Update for Peace Stars - A not-for-profit global music competition

Laurence Baer July 17, 2024



Dear Friends of Peace,

I am sending out this update to let each of you know the status of <u>Peace Stars</u>, a not-for-profit global music competition which we are launching, and to ask for your assistance in helping us to achieve our very modest goal for 2024. The idea behind Peace Stars is to shine a light on the 110+ violent conflicts still raging in this world, through songs, co-written and coperformed by musicians on the opposite sides of one of those conflicts. For the winning entries, we will create professional 15 minute videos featuring the song, the artists, and background on the conflict. All additional funds will be used to promote those videos across the internet to achieve maximum exposure.

My partner Russ Allen and I are launching Peace Stars on a strictly pro-bono basis. Neither of us

are receiving any fees from this project. All donations are going directly into our duly registered Maryland 501(c)3, 101 Education Institute, and will be used strictly to develop the contest and promote the winning videos.

Our original plan was to launch Peace Stars in 2024, requiring that each entrant team submit their own video.

However, based on my zoom meeting with one of our advisors, Michal Shahaf, CEO of Koolalum, I was persuaded to change our strategy. I deeply respect Michal, who founded a very successful online marketing company before launching Koolalum. She argued that if we leave the production of videos to the contestants, we will not get good enough quality to impact the global audience we are targeting. Instead, she felt that we need to take that responsibility inhouse, to ensure a high consistent quality of video production that will maximize our reach online. Michal suggested that we create a pilot video in 2024 and then use that to raise the funds for a 2025 launch. For our pilot, she pointed out that we can control the project by selecting the conflict and the musicians ourselves and then producing the video to demonstrate the product we will be creating for each of the winning entries.

We have set up a GoFundMe site, and we are also now a vetted and approved charity for both Paypal and Venmo. Here are those three sites:

Here is our <u>Go Fund Me fundraising site</u>. Here is our <u>Paypal Giving Fund approved site</u> Here is our <u>Venmo approved charity site</u>

In my efforts to find a suitable site and qualified musicians for our pilot project, I was introduced to Kyle Abts, who has also joined our advisory board. He serves as the Director for <u>I Stand With Others</u>, and has been working for decades in Nigeria in multiple capacities. Kyle suggested that we address a long-running conflict between Christian and Islamic groups in Central Nigeria, which is a real and serious conflict, but not one that is so dangerous as to put our team at risk.

One of Kyle's partners, <u>Toda Kafang</u>, is an experience professional in the music industry in Nigeria, and she identified two successful musicians whom she knew as an ideal team for our pilot project:

"Two females from the middle belt area; a Christian from Plateau State and a Muslim from Kaduna - respectively Ruby Gyang and Di'ja (born Hadiza Salma Blel). They are friends and are veterans of the Nigerian music scene. Neither are signed to any label (anymore) and wouldn't be restricted with songwriting and video ownership."

Di'ja - <u>www,youtube,com/watch?v=p1_lbJOV8PQ</u>

Ruby - <u>www,youtube,com/watch?v=aa0ToMAodAY</u>

We followed up and both Di'ja and Ruby are both enthusiastic about Peace Stars and about their collaboration, and they are currently working on creating their song.

I spent some time trying to find a videographer with whom we could work. The proposals that I received were way out of our range. However, finally, through another advisor, Dietmar Goetz, I was introduced to

one of his associates in Germany, <u>Gerrit Loewenberger</u>, who submitted the following budget, which I accepted. Here is a link to some of Gerrit's work on Youtube. www.youtube.com/playlist?list=PL_u4Nr2q7vaJCm2RpzqouR33AueGNmF2r

Here is Gerrit's detailed budget:

Pre-Production (1,800€)

Producer: 3 days at $600 \notin /day = 1,800 \notin$

Production (27,800€)

Director: 4 days at 800e/day = 3,200eAssistant Director: 4 days at 400e/day = 1,600eGaffer: 4 days at 350e/day = 1,400eDirector of Photography (DoP): 4 days at 700e/day = 2,800eSound Engineer: 4 days at 500e/day = 2,000eOn-site Producer: 4 days at 600e/day = 2,400e (estimate) Equipment: 4 days at 800e/day = 3,200e (estimate) Travel: 4 days at 1,200e/day = 4,800e (estimate) Local Transport: 800e (estimate) Accommodation: 5 days at 150e/day = 750e (estimate) Meals: 25 meals at 40e/meal = 1,000e (estimate) Insurance: 2,000e (estimate) Contingency for Issues: 3,000e (estimate)

