



# Teach Peace Foundation



## 2010 Success Plan

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Education - The Key To A More Peaceful World!

November 30, 2009

## Success Plan Major Sections

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### ❖ Teach Peace Foundation Defined

Success Strategy For A Self-Sustaining Foundation

Financials

Success Metrics

Idea Submission Process

Next Steps

"If your plan is for one year, plant rice. If your plan is for ten years, plant trees. If your plan is for one hundred years, educate children." - Confucius

## What We Do

### Leaders for Truth



Leadership education and training for students with life enriching service learning experiences.

- Leadership seminars
- Leadership mentoring
- Leadership training

### International Peacemaker



The Special Ambassadors to help the disabled in Africa live with dignity and programs to help the poor.

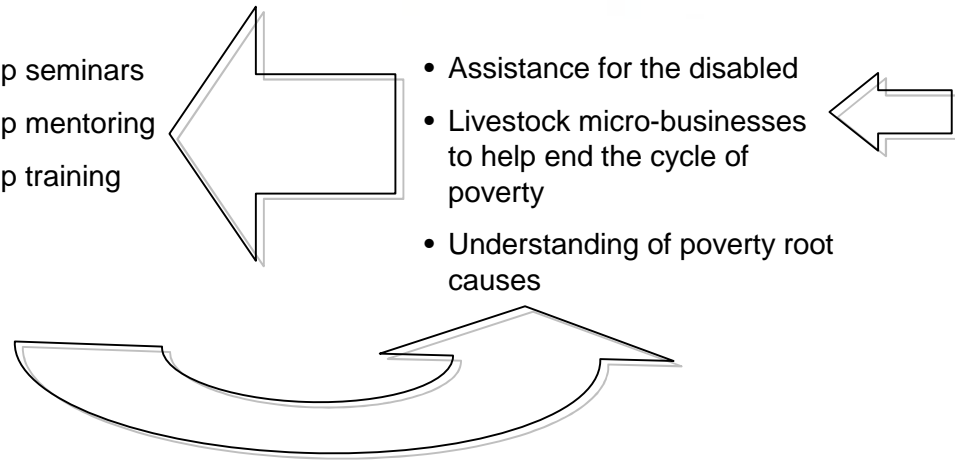
- Assistance for the disabled
- Livestock micro-businesses to help end the cycle of poverty
- Understanding of poverty root causes

### American Peacemaker



Opportunities to raise awareness in the United States for solutions to conflict and poverty by teaching peace.

- Peace trips to participate in projects
- Opportunities to teach peace in classrooms
- Recognition for peacemakers
- Volunteer experiences (e.g., help with Special Ambassadors, community micro-businesses, education scholarships, and emergency aid delivery)



## The Teach Peace Foundation

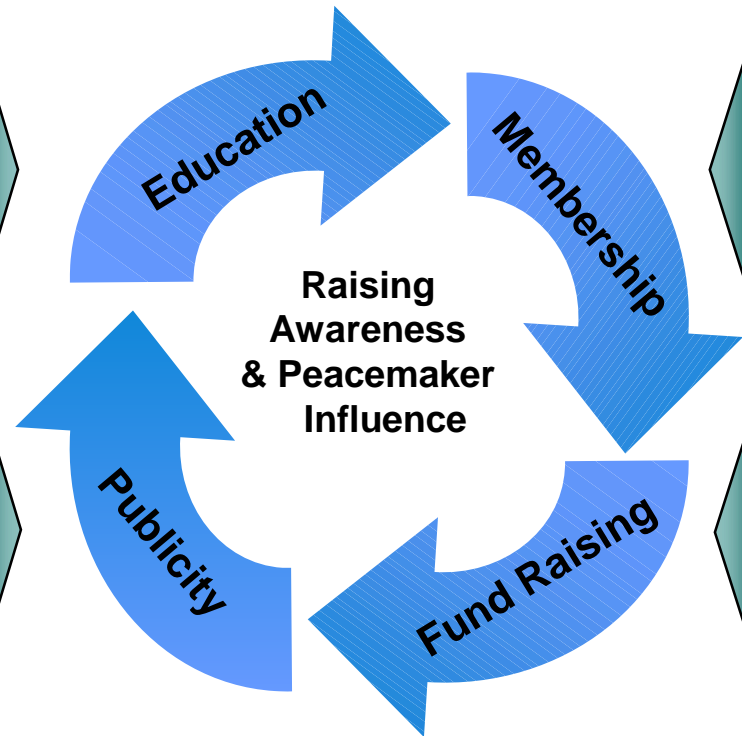
### Self-Sustaining Open Source Peace Model

#### 1. Target Markets

- Services span all age ranges with most resources in the 12 to 20 segment:
  - Under 12
  - 12 to 20
  - 21 Plus

#### 4. Magnify Awareness

- Amplified by:
  - Internet
  - Radio
  - Television
  - Print media
  - Networking



#### 2. Grow Membership

- Membership accelerated by:
  - Teach Peace educational programs
  - Teach Peace publicity
  - Education on root causes of poverty and violence
  - Online enrollments

#### 3. Expand Foundation

- Keeping joy in our message
- Quality communications and materials
- High school leadership focus
- Fund raising as a priority deliverable

How you start is often how you finish. This is why we have started with programs for all ages where joy and celebration are core ingredients of what we do.

