



**Peace**  
*Through*  
**Action**  
● **USA**

**ACCOMPLISHMENTS**  
**REPORT—2016**

***Be Peace. Choose Peace. Create Peace.***



Peace Through Action USA is missioned to achieve peace between people and within communities in the United States of America by promoting caring action. We energize volunteers and servant leaders to activate Americans to reject aggression and violence and equip them with practical solutions to establish peace between people and groups where we live, learn, work, play, and pray. Our mission activities contribute to the advancement of a nation abundant with peaceful people applying peaceful practices and creating peaceful places. Peace Through Action USA, founded in 2015, is a national-scope, charitable, social capital-building organization.

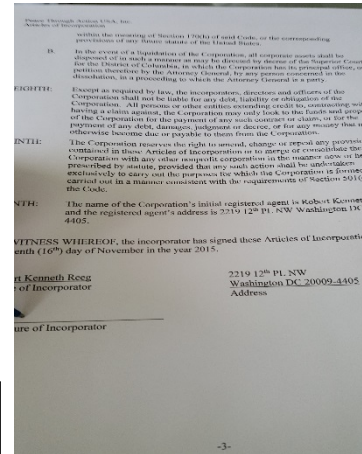
*Citation:* Peace Through Action USA. (2017). 2016 accomplishments report of Peace Through Action USA. Washington, DC: Author.

## Our Accomplishments Report for 2016

Peace Through Action USA was incorporated in the District of Columbia in late 2015.

In 2016, Peace Through Action USA was anchored in the formation stage of our lifecycle. We directed our attention inwardly, establishing our governance body, developing our guiding principles, building our case, planning our programs, and initiating our operations.

This report summarizes our activities and accomplishments in calendar year 2016. Materials that supplement this report are available at our website, [www.PeaceThroughAction.org](http://www.PeaceThroughAction.org).



Peace Through Action USA Founder Bob Reeg signing the organization's Articles of Incorporation, November 16, 2015.

## Board of Directors Formed

Ten people invited by the organization's founder, Bob Reeg, convened February 6, 2016 to form the first board of directors of Peace Through Action USA. Individuals elected to the inaugural board of directors were Mary "Dubbie" Buckler, Janaia DeShields, Tracy Doyle, Adam Gaeddert, Ariel Jackson Barreto, Theresa Long, Delores Morton, Bob Reeg, Marianne Savarese, Jerome Tennille, and Pam Zeutenhorst.



Screen shot of first meeting of the Peace Through Action USA Board of Directors, February 6, 2016.

The board of directors elected Tracy Doyle to the office of board of directors chair, Adam Gaeddert to the office of treasurer, and Bob Reeg to the office of secretary.

The board of directors appointed Bob Reeg to the position of chief executive officer.


## Mission, Vision, and Values Established

The board of directors set Peace Through Action USA’s guiding principles, including our:

- **Mission**—achieve peace between people and within communities in the United States of America by promoting caring action.
- **Vision**—a nation abundant with peaceful people applying peaceful practices and creating peaceful places.
- **Values**—accountability, community-centrism, collaboration, compassion, equity, excellence, inclusion, learning, tolerance, and trust.

## Organization Plan Constructed

Our chief executive officer led us in establishing our organization plan. The plan serves as our blueprint for starting Peace Through Action USA and propelling us forward. We followed the social impact canvas process used by entrepreneurs in business planning. Our final canvas is presented here.



