



Body & Mind  
Wellness

# UNESCO Body & Mind Wellness Club (BMW)

## ORGANIZATIONAL PROFILE



# TABLE OF CONTENT

INTRODUCTION .....	3
HISTORICAL BACKGROUND.....	5
ORGANIZATIONAL STRUCTURE .....	6
PROGRAMS AND INITIATIVES.....	8
COMMUNITY ENGAGEMENT AND PARTNERSHIPS.....	9



# INTRODUCTION

## OVERVIEW OF UNESCO BODY & MIND WELLNESS CLUB

UNESCO BMW, a non-profit 501C-3 organization, founded in November 8, 2014, in the State of MD – USA, is embarking on an ambitious journey from 2024 to 2030, guided by its strategic plan. Officially registered as a member of the UN Civil Society and the US Federation of UNESCO Clubs, promotes the ideals of UNESCO by raising the awareness of youth and the general population to learn about their inner world of harmony and peace and to express that outwardly through eco-friendly choices and the expression of uplifting and inspiring arts and crafts. We have been sharing this vision with a multitude of countries through online and onsite platforms. To this end, UNESCO BMW has established a number of MOUs and informal partnerships in the USA and abroad. UNESCO BMW has evolved its focus towards an innovative, collaborative, and empowering approach. The organization is dedicated to harnessing the power of youth for socio-economic progress, emphasizing Mental and Emotional Wellness in education and skills development, strengthening partnerships for broader impact, and advocating for environmental sustainability, gender equality, and inner for global peace. UNESCO BMW's activities are now more aligned with these contemporary challenges and opportunities, aiming to create a lasting and transformative impact on society.

## BASIC DETAILS

<b>Complete Registered Name:</b>	UNESCO BMW Educational Organization
<b>Official Name:</b>	UNESCO Body and Mind Wellness INC.
<b>Acronym:</b>	UNESCO BMW
<b>Address:</b>	129 W. Patrick St. Suite 15, Frederick MD, 21701, USA
<b>Email:</b>	<a href="mailto:info@UNESCOBMW.org">info@UNESCOBMW.org</a>
<b>Website:</b>	<a href="http://www.UNESCOBMW.org">www.UNESCOBMW.org</a>

## MISSION AND VISION



### Participation, Empowerment and Association of Change Enablers - PEACE

- **Mission Statement:** UNESCO BMW's mission evolves to incorporate a Mental and Emotional Wellness approach, focusing on empowering youth through digital education and soft skill development of health. We are dedicated to fostering a culture of peace and harmony, actively advocating for gender equality and environmental sustainability. Our mission is to harness the potential of young individuals, equipping them with modern tools and inclusive values to become agents of positive change in their communities.



### A Prosperous Peaceful World

- **Vision Statement:** Envisioning a future where technology, peace, and social justice converge. UNESCO BMW aims to establish 'A Prosperous Peaceful world with thriving youth at itscore. Our vision encompasses a society where gender equality and environmental consciousness are not just ideals but lived realities. We strive to be at the forefront of societal transformation, making a global example of youth-led development, ecological responsibility, artistic expression, and harmonious coexistence.

## OBJECTIVES



**Youth Empowerment:** Strengthening youth capacity with a focus on technology-enhanced education, soft skill development, and leadership training. UNESCO BMW aims to equip youth with the tools and knowledge to shape their careers.



**Social Justice:** Advocating for the rights of all youth, addressing social inequalities, and promoting gender equality. UNESCO BMW is committed to breaking down societal barriers and building inclusive communities.



**Sustainable Development:** Emphasizing environmental stewardship, UNESCO BMW integrates sustainability into its programs and advocates for green practices to address climate change and environmental challenges.



**Peace and Harmony:** Cultivating a culture of peace through education, dialogue, and community-building initiatives. UNESCO BMW is dedicated to nurturing mutual understanding and respect among diverse communities.

## CORE VALUES AND PRINCIPLES

### Core Values



**Holistic:** UNESCO BMW adopts a comprehensive approach, addressing challenges in a multifaceted way to ensure all aspects of youth development are covered.



**Neutrality:** The organization maintains impartiality, ensuring fair and unbiased support to all youths, regardless of their background, religious beliefs, and values.



