



# Teach Peace Foundation



## 2012 Success Plan

---

Education - The Key To A More Peaceful World!

December 1, 2011

## Success Plan Major Sections

---

### ❖ 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

---



### Teaching peace with a focus on the root causes of violence and poverty.

- Secular and non-secular education
  - Books
  - Websites
  - Videos
  - Leadership seminars
  - Leadership training



### Caring for the disabled and poor in Liberia, Africa.

- Special Ambassadors Program providing helping the disabled live with dignity
- Scholarships giving the gift of education
- Green Dignity program to create jobs and simultaneously be good stewards of our environment
- Livestock and agriculture education to help feed people and break the cycle of poverty
- Volunteer experiences to love and serve

## The Teach Peace Foundation

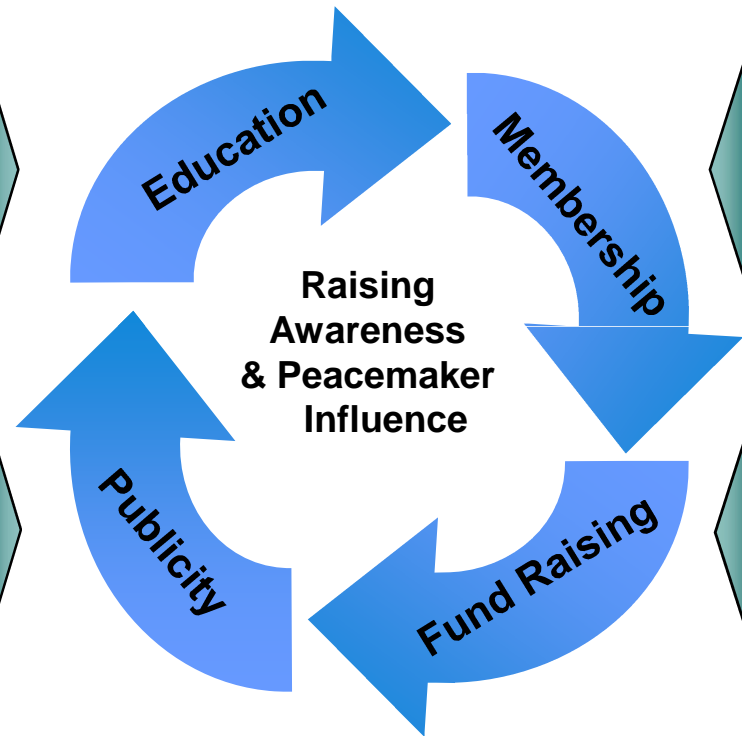
### Self-Sustaining Open Source Peace Model

#### 1. Target Markets

- *Services span all age ranges with more resources allocated to serving young people:*
  - 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

---

Our 2012 theme is “life-changing education on the root causes of poverty.”

The top three deliverables are:

### **#1**

With Christ-centered education, help transform from a world based on greed, pain and cruelty to a world based on generosity, compassion and love.

### **#2**

Help the disabled in Liberia, Africa live with dignity.

### **#3**

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

## Success Strategy For A Self-Sustaining Foundation

---

Teach Peace Foundation Defined

### ❖ Success Strategy For A Self-Sustaining Foundation

Financials

Success Metrics

Idea Submission Process

Next Steps

## Our Self-Sustaining Strategy

---

- + Reach millions of people via the internet, radio, television and books with education on the root causes of poverty?
- + Provide unique service learning opportunities to help the disabled, mothers struggling to feed their children, and the deliver emergency aid.
- + Teach with Christ-centered acts of kindness and education.
- + Help students have leadership experiences that are literally life-changing.
- + Implementing programs that each year build upon the prior year to produce a world-class suite education resources.

