



2018

One Journey Impact Report



Acknowledgements

The One Journey Committee would like to thank all of the sponsors, partners and supporters (attendees and volunteers) who helped make the 2018 One Journey Festival a success, and who have contributed their feedback.

It would also like to express its gratitude to the individuals who played a key role in conducting research, drafting and designing this report. Additionally, it would like to acknowledge the photographers who captured the spirit and energy of the One Journey movement.

Authors

Victoria Flamant
Take Action Lead

Kenn Speicher
Strategic Communications

Reviewers

Vanda Berninger
Co-Founder

Wendy Chan
Co-Founder

Aida Murad
Communications Co-Chair

Graphic Designer

Laura Quinn
[Laura Quinn Creative](#)

Photographers

Patrick McCabe

Hannah Ratcliff
Marymount University

Front cover The Washington National Cathedral supplied the perfect setting for the inspired singing of the Pihcintu Multicultural Choir.

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Executive Summary

On June 2nd, 2018, more than 4,000 people of all ages and backgrounds gathered on the grounds of the Washington National Cathedral for the One Journey Festival, the first national celebration of refugee talents, stories, and accomplishments.

The One Journey Festival was the culmination of nine months of activities that raised awareness of the global refugee crisis while showcasing the remarkable contributions of refugees and other displaced peoples from around the world.

One Journey is more than a festival, it's a national movement. One Journey is a diverse coalition of allies that have joined forces to:

- Celebrate diversity and our shared humanity
- Create platforms that build empathy by bringing people together
- Counter, in a positive and visible way, the growing nativism and apathy towards a humanitarian crisis of historic scale.

Vanda Berninger, a refugee from Croatia, and Wendy Chan, an immigrant whose family experienced political persecution in China, launched the One Journey movement in September 2017 motivated by their personal migrant experiences and their shared passion to make a difference for refugees and other displaced people.

Their vision has resulted in a remarkable year of accomplishments and an effective coalition of allies, that is attracting additional sponsors and partners, eager to help create “a world where refugees and other displaced people are welcomed, valued, and supported so they and their host communities can thrive together.”

A Year of Remarkable Events

Since September 2017, One Journey has deployed the talents, time, and support of volunteers, sponsors and partners to host six events across the Washington DC area, which led up to the One Journey Festival in June 2018. These included three film screenings, a cocktail fundraiser, and a wine tasting event (the latter two celebrated refugee entrepreneurship).

In addition, One Journey has inspired its partners to host refugee events, including Marymount University's art exhibition *Border (Untitled)*.

Together, these events:

- Raised awareness of the global refugee crisis
- Contributed to shaping a positive narrative
- Built compassion for refugees and other displaced people
- Recruited sponsors, partners and volunteers for the One Journey Movement

On June 2nd, storms predicted for the Washington DC area stayed away until late afternoon, the crowds turned out in full force, and the One Journey Festival exceeded all expectations.

The day-long festival featured a program of refugee speakers, allies and performers, as well as a Global Marketplace, a #MeWeSyria Storytelling tent, children's activities, dance workshops, refugee owned food trucks, technology-based activities and a Take Action tent with booths hosted by local, national and global Non-governmental organizations (NGOs).

Music and dance by refugee performers, a cooking show with Chef José Andres and a local Yemeni refugee chef, Taha Alhuraibi, and the all-girls Pihcintu Multicultural Choir were among the high points.



One Journey film series at local universities raised awareness of all parts of the refugee journey.

The Impact of One Journey's Inaugural Year

Impact One Raising awareness

Over 4,000 participants attended the festival and lead-up events. We engaged more than 210 volunteers (ranging from high school students to octogenarian retirees) and collaborated with over 100 corporations, NGO partners, faith communities and higher education institutions. One Journey's message of "many paths, one journey" reached more than 150,000 people online in the US and around the globe, including Fillippo Grandi, UN High Commissioner for Refugees.

Our message and content reached 39,000 people on the day of the festival, indicating the large level of engagement and buzz we received from our artists, speakers, volunteers, allies and others in terms of media. We received coverage by Voice of America, Washingtonian magazine, local radio stations, and USA for UNHCR.

Impact Two Positively influencing views about refugees

Of the participants we surveyed, 95% indicated that the festival positively influenced their views about refugees. One Journey received an employment offer from a restaurant to hire two refugee chefs in the Washington area after Voice of America aired a segment about the One Journey Festival (following the Celebrating Refugee Entrepreneurship cocktail fundraiser). Many of the refugees and refugee allies we interviewed have expressed a desire to be part of next year's festival. They feel the festival gives them a platform to raise their voices and connect with others.

Impact Three Fostering connections that motivate the public to take action

One Journey showcased the efforts of more than 30 NGOs working to support displaced people locally and globally. At the festival's Take Action tent, nearly 1,000 people signed up to participate in refugee-focused activities. Additionally, participants bought art, food and other handmade items from refugee vendors in the Global Marketplace and food truck area. 60% of festival participants reported taking at least one action to support refugees. An additional 11% said they were planning to take action after the festival with the information and resources they received on the day of the event.



Festival goer in Take Action tent learns about volunteer opportunities with a local service organization.

Going Forward

One Journey has now established a solid foundation for conducting a prominent annual celebration with national and global reach, and for pursuing One Journey's vision for a better world for refugees and other displaced people.

With this in mind, we are applying the lessons we've learned over the past year, and we are pleased to announce that the 2nd Annual One Journey Festival will be held on June 29, 2019.

Going forward, One Journey aims to develop toolkits, share best practices, provide guidance and conduct outreach to collaborate with domestic and global communities that are interested in the movement's model and mission.

One Journey is working to achieve the following objectives:

- Build an enduring coalition of diverse allies for refugees
- Create a public, highly visible platform to raise awareness of, generate support for and encourage the welcoming of refugees and other displaced people
- Shape the narrative about refugees and other displaced people towards one of hope and resilience by focusing on their talents and contributions
- Bring diverse peoples together and create local connections
- Mobilize people to take action in support of refugees and other displaced people



Mixing modern rhythms with rich musical traditions, Jaja Bashemgezi (middle), Abraham Mwinda (right) and a fellow artist (left) kept the celebration jumping.