Post-Production (4,250€)

Editor: 5 days at $450 \notin /day = 2,250 \notin$ Colorist: 2 days at $1,000 \notin /day = 2,000 \notin$

Additional Costs (14,630€)

Music Licensing: 2,000€ (estimate) Administrative Costs (10%): 3,641€ Profit Margin (10%): 3,641€ Unforeseen Expenses (10%): 3,641€

Total Costs: 47,480€

I have been trying to find some interest in Foundations focusing on Peace, but so far that has been disappointing. Given the timeline: we need to produce this film soon so that we can raise funds for next year's launch. I am reaching out to you in case you might be able to assist in some way.

I am attaching a letter suitable to be forwarded to those in your networks inviting them to contribute to our tax exempt charity.

For those of you who have media platforms, perhaps you could create an article or posting about this project and send it out to your audience. If you would like my assistance in tailoring an article to meet your specifications, please let me know those details and I'll turn it around quickly.

If any of you know someone or some organization whom you feel might have an interest to serve as a sponsor, I hope you will reach out to them, and then let me know how I can be of assistance in addressing any concerns they might have. While the control of Peace Stars is absolutely not for sale, I am very delighted to give generous acknowledgement for all financial assistance and support.

Alternatively, if you or any of your contacts prefer to make an anonymous contribution, that too is absolutely welcomed. I am also very interested in any and all other suggestions you may have about how we might raise this modest budget in a timely manner, as well as suggestions for funding the competition going forward.

Thank you all, from the bottom of my heart, for your participation in this project. We will absolutely succeed.

Very sincerely,

Laurence Baer

CEO, Peace Stars LHBaer@ comcast,net www,peacestars.tv



Dear Friends of Peace:

My name is Laurence Baer, and I am the CEO of an innovative project entitled Peace Stars. Our vision is to establish an annual worldwide music competition in which each entry must be a song of peace and hope, written and performed by at least two artists who are on opposite sides of an important conflict. By their cooperation and through their music they will show a way to go beyond the historic conflicts. Each winning entry will be the subject of an approximately 15-minute video which will highlight not just the song, but also background on the musicians themselves, on their relationship, and on the historic conflict in which they are living.

My partner, Russ Allen, and I are launching this on a pro-bono basis. All funds will go through our 501-C-3 Charitable Foundation 101 Education Institute which is incorporated in Maryland, USA.

I have been concerned about peace and international cooperation for all my adult life. I helped launch an economic institute in 1984 as the Executive Assistant to Robert B. Anderson, former US Secretary of the Treasury (Eisenhower Administration). I served in that capacity with all three chairmen. Sen. Eugene McCarthy served as an interim Chairman followed by Sir Robert Muldoon, former Prime Minister of New Zealand.

Our original plan was to launch the contest this year, and ask the entrants to submit their own videos. However, one of our advisors, Michal Shahaf of Tel Aviv, who is the CEO of <u>Koolalum</u> and also the Founder of a very successful online marketing company strongly advised us against that plan. Michal argued that unless we handled the videography ourselves, the quality would be very poor and the resulting videos would not achieve the impact we are seeking to make a global difference towards peace. Her alternative proposal was that we should pick an existing conflict which did not present too much difficulty in which to operate, and also pick two musicians, and then create a pilot video with those two musicians. Once we had a pilot, an example, that potential sponsors could see and experience, it would be much easier to generate the enthusiasm and financial support needed to launch a full competition. A tangible example is exponentially more effective than a mere concept. With a completed pilot in hand, we could then raise funds for a 2025 launch.

We took her advice and, through another advisor, Kyle Abts, <u>Director, I Stand With Others</u>, we selected two talented ladies in Nigeria for our pilot project. Kyle wrote:

I have been in touch with several friends who work with creatives, especially in music. One great suggestion that was offered was for two females from the middle belt area; a Christian from Plateau State and a Muslim from Kaduna - respectively Ruby Gyang and Di'ja (born Hadiza Salma Blel). They are friends and are veterans of the Nigerian music scene. Neither are signed to any label (anymore) and wouldn't be restricted with songwriting and video ownership.

