



## SPONSORSHIP PROPOSAL

Initiatives of Change

**Annual Lecture and Trustbuilding Awards 2025**

Strengthening Trust | Celebrating Impact | Empowering Trustbuilders

[TrustAwards@iofc.org](mailto:TrustAwards@iofc.org)





## More About Us

Initiatives of Change (IofC) is a world-wide community of people of diverse cultures and backgrounds, who are committed to the transformation of society through changes in human motives and behavior, starting with their own.

IofC believes in personal change as a catalyst for societal transformation.

Through the Annual Lecture and Trustbuilding Awards, we aim to recognize and encourage those working tirelessly to create a better world, as well as to attract sponsors, funders and partners, thus contributing to the sustainability of IofC and our global trustbuilding work.

Learn more about our [Trustbuilding Program](#)!

## Building Trust Is Needed Today More Than Ever

For decades, Initiatives of Change (IofC) has championed trustbuilding across divided communities worldwide. In 2019, we launched a UN award-winning Trustbuilding Program, now active in 15 countries.

Since 2023, our Annual Lecture and Trustbuilding Awards is a key opportunity for leading peacebuilders, changemakers and activists to network, get inspired and celebrate their achievements.

**The Awards showcase personal stories of change and successful trustbuilding models, providing valuable examples and inspiration for others seeking to address conflict, inequality or social fragmentation.**

Previous award recipients have spanned the globe, working in the Lebanese education system to address religious divides; building peace and participatory democracy in Africa's Great Lakes region; and raising women's voices in Myanmar communities.

Winners and event participants gain greater visibility, which can attract more support, funding and collaboration opportunities for their initiatives.

## Your Opportunity to Make a Difference!

We seek to forge impactful and sustainable partnerships with individuals and organizations, whose values align with our own. Our wish is to offer our sponsors a powerful opportunity for maximizing return on investment, while we expand the impact and reach of our trustbuilding work.

**We invite you to join this inspiring initiative by helping our global network bring more recognition and support to individuals and organizations who bridge divides, rebuild trust and develop inclusive societies.**

Let's join forces and contribute together to a more connected, peaceful and cooperative world.



## The Trustbuilding Highlight of the Year!

### The Annual Lecture

The lecture accompanying the awards ceremony is a thought-provoking keynote address by a high-profile speaker in the field of trustbuilding, peacebuilding or social change.

In 2024, the Annual lecture was given by Professor Rajmohan Gandhi — a historian, journalist, former MP and grandson of Mahatma Gandhi. A moderated Q&A session follows, allowing attendees to engage with the speaker and explore key themes in greater depth.

Musical or artistic performances are part of the event, highlighting cultural themes of unity and reconciliation. The event concludes with a networking session, allowing attendees to connect and collaborate on future trustbuilding initiatives.

### The Awards

The inaugural Awards ceremony took place in Caux, Switzerland in 2023. The [second Awards ceremony](#) and Lecture was hosted in September 2024 with a global audience who gathered in person in Richmond, Virginia, United States.

### Award Categories

We are proud to offer three prestigious awards:

1. **Trustbuilder of the Year**, celebrates exceptional impact by an organization or individual that demonstrates excellent leadership through their vision in the pursuit of building trust.
2. **Young Trustbuilder of the Year**, honors individuals under 30 years of age who are driving innovative trustbuilding initiatives and have inspired other young people in the work of trustbuilding.
3. **Lifetime Achiever**, recognizes individuals who have dedicated their lives to building trust and reconciliation, displaying exceptional leadership, depth of service and a willingness to adapt and evolve over time within the trustbuilding field.



### Partners and Sponsors

Fetzer  
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FOR PEACE





## Why Partner with Us?

Aligning with our trustbuilding initiatives strengthens your brand's reputation and showcases your dedication to ethical business practices and long-term sustainability.

**Sponsoring the IofC Annual Lecture and Trustbuilding Awards is a great way to enhance your Corporate Social Responsibility (CSR) strategy, by demonstrating a commitment to trust, integrity and ethical leadership. It can also serve as a meaningful way to inspire employee engagement, boost your company's public image and reinforce a corporate culture rooted in shared values and social impact.**

Your sponsorship enables us to provide practical assistance to award winners - 90% of sponsorship contributions go to cash prizes and financial support of their work on the ground. It also helps us partially cover event costs and ensures that the Awards events can operate at a high standard and reach a wider audience.

What we offer:

- Increased brand visibility via exclusive and prominent marketing activities.
- Connections with IofC and our partner's network; Relationship building with trustbuilders and peacebuilders from around the world
- Prestigious Awards presentation and speaking opportunity in a celebratory environment at the event.



## Let's Promote Trustbuilding Together

By supporting an initiative dedicated to building inclusivity, community development and social change, you can actively contribute to building a more cohesive and harmonized society.

**We are keen to work with you to identify sponsorship options based on your budget and plans.**

We can explore opportunities for in-kind sponsorship (e.g., venue, catering, media, technology), as well as customized sponsorship packages.



## Let's talk!

Thank you for your initial interest, consideration and for reading this document. We would love to discuss a potential collaboration with you!

Please contact the Awards team at [TrustAwards@iofc.org](mailto:TrustAwards@iofc.org)





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