Report Overview

Purpose

The One Journey Impact Report documents the impact of the One Journey movement in its inaugural year and captures lessons learned. The One Journey Committee hopes this report will generate additional support for the movement, allowing it to grow and reach more communities across the United States and the world.

Methods

A variety of tools were used to evaluate and learn from the One Journey movement. These tools include:

- Interviews with key stakeholders:
 - Participants
 - Partners
 - Sponsors
- Social media and web traffic analysis
- Survey responses from participants and NGOs that participated in the Take Action tent at the festival.

About One Journey

In 1991, as civil war broke out in Croatia, Vanda Berninger fled her home country seeking refuge. In 1989, Wendy Chan immigrated to the United States as a little girl wfrom China with family members, many of whom had fled China as refugees to escape political persecution.

Both Vanda and Wendy now live in the Washington DC area, and together, they are building a movement. With a diverse coalition of allies, they are raising awareness of the global refugee crisis, helping the public see the contributions and talents of refugees and displaced people. These efforts aim to celebrate diversity and combat the growing nativism and apathy towards a humanitarian crisis of historic scale.

Compelled by their personal experiences and inspired by the United Nations TOGETHER Campaign, Vanda and Wendy launched the One Journey movement in September 2017.

One Journey strives to create a world where refugees and other displaced people are welcomed, valued, and supported so they and their host communities can thrive together. To help mobilize support, Vanda, Wendy and the One Journey Committee have raised over \$100,000 and recruited nearly 100 sponsors & partners (Appendix I) as well as over 210 volunteers to date.

In its inaugural year, One Journey hosted a series of awareness-raising and compassion-building events in the Washington DC metropolitan area that culminated in the One Journey Festival on June 2nd at the Washington National Cathedral.

The Festival, the first national celebration of refugee talents, stories and contributions, welcomed over 4,000 participants.

According to feedback through news articles, interviews and surveys, the Festival was widely appreciated and applauded by participants, sponsors, partners and volunteers.

The festival and One Journey have established a solid foundation for conducting a prominent annual celebration with national and global



Vanda Berninger (left) and Wendy Chan (right), co-founders of the One Journey movement.

reach, and for pursuing One Journey’s vision for a better world for refugees and other displaced people.

Going forward, the One Journey Committee aims to develop toolkits, provide guidance and conduct outreach to collaborate with domestic and global communities that are interested in the movement’s model and mission.

One Journey works to achieve the following objectives:

- Build an enduring coalition of diverse allies
- Create a public, visible platform to raise awareness, generate support for and encourage the welcoming of refugees and other displaced people
- Shape the narrative about refugees and other displaced people towards one of hope and resilience by focusing on their talents and contributions
- Help bring diverse peoples together and create local connections
- Drive people to take action in support of refugees and other displaced people

Our Vision

A world where refugees and other displaced people are welcomed, valued, and supported so they and their host communities can thrive together.

Our Mission

One Journey amplifies refugee voices and enhances public awareness of refugee talents and contributions. We strive to build enduring allies for refugees and use cultural and technological tools to facilitate human connections between refugees and their host communities.

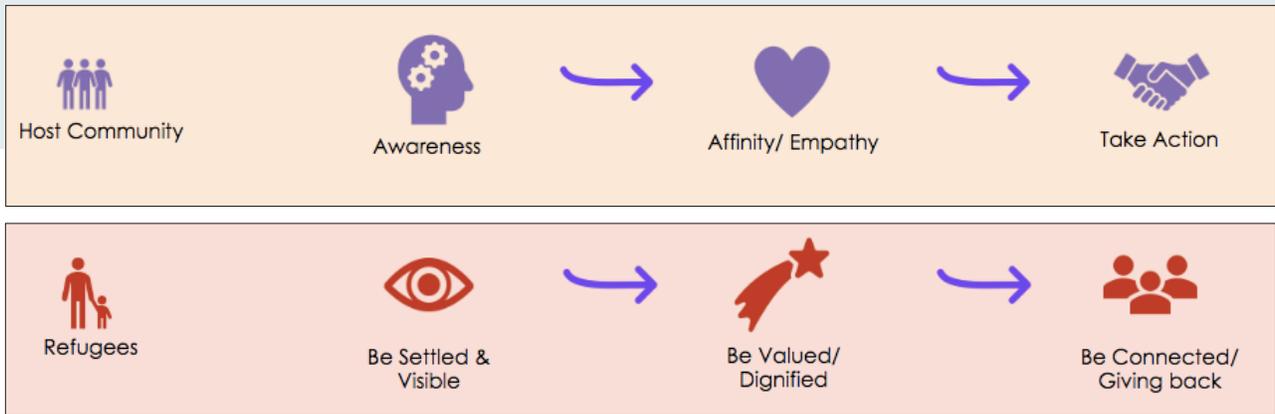
Our Theory of Change

One Journey believes a welcoming society demands refugees and other displaced people to meaningfully engage and integrate with the host communities.

