

# ***Task Force on Regional Development in Asia***

## ***May 2011***

The Task Force on Regional Development in Asia provides a platform for IAAP members from Asia and those interested in applied psychology in Asia to build up connections and collaboration on research and professional exchange. In March 2011, we expressed our support and best wishes to colleagues in Japan at the time of their national crisis over the earthquake, tsunami, and radiation leak. The massive destruction and ongoing threats have long-term psychological implications. Applied psychologists are in great demand in the aftermath of this trauma and members of the Task Force are extending their hands.

We have circulated the link to the Wiley-Blackwell inaugural Roundtable on Asian Psychology in a 'Virtual Roundtable' on the Wiley Online Library: [http://onlinelibrary.wiley.com/subject/code/000104/homepage/asian\\_psychology.htm](http://onlinelibrary.wiley.com/subject/code/000104/homepage/asian_psychology.htm)

The link to the virtual roundtable is also available from the IAAP homepage. The circulation of the link has generated active responses from Members of the Task Force who proposed bringing in more regional voices into this virtual roundtable that will promote shared commitment to multilateral dialogue and improved communication among the Asian psychological societies. Wiley-Blackwell will invite more representatives from the Asian region in their second Roundtable which is being planned for the International Congress of Psychology in South Africa in 2012.

Report by Fanny M. Cheung, Convener



**Friends of the UN (FOTUN) Announces 2011 Tolerance Awardees:  
Dr. Judy Kuriansky with the 2011 Lifetime Achievement in Global  
Peace and Tolerance and Nejeed Kassam as first Youth Ambassador**

***FOTUN Launches Tolerance Awareness Campaign, "Wear My Hat"  
with Awards***

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New York, NY 1/21/11 – Dr. Noel Brown, President of 'Friends of the UN' (FOTUN) announces that as Friends of the UN grows to become the world's largest and most connected community of global citizens working to support the achievement of the Millennium Development Goals and the ideals of the United Nations; the association has named its two new honorees for 2011's Global Peace and Tolerance Awards.

"To help people see that fundamentally all people are the same, though we wear different hats, have different lives and grow up culturally different, then we might begin to realize we can take

deeper steps of global engagement towards a more peaceful, tolerant world. Further, we can get things done to overcome dire global circumstances, and achieve these goals together,” says Dr. Brown.

The first hat to symbolize the worldwide campaign will be awarded to Dr. Judy Kuriansky, the ‘Friends of the UN’ 2011 Awardee for a Lifetime Achievement in Global Peace and Tolerance at a ceremony at the 8<sup>th</sup> Annual United Nations Youth Assembly, taking place at UN headquarters in New York, January 20–21, hosted by the Friendship Ambassador Foundation. Kuriansky, an internationally acclaimed clinical psychologist, humanitarian, journalist and Main United Nations NGO representative for the International Association of Applied Psychology and the World Council of Psychotherapy, will address the youth participants about field models in Haiti and Africa that advance the MDGs, as well as the role of youth and the importance of tolerance in such efforts.

“Dr. Judy Kuriansky is the epitome of the global, responsible citizen we want all people on the planet to strive to be. For years she has tirelessly given her talent and time to causes of peace which make the world a better and more tolerant place for many,” said Dr. Brown.

In receiving the prestigious honor, Judy Kuriansky joins luminaries such as Dr. Michael E. DeBaakey, the Honorable Mikhail Gorbachev, Melba Moore, Maestro Zubin Mehta, Arnold Schwarzenegger, Alanis Morissette, Kyai Haji Abdurrahman Wahid and Sergio Vieira de Mello (posthumous) who signify what being a ‘Friend of the UN’ means, and becomes an Ambassador for its ideals and goals.

A well-known radio call-in advice host for decades, Kuriansky is on the adjunct faculty of Columbia University Teachers College and Columbia College of Physicians and Surgeons and a Visiting Professor at Beijing Health Science Center, and has done disaster relief worldwide including after the Asian tsunami and earthquakes in Haiti and China. She also serves on the Boards of the Peace Division of the American Psychological Association and U.S. Doctors for Africa.