**Empathy:** UNESCO BMW places a strong emphasis on understanding and sharing the feelings and perspectives of the youth they serve along with reciprocal respect for the structural UNESCO BMW's protocols and beliefs.



**Sustainability:** Focuses on creating long-lasting, impactful programs that ensure enduring benefits for youths and communities. What they learn, they emanate outwardly for society's welfare.



**Transparency & Accountability:** UNESCO BMW ensures clarity and responsibility in their actions and decisions supporting the future job search of our volunteers by releasing a certificate or a recommendation letter.



**Youth-centric:** At the heart of UNESCO BMW's operations is a focus on the needs and involvement of young people, ensuring that their programs are tailored to the specific requirements of this demographic.

## Core Principles



Youthful



Sustainability



Participatory



Responsive



Communal

Through its diverse initiatives and commitment to these values and principles, UNESCO BMW continues to play a pivotal role in shaping a more equitable, just, and peaceful society, with a particular focus on empowering the youth to lead these transformative efforts.

# HISTORICAL BACKGROUND

## FOUNDING AND EVOLUTION

UNESCO BMW aims to promote understanding, appreciation, and advocacy for cultural diversity, sustainable development, and social justice. The organization works towards these goals by organizing various initiatives and projects that engage young people and the community as a whole.

The organization acknowledges the importance of cultural diversity in fostering a tolerant and inclusive society. With a focus on Frederick County, they aim to explore and celebrate the diverse cultures and traditions present in the region. By doing so, they hope to create a greater sense of unity and respect within the community.

Recognizing the challenges faced by young individuals in contemporary times, UNESCO BMW also aims to support them in navigating these difficulties. This includes addressing issues related to the economy, environment, and society, which can greatly impact the coming-of-age experience. By providing resources, programs, and mentorship, the organization strives to empower young people and help them overcome these challenges.

Overall, UNESCO BMW's mission is to bridge cultural gaps, promote sustainable development, inner global peace, and advocate for social justice within Frederick County, guided by Rezazadeh's extensive experience and commitment to UNESCO's principles.

- 1. Inception and Motivation:** UNESCO BMW was founded on November 8, 2014, in the state of Maryland USA, and was officially registered as a non-profit 501C3 organization in Dec. 2019 in the state of Maryland USA by a group of peace advocates. The organization's inception was driven by the urgent need to address the challenges faced by local communities, particularly with Covid 19. The need to support our community with mental and emotional wellness sessions, sustaining eco-friendly choices, and encouraging the expression of arts and crafts creating as our main 3 flagships along with creating opportunities for youth and empowering women.
- 2. Early Years and Focus:** Initially, UNESCO BMW focused on expanding its international scope in the globe. Global Outreach and Impact: With its expanded international scope, UNESCO BMW began reaching out to communities outside of the United States. It collaborated with international organizations and conducted projects in various countries, spreading its message of peace, sustainability, and empowerment.
- 3. Focusing on Scope and Reach:** Over the years, UNESCO BMW focused more its engaging young individuals in community development MD and peace-building activities in Frederick. These early efforts were centered around capacity building, with a strong emphasis on enabling young people to take active roles in shaping their futures and contributing positively to their communities via online and/or in person.
- 4. Strategic Partnerships and Growth:** The growth of UNESCO BMW was marked by strategic partnerships with other organizations, and local and national government bodies. These partnerships helped UNESCO BMW become more visible in the local community colleges and institutions amplifying its impact.