## Financials

---

Teach Peace Foundation Defined

Success Strategy For A Self-Sustaining Foundation

### ••• Financials

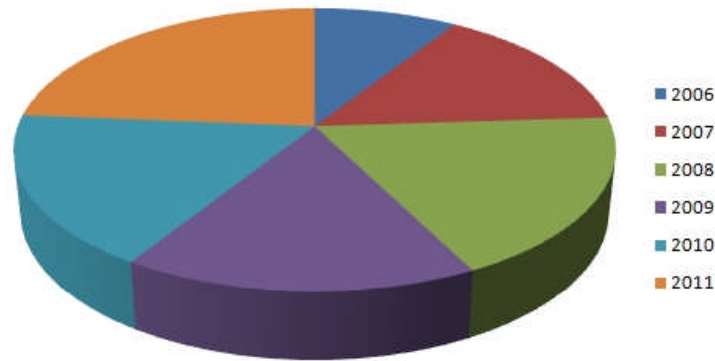
Success Metrics

Idea Submission Process

Next Steps

**Volunteer Time = \$1,183,320**

You may wonder how it is possible that year after year we deliver so much with so little. The answer is volunteers.



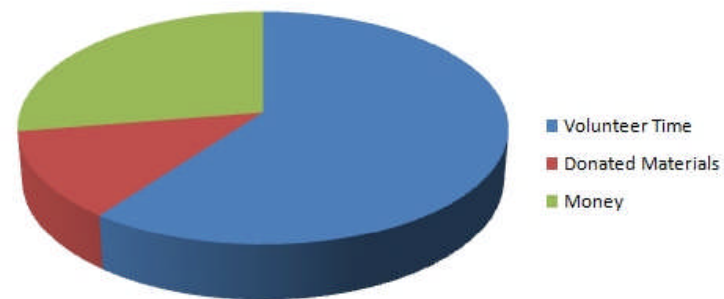
<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>\$107,080</b>	<b>\$176,700</b>	<b>\$219,340</b>	<b>\$193,880</b>	<b>\$205,600</b>	<b>\$280,600</b>

## 2011 Donations

---

**Total donations in 2011 = \$471,903\***

- Salaries and benefits paid to the top two staff members are \$0 (e.g., Dave Dionisi, President and Eileen Rockensies, Treasurer)
- We hire consultants in Liberia to deliver services at \$100 a month which may seem unusually low but the people that work with us do so for their love of the children.
- Percent of funding from individual members = 100%



\*The calculation is as of 11/30/11 and will be updated on 12/31/11.

## Success Metrics

---

Teach Peace Defined

Success Strategy For A Self-Sustaining Foundation

Financials

### ❖ Success Metrics

Idea Submission Process

Next Steps

## How We Measure Success in 2012

2012 Teach Peace Programs	Success Metrics
<p>1. <i>Teach Peace (covers all U.S. education and acts of kindness)</i></p>	<ul style="list-style-type: none"> <li>▪ Complete the Vigilant Christian education (website, books videos).</li> <li>▪ Metrics for people reached are: 125,000 unique website visitors and 50,000 people via television and radio broadcasts.</li> <li>▪ Create and distribute the Teach Peace Foundation newsletter raising awareness of injustice and opportunities to achieve justice.</li> </ul>
<p>2. <i>Special Ambassadors (covers all Africa services)</i></p>	<ul style="list-style-type: none"> <li>▪ Care for at least 72 disabled children.</li> <li>▪ Deliver emergency aid every month.</li> <li>▪ Deliver at least 25 scholarships to enable poor children in Africa to attend school.</li> <li>▪ Implement a volunteer trip to Africa.</li> <li>▪ Deliver solar energy to help the disabled with electricity.</li> <li>▪ Start a Green Dignity business at the Our Lady of Fatima Rehabilitation Center.</li> </ul>

Teach Peace uses “SMART” measurements (i.e., Specific, Measureable, Agreed Upon, Realistic and Time Bound).

## 2011 Successes

2011 Teach Peace Programs	Success Metrics
1. <i>Peace Education</i>	<ul style="list-style-type: none"> <li>▪ Provided online peace education with a 2011 emphasis on the connection between money and social injustice.</li> <li>▪ Kept the website operational 99.9% of the time.</li> <li>▪ Made in excess of 350 hours of improvements.</li> <li>▪ Started the process for a Green Dignity program in Africa that will be powered with solar energy.</li> </ul>
2. <i>Special Ambassadors</i>	<ul style="list-style-type: none"> <li>▪ Cared for 72 disabled children .</li> <li>▪ A total of 12 emergency aid deliveries to the Our Lady of Fatima Rehabilitation Center.</li> <li>▪ Funded 70 children to attend school.</li> <li>▪ Managed the Model Village center to teach agriculture and livestock skills.</li> <li>▪ Created a the new Special Ambassadors website.</li> </ul>
3. <i>American Peacemaker</i>	<ul style="list-style-type: none"> <li>▪ Implemented a peace trip in partnership with students from Seattle University.</li> <li>▪ Coordinated with non-profits and businesses for the delivery of seeds, schools supplies, shoes, medicine and other needed items.</li> <li>▪ Published the first book to accurately explain why the 9/11 violence occurred.</li> <li>▪ Started the framework for Christ-centered education.</li> </ul>

