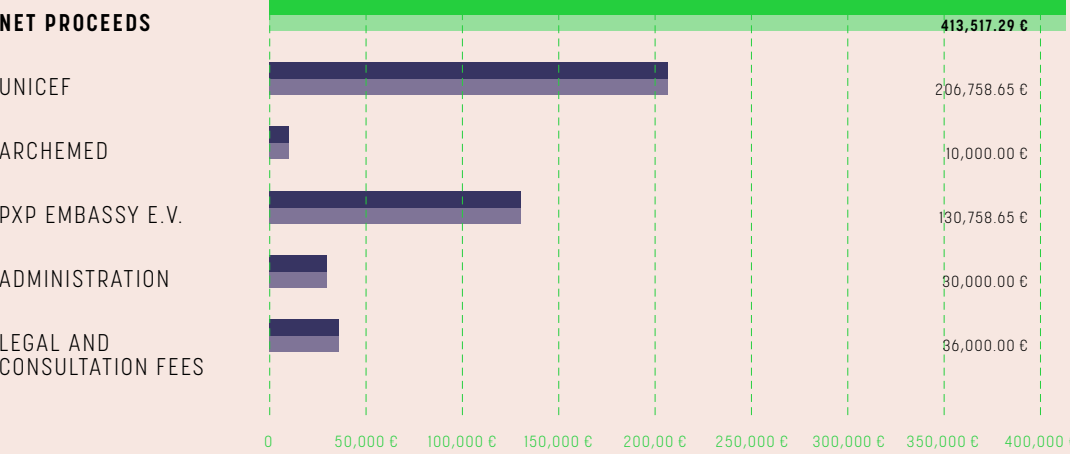
EXPENDITURES 2016

ADMINISTRATION	30,000.00 €
LEGAL AND CONSULTATION FEES	36,000.00 €
TOTAL	66,000.00 €

OVERVIEW OF EXPENDITURES 2016

NET PROCEEDS / DONATIONS		
PXP FESTIVAL	413,517.29 €	
UNICEF	206,758.65 €	50,00 %
ARCHEMED	10,000.00 €	2,42 %
ADMINISTRATION	30,000.00 €	7,25 %
LEGAL AND CONSULTATION FEES	36,000.00 €	8,71 %
PXP EMBASSY E.V.	130,758.65 €	31,62 %

OVERVIEW 2016



AWARD

Order of Merit of Berlin
October 1, 2016

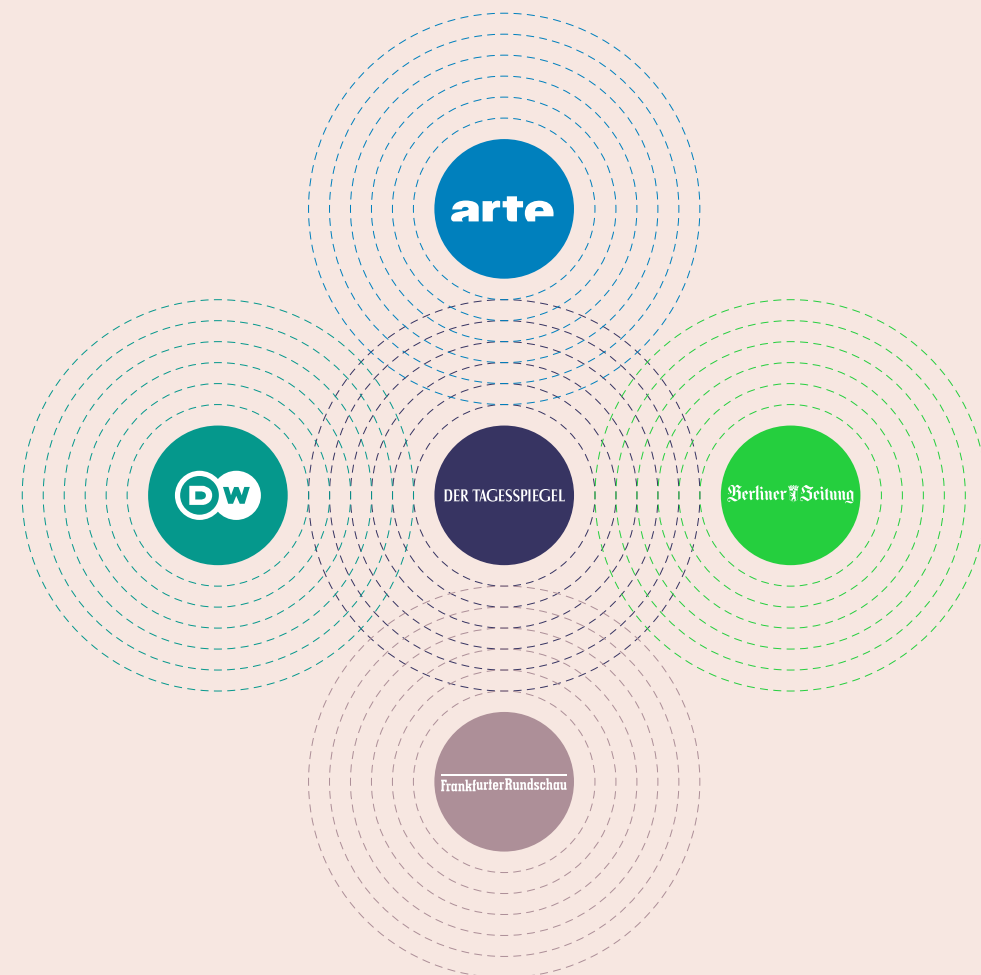
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Fetsum Sebhat was awarded the Verdienstorden des Landes Berlin (Order of Merit of Berlin), presented by Governing Mayor Michael Müller, for outstanding civic engagement and commitment to the city of Berlin.

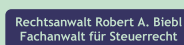
MEDIA COVERAGE

8



Our activities were covered widely by the German and international media, most notably by the Berliner Zeitung, Tagesspiegel, Frankfurter Rundschau, Deutsche Welle “popXport,” and ARTE Concerts.

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.

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10119 BERLIN

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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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@UNICEF, @ARCHEMED

**GIVE
LOVE**

—

**GET
PEACE**