## KEY MILESTONES AND ACHIEVEMENTS

1. **Official Registration and Recognition:** UNESCO Body and Mind Wellness INC.'s official registration under the Education category in December 2019 was a significant milestone that provided a formal and legal foundation for its operations and initiatives.
2. **Expansion of Programs and Projects:** As UNESCO BMW grew, it expanded its programs and projects to cater to a wider range of needs in the community. This included workshops and seminars on mental and emotional wellness, sustainable living practices, and arts and crafts. The organization also started creating opportunities for youth through skill-building workshops and empowering women through various initiatives.
3. **Recognition and Achievements:** UNESCO BMW gained recognition for its efforts and achievements in community development and peace-building. It received awards and accolades from local and national bodies, which further increased its visibility and credibility.
4. **Continued Growth and Sustainability:** To ensure the sustainability of its programs and projects, UNESCO BMW focused on building a strong donor base and securing funding from grants and sponsorships. It also established partnerships with corporate entities and aligned its initiatives with the United Nations Sustainable Development Goals.
5. **Future Plans:** Looking ahead, UNESCO BMW aims to continue expanding its reach and impact by continuously developing new programs and projects that address the evolving needs of communities, especially in Frederick MD which is located also its headquarters at 129 W. Patrick St. Suite 15. The organization also plans to leverage technology and digital platforms to enhance its online presence and further engage with its target audience.
6. **Overall Impact:** Through its various initiatives, partnerships, and collaborations, UNESCO BMW has made a significant impact in promoting peace, empowering youth and women, supporting mental and emotional wellness, and advocating for sustainable living practices. The organization remains dedicated to its mission of creating positive change and improving the lives of individuals and communities worldwide.

## ORGANIZATION STRUCTURE

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#### General Body:

- Responsible for overall decision-making and governance of the organization.

#### Executive Body:

- **President:** Provides strategic direction and leadership.
- **Board of Directors:** Assists the President in decision-making and oversees various areas of the organization.
  - **Planning:** Responsible for developing long-term plans and strategies.
  - **Outreach:** Engages with external stakeholders to increase awareness and support for the organization.
  - **Partnership:** Establish partnerships with other organizations or institutions to achieve common goals.
  - **Annual Programs and Contents:** Develops and implements the organization's programs and content for each year.
  - **Funding:** outreaching the

## Administrative Body:

- Manages administrative tasks and processes.
  - **Volunteer Interviews:** Conduct interviews with potential volunteers.
  - **Assignments:** Assign roles and responsibilities to volunteers.
  - **Final Certificate:** Releases certificates to volunteers upon completion of their assignments.

## Marketing Body:

- Responsible for promoting the organization and its activities.
  - **Website:** Manages and updates the organization's website.
  - **Social Media:** Handles social media accounts to engage with the audience.
  - **Newsletter:** Creates and distributes periodic newsletters to update subscribers.
  - **Broadcast:** Manages broadcasting activities.
  - **SEO:** Implements search engine optimization strategies to improve online visibility.

