



OMNIPPEACE

About OmniPeace

Founded in July of 2005 by social entrepreneur Mary Fanaro, OmniPeace is a humanitarian fashion brand that donates 25% of all profits to charities promoting peace, education, human rights and the end of extreme poverty in Africa by 2025. By using branded apparel and other consumer products as a vehicle to share its powerful message, OmniPeace has been able to gain supporters ranging from Hollywood celebrities to leaders in the global movement to bring change to Africa. To date the company has raised over half a million dollars for charities that support their mission, built a school in Senegal and is currently working with UNICEF & the V-Day Foundation to build the City of Joy, a healing center and safe community for Congolese women and girls.

Fanaro conceived the idea of OmniPeace while watching Live 8, a string of benefit concerts created to highlight the urgent need to address global poverty and relieve African debt. Inspired, Fanaro decided to create a company to address vital humanitarian needs through the distribution and sale of branded consumer products.

A visit to impoverished parts of Africa moved Fanaro to find a way to not only take action that would make a long term difference, but also to align with an organization that shared the same goals as her vision. While reading the Los Angeles Times, she came across an article about economist and global anti-poverty crusader Dr. Jeffrey Sachs whose formula for making African villages self-sustainable was proving to be ground breaking. Soon thereafter she contacted his organization, Millennium Promise, a non-profit seeking to end extreme poverty by 2025. Mary met with Sachs and with his support and blessing, OmniPeace was born.

The stars seemed to be perfectly aligned for the success of OmniPeace when a routine visit to the doctor took an unexpected turn for the worst. Exactly two weeks before the launch, Fanaro was diagnosed with ovarian cancer. Needless to say, she was devastated. She had been so passionate and worked so diligently over the previous two years to get OmniPeace off the ground that she couldn't believe the timing of this news. But as the saying goes, when life serves you lemons, make lemonade; and that's exactly what she did. Fanaro asked her doctor for permission to start her treatment a few days later than scheduled and flew to New York and then back to Los Angeles to launch the brand on both coasts. The very next day she started chemotherapy.

Mary knew that launching the company instead of postponing it, would allow her to stay productive, strong and healthy during a time that could have otherwise been very dark. In fact, it was the cancer that ended up changing her life and OmniPeace was the gift that ended up saving it. This is one of the reasons it makes perfect sense that the OmniPeace slogan is "Can Fashion Save Lives?" Fanaro believes that by helping save the lives of others, she was able to save her own.

Fanaro is now in full remission and has signed several new licensees that are responsible for bringing OmniPeace, its logo and its mission to products, retail outlets and the public consciousness worldwide.

OmniPeace has garnered celebrity fans such as Jennifer Aniston, Courteney Cox, Casey Affleck, Kevin Costner, David Beckham, Jessica Alba, Sheryl Crow, Gwen Stefani, Eva Longoria, Lindsay Lohan, Sienna Miller, Naomi Campbell, Common, Alicia Keys, Zac Efron and many more. In addition, the brand has generated press coverage in media outlets including USA Today, Chicago Tribune, Women's Wear Daily, Marie Claire, the Associated Press, InStyle, Harper's Bazaar and People, as well as on Larry King Live, Access Hollywood, Extra and Good Day LA.

Daily, OmniPeace asks the question, "Can you think of a better return in life than saving one?" Fanaro's response is "I can't."

A Note from OmniPeace CEO and Founder, Mary Fanaro

"I thank all of you who have supported the OmniPeace movement and encourage those who haven't to hurry up and get on board. I had an idea four years ago that has turned into something that not only saved my own life but is now changing and saving the lives of others. You can do the same. Join our movement by creating your own. You will find joy and happiness like you've never known before."

Thank you,

Mary Fanaro

Los Angeles, August 2009

How to use the OmniPeace Ambassador Handbook

OmniPeace Ambassadors are dedicated, passionate and action-oriented individuals who are willing to donate their time and efforts to make the world a better place. We're excited you've joined us. In this handbook you will find activities and projects that will hopefully inspire you to take an active role in our movement by galvanizing people globally to work towards promoting peace, education, human rights and ending extreme poverty in Africa by 2025. By participating in one or more ambassador action steps you are linked into a larger, international community of people like you who are ready to help change the world!