*“My first event with my ‘new hat’ of Tolerance as a ‘Friends of the UN’ Ambassador will be to announce a ‘call to action’ at the upcoming Youth Assembly at the United Nations, inviting young people to join me in becoming a Friend of the UN, to work together to foster mutual understanding and appreciation of diversity;”* says Kuriansky. Her recent book “Beyond Bullets and Bombs”, about grassroots peace building, chronicles youth efforts towards mutual understanding, tolerance and cooperation. *“Youth have an important role to play in promoting and embodying the ideals which the UN charter set out 60 years ago.”* The United Nations International Year of Youth began in August 2010.

Additionally, in her new role, Dr. Kuriansky will ‘Share Her Hat’ with ‘Friends of the UN’ 2011 Youth Ambassador Nejeed Kassam who, at 24, embodies the hope and acceptance that we want to see in the future world.

Dr. Kuriansky says, *“Nejeed is an aspiring change-maker devoted to helping other youth to appreciate diversity. At a young age he is the creator and director of the High on Life campaign and the editor of the book, ‘High on Life: Stories of Hope, Change, and Leadership’. He is the founder of the international NGOs ‘End Poverty Now’ where he continues to work as the organization’s Executive Director, as well Networks for Change”.*

Adds Dr. Brown, *“Nejeed Kassam IS the change we want to see in the world. As a young person who will inherit the world, we are proud to name him as a Youth Friend of the United Nations,*

*and we believe his own future actions will benefit the whole world, as his current initiatives at such an early age have shown”.*

As an Ambassador for Friends of the UN, Dr. Kuriansky will wear her Tolerance hat at many events and invite others to ‘Wear My Hat’ as a symbol of their commitment to tolerance. For example, models, designers and attendees at the upcoming February Fashion Week in New York City will be invited by Dr. Judy to ‘Wear My Hat’.

“I want to show that tolerance and peace is chic,” says Kuriansky, whose Stand Up for Peace Project plays at peace concerts and seminars about peace and conflict resolution worldwide.

Friends of the United Nations will further its mission with events, media campaigns and dialogue conferences related to important issues world peoples must face together, asking individuals, corporations, NGOs and governments alike to become members and partner in its goals for the future.

“We have only one world in this life, and for now, only one planet on which to live together,” says Dr. Brown. “For the foreseeable future, we must find new ways to create, collaborate and move forward – in tolerance and peace – or, I fear we won’t.”

Founded in 1985, Friends of the United Nations (FOTUN) is an independent, non-partisan organization dedicated to increasing awareness of the United Nations’ activities through partnerships with educational institutions, corporations, media, international governments and NGOs. Their goal is to bridge the gap between ideas necessary to achieve global progress and collaboration of people worldwide in actual work on issues of peace, human rights, the environment, children and responsible social and economic development.

For more information and to join Friends of the UN, visit [WWW.FOTUN.ORG](http://WWW.FOTUN.ORG) or Facebook at <http://on.fb.me/g8JaSu>.

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## ***Centerpoint Now: Dedication to Cultural Diversity and the United Nations Alliance of Civilizations with UN Ambassadors and Guests***

### ***IAAP United Nations Representatives/Contributors Attend Reception***

The IAAP project in Lesotho, Africa on enhancing girls’ empowerment has received considerable positive feedback. Initial reports have been published in prestigious outlets including a website about the United Nations Millennium Development Goals and a magazine called Centerpoint Now. Centerpoint Now is published by the World Council of Peoples for the United Nations. It is a not-for-profit organization dedicated to facilitating international partnerships across sectors that promote awareness and implementation of the United Nations’ goals. The publisher is a close associate of the IAAP UN team, Sherrill Kazan Alvarez de Toledo, President of the World Council of Peoples to the UN, as is the editor, Shamina de Gonzaga. She served as the chair of the 2010



*From left to right: IAAP UN reps Mary O'Neill Berry and Judy Kuriansky, Centerpoint Now publisher Sherrill Kazan and editor Shamina de Gonzaga*



*Honored high level UN officials with host Shamina deGonzaga (second from left) at the reception for the Centerpoint Now journal*



*IAAP UN representative Dr. Judy Kuriansky with Ambassador Juan Pablo de Laiglesia from the Mission of Spain to the United Nations*

United Nations Department of Public Information/NGO Conference in Paris on human rights where IAAP held a workshop on “International Community Mental Health Education: Human Rights Based Grassroots and Professional Models.”