## Teach Peace Foundation Theme & Deliverables

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Our 2010 theme is “joyful positive change.”

Vision: We will be one of the top ten providers of peacemaking solutions for the greatest threats facing humanity by 2019.

The top three deliverables are:

**#1**

Help break the cycle of poverty by developing 21<sup>st</sup> century leaders.

**#2**

Provide young people and adults with life changing experiences by involving them in solutions to the root causes of poverty.

**#3**

Help the people we serve and our members transform from a world based on greed, pain and cruelty to a world based on generosity, compassion and love.

## Success Strategy For A Self-Sustaining Foundation

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## Our Analysis Of Established Organizations Found A Gap

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### **Can you name one peace organization...**

- + Reaching millions of people, including school children, on the root causes of poverty?
- + Providing unique service learning opportunities to help disabled children, mothers struggling to feed their children, and the delivery of emergency aid?
- + Teaching with acts of kindness and education why we must work for peace, protect the environment, and eliminate nuclear weapons?
- + Helping students have leadership experiences which can save lives?
- + Implementing programs that each year build upon the prior year to produce a world-class suite of teach peace education?

## Financials

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### The Secret To Years 1 Through 3

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#### Volunteer Time is \$697,000

2006	2007	2008	2009
\$107,080	\$176,700	\$219,340	\$193,880

**Total = \$697,000**



## Success Metrics

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## How We Measure Success in 2010

2010 Teach Peace Programs	Success Metrics
<p>1. <i>Leaders for Truth</i></p>	<ul style="list-style-type: none"> <li>▪ Make available nationally the best “peaceful” 21<sup>st</sup> century critical thinking high school leadership education and training.</li> <li>▪ Offer the most innovative and valuable hands-on service learning experiences.</li> <li>▪ Deliver leadership education and training to 5 schools.</li> </ul>
<p>2. <i>International Peacemaker / Special Ambassadors</i></p>	<ul style="list-style-type: none"> <li>▪ Deliver 50 scholarships to enable poor children in Africa to attend school.</li> <li>▪ Double the size of the 2009 livestock micro-businesses to 20 villages.</li> <li>▪ Deliver emergency aid to at least one international location.</li> <li>▪ Expand the Special Ambassadors program by deliver full-time care to 15 additional disabled children.</li> </ul>
<p>3. <i>American Peacemaker</i></p>	<ul style="list-style-type: none"> <li>▪ Reach over 1 million people with one Teach Peace class.</li> <li>▪ Help 50 US citizen volunteer as peacemakers.</li> <li>▪ Plan and be prepared to implement one peace trip to Liberia, Africa.</li> </ul>

**2009 Successes**

2009 Teach Peace Programs	Success Metrics
1. <i>Online Peace Education</i>	<ul style="list-style-type: none"> <li>▪ Over 1 million Internet server requests. Achieve this via improving existing online Teach Peace programs and add high value content to be the #1 provider of peace education on the Internet.</li> </ul>
2. <i>Leaders for Truth</i>	<ul style="list-style-type: none"> <li>▪ Leadership education and training alternative.</li> </ul>
3. <i>Student Leadership Training</i>	<ul style="list-style-type: none"> <li>▪ Service learning experiences for high school students including:                             <ul style="list-style-type: none"> <li>– run an Evening of Peace.</li> <li>– assist with peaceful career alternatives.</li> <li>– train to lead special education and awareness events.</li> </ul> </li> </ul>
4. <i>Dr. Seuss Guides</i>	<ul style="list-style-type: none"> <li>▪ Created online guides for educators and parents to teach peace using select Dr. Seuss books.</li> </ul>
5. <i>Africa Peacemaker</i>	<ul style="list-style-type: none"> <li>▪ Help war orphans, disabled children and mothers struggling to feed their children in 10 villages.</li> </ul>