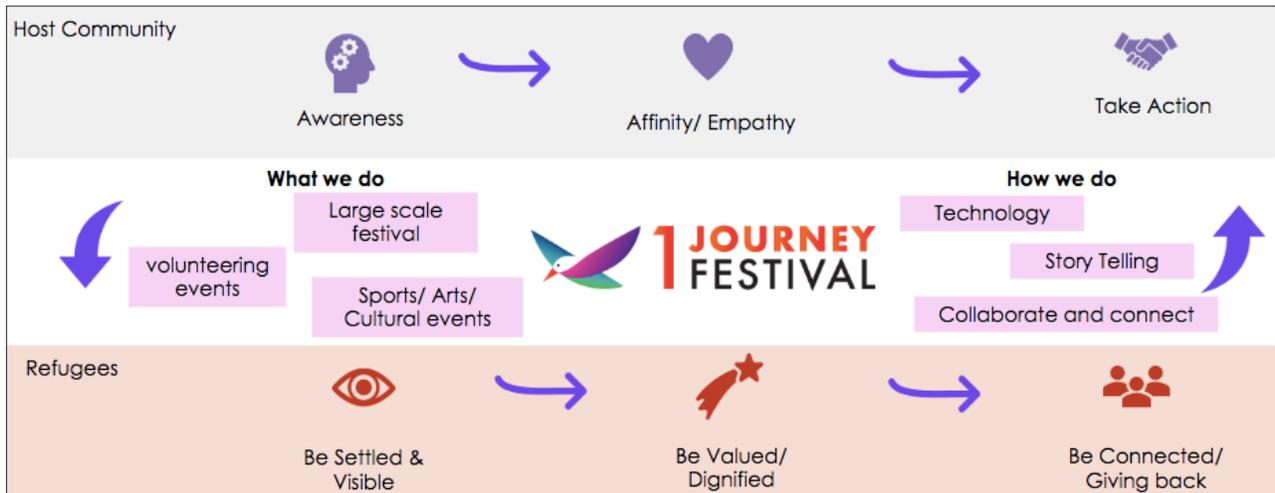
Our Model

One Journey aims to be the connecting layer between host communities and refugees and other displaced people. Through storytelling, technology, art and culture, One Journey creates a positive and energetic way for people to connect and collaborate.

The Engagement Journey



One Journey's Engagement Model



One Journey 2017-2018

Introducing One Journey
to the world

A Year of Celebration and Learning

Beginning in December 2017, One Journey hosted a six-part event series across the Washington DC metropolitan area, leading up to the main festival in June 2018. Learn more about each event in the following pages.

Review

We hosted these events to:

- **Raise awareness about the global refugee crisis**
- **Contribute to shaping a positive narrative around refugees**
- **Build compassion for refugees and other displaced people**
- **Recruit sponsors, partners and volunteers for the festival**



The young women of the phenomenal Pihcintu Multicultural Choir are survivors of violence and conflict in their home countries.

Three-Part Film Series

Part One How to Tell the Refugee Story *December 11, 2017*

The first part of the film series focused on storytelling through films. This set the stage for explaining why One Journey launched the movement using storytelling as a key mechanism to generate awareness and compassion.

Co-hosted by the Environmental Film Festival in the Nation's Capital (EFF) and Marymount University, One Journey featured an excerpt from the award-winning film, *The "Age of Consequences,"* followed by a discussion with filmmakers about the challenges and importance of telling complicated stories that compel reflection and action.

Panelists included Jared Scott, *The Age of Consequences* director, and Saria Samakie, Syrian filmmaker, photographer and refugee. Saria described the process of finding the right narratives that resonate with viewers, reflect the dizzying complexities of the refugee crisis and humanize its subjects.

In addition, Mohsin Mohi-Ud-Din, social entrepreneur and founder of #MeWeSyria International, discussed his initiative,

which uses media and storytelling to help Syrian refugee youth cope with the crisis.

Following the screening, audiences were invited to take part in a Q&A session moderated by Maryanne Culpepper, EFF's executive director and award-winning writer/filmmaker.

Part Two Resettled: Hopes and Challenges of the Refugee 1% *January 31, 2018*

The second part of the film series, co-hosted with No Lost Generations' Georgetown University chapter, explored the challenges and opportunities faced by refugees when fleeing war and resettling in a new home country.

The film screening featured two short films, "4.1 Miles" and "Fold, Embrace, Expand: From Damascus to Chicago". The screening was followed by a panel discussion and Q&A with local experts, including Anne Richard, Fellow at Georgetown University and former Assistant Secretary of State for Population, Refugees and Migration, and Dr. Tsehaye Teferra, Founder and President of the Ethiopian Community Development Council, one of the major resettlement agencies in the U.S.

Part Three Salam Neighbor and the Refugee 99%

February 22, 2018

The third part of the film series, co-hosted by NOVA Friends of Refugees and St. George's Episcopal Church of Arlington, highlighted the hardships faced by 99% of the refugee men, women, and children fighting to survive in refugee camps and host countries with little hope of being resettled or ever returning home.

The film screening featured the award-winning documentary "Salam Neighbor" and was followed by a panel discussion and Q&A with practitioners working in refugee camps, including Mike Niconchuk, Senior Researcher at Beyond Conflict.

Celebrating Refugee Entrepreneurship

Cocktail Fundraiser

March 23, 2018

Building on the Three-Part Film Series, One Journey organized a fundraiser centered on celebrating refugee entrepreneurship.

The event featured local refugee entrepreneurs, including Foodhini refugee chefs and Manyang Kher, a former Lost Boy of Sudan, who founded 734 Coffee to empower Sudanese refugees through education.

Notable speakers included Ambassador Dina Kawar, Ambassador of the Hashemite Kingdom of Jordan to the United States and Ahmad Ashkar, Founder and CEO of HultPrize Foundation.

Wine Tasting

April 5, 2018

Following the cocktail fundraiser, One Journey organized a wine tasting featuring wine from Lebanon, Greece and the Willamette Valley, Oregon.

Attendees learned about wine from lesser known wine regions and the issues facing refugees in these areas. The tasting also celebrated entrepreneur Moe Momtazi, who established the Momtazi Vineyard in the Willamette Valley with his wife Flora, after fleeing Iran in the late 1970s.



Review

Manyang Kher (left) and the 734 Coffee crew served their fabulous brew at One Journey events, including the cocktail fundraiser. 734 profits fund education programs for refugees of Sudan.

Art Representing Life

Marymount University Art Exhibit

May 30, 2018

As a final pre-festival event, One Journey, in partnership with Marymount University, presented "Border (Untitled)" an exhibition regarding the current state of culture, art and politics surrounding immigration and refugees.

"Border (Untitled)" provided an ambiguous designated space conveying different cultural experiences to further an understanding of how lines and borders affect us personally and socially.

The exhibit was presented at the university's two galleries: Cody Gallery at Ballston Center and Barry Gallery at Reinsch Library.

The Barry Gallery featured a narrative of experiences presented from organizations aiding Syrian refugees and the refugees themselves compiled by Associate Professor Barry Erdeljon and his students of Marymount University.

