

## PLOUGHSHARES FUND

# Setting the Agenda for a Nuclear Weapon-Free World

## Major Progress at UN Summit

Over two remarkable days at the United Nations last month, **President Barack Obama** consolidated international support for the nuclear agenda he first unveiled in Prague on April 5th and embedded its principles in international law with the unanimous approval of a sweeping UN resolution. “He told the world that America wanted a world without nuclear weapons; he told America that this path would make us safer and stronger; he told his own officials that he expected them to deliver on his promise,” says Ploughshares Fund President **Joe Cirincione**.

That Obama’s performance was greeted enthusiastically by most in the news media was no accident. Ploughshares Fund leaders and partners spent weeks in the run-up to the UN speeches crafting messages and briefing reporters and commentators. “Here is the secret to Obama’s policy success,” Cirincione told reporters. “His program represents the broad consensus that has emerged over the past few years among centrist security experts in this country and abroad, among liberals and conservatives.” The day of Obama’s speech to the UN General Assembly, national security heavyweights **Strobe Talbott** of the Brookings Institution and retired **General Eugene Habiger**, former Commander in Chief of the U.S. Strategic Command, led a telephone briefing for the media. “Our goal was to set high expectations, and Obama exceeded them,” says Cirincione.

“If we’ve learned anything from the debate over health care,” says Executive Director **Naila Bolus**, “it is that we cannot allow the forces of fear or antagonism to hijack the discussion about nuclear policy, particularly because this is an agenda that has strong bipartisan support.” Ploughshares Fund, working with top communications experts in Washington, DC, is at the center of a major new campaign to frame the debate about nuclear weapons; to bring new voices and new validators into the conversation; and to respond immediately to attacks and misinformation.

“The next 12 months will be absolutely critical in determining whether this resolution and our overall efforts to stop the spread and use of nuclear weapons are successful,” President Obama told the UN Security Council on September 24th. Bolus agrees. “With our new media campaign, increased investments in the brainpower of the non-governmental community and our policy leadership in Washington, DC, this is the moment that we at Ploughshares Fund have been preparing for.”



President Obama addresses the UN General Assembly September 23, 2009

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—President Barack Obama

### PLOUGHSHARES PROFILE: Dr. Mark Davidow



Psychiatrist **Mark Davidow** remembers the deep imprint the specter of nuclear holocaust left on him as he was growing up in the 1950s and 60s. His commitment to ending the nuclear threat—now intensified by the increase in proliferation and terrorism—has never wavered. “When I first heard about Ploughshares Fund over 15 years ago, I became an immediate supporter because I believed deeply in its mission and thought its strategy was brilliant.”

“As much as I value my own work, helping to heal individuals’ personal suffering, I consider the political arena even more important because of its profound impact on the world. As a parent I have tried to convey a deep caring for others and for the planet we all inhabit as well the importance of political action.” He speaks proudly of his son, who was recognized for his activism by the local newspaper when he graduated from high school. “It was a great experience having Benjamin join me at a Ploughshares event last year, and hear Joe Cirincione argue so passionately for everyone to stay involved in this work.”

## INVESTING FOR IMPACT

Ploughshares Fund’s new communications and media campaign is designed to achieve critical policy goals by framing and contributing to an informed public and policymaker debate about the urgency of transforming nuclear policy. Some of our investments include:

### ARMS CONTROL ASSOCIATION

#### Washington, DC

Leading an expansive campaign to win bipartisan support for a bold nuclear disarmament agenda, including ratification of the Comprehensive Test Ban Treaty.

### BRITISH-AMERICAN SECURITY INFORMATION COUNCIL

#### London, UK and Washington, DC

Advising UK officials on aligning British policy with the nuclear elimination agenda proposed by President Obama. Brought a high-level delegation of British parliamentarians to Washington, signaling international support for a nuclear weapon-free world.

### BROOKINGS INSTITUTION

#### Washington, DC

Convening Capitol Hill and administration insiders, military leaders and policy experts to develop strategies for resetting the U.S.-Russia relationship and erecting a framework for the phased elimination of nuclear weapons.