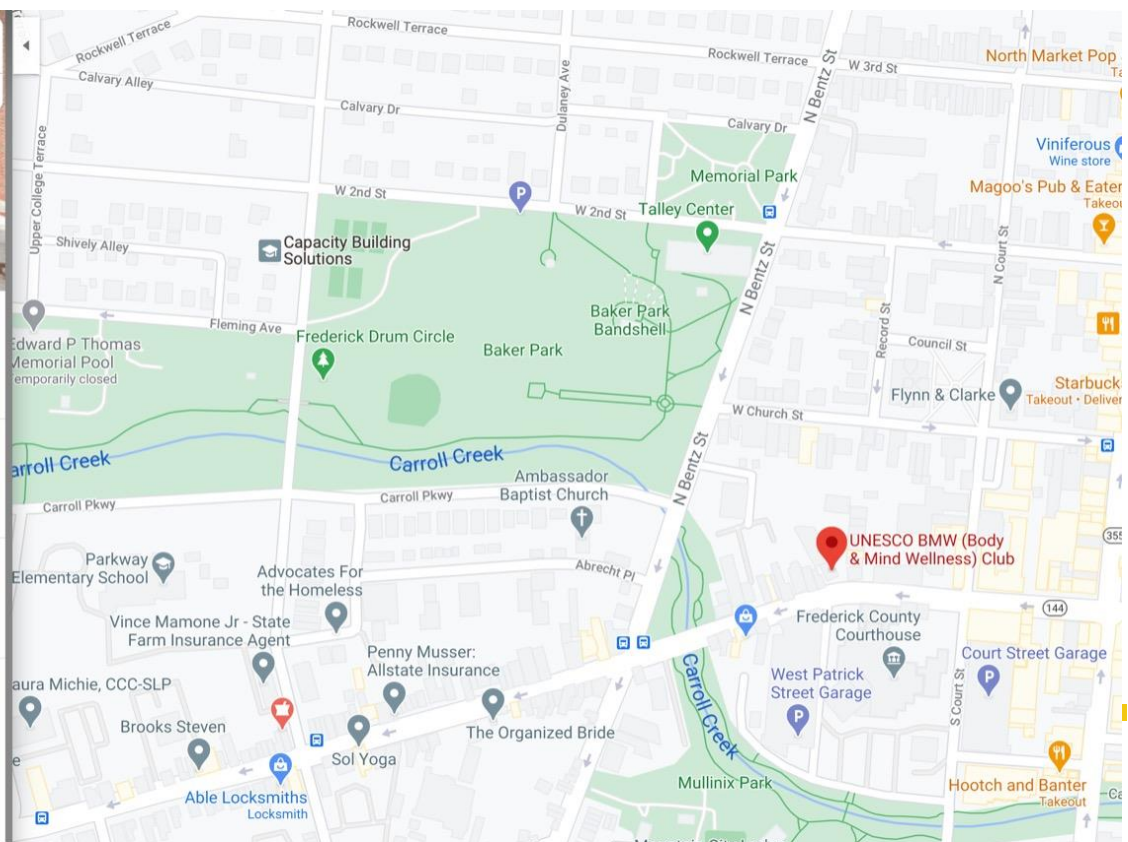
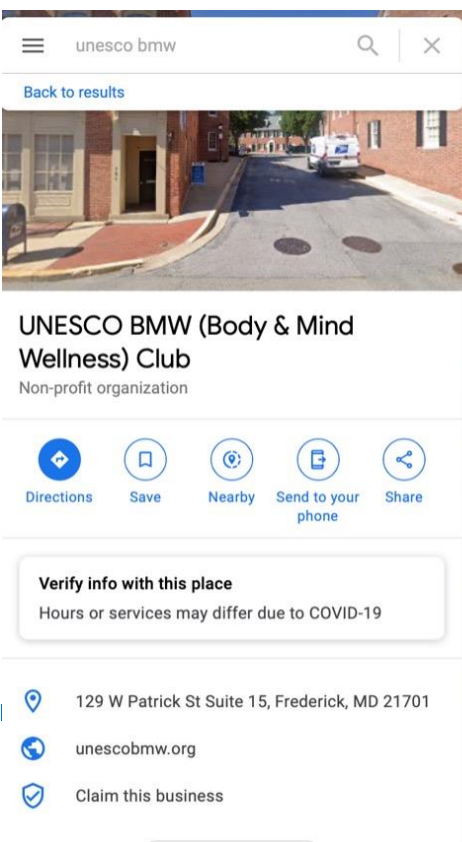
## Programs/Events:

- Consists of three flagship areas of focus:
  1. Inner Global Peace/Mental & Emotional Wellness and its derivatives.
  2. Ecosystem Stewardship and its derivatives.
  3. Expression of Arts and its derivatives.

## STAFF AND VOLUNTEER PROFILES

1. **Diverse and Skilled Team:** UNESCO BMW prides itself on having a diverse and skilled team of professionals who are deeply committed to the organization's mission. Volunteer staff profiles range from experienced social workers and educators to young professionals and experts in various fields.
2. **Volunteer Engagement:** Volunteers and interns play a crucial role in UNESCO BMW's operations. The organization attracts volunteers from various backgrounds, including students, professionals, and retirees, who bring enthusiasm and diverse perspectives to UNESCO BMW's work.