**2010 Successes**

2010 Teach Peace Programs	Success Metrics
1. <i>Leaders for Truth</i>	<ul style="list-style-type: none"> <li>▪ Made available nationally the best “peaceful” 21<sup>st</sup> century critical thinking high school leadership education and training.</li> <li>▪ Offered the most innovative and valuable hands-on service learning experiences.</li> <li>▪ Delivered leadership education and training to 5 schools.</li> </ul>
2. <i>International Peacemaker / Special Ambassadors</i>	<ul style="list-style-type: none"> <li>▪ Delivered 50 scholarships to enable poor children in Africa to attend school.</li> <li>▪ Achieved 20 livestock villages.</li> <li>▪ Delivered emergency aid to at least one international location (Indonesia).</li> <li>▪ Achieved the Special Ambassadors program to 15 additional disabled children goal.</li> </ul>
3. <i>American Peacemaker</i>	<ul style="list-style-type: none"> <li>▪ Helped 50 US citizen volunteer as peacemakers.</li> <li>▪ Planned and implemented one peace trip to Liberia and Ethiopia.</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**

<b>2007 Teach Peace Programs</b>	<b>Success Metrics</b>
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

---

Teach Peace Defined

Success Strategy For A Self-Sustaining Foundation

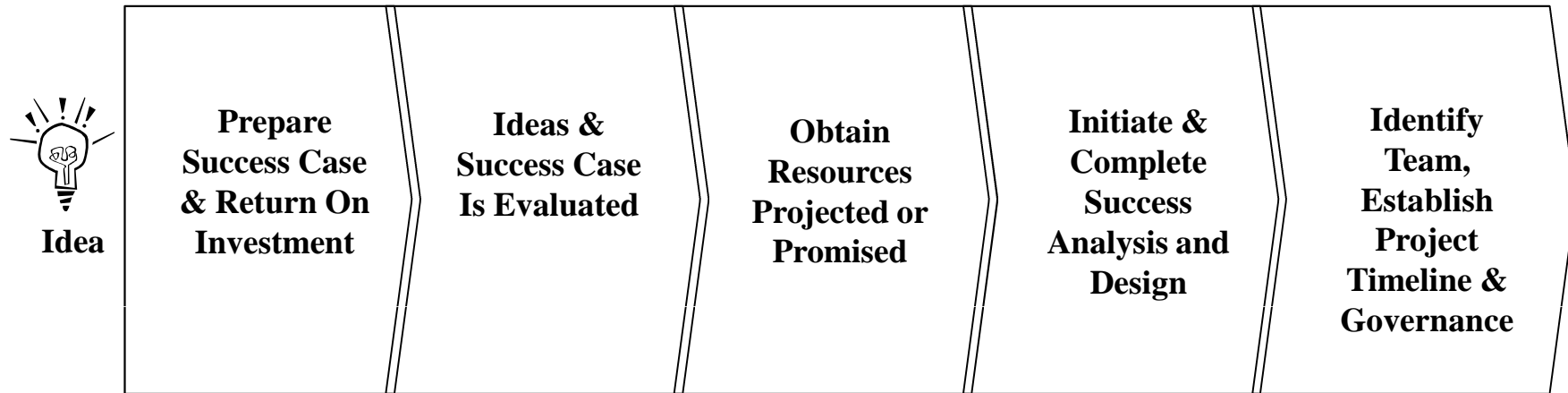
Financials

Success Metrics

## Idea Submission Process

Next Steps

## 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

---

Teach Peace Defined

Success Strategy For A Self-Sustaining Foundation

Financials

Success Metrics

Idea Submission Process

## ..❖ Next Steps

## Choose Hope

---



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

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