Di'ja — <u>https://www.youtube.com/watch?v=p1_lbJOV8PQ</u> Ruby — https://www.youtube.com/watch?v=aa0ToMAodAY We followed up and both Di'ja and Ruby, and they are both on board, actively working now to create their song of peace and hope together.

<u>Toda Kafang</u> is an experienced producer who has worked in the music industry in Nigeria, and is a partner of Kyle Abts in his organization "I Stand With Others". Toda is assisting us in this project and it was she who recruited Di'ja and Ruby.

I reached out to several videographers to create this pilot, but the initial proposals I received were way too high. Finally, through yet another of our advisors, Dietmar Goetz, a former German Senator in the European Parliament, I found a German-based videographer, <u>Gerrit Loewenberger</u> who came back to me with what I felt was a reasonable proposal for the pilot. We discussed it, and I greed to accept his proposal, subject to successfully raising the funds.

Here is a link to some of his work on YouTube: <u>https://www.youtube.com/playlist?list=PL_u4Nr2q7vaJCm2RpzqouR33AueGNmF2r</u>

Here is his detailed budget:

Pre-Production (1,800€)

• **Producer**: 3 days at 600€/day = 1,800€

Production (27,800€)

- **Director**: 4 days at 800€/day = 3,200€
- Assistant Director: 4 days at 400€/day = 1,600€
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- Director of Photography (DoP): 4 days at 700€/day = 2,800€
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- Unforeseen Expenses (10%): 3,641€

Total Costs: 47,480€

I am now actively working to raise these funds ASAP, so that I can engage Mr. Loewenberger and get our 15minute pilot completed, and then use that pilot video to raise a much more substantial fund to launch the competition next year. I would be so profoundly grateful for any support and or guidance you can offer to help me achieve this initial goal.

Here is our website: www.peacestars.tv

Here is our <u>Go Fund Me fundraising site</u>, which is directly linked to our 501-C-3 bank account. Go Fund Me will immediately issue an official receipt for tax purposes on all donations. Of course, if donors would prefer to donate directly into the Charity's bank account, that is perfectly fine and it will save the service fees paid to Go Fund Me.

We are also a fully vetted and approved charity on both Paypal's and Venmo's giving funds.

Here is our Paypal Giving Fund approved site

Here is our Venmo approved charity site

I look forward to your thoughts and any support you can help us to secure.

Very sincerely,

Laurence Baer CEO, Peace Stars Grammy Nominated Songwriter C: 443 472 6397 LHBaer@comcast.net www.peacestars.tv





Contact Us

THE PEACESTARS MUSIC COMPETITION

0:00 / 0:43

Peace Stars Music Competition is the next evolution of a series of highly successful online music and talent competitions which have included such iconic organizations as American Idol. America's Got Talent, and

Donate Now

Peace Stars Music Competition seeks to use this platform for a very different purpose – to promote Peace and Healing across the divides of important and painful conflicts throughout the globe, and thereby achieve substantial contributions towards to resolutions of those conflicts and the establishment of a more peaceful world. The Peace Stars Music Competition is altruistic, visionary, hopeful, and at its core, it is a profoundly healing endeavor, which will produce deeply inspiring and historic music and music videos.

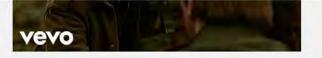
Music Videos In the Spirit of Peace Stars



Belleau Wood Garth Brooks 1997 – Capitol Records Album – Sevens Garth Brooks – Belleau Wood Written By – Garth Brooks & Joe Henry

