



Rockefeller
Brothers Fund
Philanthropy for an Interdependent World

2007 Annual Review

Peace and Security: A Focus on Muslim-Western Understanding

Although *innovative* can be an overused term, it is a true description of the approach that Rockefeller Brothers Fund grantees take to accomplish their mission to promote Muslim-Western understanding.

Among RBF's many purposes, the work in this area is helping arm many news agencies and distinguished journalists with independent research, unbiased information, and robust facts about people living in Muslim and Arabic-speaking countries.

Terror Free Tomorrow

RBF grantee Terror Free Tomorrow: The Center for Public Opinion (TFT) is a pioneer in finding the facts that can help bridge the differences between the United States, other Western countries, and the Muslim world. The organization was the first in the last five years to conduct uncensored, independent nationwide public opinion surveys in Iran, Saudi Arabia, and Syria. Its findings have resulted in front-page news coverage in major media both in the United States and throughout the Muslim world.

"Participants in our surveys are offered a rare opportunity," said TFT president Ken Ballen. "For the vast majority of these individuals, it was the first time they had been asked their opinion about anything."

Across the country and around the world, grantees in this area work in a variety of ways to engage people of all ages and backgrounds in their efforts.

Together we're turning the corners.