Do you have an idea for the OmniPeace Ambassador Handbook that you'd like to see included? Tell us your idea and if it sounds like it fits into our program we will assist you in making it a success and sharing it with others. Send us all your information (full name, e-mail, address, contact phone number) and a description of your idea to action@omnipeace.com and we will be in touch.

We are very much looking forward to working with you!

For event/action step planning information contact: action@omnipeace.com

For purchasing, selling and any other information please contact: office@omnipeace.com

Ambassador Handbook Action Steps and Missions:

I. Learn more about and participate in OmniPeace's 2009 efforts to *Stamp Out Violence Against Women & Girls of the Congo*:

We are working to end the violence against women and girls in the Congo and this effort is one of the causes we are shining a spotlight on this year.

A) Stamp Out Violence with a Postcard to President Obama:

Our *Stamp Out Violence Against Women and Girls of the Congo* campaign features a signature hangtag on all of our Congo t-shirts that doubles as a call-to-action postcard that you can send to President Barack Obama. You can find these postcards by purchasing our Congo t-shirt at shopkitson.com or by going online to http://omnipeace.com/cause_congo.html and signing your name. By sending in the call-to-action postcards, you can make your voice heard. Remember, there is power in numbers so call on your friends, family, school and community to join you in this movement that will change the world.

Please note 25% of all profits of Congo t-shirts are donated to UNICEF and V-Day Foundation's City of Joy, a healing center and safe community for Congolese women and girls.

B) Text Secretary of State Hillary Clinton

"Text the Secretary" is an online interactive forum that can allow you to connect with Secretary Clinton directly.

You may text to: 90822 (inside U.S.) or 202-255-6299 (outside U.S.). Standard rates apply.

C) Call the White House

Call your Senators and urge them to cosponsor the Congo Conflict Minerals Act of 2009 (S. 891). Just dial the U.S. Capitol Switchboard at (202) 224-3121 and ask for your senator's office.

D) Pledge for Peace

A large part of the violence in the Congo in Africa is due to the mining and purchasing of conflict minerals (tin, tungsten, tantalum, and gold) which eventually winds up in the electronic devices many of us use on a daily basis including cell phones, smartphones, PDAs, laptops, digital cameras, video games and mp3 players. Armed forces in the Congo generate an estimated \$144 million dollars each year from mining these materials and selling them to

companies from which we purchase these devices, effectively funding these militias' brutal campaigns of violence, rape and murder against women and girls.

OmniPeace, along with the Enough Project, urge you to take a stand against the spread of conflict minerals by lending your voice to the campaign. To find out how visit www.enoughproject.org.

II. Participate in the OmniPeace T-shirt Design Contest

OmniPeace is best known for its thought provoking and captivating designs found on T-shirts and other branded material. We love our designs but we're always looking for more. Could the next design be yours?

The winning design will be featured on our homepage and in our newsletter, appear in our 2010 collection and the winning artist will receive a set of OmniPeace gear.

Submit your design by going to action@omnipeace.com.

III. Wear Your OmniPeace Apparel, Engage in Conversations

OmniPeace founder, Mary Fanaro, truly believes that fashion can save lives. By wearing your OmniPeace branded material at any public event, race or rally, you will get the word out in a simple yet powerful way. Whether sporting a t-shirt, hat, tote or any other OmniPeace look that fits your activity and personal style, you're a living, breathing reminder of the OmniPeace mission and movement.

Engage people in conversations when they ask you about your OmniPeace apparel; understand and share the mission and movement and let them know how they can get involved.

We love seeing photos of you in your OmniPeace gear! Be sure you send them to us along with your stories so we can share them. Tag yourself wearing them on Facebook and upload them to Twitter so that we can share them with the rest of the world.