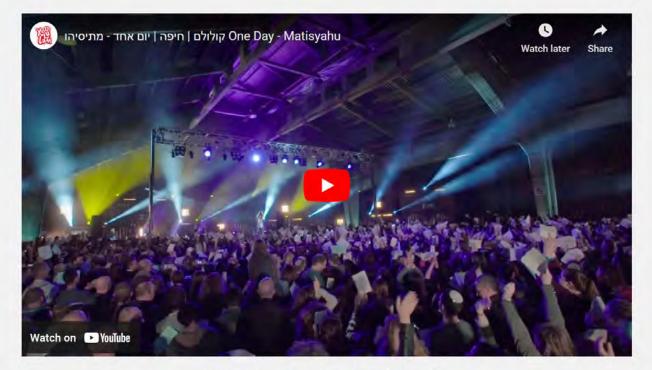
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Pipes of Peace - Paul McCartney

Music video by Paul McCartney performing Pipes of Peace, remastered in HD. Directed by Keith McMillan and Paul McCartney



Koolulam: One Day by Matisyahu

The conflicts that are creating pain and suffering all over this world are not brand new. Each is a manifestation of cumulative suffering over many centuries or even millennia. We hope that everyone who visits this page will take 30 seconds and offer a simple prayer to help heal that historic pain and resentment.

Please click here to view that brief prayer in multiple languages

According to the Geneva Academy, there are currently some 110 Armed Conflicts around the world today:

For More on Conflicts Around the World. Click Here.

Advisors

Kyle Abts Dénis Atchadé Assongba Director, I Stand With Others Pres. Beninese Alliance of NY, NJ, and CT

Carlo Basil	Legendary International A&R Talent Scout;		
John Bellavance	Educator/Speakeruthor - Values Driven Culture;		
Klubosumo Johnson Borh	2023 Mediators Beyond Borders Intl. PeaceBuilder of the Year;		
Sean Casey	President, CMI Entertainment Artist Management Company;		
John Dau	Founder, Duk Lost Boys Clinic, South Sudan;		
Daryl Davis	Int'l Recording Artist & Race Relations Expert;		
David Eaton	Director, New York City Symphony		
Rev. Michel Faulkner	Host, FootballFamilyFaith.com		
Sebastiana Gianci, DrPH	Founder and Excutive Dirctor, Health Bridges for Peace		
Dietmar Goetz	Founder, SoundLove		
Robin James Graham	Founder, Peace Club African Youth Soccer League;		
Dr. Frank Kaufmann	President 12GF, Conflict Mediation & Interfaith;		
Dr. Linda Lucero	Founder, Sacred First Nations for Peace;		
Rhia Luz	Online Media Host;		
Nasir Malik	Public Affairs, Ahmadiyya Muslim Community, Houston;		
Gustavo Masó	Peace artist, commissioned by Pope Francis;		
Dr. Mark McCleary	Founder, Mark McCleary Ministries & Author;		
Dianne Meinke	4 Platinum Records/13 Grammy Nominations;		
Bachot Muna	Int'l Recording Artist from Cameroon;		
Justin Pokrywka	Recording Artist & Music Minister;		
RoseRedElk	Recording Artist, Writer and Story Teller "Redfeatherwoman";		
Michal Shahaf	CEO, Koolulam		
Cassandra Tindal	Editor-in-Chief, Womenz Straight Talk Magazine;		
Nucleo Vega	Educator Drummer Author;		
Abe Wone	Director, The Sacred Pathways		

Peace Stars is a visionary and important step to bridging these conflicts and barriers, not just by a few, but sharing those bridges in a way that powerfully resonates on the deepest levels with the entire world.

Peace Stars' programs will center around an annual music competition, featuring Music Videos of songs written and performed by artists from both sides of an important conflict, which promote peace, reconciliation and healing.

Entries will be judged based on the following criteria, listed in order of their importance.









Judges will be selected from both the realms of music and videos, as well as from the realms of peace building and healing.



Cash and other prizes will be awarded to the winners

Winners and other selected entries, as well as the project in general, will be actively promoted through multiple online channels to achieve maximum visibility and recognition on the internet and through other non-web platforms.

Winners will be featured, wherever possible, in interviews or other placements to provide visibility and career opportunities for the artists.

Support & Get Involved

This project is currently a start up, so we are seeking foundational sponsors and start up donations. The project will grow only to the extent that funds become available. We will not operate through debt.

All funds raised will go directly to project costs including operations and accounting. None of the managers or board members will receive financial compensation.

