



Peace
Through
Action
● **USA**

CASE
STATEMENT

Be Peace. Choose Peace. Create Peace.

Peace Through Action USA has prepared a complete organization plan and appendices, from which the contents of this case statement are drawn. The organization plan is available by request to inbox@PeaceThroughAction.org.

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Our Mission, Purpose, Vision, and History

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 activate and equip Americans to implement practical peaceful solutions to aggression and violence in their communities and our country. 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, tax-exempt, social capital-building organization. The organization was borne from a spiritual call experienced by our founder. Peace Through Action USA is governed by a six-member board of directors diverse in professional, educational, and volunteer experiences. The board of directors has appointed Robert Reeg, MPA, CVA, to serve as chief executive officer.

Our Challenge—The U.S. Peace Deficit

Peace Through Action USA addresses the U.S. peace deficit. We are a nation with too many hurting people. A quick glance at the television news or social media feeds provides ample evidence of distress. Then there is the litany of statistical information documenting the absence of peace for many Americans. Aggression and violence inflict a heavy toll on their victims, persecutors, and society overall. There are great economic burdens that aggression and violence place on the nation. Ultimately, our Republic is weakened.

Our Solution—Peaceful People

The good news is that aggression and violence are preventable behaviors. And, there is a wide array of practical solutions—we call them peaceful practices—that are available for people to resist aggression and violence and instead choose peace. Peaceful practices are people practices. Practical solutions achieve their desired results only when people understand, choose, implement, and sustain them.

Peace Through Action USA asserts that what is missing most when it comes to domestic U.S. peacebuilding is not the absence of peaceful practices from which to choose, but rather the dearth of people activated and equipped to put peaceful practices into practice. Peace Through Action USA aims to reverse this peaceful people deficit by utilizing the human capital strategies of volunteerism and civilian service to increase interpersonal and intergroup peace at the grassroots, neighborhood, and small group levels.

Volunteers and servant leaders who choose Peace Through Action USA as their vehicle for inspiring and facilitating peaceful practices among their fellow Americans self-select into one or more of our four peacebuilding programs. Our uncompensated volunteers and compensated servant leaders deliver capacity-building services and direct services to U.S. communities desirous of greater interpersonal and intergroup peace. Activities organized and delivered by our volunteers and servant leaders will lead to improved capacity of community organizations to deliver peaceful practices to their community members, increased competence of community



members in peaceful practices, changed norms of acceptable behavior among community members, increased social capital within communities, and uplifted spirits of community members.

Our Customers—Peace-Seeking People

Peace Through Action USA engages a diverse and sizable set of customers to solve the U.S. peace deficit. Our customers include 1) people willing to volunteer and serve for peace, 2) community members and organizations seeking to increase their communities' levels of interpersonal and intergroup peace, and 3) individuals and organizations willing to provide action implementation resources.

Peace Through Action USA welcomes into our service force any willing American. People interested in a volunteer or service engagement with us pursue the opportunity type that best suits their interests, skills, time availability, and desire for financial remuneration. Volunteers commit variable time dependent on the assignment and do not receive compensation. Servant leaders commit medium to long terms of service and receive wages.

Members of any community are welcome to request assistance from Peace Through Action USA. To be most effective in our allocation of resources, we concentrate our active community customer engagement on identifying communities with high levels of interpersonal or intergroup aggression or violence. Conjoined with this community selection is the identification of and approach to leaders of nonprofit, public, and/or private organizations from within the community. These organizations are critical to our volunteers' and servant leaders' ability to deliver their gifts of time and talent to the community. They ensure community member engagement in the project, provide space from which volunteers and servant leaders operate, and connect Peace Through Action USA to prospective donors.

Peace Through Action USA's donor customer group are those individuals and organizations that make it possible, through their financial gifts, for peace-seeking volunteers and servant leaders to deliver their gifts of time and talent to peace-seeking communities.

We apply intellectual and cultural approaches to our relationships with our customers. For our volunteers and servant leaders customer group, we offer a tangible means for building interpersonal and intergroup peace by way of a volunteer or civilian service position. For our community members and organizations customer group, we offer additional human talent to meet community needs. For our donors customer group, we provide mechanisms to feel good by doing good.

By taking a cultural approach, we mean that our interactions with our customers will be consistent with our organization values. We behave toward our customers in the same peaceful manner that we aspire for all interpersonal relationships. We encourage AmeriCorps, Peace Corps, and other civilian service alumni to join us as employees, servant leaders, and volunteers. We employ personnel committed to applying kindness within their interpersonal relationships.