The Barry Gallery also showed portraits of Syrian refugees from the "Inside Out" project by photographer Josh Mojica, as well as portraits of Syrian refugee students associated with the Karam Foundation. The Karam Foundation profiles, which were also displayed at the One Journey Festival, were curated and organized by Shamila N. Chaudhary of the School of Advanced International Studies at Johns Hopkins University, where she directs "The Big Picture," a forum exploring international affairs through arts and culture.



Faith leaders share the importance of welcoming refugees across faith traditions.

One Journey Festival

June 2, 2018

The awareness-raising and celebratory events organized by One Journey culminated in the community-building One Journey Festival, the first national celebration of refugee talents, stories and contributions.

The day-long, family-friendly outdoor event connected more than 4,000 people from many backgrounds and walks of life, using the common languages of humanity—art, food, dance, music and storytelling.

The festival featured a program of refugee speakers, allies and performers, as well as a Global Marketplace, a #MeWeSyria Storytelling tent, children’s activities, dance workshops, refugee owned food trucks, a Take Action tent, technology based activities and more.

Festival Highlights

Mainstage Speakers

An interfaith panel consisting of a Bishop, Imam, Priest, Rabbi and two Reverends welcomed participants to the One Journey Festival. Each spoke about the tradition of welcoming strangers, including refugees, in their respective faiths and why it's important for the United States to continue this tradition and stand with refugees.

The panel was followed by Nasrine Gross, a women’s rights activist from Kabul, Afghanistan, Isra Chaker, Oxfam Refugee Campaign Lead and

Ger Duany, UNHCR Goodwill Ambassador for the East and Horn of Africa region and former child soldier. All of the speakers shared messages of hope and urgency to support refugees and other displaced people, (see Appendix III for details).

Art

Marymount University displayed a mural created specifically for the One Journey Festival by Joe Hicks, Assistant Professor of Fine Arts, and Marymount alumni.

The mural, sculpted from clay, is titled “Status Undetermined”. It portrays the lives of people living in a refugee camp based on research done by Professor Hicks and his team. Additionally, a photo exhibit on the activities of Syrian Refugee Youth in Turkey, co-hosted by Johns Hopkins’ The Big Picture and the Karam Foundation, was on display.

The Global Marketplace and the Children’s Corner also featured art and provided opportunities to participate in interactive art projects run by former refugees.

Children’s Corner

There was a dedicated tent for children and youth, to learn about refugees and other displaced people, build compassion for them and create works of art in their honor, hosted by with Catholic Charities. Activities included multi-language calligraphy, refugee dolls and books, welcome card making and a build-your-own-kite station.

Global Marketplace

Local refugee artisans and business owners showcased their artistic talents and social enterprises. Products for purchase ranged from date-filled cookies and Syrian soaps to coffee and artwork and hand sewn items made by Syrian and Ugandan refugee families (see Appendix IV for more details).



Colorful stuffed animals made by families from Uganda for sale in the Global Marketplace.

Storytelling

The #MeWeSYRIA storytelling tent gave participants an opportunity to learn from refugee stories through an immersive experience and to discover the power of storytelling and creative enterprise to help young people disrupt social challenges.

Music and Dance

Live performances by refugee artists, musicians and dancers, including the celebrated all-girls Pihcintu Multicultural Choir, Abraham Mwindu and Leftist took place on the main stage, (see Appendix III for a complete list).

The festival also offered dance workshops, allowing participants to learn Mexican folk dance, Bhangra, belly dancing, and Middle Eastern and Southeast Asian dances, which were very popular with festival goers.



Chefs José Andrés (right) and Taha Alhuraibi (left) perform a cooking demonstration on the mainstage.

Food

Chef José Andrés and Taha Alhuraibi, a local Yemeni refugee chef, performed a live cooking show as they discussed the connections among food, culture and serving humanity.

The festival featured 15 local ethnic food trucks owned by refugee and immigrant chefs and entrepreneurs, (see Appendix IV for more details).

Take Action Tent

More than 20 local, national and global NGOs (including Amnesty International, Catholic Charities, Oxfam, USA for UNHCR and World Relief) set up booths to share information about their work and provide festival goers with concrete opportunities to support and welcome refugees and other displaced people, (see Appendix II for list of organizations). The Take Action tent was packed with a constant stream of visitors throughout the day.

Technology

Festival goers had an opportunity to chat and interact live with refugees and displaced people in Iraq, Rwanda, and Mexico via Shared Studios' immersive video technology. The festival goers also learned about refugees and other displaced people through virtual reality film experiences created by Amnesty International and the UN Foundation's Nothing But Nets initiative.



Volunteer helps festival goers use virtual reality goggles to learn the story of a young girl living in an African refugee camp.

Our Impact

Objective One

Build an enduring coalition of diverse allies and a public platform to raise awareness and welcome refugees and other displaced people

In order to ensure that refugees and other displaced people are welcomed, valued and supported, One Journey felt it was critical to build a coalition of allies that is as broad and diverse as possible. Working through the networks of the One Journey Committee, existing relationships were leveraged to lay the foundation for the movement. Through outreach, introductions and word of mouth, additional relationships were cultivated as people and organizations learned about One Journey and were excited to get involved.

One Journey was fortunate to count on the support of a select group of advisors (listed right) to help guide and champion the movement.

In less than ten months, the committee formed a coalition of allies that encompasses nearly 100 corporations, faith communities, media outlets, NGOs, religious institutions, small businesses and universities (see Appendices I-IV).



Ahmad Ashkar

Founder, CEO of Hult Prize Foundation, Entrepreneur of the Year (Esquire), Advisory Board of United Nations Development Programme



Shamim Jawad

Founder/ President of Ayenda Foundation, Board member of US-Afghan Women's Council



Mary Kostel

Special Counsel to the Presiding Bishop of The Episcopal Church



Marty Rodgers

Managing Director Metro Washington, D.C. and Southeast Health and Public Service at Accenture



Lynn Taliento

Partner at McKinsey & Company, Board member of the Malala Fund



Diane Willkens

President, CEO of Development Finance International, Inc.

Impact

Sponsors

Of these allies, 19 became financial sponsors, jointly investing over \$100,000 in One Journey in support of refugees and other displaced people.

Without their contributions, the One Journey Festival would not have been possible. We are incredibly grateful to our sponsors for their belief in our mission!