**Organization Design**

Anchor Purpose				
Achieve peace between people and within communities in the United States of America by promoting caring action				
Key Partners	Key Activities	Value Propositions	Relationships	Customers
<ul style="list-style-type: none"> <li>▪ Community peace centers</li> <li>▪ Community mediation centers</li> <li>▪ Religious organizations</li> <li>▪ Neighborhood groups</li> <li>▪ Restorative organizations</li> <li>▪ Service organizations</li> <li>▪ Youth support organizations</li> <li>▪ Family support organizations</li> <li>▪ Encore and elder support organizations</li> <li>▪ Schools</li> <li>▪ Colleges and universities</li> <li>▪ Community arts organizations</li> <li>▪ Sport for development organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Introduction of peaceful practices into communities</li> <li>▪ Training of community members in social and emotional skills</li> <li>▪ Introduction of aggression and violence interruption services into communities</li> <li>▪ Prayers and meditations</li> </ul>	<ul style="list-style-type: none"> <li>▪ We energize volunteers and servant leaders to activate Americans to reject aggression and violence and equip them with practical solutions to establish peace between people and groups where and with whom we live, learn, work, play, and pray</li> <li>▪ Community members apply new social and emotional skills</li> <li>▪ Community leaders implement new peaceful practices programs</li> <li>▪ Community members behave more peacefully</li> <li>▪ Communities experience increase in social capital</li> <li>▪ Communities become safer</li> </ul>	<ul style="list-style-type: none"> <li>▪ Opportunities to volunteer and serve</li> <li>▪ Additional human capital</li> <li>▪ Peaceful practices subject matter expertise</li> <li>▪ Community capacity-building expertise</li> <li>▪ Opportunities to donate to social purpose</li> </ul>	<ul style="list-style-type: none"> <li>▪ Individuals willing to volunteer and serve for interpersonal peace</li> <li>▪ Leaders of geographic and population communities experiencing interpersonal aggression and violence and seeking peace</li> <li>▪ Individuals and organizations willing to donate to support servant leaders or Peace Through Action USA generally</li> </ul>
		Key Resources		Channels
		<ul style="list-style-type: none"> <li>▪ People willing to serve and volunteer regularly</li> <li>▪ Cash and in-kind revenues for mission delivery and support expenses</li> <li>▪ Mission leadership and support infrastructure</li> </ul>		<ul style="list-style-type: none"> <li>▪ Volunteering and service websites and social media</li> <li>▪ Service and volunteer organizations</li> <li>▪ Community peace, religious, mediation, arts, and sport organizations</li> </ul>
Costs		Revenue Streams		
<ul style="list-style-type: none"> <li>▪ Servant leader and employee salaries and benefits and contractor fees</li> <li>▪ Servant leader training and ongoing support</li> <li>▪ Accounting, human resources, information, and fundraising systems</li> <li>▪ Office space, supplies, equipment, and operations</li> <li>▪ Organization and program promotion, including print materials and website</li> <li>▪ Travel and transportation for staff supervision and development</li> </ul>		<ul style="list-style-type: none"> <li>▪ Individual and community sponsorships of servant leaders and volunteers</li> <li>▪ Foundation program and operating grants</li> <li>▪ Corporation sponsorships of service leaders and volunteers</li> <li>▪ Government grants and contracts</li> <li>▪ Programs fees</li> <li>▪ Sales of goods and services, to be determined</li> </ul>		
Differentiation		Magnitude		
<ul style="list-style-type: none"> <li>▪ Applies behavior change approach to peacebuilding</li> <li>▪ Promotes lay- and peer-led practical solutions to aggression and violence</li> <li>▪ Deploys community peacebuilding exclusively in U.S.</li> <li>▪ Offers an additional focus area within national service movement</li> </ul>		<ul style="list-style-type: none"> <li>▪ Interpersonal aggression and violence in U.S. is common and widespread</li> <li>▪ Numerous geographic and population communities in U.S. lack sufficient capacity for implementing and sustaining peaceful practices</li> <li>▪ Too few people are equipped to put peaceful practices into practice</li> </ul>		

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Vital to our organization planning were advice visits and telephone calls our CEO held with board of directors members and subject matter experts in community peacebuilding and national

service. We interviewed over 30 social purpose leaders with the dual intents of ensuring our organization would not duplicate the work of others and of strengthening our plan fundamentals.

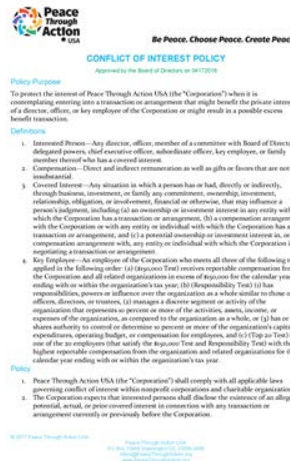


CEO Bob Reeg celebrating advice visits with board member Janaia DeShields, board member Jerome Tennille, and subject expert Greg Finch.