Donations to be solicited will include:

In-kind services Major sponsorships General donations to the project Crowd funding campaigns Grants

Donate Now

Prior to each annual contest, a budget for that year will be established based on available and conservatively projected resources. The budget will be carefully monitored and followed, under the administrative oversight of an independent CPA.

We will produce a pilot video and song in 2024, and our goal is to launch the first competition in early 2025.

Once we select our winning entrees, our focus will be to achieve maximum global visibility for those winning artists and their music videos.

Contact Us

- Laurence Baer
- 🖂 Email Us
- 4725 Dorsey Hall Drive Suite A316 Ellicott City, Md. 21042







Launching Peace Stars - A Global Music Competition



Laurence Baer is organizing this fundraiser to benefit 101 Education Institute Corporation.

(# Tax deductible)

Peace Stars is launching its annual competition which will inspire and broadly promote unique and timely music focusing on conflict resolution, healing, and peace. In this process it will showcase the amazing hearts, creativity, and talents of artists from both sides of important conflicts, who come together to create something beautiful in the name of peace.

The artists themselves will have the opportunity to win cash prizes and other prizes, and importantly, they will have the opportunity to gain significant visibility and recognition as their music videos are aggressively promoted and shared among the global internet platforms. Peace is of tantamount interest to all people of the world. The music which will emerge through Peace Stars will similarly be of interest to all people of the world.

The impact of this music will not stop with the artists themselves. This world desperately seeks and desperately needs authentic and inspirational messages of peace. The very process by which two artists on opposite sides of a conflict combine their hearts and talents and vision to create music celebrating peace, will in of itself inspire many more to find common ground in a higher vision of peace. Music inspires culture, and culture inspires behavior. This music, and the artists who create it can truly make a major and desperately needed impact towards a peaceful, harmonious, and loving world.

This project is an act of love on the part of the organizers and the distinguished advisors, all of whom are participating as volunteers.

All funds raised will go to provide prize money to the artists, to promote the winning videos across the internet, and a very small amount will cover the costs for accounting, compliance, and web hosting.

CURRENT PEACE STARS ORGANIZERS AND ADVISORS

Laurence Baer, CEO:

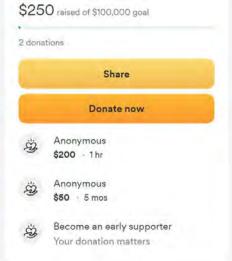
40+ years in management both for profit and not for profit organizations Organized an international economic organization with offices around the world Served as national sales manager for multiple organizations Managed global tour of Loren and Mark, International Guitar Duo Grammy nominated songwriter

Russ Allen, CTO:

40+ years as CEO of internet marketing companies Founder, CEO of WellnessNow.com CEO, Executive Producer of ProLegend.TV Volunteer Director, NFL Alumni Associations' Tackle Obesity Challenge

Advisors

Dénis Atchadé Assongba <u>Pres Beninese Alliance of NY NJ and CT</u> Carlo Basil <u>Legendary International A&R Talent Scout</u> John Bellavance <u>Educator/Speaker/Author - Values Driven Culture</u> Klubosumo Johnson Borh <u>2023 Mediators Beyond Borders Intl PeaceBuilder</u> Sean Casey <u>President CMI Entertainment Artist Management Com</u> John Dau <u>Founder Duk Lost Boys Clinic South Sudan</u> Daryl Davis <u>Int'l Recording Artist & Race Relations Expert</u> David Eaton <u>Director New York City Symphony</u> Sebastiana Gianci DrPH <u>Founder Health Bridges for Peace</u> Dietmar Goetz <u>Founder SoundLove</u>



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Help with after care for Cartier by Angela for Medical