Impact



“Mars believes in addressing the global challenges we face – whether it’s climate change, resource scarcity, or human rights – it’s our responsibility to do our part in driving change.

At the core of this is the belief is that the best outcomes happen when we collaborate with others. That’s why we’re proud to support One Journey in helping bring visibility to the positive ways refugees are contributing to our global communities through business and the arts”

*Denise Young, VP External Communications,
Mars Incorporated*

Sponsor Support

A majority of the organizations listed on page 14 also contributed in-kind donations and content for the lead-up events and festival, and mobilized staff, faculty and students to use their talents and time to serve refugees and their community.

According to Christina Clark, Dean of Marymount University’s School of Arts & Sciences, “One Journey presents a good opportunity for Marymount faculty and students to engage with an important “need-of-our-time” issue and grow intellectually, ethically, spiritually and professionally.” Marymount University sees One Journey as an important vehicle to helping the university carry out its mission of serving “those whose dignity is threatened.”

A number of sponsors and partners have already expressed a strong interest in continuing to work with One Journey, including the Washington National Cathedral.

We were honored when the Cathedral’s Dean, Randolph Hollerith told us, “It was a joy to host this event at the Cathedral and I am so grateful [...] for the work you have done.”

One Journey is also attracting interest and support from new potential sponsors and partners. The United Methodist Church’s Virginia Conference (Board of Church and Society) has awarded us a grant to support our 2018-2019 activities.

Public Platform

Equally important is the public platform One Journey created for people to come together to learn about the refugee crisis, engage and interact with refugees and connect with NGOs to support displaced people. Over the past ten months, One Journey hosted six awareness-raising and compassion-building events that were open to the public (see pages 10-13 for details) and launched a website and various social media channels (Facebook, Instagram and Twitter) to positively shape the narrative about and create a welcoming environment for refugees and other displaced people through the One Journey Festival.

Since launching the website and social

“The One Journey Festival provided Episcopal Migration Ministries an important and national forum in which to talk about our work of refugee resettlement and welcome.

In this time of deep challenge to the resettlement program, events like the One Journey Festival are vital. They let newcomers know they are welcome and valued members of our communities, and they strengthen the morale, resolve and courage of those who work in the refugee and immigration fields. We are so grateful to have been invited to participate and sponsor the event.”

Allison Duvall
Manager for Church Relations and Engagement, Episcopal Migration Ministries, The Episcopal Church



media accounts, One Journey’s message of “many paths, one journey” has reached over 150,000 people in the US and around the globe, including Fillippo Grandi, UN High Commissioner for Refugees.

Our message and content reached 39,000 people on the day of the festival, indicating the huge level of engagement and buzz we received from our artists, speakers, volunteers, allies and others. Their collective efforts made a big difference in reach, turnout and impact.

Engagement

One Journey is reaching a global and diverse audience. The top 10 countries engaging with us digitally are the US, England, Canada, France, the United Arab Emirates, Brazil, Philippines, Spain, Israel, Egypt and Indonesia. Of our followers, 52% are women, 48% are men, and 24% are between the ages of 18-24. Engagement was particularly high from the NGOs that participated in the Take Action Tent with 64% of retweets, shares and mentions generated by them.

Below is a breakdown of One Journey's social media reach by platform:

 1,900+ Followers
3,500+ Impressions

 118K Pre-festival impressions
39,000 Festival impressions

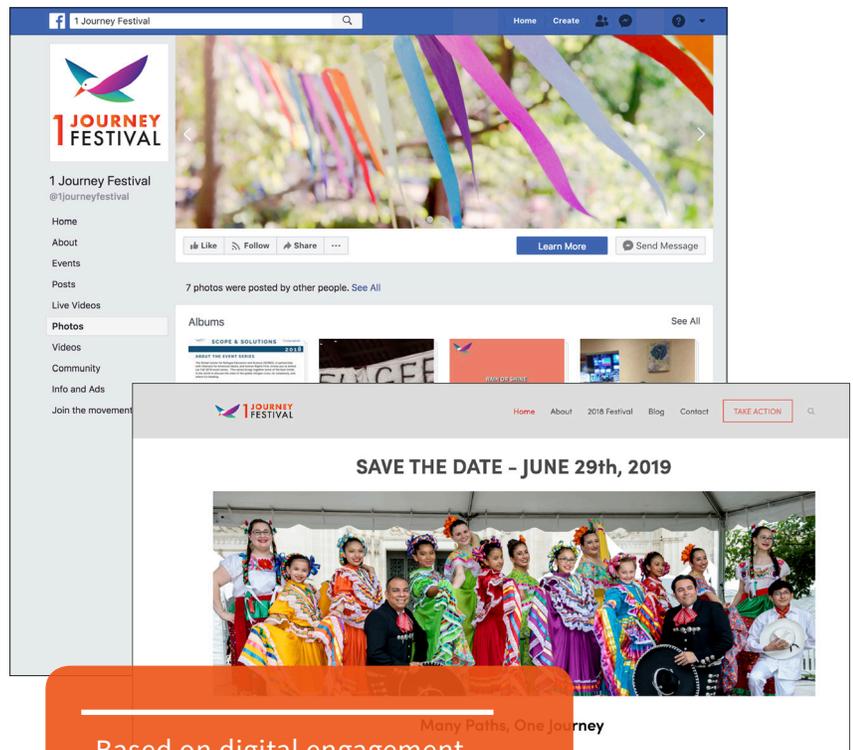
 5,000+ Page views
15,000+ Page reach

Additionally, the One Journey website received more than 16,000 unique visitors from January through August 2018. The highest spike in unique website visitors, 4,173, happened in May, a month prior to the festival. The top ten states where website visitors originated were District of Columbia, Virginia, Maryland, New York, Pennsylvania, California, Illinois, Texas, New Jersey, and Oregon.

As word spread about One Journey and this first-ever national festival, the press took notice. We received coverage by Voice of America, Washingtonian magazine, local radio stations and USA for UNHCR. The success of the festival has established solid credentials, which we are leveraging to build the buzz and attract new partners and supporters for 2019.