We invite customers to inform us of instances of less than excellent communication so that we may make personal and organizational improvements.

Our Place in the Social Purpose Sector

Infusion of servant leaders into U.S. communities exclusively for peacebuilding is Peace Through Action USA's special contribution to the peacebuilding and violence prevention arenas. Other ways that distinguish our approach and programs from colleague organizations are that we: take an asset promotion strategy to aggression and violence prevention; promote multiple, rather than singular, peaceful practices responses to aggression and violence; and favor peaceful practices that anyone can learn and apply to their family, neighborhood, and small group settings. Also, we devote the entirety of our effort to peacebuilding in the United States.

Our Programs Schedule

Peace Through Action USA will deliver our programs to our target customer groups over three phases: proof of concept, programs start, and programs expansion.

During the current proof of concept phase, Peace Through Action USA is proceeding to test and demonstrate our Peace Agents program. This program engages partial- and full-time paid servant leaders to provide peaceful practices development and delivery services to communities experiencing interpersonal or intergroup aggression or violence. During this test period, we will refine our servant leader recruitment, selection, and placement policies, procedures, and online recruitment platform.

Assuming the demonstration supports our concept, we will adjust criteria of the Peace Agents program and open it widely to community and servant leader participation. Also during the programs start phase we will introduce our three programs which rely upon volunteers—peace advisors (subject experts), peace promoters (peaceful messages champions), and peace uplifters (faith and healing practitioners).

As we advance from programs start to programs expansion, Peace Through Action USA will implement a horizontal expansion strategy to spread our peacebuilding programs to additional customers.

Our Resources Requirements

Peace Through Action USA has developed a detailed revenues and expenses budget covering fiscal year 2017, our proof of concept year. We estimate revenues of \$350,382 and expenses of \$335,376. Revenue sources will be primarily individual contributions, corporate grants, and foundation grants. Expenses include wages for six full-time servant leaders, stipends for 18 regular volunteers, salaries and benefits for 1.5 full-time equivalent employees, and various accounting, information technology, equipment, supplies, telecommunications and travel expenses.



Peace Through Action USA, a national organization delivering programs locally, will generate cash and in-kind revenues from both national- and community-focused funders. For our mission delivery activities, we will favor the acquisition of individual and organization donors from the very communities that our volunteers and servant leaders support. Simultaneously, we will pursue revenues from national philanthropies and corporations to finance our mission support activities, which provide the base of effective management of our mission delivery activities and our compliance with laws.

Peace Through Action USA will generate cash and in-kind revenues from a diversity of sources. Some of our planned revenue sources are those traditionally tapped by social purpose charities. This includes small and large gifts from individual donors, foundation grants, corporate social responsibility grants and sponsorships, and government agency grants and contracts.

Other revenue sources we are pursuing are newer to the social purpose sector. Of importance, we are implementing a “people to people” fundraising campaign whereby Peace Through Action USA and our volunteers and servant leaders invite their family members, friends, community members, faith congregations, businesses, and civic and service clubs, to direct financial support toward a specific servant leader or specific community project. Co-related to this people-to-people approach, we aspire to generate a sizable pool of advance funds, such as through a “human capital campaign,” a pay for success project accompanied by a private or public financing agreement (such as a social impact bond), or a major gift, which we would utilize as a guarantee for fulfilling wages to servant leaders while grassroots fundraising is underway. We will not overlook opportunities to assess fees for services that our servant leaders, volunteers, or employees provide to communities and organizations. Further ahead, Peace Through Action USA may establish a subsidiary profit-generating social enterprise (good or service to be determined) to avail ourselves of market philosophies and mechanisms such as impact investing.

Our Appeal

Peace Through Action USA invites all Americans to join our #PeaceBeginsWithWe movement. Opportunities to do so include by: contributing a year of national service as a peace agent, or encouraging someone else to consider a service year with us; volunteering one’s talent and time toward a community peace project; promoting peaceful communication within one’s social networks; communing about peace with The Great Mystery; sponsoring a community peace project where one lives, learns, works, plays, or prays; and/or making a financial gift to support our network of community peace projects and servant leaders.

Please visit our website, PeaceThroughAction.org, email us at inbox@PeaceThroughAction.org, call us at 202-768-9645, and follow us on social media (@PeaceActUSA) to explore more deeply the opportunities we have organized to help you help us achieve peace, through action.

After all, none of us can create interpersonal peace alone. Truly, Peace Begins With WE.