



An Official United Nations Peace Messenger



TO MY WEBSITE READERS:

IT IS A PRIVILEGE FOR ME TO INTRODUCE YOU TO YOU THE WAFUNIF "CULTURE OF PEACE CAMPAIGN". I WANT TO THANK WAFUNIF'S PRESIDENT DR. HOPE P. WHITE-DAVIS, AND OUR CHAIRMAN, HIS EXCELLENCY UNDER SECRETARY – GENERAL, AMBASSADOR ANWARUL K. CHOWDHURY ALSO REMIGIO MARADONA, SENIOR INSTITUTIONAL ADVANCEMENT SPECIALIST & WAFUNIF'S SPOKESPERSON FOR THE WAFUNIF PEACE PRAXIS

*PROGRAMMES FOR THEIR SUPPORT AND CONTINUED EFFORTS TO SUPPORT AND HEIGHTEN THE PROFILE OF THE UNITED NATIONS SYSTEM, AS WELL AS WAFUNIF. TOGETHER WE HAVE EMBARKED UPON A PLAN TO RAISE AWARENESS THROUGH A PROGRAMME OF **GOODWILL EVENTS, ACTIVITIES AND CONCRETE DEEDS IN PROMOTING GENERAL ASSEMBLY RESOLUTIONS: 53/25 WHICH PROCLAIMED THE PERIOD 2001-2010 AS “THE INTERNATIONAL DECADE FOR A CULTURE OF PEACE AND NON-VIOLENCE FOR THE CHILDREN OF THE WORLD,” AS A MEANS TO PROMOTE EDUCATION, HEALTH, DEVELOPMENT AND PEACE. THUS, AT THE SAME TIME CONTRIBUTING TO MAKE OUR WORLD A BETTER PLACE FOR OUR CHILDREN.***

TASHA-NICOLE TERANI

WAFUNIF’s SPECIAL ENVOY FOR PEACE & DEVELOPMENT

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On March 26th 2004 Ms. Terani became one of several Special Envoys For Peace & Development under WAFUNIF's



PROGRAMME under the directives associated with **UN General Assembly** Resolution 53/25 which is regarded as a model in promoting six unifying and interrelated issues common to all societies, cultures and nations as identified by Nobel Peace Laureates: **Respect All Life, Reject Violence, Share With Others, Listen To Understand, Preserve The Planet, and Rediscover Solidarity.**

UN Secretary General Kofi Annan



Endorses

26 March 2004



(Picture: left-middle) Chilean Ambassador to the UN H.E. Heraldo Muñoz, UN Secretary General Kofi Annan, President/CEO FutbolMasters - Elias Figueroa, Teofilo Cubillas , Remigio Maradona – WAFUNIF (Picture on right) Dr. Ibne Hassan, WAFUNIF Board Member. Mr. Remigio Maradona, Spokesperson and Senior Institutional Advancement Specialist for WAFUNIF. Ms. Onimitiem Flagg Amachree, WAFUNIF Board of Directors, Dr. Hope P. White-Davis President of WAFUNIF. **WAFUNIF's Special Envoys holding their certificates: Ricardo Figueroa, Eric Wynalda, Teofilo Cubillas, Elías Figueroa, Carlos Alberto, Stephen Low, Steve Leighton.**

WAFUNIF/FutbolMasters™

Presents

“FUTBOL 4 A CULTURE OF PEACE and DEVELOPMENT”

**International Futbol/Soccer Benefit Activities in support of WAFUNIF & the
United Nations System.**

What is WAFUNIF/FUTBOLMASTERS FUTBOL 4 PEACE PROGRAMME?

The World Association of Former United Nations Interns and Fellows (WAFUNIF), is the *Official Alumni and was Designated as an Official United Nations Peace Messenger, in 1987, by the Secretary-General of the United Nations.* WAFUNIF, as a non-governmental organization, enjoys consultative status in the *Special Category* with the *United Nations Economic and Social Council (ECOSOC)*, and general category consultative status with the *United Nations Conference on Trade and Development (UNCTAD)*, both status accorded by intergovernmental decisions, and endorsed by the United Nations General Assembly (UNGA). Moreover, as constitutionally mandated, all WAFUNIF's activities deal solely with United Nations matters and are implemented in close co-operation with the concerned agencies, organizations and programmes of the UN system. In line with those responsibilities, we too share the view that the above goals can be achieved through sports. In its ongoing efforts to support and heighten the profile of the United Nations system, WAFUNIF has embarked upon a plan to raise awareness for its Peace & Development Programmes in support of the United Nations system. Through a programme of sporting activities involving FutbolMasters™ Founding Members and Soccer Celebrities from the past and present who are inspired by the United Nations General Assembly Resolutions: **53/25** which proclaimed the period 2001-2010 as *“The International Decade for a Culture of Peace and Non-Violence for the Children of the World,”* **Resolution.(56/75)** on *“Building a*

Peaceful and Better World through Sport and the Olympic Ideal”,(55/2)The Millennium Declaration by the Heads Member States of the United Nations of 8th September 2000 and Resolution(58/5) Sport as a means to promote education, health, development and peace by proclaiming the year “2005 International Year of Sports and Physical Education”. WAFUNIF’s efforts in support of our *Alma Mater (The UN System)* has consistently been recognized and acknowledged by the highest officials of the UN system.

What is FutbolMasters™?

