MK GANDHI INSTITUTE FOR NONVIOLENCE
ANNUAL REPORT
2018-2019

Dear Friends,

This report offers highlights for the period July 1, 2018 through June 30, 2019. This work continues to be made possible through the support of hundreds of committed supporters, a dedicated board and staff, and through the remarkable example of human rights heroes, past and present.

As you can see in the financial summary, this year we closed with a deficit-the first time in a decade. The unexpected expenses are accounted for in our current year's budget. We reached out to our community this summer once the books were closed and are grateful that close to $4,000 came in to help us close the gap.

Please consider this report as an invitation to find your own way to connect with the beautiful, vital work of the Gandhi Institute. Let us know any comments, ideas, or questions.

This comes with love from all of us,

Kit Miller
Director

"In a gentle way, you can shake the world"

- MK Gandhi

Gandhi Institute 2018-2019 Stats

- Youth & Adults Trained: 6,092
- Student Conversations: 6,132
- Annual Budget: $531,800
- Events: 171
- Staff: 10

Walking our Talk at the Gandhi House

Board and staff recruitment and hiring processes were refined through our work in the Structural Racism Initiative sponsored by St Joseph's Neighborhood Center to include specific questions regarding individual understanding of and commitment to ending racism. To strengthen our ability to engage in difficult conversations and address issues early on, staff created an innovative feedback process.

Beauty in the Plymouth-Exchange Neighborhood

Staff and volunteers grew and shared organic produce with near neighbors on S Plymouth Ave. and Seward St. Other visitors were welcome and encouraged to harvest vegetables. Over the winter, free vegan community dinners were put on for neighbors and the general public, to create nourishing opportunities for engaging across differences of class, race, age, and religion.

A conflict transformation labyrinth utilizing a South African design was built with support from the Greater Rochester Health Foundation for public use. An accompanying mural by local artists with design input from students at our neighbor School 19 lifts the message and intention for this new addition.

Increasing the Peace in Schools and Campuses

Staff served in four Rochester schools on a daily and weekly basis and offered training and support to students and staff in dozens of area schools and colleges, including serving on the steering committee for University of Rochester's launch of a restorative practices initiative. We co-hosted a fourth 'RocRestorative' conference in April for more than 500 people.

Training for Adults

To share skills in nonviolence, conflict resolution, and to increase skills in addressing racism on an individual, institutional, and system level, staff trained adults in a variety of settings, including libraries, faith communities, and healthcare settings.

Collaborating, Harder

Guided by the values in our strategic plan, we prioritized support for collaboration and collective impact through engagement with Rochester initiatives like the Levine Center to End Hate, the Police Accountability Board, the Racial Equity Justice Initiative, monthly meetings with other peacebuilding organizations, and more. Outside Rochester, partnerships continued with the National Association for Community Medication and Mahatma Gandhi Venezuela.

Nonviolence Now

In January 2018, the Institute won a global media prize and decided to use it to promote nonviolence online, especially to youth. The Nonviolence Now campaign launched at the United Nations' on October 2, 2019-Mahatma Gandhi's 149th birthday. While the original prize was four weeks of global digital banner ads valued at $250,000, our approach elicited a commitment of an additional 2 months of support AND a full-page ad in Newsweek, published on the inside front cover on December 7th, 2019. The project's ads achieved 1.2 million impressions and a click-rate over twice the industry standard.

This campaign was organized and created through volunteers and small team at the Gandhi Institute and is an example of a successful "creative counter narrative" campaign. A study by The Institute for Strategic Dialogue and the Against Violent Extremism network found that counter-narrative campaigns "dramatically improve the awareness, engagement, and impact of counter-narratives" ("The Impact of Counter-Narratives," 2016). We used the recommendations in this report as a guide for how to effectively and efficiently shift narratives around violence.

Operating Budget for 2018-2019

We had a very solid year overall, hitting our marks for revenue and expenditures. There were two budgeted shortfalls – the difference between our requested support from the University of Rochester and what was ultimately awarded, and a requested rent reduction which did not materialize – that resulted in the closing deficit. We have adjusted our budget accordingly for 2019 – 2020 and anticipate finishing the current fiscal year with a surplus.

REVENUE

Contributions	$111,037
Grants	$131,113
School Programming	$195,000
University of Rochester Support	$76,752
Community Training	$37,046
Merchandise Sales	$2,822
TOTAL	**$553,770**

EXPENSES

Personnel	$450,671
Location/Office	$64,961
Programming/Gen	$43,631
Fundraising	$6,010
Training/Travel	$2,723
Bank & Finance	$3,766
TOTAL	**$571,762**

NET DEFICIT **$17,992**

MK Gandhi Institute for Nonviolence

Support:

Give online or mail your donation to:

MK Gandhi Institute for Nonviolence
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Rochester, NY 14608

Connect:

Website: www.gandhiinstitute.org

Phone: (585) 463-3267

Social: @rocnonviolence