### GLOBAL ZERO

#### Washington, DC

Uniting international leaders in a four-track—policy, diplomacy, media, public outreach—strategy to achieve the elimination of nuclear weapons. Co-founder Queen Noor of Jordan was among the guests of the UN Security Council during its historic session on September 25th.

### NATIONAL SECURITY NETWORK

#### Washington, DC

Coordinating a rapid-response network of experts and validators positioned to respond to events, inaccurate reporting or attacks with immediate, credible and highly visible information and commentary.

### UNION OF CONCERNED SCIENTISTS

#### Cambridge, MA and Washington, DC

Developing and promoting the technical and scientific rationale for a Nuclear Posture Review oriented toward the elimination of nuclear weapons.

# ACTION UPDATE

## Extraordinary Grant from the Family of Sally Lilienthal

In an act of exceptional generosity and confidence, the trustees of the Cow Hollow Foundation, who include **Sally Lilienthal's** five children, made a gift of \$5 million to Ploughshares Fund last April. Sally Lilienthal founded Ploughshares Fund in 1982 and served as president until her death in 2006. The Cow Hollow Foundation, which she also established, is named for the San Francisco neighborhood where she raised her family. "Like you, we recognize that the promise of a safe and secure world free of nuclear weapons is now a reachable goal, and no longer a hopeless dream," the trustees wrote. "We also realize that without Sally's vision and determination and your groundbreaking efforts, we might never have reached this propitious moment in history."



Sally Lilienthal

Fund addresses. Upon her retirement from the board, to acknowledge her contribution, Edie's colleagues established the first-ever grant at Ploughshares honoring an individual. "Be it resolved," they wrote, "that an annual grant named for Edie Wilkie will be awarded in the area of conflict prevention, conflict resolution and peacebuilding." Edie has been a pioneer in exploring the military's role in peacebuilding, in addition to serving as a congressional staff member for sixteen years. In the late 1970s, she directed Congress' bipartisan Arms Control and Foreign Policy Caucus, and later created the Congressional Roundtable on U.S.-Soviet Relations with grants from Ploughshares Fund.

## Money Well Spent

Citing examples of our "strategic brilliance," authors **Paul Brest** and **Hal Harvey** profile Ploughshares Fund in their new book, *Money Well Spent: A Strategic Plan for Smart Philanthropy*. Brest, president of the William and Flora Hewlett Foundation, and Harvey, founder and president of ClimateWorks Foundation (and a former Ploughshares Fund board member) write, "Many small foundations have distinguished themselves through clarity and focus and have become leaders in their respective fields ... Ploughshares became a leader in its field by building a smart staff, establishing a distinguished board of advisors, and consulting widely and wisely." More at [www.smartphilanthropy.org](http://www.smartphilanthropy.org).

## Your Vote for a Nuclear Weapon-Free Future

Ploughshares Fund has been selected once again as a recipient of a grant from **CREDO Mobile/Working Assets**, but we need your vote to determine the amount. Credo Mobile is a socially responsible company that provides long distance, wireless and credit card services, and donates a portion of customers' charges to organizations working for peace, human rights, civil rights and the environment. Customers vote to decide how the pool—more than \$3 million last year—will be divided up. The more votes we get, the bigger our share. Vote for Ploughshares online at [act.credoaction.com/voting](http://act.credoaction.com/voting). Not a CREDO member? Sign up at [credomobile.com](http://credomobile.com) and support Ploughshares Fund just by talking on the phone.



## Peacebuilding Grant Established to Honor Edie Wilkie

For more than a decade, Ploughshares Fund board member **Edith B. Wilkie** has been a source of uncommon wisdom, knowledge and leadership on the most important issues Ploughshares



Edith B. Wilkie

**76%**  
**OF PEOPLE**  
**IN 21 COUNTRIES**  
FAVOR AN INTERNATIONAL AGREEMENT  
TO ELIMINATE ALL NUCLEAR WEAPONS

To learn more, go to: [www.ploughshares.org/world-opinion](http://www.ploughshares.org/world-opinion)

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—Naila Bolus, Executive Director



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