We also take pride in how One Journey's public platform has positively affected refugees by raising awareness and creating new opportunities for them. For example, after Voices of America aired a segment about One Journey Festival following the Celebrating Refugee Entrepreneurship cocktail fundraiser, we received an employment offer from a restaurant to hire two refugee chefs in the Washington area.

Impact



Based on digital engagement, these are the words most associated with One Journey's efforts:

MOVEMENT
COMMUNITY
CELEBRATE
JOURNEY
LEARN
GLOBAL
UNITED
PARTNERSHIP
SUPPORT

Objective Two

Shape the narrative about refugees and other displaced people towards one of hope, accomplishments and resilience, and showcase their talents.

In the media and in political discourse, refugees and other displaced people are regularly dehumanized, demonized and portrayed as a threat and burden to host societies.

These narratives, which play a key role in shaping public opinions, perceptions and policies, are contributing to a less welcoming society for refugees in the US and other host countries.

These narratives create hostile and fear-fueled environments that negatively affect the mental and physical well-being of refugees, other displaced people and host communities.

One Journey is working to counter these harmful narratives by showcasing refugees' resilience, accomplishments and individual cultures and talents. Through One Journey's website and social media accounts, the Three-Part Film Series, events to celebrate refugee entrepreneurship and the One Journey Festival, refugees and other displaced people are given an opportunity to tell their stories in their own words, and are celebrated for who they are and what they are contributing to their new homes.

Among the most read blog articles on One Journey's website is "The Entrepreneurial Spirit of the 'Shams-Elysess' - Zaatari Refugee Camp". The article speaks about the resilience of Syrian refugees who in seven years have turned a barren desert into the fourth largest urban population in Jordan. Working together with international agencies and NGOs, the residents of Zaatari Refugee Camp have reshaped humanitarian relief in innovative and entrepreneurial ways. Some of the many community-led projects featured in the blog include an upcycling project with newly trained women tailors, a magazine called "The Road", written and designed entirely by camp residents, and a solar panel project that is providing clean energy to Zaatari and reducing CO2 emissions by 13,000 tons per year.

Through the different components of the One Journey Festival, refugees were able to share with an audience of 4,000+ their unique journeys and culture and to showcase their talents as speakers, performers, entrepreneurs and artists.

When festival participants were asked how the festival shaped their views on refugees, over 95% said it positively influenced their views.

Impact

By interviewing some of the refugees and refugee allies who contributed their time and talents to the festival, we were able to better understand the significance of the festival to them and their work.

Speaking to the welcoming, uplifting and celebratory nature of the One Journey Festival, many of the refugees and allies interviewed have expressed a desire to be part of next year's festival.

Impact



"I believe we are all responsible for each other. One Journey is helping me to spread that message and is connecting people in powerful ways."

Ger Duany, UNHCR Regional Goodwill Ambassador, Actor/Model and Former Lost Boy of Sudan

"Refugees have so much to contribute when given an opportunity. I'm grateful One Journey recognizes that and is helping Karam Foundation reach new audiences and supporters."

Lina Sergie Attar, Founder and CEO of Karam Foundation



"The One Journey Festival did a great job of celebrating refugees and creating a welcoming space for people to come together and learn. It was a great experience for me."

Abraham Mwindi, Musician and former refugee of the Democratic Republic of Congo

"It [is] really cool to know a lot of people care so much about refugees and ...helping them."

Kaylee Kazadi, Member of Pihcintu Multicultural Choir and former refugee



"Your intelligence does not go away just because you needed to escape your homeland due to war. I thank One Journey for recognizing that and for putting refugees front and center."

Manyang Reath Kher, Founder of 734 Coffee and former Lost Boy of Sudan

Objective Three

Help create local connections and drive people to take action in support of refugees and other displaced people.



Ethnic food trucks served cuisine from many of the home countries of refugees.

Building community by connecting people and facilitating opportunities to engage with, stand with, and support refugees and other displaced people is at the core of One Journey's mission. Through One Journey's public platform, especially the One Journey festival, a countless number of local connections have been made among individuals, organizations, faith groups, businesses, and schools.

Leading up to and during the festival, One Journey showcased the efforts of over 30 small, medium and large NGOs, including Refugees International and USA for UNHCR, working to support refugees and other displaced people locally, nationally and globally.

Through One Journey's website and the Take Action tent at the festival, people were given specific examples of actions they could take to make a difference in the lives of refugees and other displaced people, (See Appendix II for details). These actions include signing petitions, hosting awareness raising events and fundraisers and volunteering to set up apartments for newly arrived refugees and asylum seekers.

For newer organizations, such as Solutions in Hometown Connections (SHC), the One Journey Festival provided a unique opportunity to build SHC's network and share its work with the community.

Over the course of the festival, SHC collected over 30 email addresses/phone numbers from participants who were interested in finding out more about the organization's work and local volunteer opportunities.

For more established organizations, such as Upwardly Global, the festival introduced the organization to other volunteer platforms and events.

Per Khadija H. Thabit, Upwardly Global's DC Partnerships and Volunteer Program Lead, "The One Journey Festival gave us the opportunity to network with an interfaith group from Northern Virginia and eventually attend the Ramadhan Tent—an event where Muslims in collaboration with different Christian groups in Northern Virginia come together to feast during the month of Ramadhan. This is a social event aimed at providing talking spaces between the diverse groups to promote community cohesion. Through such volunteer outreach events, we have seen volunteer application numbers rising—an achievement I attribute to the One Journey Festival."

Of the surveyed NGOs participating in the Take Action tent, organizations reported an average of 45 people signing up for their mailing lists and volunteer opportunities. This amounts to nearly 1,000 people mobilized in support of refugees, mostly in the Washington DC Metropolitan area. The Upwardly Global team told us that they signed up as many volunteers in this one day as they normally would in a year.

Of the surveyed One Journey Festival participants, nearly 60% reported taking at least one action to support refugees and other displaced people on the day of the event, through the Take Action tent, the Global Marketplace and/or food trucks. An additional 11% said they were planning to take action after the festival with the information and resources they received on the day of the event.

Impact



Our indomitable One Journey volunteer core team. They are the heartbeat behind the festival and the One Journey movement!