IV. OmniPeace in your School, University or Community

There is truly something to be said about power in numbers and there's nothing like creating lasting friendships based on something as powerful as a shared goal in saving lives and leaving the world a little bit better and a whole lot different than you found it. OmniPeace encourages you to reach out to your own community and form an OmniPeace Club.

Local OmniPeace Ambassadors are encouraged to work together to raise awareness for not only OmniPeace, but also the causes it is so passionate about. We're happy to support your local clubs by sharing your stories on our website, Facebook and Twitter. We will also provide you with any merchandise or materials, in addition to sharing ideas via the Ambassador Handbook in order to support your work to create lasting global change.

Some ideas for your local OmniPeace Club:

- Ask us for OmniPeace Congo hangtags/postcards to pass out in heavily trafficked areas of your community.
- Encourage group members and your community to take the Congo Pledge at www.enoughproject.org, reach out to Secretary of State Clinton or local members of government.
- Organize regular monthly meet-ups with your OmniPeace team to brainstorm about new outreach ideas.

Find like-minded individuals in your school or university and get together to form your own local OmniPeace movement. Need some ideas?

- Encourage your school or college bookstore to carry OmniPeace products. If your school is interested in purchasing OmniPeace products please contact office@omnipeace.com and we will put them in touch with our vendors.
- Pass out "*Stamp Out Violence Against Women and Girls of the Congo*" hangtags/postcards.
- Share the mission and movement of OmniPeace at school and social events and gatherings.

The possibilities are endless. You have the power to be an OmniPeace force in your community or campus. Be creative, spread the word and make a difference!

V. OmniPeace in the Classroom for Teachers

Education is one of the most powerful tools of change we have, and as teachers your help can ensure OmniPeace's mission is passed on to future generations. Here's how you can help in your classroom:

- Get your classroom or school together to sign the OmniPeace Congo hangtags/postcards addressed to President Barack Obama. We will provide these for you.
- Address and explain the history of and current state of affairs in the Congo. Encourage your students to get involved by signing the Enough Project's Conflict Mineral Pledges. We can assist you with this if necessary.

- Download & use teacher's reference guides by visiting www.millenniumpromise.org.
- Involve your classroom in our **School-to-School program**. To learn more about this great way to connect your classroom to one in Africa visit www.millenniumpromise.org.
- Work as a team to raise awareness in your school about the OmniPeace mission.
- Encourage your students to enter the OmniPeace T-shirt Design Contest.
- Understand and embrace the power of education. It is a proven statistic in Africa and across the world that education increases the average lifespan of every of every child getting one. How fortunate we all are to have this opportunity that should never be taken for granted!

VI. Produce an OmniPeace Fashion Show

Who doesn't love a fashion show or better yet a fashion show with a purpose? OmniPeace is happy to assist you with creating your own humanitarian fashion show to showcase different ways people can not only look good, but do good. Let us know when and where and any other relevant information and we will ensure your show has the greatest impact.

As always, we'd love to see your photos and videos, so please send them to us so we can share them on our website and via social media platforms!

VII. Rock Out With OmniPeace

If you're a part of a band and have a gig coming up, rock out wearing OmniPeace apparel and start a trend - your fans will love it! You can even sell OmniPeace gear at your concert. From Common to Sheryl Crow, true artists know how to use their own power for a purpose. Please be sure to contact us at action@omnipeace.com for any information and we can help you be an OmniPeace rock star!

VIII. OmniPeace as Your Sports Team's Logo

Do you have an intramural, local or company sports team looking for a logo that pops? How about choosing one that will make even more of an impact? By choosing OmniPeace t-shirts and baseball hats as part of your team's uniform of choice, you will not only be stylishly suited, but you will be supporting one of the fastest growing humanitarian fashion brands in the country.

For purchasing information contact us at office@omnipeace.com.

As always, they say a picture speaks a thousand words, so if you have photos of yourself in OmniPeace apparel, remember that the logo is a symbol of the movement and the more you share it the bigger it becomes.

IX. Eat, Drink & be Merry with OmniPeace

Are you an establishment that would like to host a fundraiser with OmniPeace for its beneficiaries like Millennium Promise, buildOn or UNICEF & V-Day Foundation's City of Joy, a healing center and safe community for Congolese women and girls? We'd love to make that happen with you.