\$24,228 raised



Supporting 28-Year-Old's Battle Against Cancer - Amanda by Nicholas for Medical

\$69,714 raised



Fleming family financial donations

by Greg for Family

\$105,835 raised



Help 5280 Freedom School Get Summer Camp Ready! by Marissa for Community

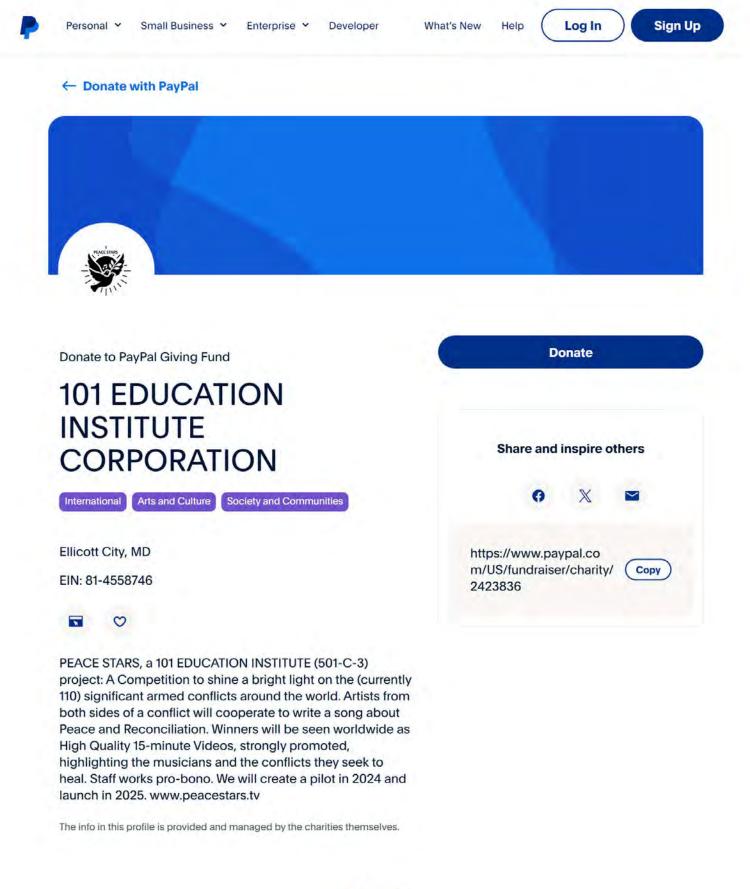
\$3,235 raised

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Kyle Abts

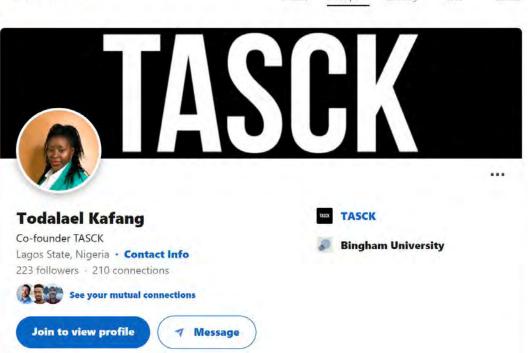
Kyle has worked for nearly twenty-five years in relief and community development with various agencies: Food for the Hungry, World Renew, Sports Friends and SIM. Serving in Nigeria he has led various projects that included: Widows & Orphan care, Income Generating Projects, Literacy and Health. He also coordinated projects for Internally Displaced Peoples (IDPs) in various locations across Nigeria due to internal conflicts. Kyle serves with Sports Friends, by utilizing sports to developing communities in Nigeria, Niger, Ghana, Senegal and Burkina Faso through partnering with indigenous institutions and local individuals.

He also served as a Consular Warden for the US Embassy in Nigeria, as well on various committees in Nigeria (both government and NGO), but also as a board member and panel delegate for micro-finance, relief and development projects. His vast experience in the international non-profit and nongovernmental organization sector has allowed him to implement programs through identifying and developing methods of serving target populations. Kyle is married to Ann Marie and they have two adult children

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About

I have been passionate about music and the creative industry for a long time and invested that passion in the music industry for almost 10 years. I headed the A&R department at both Loopy Music and Chocolate City Music and pioneered a new wave in the industry as Vice President of Imprints at Chocolate City Music (Now Chocolate City Warner)

After that I Co-founded TASCK Creative Company Limited, a creative startup focused on changing the lives of creatives, growing the industry and finding creative friendly deals, partnerships and opportunities.