In terms of the Global Marketplace, both Love 2 Sew, a refugee women’s group that creates and sells handmade home decor and clothing and 734 Coffee reported selling over \$2,000 of merchandise. Karam Foundation, an organization working to build a better future in Syria, said that One Journey Festival was among the most profitable vending opportunities they have had in their 11 years of operation.

In terms of the food trucks, Quize Quzeen, operated by Syrian refugee chefs, made \$1,200 and generously donated a portion of their proceeds to One Journey in appreciation and support of the event. Being a grassroots movement, One Journey relied on the help of over 210 volunteers to organize and mobilize support for the lead-up events and first inaugural festival.

These volunteers were recruited from all over the Washington metropolitan area and ranged in age from teenagers to retirees in their 80s. Many of the volunteers came from sponsors like HSBC and Accenture.

The overwhelming feedback received from the volunteers is that they fully enjoyed the opportunity to serve refugees alongside community members whom they would have most likely never crossed paths with otherwise. Many of the volunteers report having gained not only new perspectives on refugees and themselves, but also new friendships.

Our Impact by the Numbers



Learnings

The inaugural year of the One Journey movement greatly exceeded our expectations. Reflecting on our efforts and accomplishments, below are a number of key things we have learned about building a grassroots refugee movement that we would like to share with the field.

Shifting the narrative from negative to positive

By focusing on the resilience and individual talents and cultures of the refugees we partnered with, we were able to contribute to a positive and multi-faceted narrative about refugees and other displaced people. Through our online presence and offline programming, we built a platform that allows refugees to raise their voices and tell their stories optimistically and on their own terms.

Building partnerships and mobilizing support

We were excited to see that a large number of actors from diverse sectors were eager to support One Journey's mission. We found that each sector had a particular area of interest, and from that interest we were able to build a meaningful partnership. For example, the private sector was particularly excited to engage around refugee entrepreneurship. With their help, we hosted a cocktail fundraiser celebrating refugee entrepreneurs and were able to drive the message that refugees contribute to building local economies.

Reaching non supporters

Having an influencer such as Chef José Andrés endorsing One Journey is key to raising the visibility of the movement and engaging people who may be unfamiliar or apathetic to the challenges faced by refugees and other displaced people. In addition, by hosting the festival at a high-profile, historic site, we were able to attract participants of a variety of backgrounds, including tourists from across the United States and globe.

Drawing a large turn-out

Because the festival was framed as a celebration and offered a vast array of activities at no cost, we were able to engage people with a wide range of interests.

Based on participant survey results, below are the top 5 most popular components of the festival's programming:

1. Music and dance performances on the main stage
2. Ethnic food trucks and the Global Marketplace (tied)
3. Speakers on the main stage
4. Take Action tent
5. Virtual Reality booth

Another important component of the programming was the children's corner as it encouraged families to attend. Children were given an opportunity to explore and learn about refugees through arts and crafts activities run by former refugees and a festival-wide scavenger hunt. Having a children and youth element has the double benefit of attracting families to the event while helping children and youth build compassion and understanding of a crisis that likely will require their generation's involvement and attention to address.

Driving people to action

Through our activities, we realized that people have a strong desire to support and engage with refugees but don't necessarily know how. For this reason, facilitation is key to encouraging action. We were delighted that through our website and the festival, we were able to drive over 1,000 people to take concrete steps in support of refugees and other displaced people.

Our NGO partners were greatly encouraged by the turnout in the Take Action tent and have expressed a desire to work more closely together for future lead-up events and the 2019 One Journey Festival. We are planning on expanding the size of the Take Action tent and the number of NGOs we are partnering with.

Challenges

As with any grassroots initiative, there are a number of challenges facing One Journey.

These challenges include:

- Lack of financial resources
- Staffing and volunteer challenges
- Coordination amongst a wide variety of stakeholders

It is our hope that as we continue to grow and drive impact, we will be able to mobilize additional resources and potentially hire our own full-time staff to have a more sustainable infrastructure for One Journey.

Challenges



Selma of FenZoul, founded to fill the gap of under-represented positive and diverse images from Africa, in conversation with a member of the One Journey Committee.

Next Steps

Fueled by the impact and astoundingly positive feedback received, One Journey is looking forward to expanding our work to other cities.

In addition to organizing the 2nd Annual One Journey Festival and a number of lead-up events, One Journey plans to develop toolkits, share best practices, provide guidance and conduct outreach to collaborate with communities that are interested in the movement's model and mission.

One Journey has already been contacted by several nonprofit organizations in various US cities interested in joining the One Journey movement by replicating One Journey in their respective towns.

In the near future, our team will explore the possibility of partnering with large network organizations to organize One Journey-inspired events in multiple cities, and perhaps major cities abroad.

One Journey is eager to continue to build a sustainable momentum for a world where all refugees and other displaced people are welcomed, valued, and supported so they and their host communities can thrive together.

Next Steps

August 2018

Start planning for 2nd Annual One Journey Festival

September 2018

Co-organize a refugee welcoming event that includes industry-based job mentoring, family friendly activities and clothing donations

September 2018 - May 2019

Serve as a community-based learning resource for medical students focusing on refugee health needs at Georgetown University School of Medicine

December 2018

Refugee film screening

Winter marketplace in collaboration with Johns Hopkins University School of Advanced International Studies

January 2019

Financial literacy event for refugee/migrant newcomers

February 2019

Refugee film screening in collaboration with

March 2019

Washington DC area Cocktail Fundraiser for One Journey Festival

May 2019

Soccer Tournament

June 2019

Refugee sports event

2nd Annual One Journey Festival

August 2019

San Francisco area Cocktail Fundraiser for One Journey Festival

2018 - 2019
Activities

Join Us

Be part of this growing movement of compassion, welcome and celebration. Contact us to explore sponsorship, partnership and vendor opportunities for your organization.

To learn more, contact:

Vanda Berninger

Co-Chair

Wendy Chan

Co-Chair

Victoria Flamant

Take Action Lead

info@onejourneyfestival.com

[Join Us](#)

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APPENDIX I Sponsors and Partners

One Journey offers its grateful thanks to the many sponsors and partners who have enabled us to accomplish so much since our movement began in September 2017. Thank you, everyone!

