

## 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>	Key Resources	<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>	Channels	<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 Activities		Relationships	
	<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>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>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>		