Activity

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May is looking good at CcHUB Creative Economy with our very first roundtable discussion for our expert community (holding in a few days), and a few... Liked by Todalael Kafang



As seen on YouTube... - with love, from SSA As always, shout out to Wandoo Daisy Macikpah Liked by Todalael Kafang



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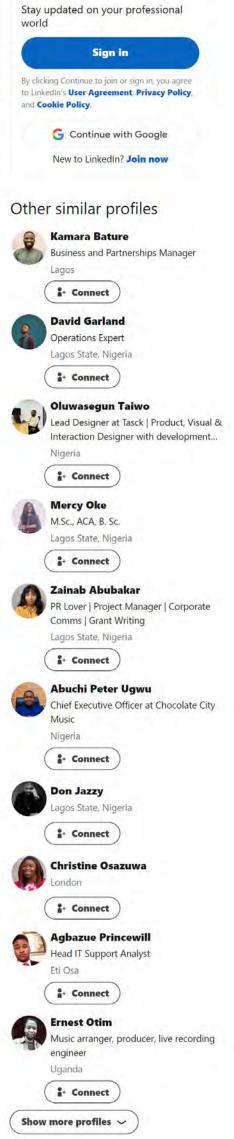
Co-founder TASCK, President Ignite by TASCK

Jan 2023 - Present · 1 year 7 months Lagos State, Nigeria

I am head our community vertical. Our focus is to connect Creatives to opportunities for them to use their platforms for conversations around change.



Artist and Reportoire Loopy Music



Explore collaborative



Director Content and Channels TASCK AGENCY

Jan 2020 - Feb 2023 · 3 years 2 months Nigeria I tell stories through Content and Executive Produce



Loopy Music 11 years 5 months

- **Artist and Reportoire** Oct 2011 - Feb 2023 · 11 years 5 months
- **Artist and Reportoire** Oct 2011 - Jan 2020 · 8 years 4 months

Education



Bingham University

B.A. Mass Communications · Mass Communication/Media Studies 2005 - 2009



Bingham University

More activity by Todalael



"We need structures that ensure creators, songwriters, producers, and everyone behind the music gets paid appropriately for their work." I had a...

Liked by Todalael Kafang

I had a sit down with TechCabal and we had a really indept conversations about the AI powered album I created and what that means for the music... Liked by Todalael Kafang



Working with Creatives to raise encourage voter turn out from young Nigeria for the 2023 elections was one an amazing experience. The different... Shared by Todalael Kafang



Report Update As of today Dandizzy has over 2 million impressions and counting, making an indelible mark and impact! Big win for him, tasck and... Liked by Todalael Kafang



This project taught me so much. i can think of so many that contributed to it's success without know. Ruby doing what ruby did told a beautiful tale... Shared by Todalael Kafang



As I reflect on the past 7 years, I can't help but feel grateful for my first EP "This Is Love." Collaborating with the talented Cobhams Asuquo, Toda... Liked by Todalael Kafang



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articles We're unlocking community knowledge in a new way. Experts add insights directly into each article, started with the help of Al. **Explore More**

Others named Todalael Kafang



Todalael Kafang Head Artist and Repertoire at Chocolate City Music Nigeria

Todalael B Kafang

Executive Assistant at Loopy Music Nigeria

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Me're hiring! A We're expanding our team and on the lookout for a talented Operations Manager. If you fit the requirements and have all the... Liked by Todalael Kafang



God connected my work with BeyondtheClassroom Foundation and Bambini Africa | The Bambini Books in a way I could never have on my own. Whenever I...

Liked by Todalael Kafang



I'm happy to share that I'm starting a new position as General Manager at newly repositioned, FilmOne Studios. Thank you all for your wishes. Was... Liked by Todalael Kafang



Join @rubygyang and I this week and we talk about developing as an artist. She has spent the last year working with young artist as a couch, mentor.... Posted by Todalael Kafang



Our goal @thisistasck is to connect Creatives to opportunities and we have been curating a few events with the @ngbritisharts #iam4art... Posted by Todalael Kafang



I handled The ConnectHead phone line and social media today, somebody just bought a beat for 5000naira, I'm shocked. While i'm not happy about this,...

Liked by Todalael Kafang

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The JTown Rising Stars is not just a talent competition. Jtown Rising Stars is a part of the Rising Stars Initiative. This is a youth development... Liked by Todalael Kafang







Transformational change starts with one thought. One question. One conversation. One commitment made, towards the right direction. Over a year... Liked by Todalael Kafang

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