

PEACE LITERACY INSTITUTE

TEACH  
PEACE



SAY HELLO TO PEACE.

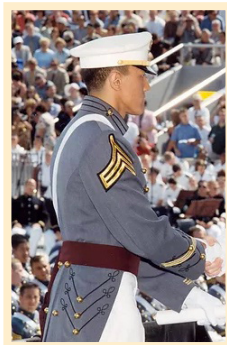


The Peace Literacy Institute (PLI) was founded by Paul K. Chappell, a West Point graduate, Iraq War veteran, and former Army captain.

His journey from war to peace began with the trauma of growing up in a violent household and experiencing racial alienation in Alabama, where he was raised by his Black father and Korean mother.

In Chappell's own words:  
"My father fought in the Korean and Vietnam wars, and he had a lot of war trauma, which he brought home with him. Due to the violence I experienced in my home and my extreme racial alienation, I developed a lot of behavioral problems as a child that escalated in high school where I developed a mass-shooter personality."

**PEACE LITERACY  
BUILDS ON THE  
WORLD-CLASS  
LEADERSHIP TRAINING OF  
WEST POINT AND THE  
DISCIPLINED VISION  
OF THE CIVIL RIGHTS  
LEADERS WITH  
WHOM I TRAINED  
AFTER I LEFT THE  
MILITARY.**



"Every day I would fantasize about shooting the other kids in my classes.

I am not alone. Countless people walk the terrain of trauma, rage, mistrust, and alienation. We can see the effects all around us, in our communities, the nation, and the globe. What led me to create Peace Literacy was the realization that very little in our current education system helps people address these issues.

**I WAS NEVER  
TAUGHT HOW  
TO HEAL.**

**AT THE  
PEACE LITERACY  
INSTITUTE  
WE EDUCATE PEOPLE  
TO BE AS WELL-TRAINED  
IN WAGING PEACE AS  
SOLDIERS ARE IN  
WAGING WAR.**

To bridge these gaps, I've gathered together a dedicated team of educators to scale up Peace Literacy through teacher training, using Virtual Reality (VR) and interactive storytelling to produce engaging, meaningful peace education for students of all ages."



**TEACH  
PEACE**

**IF WE CAN TEACH  
KIDS TO BE  
WELL-TRAINED IN  
PLAYING SPORTS,  
THEN WE CAN  
TEACH THEM TO BE  
WELL-TRAINED  
IN CULTIVATING  
PEACE.**

**PEACE LITERACY INSTITUTE**



A UNIVERSAL HUMAN RIGHT

## WHAT IS PEACE LITERACY?

Peace Literacy frames peace not merely as a goal, but as a practical skill-set — a literacy like reading and writing — that needs to be taught and practiced from pre-K through to higher education.

Peace Literacy empowers people to create peace that is realistic, resilient, and sustainable, while helping to develop humanity's full capacity for empathy, conscience, reason, and evidence-based hope.

During a time when humanity has the technological power to destroy itself, Peace Literacy is survival literacy.

## PEACE LITERACY IS A UNIVERSAL HUMAN RIGHT.

In 1948 education in reading and writing literacy was recognized as a universal human right. Our understanding of human rights has been evolving, and the next critical step in this evolution is understanding that education in Peace Literacy is a human right.

Peace Literacy is the human right that empowers us to protect all of our other human rights.



**“PEACE LITERACY HAS THE CAPACITY TO REPAIR OUR BROKEN PARTS AND CREATE A NON-VIOLENT WORLD ANCHORED IN DIGNITY, MEANING, PURPOSE, AND COMPASSION FOR ALL. GIVEN THE CRUCIAL ROLE THAT PEACE LITERACY CAN PLAY, I SUPPORT THE RECOGNITION OF EDUCATION IN PEACE LITERACY AS A UNIVERSAL HUMAN RIGHT.”**

**DESMOND TUTU  
ENDORSEMENT 2018**

A person in a dark suit is shown from the side, wearing a VR headset and holding a controller. The background is a deep blue space filled with stars and a large, glowing celestial body on the left. The overall mood is futuristic and contemplative.