## GEOGRAPHICAL PRESENCE



# PROGRAMS AND INITIATIVES

## OVERVIEW OF PROGRAMS

1. **Health and Wellness Initiatives:** Projects aimed at improving health outcomes and promoting overall well-being, including Mental and Emotional Wellness Programs for schools and all promoting healthy lifestyles and behaviors.
2. **Peacebuilding and Conflict Resolution:** Initiatives that foster dialogue, understanding, and peaceful coexistence, including conflict resolution training, peace education programs, and fostering intercultural understanding and tolerance.
3. **Environmental Sustainability Initiatives:** Activities centered around raising environmental awareness, implementing green practices, and projects like tree planting and conservation efforts, aimed at fostering a sustainable and eco-friendly mindset.
4. **Entrepreneurship and Economic Development:** Programs focused on empowering individuals and communities through entrepreneurship and economic development, including providing skills training, access to capital and resources, and promoting sustainable and inclusive economic growth.
5. **Youth Empowerment Programs:** At the heart of UNESCO BMW's mission are programs designed to empower youth. These initiatives focus on enhancing skills, leadership training, and enabling young individuals to actively participate in community development and decision-making processes.
6. **Expression of Arts and Craft:** As the way of dialogue among diverse communities and ethnicities to embrace inclusive diverse equity.
7. **Social Justice and Advocacy:** Initiatives focused on creating a more just and equal society, including advocacy for social issues, awareness campaigns, and promoting inclusive policies and practices. Our president actively takes part in the County Women's Commission, County Diversity Equality and Inclusion, County Health Coalition, and City Immigration Advisory Group for the sake of educational, healthcare, sustainable livelihood, and infrastructure development projects.
8. **Interfaith and Intercultural Dialogue:** Programs that foster understanding, cooperation, and respect among people of different faiths, beliefs, and cultural backgrounds, including cultural exchange programs.

Spotlight on Frederick: As part of our greater project, Pearls of the Peace Land, there are the below collaborations and activities dedicated to Frederick, the City that hosts our headquarters:

1. **Inner Global peace:** online/in-person mental emotional wellness sessions, and talking circle, workshops on preventive healthcare, and meditation for personal & family wellbeing.
2. **Ecosystem Stewardship:** seasonal online/in-person programs, green technologies and smart businesses lectures, career opportunities hands-on, hiking, gardening, adopting a road, awareness campaigns on sustainable practices, and collaborations with environmental organizations.
3. **Expression of Creativity:** seasonal online/in-person programs, exhibitions for the visual arts, music & cultural programs, craft exhibitions and workshops, book publishing sponsorship, posts, blog support, art competition, cuisines & recipes, hosting cultural events and festivals, promoting diversity and inclusivity.
4. **Youth engagement:** monthly online/in-person programs, international model UN, summer camp, steam programs and workshops, education and skill development workshops, mentorship programs for students, support for small businesses, job fairs, support for educational institutions, and internship opportunities.
5. **Women Empowerment:** gender equality promotion, leadership training, awareness campaigns on women's rights, and the establishment of a safe workspace for women and girls, support for social justice initiatives, collaborations with advocacy organizations.



# COMMUNITY ENGAGEMENT AND PARTNERSHIPS

## OUR GOAL

- Supporting families with children
- Addressing mental health needs

We grow and scale our nonprofit organization to provide a home base that can bring all of us together through the arenas of social, educational, and recreational activities. We nurture a member-driven organization that fosters cross-cultural and cross-generational dialogue. We hope to inspire the future leaders of our Frederick community in the best way possible! By creating our headquarters in Frederick, at the level of community, we serve as:

1. **Social & Emotional Learning** is the core of all we do, helping youth learn self-awareness, self-management, social awareness, relationship skills, and decision-making., and decision-making.
2. **Job Readiness & Workforce Development** by equipping our program participants with the competencies, tools, and resources they need to succeed in today's job market and grow professionally. Our Ecosystem Stewardship program is about teaching all about Green technologies

Work-based learning for youth, as well as offering educational activities, cultural events & workshops, and lectures on eco-friendly choices.

The board conducted statistical research before initiating its first programs, such as researching the demographics and socio-economic status of Frederick County's target population of youth and young adults. The board compiled population estimates, projections, and demographics from the US Census Bureau, as well as from the American Community Survey, County Business Patterns, the City of Frederick, the Downtown Frederick Partnership, and other sources to determine programming needs in Frederick County.

***Some data:** the percentage of youth ages 16-24 not in school and not working, by data source of measure of America and opportunity nation, in 2017 was up to 9.2%; considering that today, there are 1.2 billion young people aged 15 to 24 years, means that we will have an accounting for 16 percent of the global population. By 2030 the target date for the number of youths is projected to grow by 7 per cent, to nearly 1.3 billion. The challenges of securing and retaining decent work are even more serious and complex for vulnerable and marginalized youth, including young women. (Source from 2030UN SDGs Sustainable Development Goals)*