This issue of Centerpoint Now (2011) is dedicated to cultural diversity and to the initiative of the United Nations Alliance of Civilizations (<http://www.unaoc.org/>). This initiative was co-sponsored by the Prime Ministers of Spain and Turkey, with the aim of improving understanding and cooperative relations among nations and peoples across cultures and religions, and in the process, to help counter the forces that fuel polarization and extremism.

The authors of the article about the Lesotho project, IAAP UN reps Judy Kuriansky and Mary O’Neill Berry, were invited to a reception honoring the contributors to Centerpoint Now that was held at the Mission of Turkey to the United Nations, in New York City on June 9, 2011. A description of the camp featured in the article has appeared in the IAAP Bulletin: <http://www.new.iaapsy.org/uploads/newsletters/April2011.pdf> p. 35–39. The co-hosts of the reception were the Permanent Missions of Spain and Turkey, in addition to Qatar and the UN Alliance of Civilizations Secretariat. The reception date coincided with a meeting of Member States belonging to the Alliance of Civilizations. At the reception, speakers included Ambassador Juan Pablo de Laiglesia from the Mission of Spain to the United Nations, Ambassador Ertugrul Apakan, Permanent Representative of Turkey to the United Nations, as well as the High Representative for the Alliance of Civilizations, Jorge Sampaio.

All three of these distinguished speakers expressed interest in meeting with IAAP UN reps to discuss mutual interests. These meetings are in the process of being organized. The Ambassador from Spain

specifically mentioned interest in the issue of Quality of Life, which is a topic that IAAP has been involved in.

The IAAP UN team welcomes IAAP members to send information about their work that might be relevant to these meetings.

–Submitted by IAAP UN NGO representative Judy Kuriansky

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## ***Finding Funding for NGOs in Today's Challenging Global Economy: A United Nations DPI/NGO Communications Workshop Program***

With so many worthy humanitarian projects developed by many NGOs, the prevalent challenge in today's global economy is how to fund the worthy efforts. No longer able to simply rely on grants, international assistance or aid from parent organizations, NGOs now must develop innovative ways to secure support.

To address this issue, the United Nations Department of Public Information Non-Governmental Organizations (DPI/NGO) Relations Cluster held a one-day Communications Workshop entitled: "Finding Funding for NGOs in a Challenging Global Economy" on May 26, 2011 in New York City.

### ***Morning Session***

The morning panel focused on sources of funding, approaches to writing grant proposals, resources available to NGOs, and how to develop relationships with donors. The afternoon workshop focused on ways to apply strategies presented in the morning session: designing a successful grant, identifying needs, developing objectives, designing a plan of operation, budgeting, and implementing a program evaluation.



*UN DPI/MGO Communications workshop panel on fundraising*

The morning session was moderated by DPI's Public Information Officer, Gail Bindley-Taylor. Panelist Luz Rodriguez, Training Coordinator at The Foundation Center, headquartered in New York, described the importance of proposal writing and being a good financial manager with a solid business plan since donors do not fund "needy charities" anymore, but rather viable business partners. She suggested resources: (1) [www.foundationcenter.org](http://www.foundationcenter.org), a "goldmine" of information with a library, learning centers and training curricula with some free and

some fee-based courses; (2) [www.grantspace.org](http://www.grantspace.org), which offers sample proposals; and (3) a book, "The Ask: How to Ask for Support for Your Non-profit Cause, Create a Project or Business Venture."

Panelist Lesley Vann, from Community International Consulting, said that NGOs should tap into their existing networks for minor and major gifts, forming and nurturing personal relationships ("deals are forged on the golf course") and strengthen relationships with previous donors by communicating your progress through phone calls, emails, and newsletters and inviting donors to an event that shows your mission. "Fundraising is about building good relationships with businesses or not-for-profits that share similar missions to your own," she said, and "People give to organizations they know and trust." She also recommended using direct mail besides checking websites.