**TEACH  
PEACE**

**IF WE CAN USE  
VIRTUAL REALITY  
TO TRAIN PEOPLE  
TO WAGE WAR,  
THEN WE CAN  
USE VIRTUAL  
REALITY TO TRAIN  
PEOPLE TO WAGE  
PEACE.**

**PEACE LITERACY INSTITUTE**



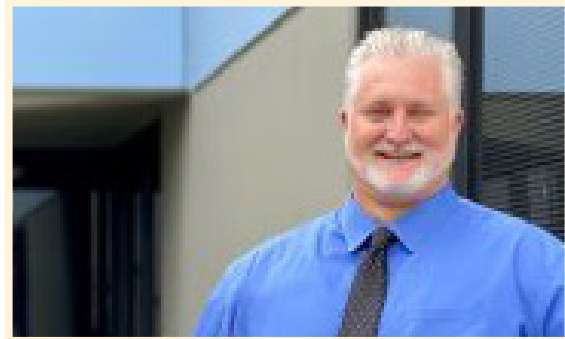
## BUILDING EMPATHY.

Our VR curriculum builds on our global partnerships with school districts and non-profits in 4 countries.

We take students on a virtual field trip into the human condition, sailing across the Cosmic Ocean to different islands where they learn skills around empathy, imagination, and stewardship, especially in the face of trauma, aggression, and conflict.

Our university research team works to test the effectiveness of our curriculum, gathering rich interview and survey data from students and teachers alike.

## A FIELD TRIP INTO THE HUMAN CONDITION.



**“THE PEACE LITERACY INSTITUTE (PLI) VIRTUAL REALITY TRAINING HAS UNLIMITED POTENTIAL TO ENGAGE OUR MOST CHALLENGING STUDENTS WITH MEANINGFUL SUBJECT MATTER. PLI PRESENTS AN OPPORTUNITY TO GET IN TOUCH WITH THEIR INNER NEGATIVE TENDENCIES AND GROW AS INDIVIDUALS. THIS COULD BE THE MOST ENGAGING SOCIAL EMOTIONAL LEARNING I HAVE SEEN IN MY 25 YEARS AS AN EDUCATOR.”**

**VERN BURTON**  
ASSISTANT SUPERINTENDENT,  
ORANGE COUNTY DEPARTMENT OF  
EDUCATION (OCDE) ACCESS PROGRAM

### VR IMPACT

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Our curriculum is designed to:

- Help students respond proactively and effectively to the root causes of aggression in themselves and in others, and successfully apply peaceful alternatives to aggression;
- Increase retention and graduation rates by keeping students engaged with material that is relevant and meaningful to their lives and the challenges they face.

A woman wearing a blue hard hat and safety glasses is focused on her work. She is wearing a denim jacket over a plaid shirt. The background is a blurred construction site.

**TEACH  
PEACE**

**IF WE CAN TEACH  
ENGINEERING TO  
BUILD BRIDGES,  
WE CAN  
TEACH PEACE  
TO RESOLVE  
CONFLICT.**

**PEACE LITERACY INSTITUTE**



SUSTAIN OUR WORK

### EXPANDING OUR REACH.

At the Peace Literacy Institute, we design and distribute Peace Literacy Curriculum.

#### Free.

For every student in every school around the globe, from pre-school to college and beyond.



## THE FABRIC OF WHAT WE DO.

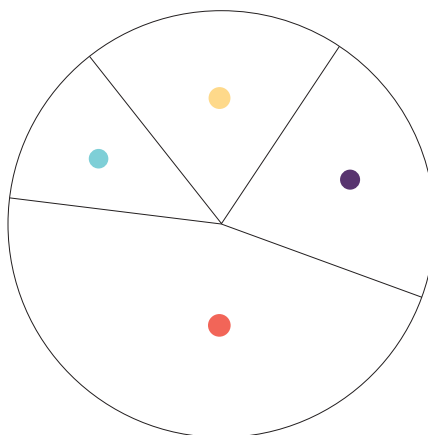
Your donation helps us to provide free Peace Literacy curriculum, to offer low-cost educator training in the effective use of the curriculum, and to expand our reach and impact in face-to-face, online, and virtual reality settings.

“[MY GOAL] IS TO ENVISION A SCHOOL COMMUNITY WHERE PEACE LITERACY IS THE FABRIC OF WHAT WE DO.”

ESTELLE LAMOUREUX  
CHAIR OF CANADIAN EDUCATION  
SECTORAL COMMISSION FOR UNESCO

Your contribution will help sustain our work to spread Peace Literacy during a time when humanity needs it the most.

To make a contribution please fill out the enclosed pledge card or go online to [peaceliteracy.org/donate](https://peaceliteracy.org/donate)



●	VR DEVELOPMENT	\$625,000
●	CURRICULUM DESIGN	\$435,000
●	FOUNDATIONAL SUPPORT	\$429,000
●	RESEARCH   ASSESSMENT	\$155,000
●	TOTAL	\$1,644,000