Futbol, Fussbol, Football, or Soccer is the only organized / administered universal sports activity throughout the entire world. More than 30 million players are registered with FIFA in over 200 countries and this number represents an estimated 3 to 10 percent of the over 200 million active participants. Over 4.0 billion spectators paid admissions to attend futbol matches worldwide in 2000. An estimated 10 billion viewers watched the 1994 USA/World Cup on television with an estimated 20 billion viewers tuning into the most recent World Cup Korea/Japan 2002. Futbol is without a doubt the single most popular sport in the world and its growth in the developing nations of **Africa, Asia and South America** is unparalleled. However, as with all aspects of life in a dynamic and growing world, futbol faces interesting challenges as it approached the new millennium including, but not limited to...exorbitant income of top players, the average cost to attend premier matches, too many games, extended schedules, over exposure, spectator safety and hooliganism. Interestingly enough with all its history, glory and superlatives surrounding the world’s most beloved sport, futbol does not have a **“Futbol 4 Peace and Development Programme ”** Until now...WAFUNIF/FutbolMasters™.

The core concept was to create the Worlds First Global Futbol Club by bringing together the greatest futbol (soccer) players ever to play the game. FutbolMasters™ intends to "package" an annual global tour of events, celebrations and festivities intended to provide major "live" spectator and television audience exposure through competitive exhibition games, events and activities. FutbolMasters™ intends to promote goodwill, a sense of

fellowship, warmth, affection, esteem and joy, by visiting various countries, cities and markets around the world. Contributions will be made to the WAFUNIF/FutbolMasters™ **“Futbol 4 Peace and Development”** programme administered under a Trust-Fund by the United Nations Development Programme. There will be marketing opportunities for sponsoring corporations at the local (national/association), regional (continental/confederation) and global (worldwide/FIFA) level. FutbolMasters™ will also contribute to WAFUNIF’s Programmes in support of U.N. in geographically deprived regions of the world.

WAFUNIF/FutbolMasters™ will develop and coordinate **“Futbol 4 Peace and Development”** programme that will use the Positive influence of the *FutbolMasters™ Celebrities Futbol Legends* from all over the globe to promote the International Decade for a Culture of Peace and Non-Violence for the Children of the World (2001-2010), and to promote poverty eradication and implementation of the United Nations Millennium Development Goals (MDG), adopted by world leaders at the UN Millennium Assembly in September 2000. These Goals are an ambitious agenda for reducing poverty and improving lives. For each goal one or more targets have been set, most for 2015, using 1990 as a benchmark:

1. Eradicate extreme poverty and hunger;
2. Achieve universal primary education;
3. Promote gender equality and empower women;
4. Reduce child mortality;
5. Improve maternal health;
6. Combat HIV/AIDS, malaria and other diseases;
7. Ensure environmental sustainability;
8. Develop a global partnership for development.

WAFUNIF/FutbolMasters™ will use football as a vehicle to improve social and economic conditions for the world’s youth and others through it’s:

“FUTBOL 4 A CULTURE OF PEACE and DEVELOPMENT”
Programme.

In addition, UN Secretary-General Kofi Annan, in 1991, established the *Global Compact Programme*, a programme that called on companies to embrace nine universal principles in the areas of human rights, labour

standards and the environment. Promoting corporate leadership in the world economy to address critical issues related to globalisation.

The first of these international events will be the inaugural **WAFUNIF/FutbolMasters™** Press Conference announcing this unprecedented joint effort in support of the United Nations System and WAFUNIF's designation to bestow the title: **Special Envoy for Peace and Development** to **FutbolMasters™** which was held at United Nations Headquarters in New York on 26 March 2004.

Through adequate promotion and media coverage, these international *Futbol International Events* will impact on the perception of sport as a means of fostering a ***“culture of peace and non-violence for the children of the world”*** and will establish closer relationships between peoples of different countries, races and cultures. Moreover, proceeds from these events after expenses will benefit WAFUNIF Programmes in support of the United Nations System.

The *Futbol International Events* will be organized by WAFUNIF/FutbolMasters™ with funds managed under a WAFUNIF/FutbolMasters™ UNDP Trust Fund. These events are expected to lay the foundation for the future WAFUNIF FutbolMasters™ activities in terms of their relevance to peace as well as other development and humanitarian concerns.

II. PROBLEMS TO BE ADDRESSED

The United Nations General Assembly, Resolution 53/25, adopted by consensus on 10th November 1998 proclaimed the period 2001-2010 as The International Decade for a Culture of Peace and Non-Violence for the Children of the World. Moving forward in this direction is greatly needed. Given the current political climate in the world, we believe a message of peace and Development is the most appropriate.

Secondly, WAFUNIF needs to raise funds in order to develop its long-term goals. They are vital, if WAFUNIF is to fulfill its mission in the support of the vital role of the UN system and its efforts in areas of arms limitation and disarmament, economic and social progress, environmental protection, and

development as essential elements in eradicating poverty and building a just, equitable and peaceful world.

III. STRATEGY

Resolution 53/25 is regarded as a model in promoting six unifying and interrelated issues common to all societies, cultures and nations as identified by Nobel Peace Laureates: **Respect All Life, Reject Violence, Share With Others, Listen To Understand, Preserve The Planet, and Rediscover Solidarity.**

By its Resolution 56/75 of 10th January 2002 on “Building a Peaceful and Better World through Sport and the Olympic Ideal,” the UNGA again recognized the importance of sport in mobilizing young people worldwide in the cause of peace.

The events will consist of benefit soccer/futbol activities with an individual theme that encompasses peace and humanitarianism that will be promoted by the media, as well as sponsors and other entities. Proceeds from the event (after expenses), will benefit WAFUNIF programmes that support UN system’s development activities.

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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