**2008 Successes**

2008 Teach Peace Programs	Success Metrics
1. <i>Online Peace Education</i>	<ul style="list-style-type: none"> <li>▪ Developed an award winning website with over 1 million Internet server requests. We achieve this with putting Teach Peace programs online, an improved articles section, the introduction of Teach Peace Moments, and using innovative technology such as guides.</li> </ul>
2. <i>Leaders</i>	<ul style="list-style-type: none"> <li>▪ Developed a leadership education and training alternative to JROTC.</li> </ul>
3. <i>Student Leadership Training</i>	<ul style="list-style-type: none"> <li>▪ Trained high school students to:                             <ul style="list-style-type: none"> <li>– meet with members of Congress and lead trip to DC.</li> <li>– run an Evening of Peace.</li> </ul> </li> </ul>
4. <i>Evening of Peace</i>	<ul style="list-style-type: none"> <li>▪ Recognized special contributions and provide high school students with a valuable service learning experience.</li> </ul>

**2007 Successes**

2007 Teach Peace Programs	Success Metrics
1. <i>Did You Know &amp; What To Do</i>	Reached over 1 million people via radio and TV. Inspire people to be peacemakers with 100 or more “live” presentations.
2. <i>Best Practices</i>	Helped organizations working for peace by communicating the value of an open source methodology and sharing best practices.
3. <i>Stand Up For Peace</i>	Maintained the messages for peace photo collage.
4. <i>Monthly Movies, Educational Videos, Articles, and Music</i>	Facilitated movies in house party / small group settings and reached over 2,000 people.
5. <i>Internet</i>	Delivered over 500,000 server requests.
6. <i>Peace Clubs &amp; Junior Peacemakers</i>	Created program and pilot.

## 2006 Successes

Our 2006 focus included creating the infrastructure.

2006 Teach Peace Programs	Success Metrics
1. <i>Freedom From War</i>	Reached over 10 million people via radio, television, and the Internet/e-mail. Gave “live” presentations to 900 people.
2. <i>Week of Peace</i>	Educated over 1,000 people.
3. <i>Best Practices</i>	Created Toolkits and adopted an open source methodology.
4. <i>Internet delivered educational videos, articles, and music</i>	Delivered over 700,000 server requests.
5. <i>Stand Up For Peace</i>	Added 500 people to the photo collage.
6. <i>Youth For Freedom</i>	Designed and ready for a 2007 pilot.
7. <i>The Happy Cricket</i>	Trained a core group and built the automated toolkit for self-training and implementation.

## Idea Submission Process

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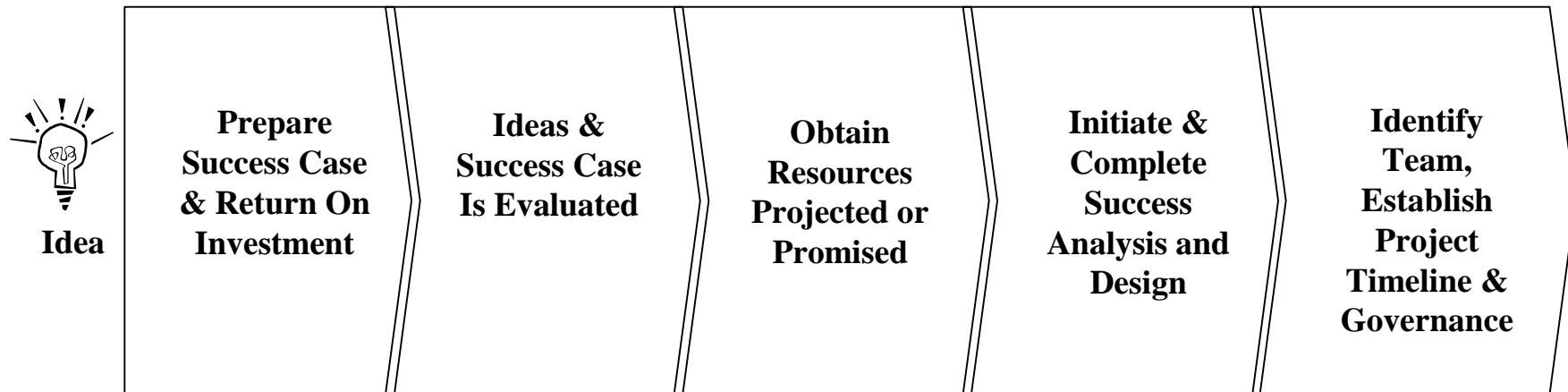
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## Process To Eliminate Distractions & Maximize Success



Why? Many non-profits consume resources and staff time on ideas that have no hope of being financially self-sufficient. An idea submission and validation process saves everyone time and maximize our efficiency on the projects that can succeed.

Ideas can be submitted in our “suggestion box” which is explained in the Idea Submission Toolkit.

## Next Steps

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## ••❖ Next Steps

## Choose Hope

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Make peace possible by accepting your share of responsibility for a better world.

Your daily acts of peace and support for Teach Peace can create a groundswell for peace too powerful to be set aside!