If your restaurant or bar would like to join forces with OmniPeace, reach out to our team and we will provide you with talking points, branding material and support for your event.

Please note OmniPeace is not a non-profit and therefore cannot except donations. We *can* help you organize donations to our partner charities.

If you would also like to include OmniPeace postcards or merchandise at your event, we can provide you with that as well if you contact office@omnipeace.com.

X. OmniPeace Car Wash

A simple and classic way to get out a message, and raise money for a good cause! Get your local OmniPeace gang together, create some OmniPeace logo posters for your car wash, call on us for the postcards, and you can have people fill them out while you make their car shine.

If you would also like to include OmniPeace postcards or merchandise at your event, we can provide you with that as well if you contact office@omnipeace.com.

XI. OmniPeace Competitions

There's nothing like a little friendly competition to get the word out about OmniPeace! We encourage you to get your school, community and friends to organize friendly competitions that will promote making a difference.

Need some ideas?

- Signature Campaign - Compete to get signatures on postcards to send to your local or national government, or companies that use conflict minerals in their manufacturing process.

- OmniPeace Parties – Who can get the most people in the door to share the mission and movement?
- Sales competitions - Put two groups of friends together or even your rival school to participate in selling OmniPeace gear. The money you raise will go to our spotlight charity and depending on how much you raise, you might just be able to build an entire school in Africa!

XII. OmniPeace Viral Campaign

Put on your YouTube thinking cap and make an OmniPeace video that inspires the masses. We would love to see how creative you can be. Maybe your video could spark a cyber-revolution! Create a music video, a public service announcement, a web-series or anything that grabs our attention as well as others'. Grab a video camera and your friends and put your minds, hearts and passion together. Film a way to promote peace, education, human rights and the end of extreme poverty in Africa by 2025. When you're done, send it to us and we'll incorporate it into the OmniPeace YouTube channel and social media campaign. Who knows, it may even end up on our website!

XIII. Join us on Facebook, Twitter, MySpace, YouTube and Blogger

What better way to stay up-to-date and in contact with all of us at OmniPeace and the other OmniPeace Ambassadors worldwide than through social media?

By joining the OmniPeace Twitter and Facebook groups you not only receive information, updates and insider information before anyone else, but you can also connect with thousands of people worldwide who, like you, share a passion for changing the world and OmniPeace.

Facebook: OmniPeace [OFFICIAL]

Twitter: OmniPeace2025

MySpace: OmniPeace

YouTube: <http://www.youtube.com/user/OmniPeaceOfficial>

Blogger: www.canfashionsavelives.blogspot.com

XIV. Send Us Your OmniPeace Pictures

We encourage you to upload and share photos of yourself in your OmniPeace gear while acting as an OmniPeace Ambassador. Our YouTube channel is also a great way to share your message and support with other ambassadors worldwide. Visit us on our social media sites and you can share your own story and hear what others are doing to spread the OmniPeace message.

WHAT HAPPENS NEXT?

We look forward to hearing about (and seeing photos from) your OmniPeace Ambassador Mission. Be sure to send us a note or email, and include photos which we'll then share with our on and offline OmniPeace community. As a thank you from us to you in gratitude for your doing your part to spread the OmniPeace message we'll send you a certificate of completion signed by OmniPeace founder Mary Fanaro and a t-shirt. We also encourage you to take the OmniPeace Pledge below and post it somewhere to remind you and all who see it of what we all hope to accomplish together!

FAQ

For any questions see our FAQ page on our website. If you don't see your question answered there send us an email at office@omnipeace.com.

OmniPeace Pledge

I _____ pledge to serve as an OmniPeace Ambassador, finding ways I can serve as a messenger of and vehicle for change.

I believe that by serving as an active participant for change in my local and global community, I can be part of the OmniPeace work of promoting peace, education, human rights and the end of extreme poverty in Africa by 2025.

(Signed) (Date)

(Printed Name)



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