- **David Andrews**, of David J. Andrews Associates LLC, emphasized that fundraising is not about asking for money but rather about telling a story, to connect on a personal level. Since people fund people," he said, "the best fundraisers are good storytellers. The six most powerful words in fundraising are: "Let me tell you a story." Ask, "Would you like to be a part of. . ." Andrews also advised (1) keep your donors interested, excited and involved in your organization by continuous communication through newsletters, websites and visits, and recognize them (e.g. with awards, events, appreciation); (2) Show how your project presents new ideas and solutions to achieve worthy goals, is relevant to current events, and shows funders how you can help them fulfill THEIR agenda (since funders seek "leverage"); (3) To find new funders, approach the Diaspora, and ask people you know to talk to their friends and relatives; (4) Implement an evaluation (e.g. approach a third party, like a university program, to evaluate your project and share both positive and negative results ; (5) Get potential donors involved in your project first, before hitting them up for money; be passionate, and then the money will come; (6) set up a Paypal account to make the donation processes easier; (6) Check websites, e.g. CharityBuzz.com (where NGOs auction items).

Some concluding advice:

- NGOs should work well internally and collaborate with each other, especially when you need an organization that has a 501c3 status
- Use the "Friends of" model
- Get legal advice, especially when doing international projects e.g. from the International Center for Not-for-Profit law ([www.icnl.org](http://www.icnl.org))
- Form partnerships with donors: use the word "we", link their mission with your mission and share credit
- Set up a Youth Advisory Committee (because youth have the energy and idealism to change the world)
- Take courses in fundraising if a consultant is too expensive, barter for consultation or network with another NGO
- Focus on what you are doing and the funding will come

Some DON'TS include: Don't over promise; Don't work with consultants who take a percentage of the gift; Don't give up; and Don't underestimate the value of the bookkeeper.

### ***Afternoon Session***

Tiedan Haung, a grant writer for the Center for Developing Urban Educational Leaders, outlined what a grant should include about the organization; an introduction, mission and vision; needs; capabilities, goals and objectives; and how you plan on implementing and evaluating your objectives and goals.

Carol Skyrn, a 25-year veteran professional fundraiser for international NGOs, again advised writing donor-specific proposals and emphasizing how your proposal relates to the overall mission of the donor. If you do receive funding: Contact the donor immediately either in person, phone call, email or letter; Clarify the donor's reporting requirements, and preferred means of reporting recognition of the contribution; Clarify the use of the budget. If you do not receive funding: Contact the donor thanking them for considering your request. Ask for feedback about why your proposal was not funded; Ask if it is worthwhile to apply again in the future; Ask if they want to be included in your organization's mailing list; and Keep asking!

–Submitted by Relebohile Phoofolo and Celia Kokoris, summer IAAP assistants, and Judy Kuriansky, Main United Nations NGO representative for IAAP

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## ***The Melbourne International Congress of Applied Psychology: In Appreciation***

This article reflects upon the 27<sup>th</sup> International Congress of Applied Psychology which was held in Melbourne in July last year, and has three purposes. The first is to provide a brief report to all our members who were unable to attend the Congress, and to do this by summarising its major features. The second is to provide an overview to all those who were lucky enough to attend the Congress but because of its size were unable to obtain an overall sense of it. The third aim is to express the appreciation of IAAP to the many who made the Congress the success it was.

### ***Basic Information about the Congress***

Because the Congress was such a large event some of its basic statistics are still being fine-tuned, but these are now briefly presented as they stand at the time of writing as well as a number of personal comments received in the Congress' aftermath. For convenience these facts and opinions are discussed under the headings of the Congress as a whole, the Scientific Program, Networking, and Australian Psychology. This is followed by a second major section dealing with acknowledgements and appreciation.

### ***The Congress as a whole***

In terms of its vital statistics the total number of delegates was 3,469, making this the largest of all IAAP's 27 congresses dating back to its founding convention in 1920. Delegates came from every continent and a far-ranging 65 countries across them. Taken together, these are huge achievements, and are even more so when viewed in the context of the global financial crisis which halved attendance at many international congresses held world-wide during the three years leading up to the Congress.