One Journey Sponsors

Accenture
Allianz
APCO Worldwide
Ayenda Foundation
BCG The Boston Consulting Group
EMM Episcopal Migration Ministries
Falafel, Inc
GlobalWorks Foundation
HSBC
Marymount University
Mars
NOVA Friends of Refugees
Oxfam
Refugees International
Saint George's Episcopal Church
Squire Patton Boggs
USA for UNHCR
The UN Refugee Agency
UNICEF USA
World Relief

One Journey Partners

Amnesty International
Catholic Charities
Environmental Film Festival in the Nation's Capital
Fifth Tribe
Humanity Helping Sudan Project
KindWorks
#MeWeSyria
Montgomery County Faith Community Advisory Council
Mount Olivet United Methodist Church
NooshTube
Open City
Peace Corps Community for Refugees
Washington National Cathedral
United Nations Foundation - NothingButNets.net
Shared Studios
Syrian Community Network
José Andrés ThinkFoodGroup

APPENDIX II Take Action

The following organizations were part of our Take Action coalition, encouraging the public and festival goers to take action for refugees and other displaced people in a variety of ways, such as volunteering, contacting policymakers, networking, donating, and much more.

Each organization made connections via the One Journey website and online Program Handbook, and many had stations in the Take Action tent at the festival. Specific “asks” from our online listings are included here.

Washington DC area

Catholic Charities, Diocese of Arlington

Volunteer to support refugee families and children.

Just Neighbors

Start a refugee on the path to citizenship.

Solutions in Hometown Connections

Support newly arrived refugee families in Maryland.

NOVA Friends of Refugees

Welcome and assist refugees resettling in Northern Virginia.

KindWorks

Help furnish a home for newly arrived refugees.

Lutheran Social Services

Open your heart and home to an unaccompanied refugee minor.

Foodhini

Support emerging refugee chefs.

Dafero

Empower female refugee entrepreneurs.

ONSIDE

Help build lasting friendships through the power of soccer.

ECDC

Support and encourage new refugees in search of employment.

Charles W. Gilchrist Immigrant Resource Center

Serve the immigrant and minority populations in Montgomery County.

KAMA

Bring together diverse groups of people to learn from one another.

Across the United States

Episcopal Migration Ministries

Welcome New Americans to your community.

Upwardly Global

Help refugees gain the skills and confidence to succeed.

Carry the Future

Organize a baby carrier or diaper drive.

UNA - USA

Host an Adopt-A-Future Fundraising Dinner.

Syrian Community Network

Adopt a refugee family.

Paper Airplanes

Tutor Syrian refugees.

Safed House

Help coordinate an annual essay contest.

JRS North America

Defend the rights of “forgotten” refugees and migrants.

UNICEF USA

Advocate for children’s rights.

APPENDIX II Take Action (cont.)

UNRWA - USA national committee

Commit to making a difference in the lives of Palestinian refugees.

Catholic Charities USA

Advocate for human dignity and development policies.

Internationally

Amnesty International

Record your story of how you are welcoming refugees.

CRS - Catholic Relief Services

Learn about refugees and migrants.

Oxfam

Stand as one with people forced to flee.

USA for UNHCR - The UN Refugee Agency

Fight fear with facts.

A Drop in the Ocean

Volunteer with refugees in Greece.

Karam Foundation

Sponsor a Syrian Family.

Refugee Support

Listen to our podcast: Standing with Refugees.

World Relief

Help refugees rebuild their lives.

IRC - International Rescue Committee

Advocate for life-saving assistance and protection for displaced people.

APPENDIX III Speakers and Performers

On the mainstage, One Journey featured an incredible list of speakers who recounted messages of hope and resilience and refugee performers who enrich our world with their many talents.

Speakers

José Andrés

Chef/Owner
ThinkFoodGroup; Founder,
World Central Kitchen

Gar Duany

Actor, fashion model, UN
spokesperson and former
“Lost Boy of Sudan”

Rev. Randy Hollerith

Dean of Washington
National Cathedral

Imam Mohamed Magrid

Executive Imam, All Dulles
Area Muslim Society
(ADAMS) Center

Rabbi M. Bruce Lustig

Washington Hebrew
Congregation

Father Charles Cortinovis

Archdiocese of Washington

Rev. Dr. William Gunn Jr.

National Capital Prebyter,
Presbyterian Church

Bishop Richard Graham

Hope Lutheran Church

Isra Chaker

CEO Chaker Solutions;
Refugee Campaign Lead,
Oxfam

Nasrine Gross

Founder of Roqia Center for
Women’s Rights, Studies and
Education in Afghanistan
and of Kabultec in the U.S.

Wendy Chan

Co-Founder, One Journey

Vanda Berninger

Co-Founder, One Journey

Performers

Kamyar Arsani

Bailes de Mi Tierra

Rimi Basu

Leftist

Abraham Mwindu

Pihcintu Multicultural
Chorus

Raqs El Hob

Sahara Dance

Terre Dance Collective

Utpalasia

Virginia School of Bhangra

Jaja Bashengezi

APPENDIX IV Vendors

One Journey offered a productive and profitable venue for vendors in our Global Marketplace and for food trucks. All of our vendors were either refugees or had a connection with the home countries of refugees.

Global Marketplace

Dafero (food)
FenZoul (African art)
Foodhini (food and beverages)
Global Goods Partners
Karam Foundation (soaps)
Kabultec
Imane Artisan (body art)
Love 2 Sew (clothing and crafts)
Sughra Hussainy (art)
Tanabel (food)
Will Salha (art)
734 Coffee – The Face of Sudan

Food Trucks

ArepaZone
Bubble Tea Licious and Laos Street Grill
Cam's Kettle Coffee Company
Dolci Gelati
Mesob on Wheels
Muncheez Truck
Peoples Bao
Peruvian Brothers
PhoWheels DC
Quize Quzeen
Roaming Rooster Fried Chicken
Suran Indian Cuisine
Sate Truck
Silk Road Uyghur Cuisine
Taste of Persia

Thank you for
supporting
One Journey!

Find out more at onejourneyfestival.com