### Organization Policies Adopted

Our board of directors of directors was active throughout the year developing a series of organization policies essential to any high-functioning and compliant organization. The board of directors adopted policies on:

- Conflict of Interest
- Ethics
- Whistleblower Protection
- Executive Compensation
- Recordkeeping
- Equal Opportunity
- Freedom from Harassment
- Disability Inclusion
- Safety
- Alcohol, Tobacco and Other Drug



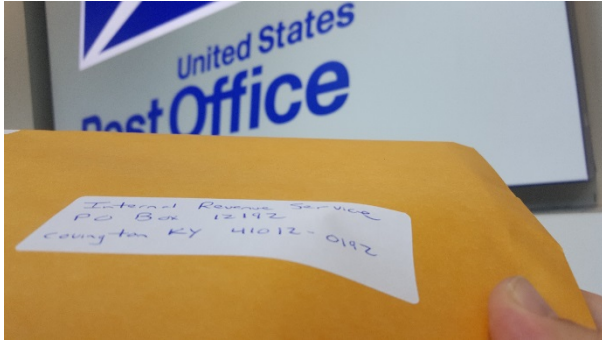
### Operations Initiated

Throughout 2016 we attended to the "business" of starting a nonprofit organization. Operations activities ranged from preparing financial statements, developing position descriptions, setting up information system components and accounts, and recruited *pro bono* graphic design and website development services.



### Tax-Exempt Status Secured

Our 2016 concluded with Peace Through Action USA's receiving recognition as a charitable organization exempt from federal income taxation by the U.S. Internal Revenue Service.



INTERNAL REVENUE SERVICE  
P. O. BOX 2908  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 05 2016**

PEACE THROUGH ACTION USA INC  
C/O ROBERT K REES  
PO BOX 73466  
WASHINGTON, DC 20056-3466

Employer Identification Number:  
47-5685023  
EIN:  
1705321528036  
Contact Person:  
ROBERT W YANCE ID# 31173  
Contact Telephone Number:  
(477) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
1761011(A) (U)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
November 16, 2015  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(13). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, services, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

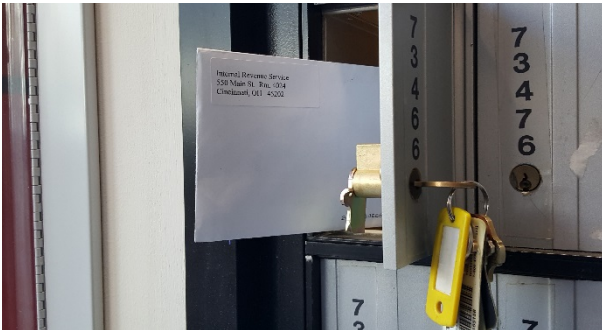
Organizations exempt under IRC Section 501(c)(13) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-DC" in the search bar to view Publication 4221-IRC, Compliance Guide for 501(c)(13) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947



Peace Through Action USA's application for federal tax-exempt status hits the mailbox! A favorable response is returned!

### Looking Forward

With our tax-exempt status secured, Peace Through Action USA is poised to begin soliciting cash gifts to finance our mission activities. Before so doing, we have several more formation tasks to finish, including finalizing our brand design, completing our website, securing critical insurances, developing our programs materials, and setting up our performance measurement system.

Peace Through Action USA looks forward to keeping all apprised of our progress and to inviting you to join us in striving toward our vision of a nation abundant with peaceful people applying peaceful practices and creating peaceful places. #PeaceBeginsWithWe!

[www.PeaceThroughAction.org](http://www.PeaceThroughAction.org) | [@PeaceActUSA](https://twitter.com/PeaceActUSA) | [inbox@PeaceThroughAction.org](mailto:inbox@PeaceThroughAction.org)