

## Calvert Peace Project Design<sup>1</sup>

Anchor Purpose				
Increase understanding, collaboration, and community by providing civic and social engagement activities with a focus on peace				
Key Partners	Key Activities	Value Propositions	Relationships	Customers
<ul style="list-style-type: none"> <li>Broadview Church</li> <li>Advisory Group</li> <li>Student leaders from four public high schools</li> <li>Organizations providing support as project promoters, event sites, volunteers, and activity participants</li> </ul>	<ul style="list-style-type: none"> <li>Training of youth in ethics, peaceful practices, civic skills, and project planning</li> <li>Training of adults in peacebuilding fundamentals and personal goals setting</li> <li>Service projects to bring community members together for common good</li> <li>Civic dialogues on issues of importance to community</li> <li>Book clubs, film discussion sessions, speaker sessions, and field trips on peacebuilding and peace-related subjects</li> <li>Brief presentations on peacebuilding fundamentals</li> <li>Peacebuilding experiential activities for children</li> </ul>	<ul style="list-style-type: none"> <li>We activate and equip Calvert County community members to increase peace where and with whom they live, learn, work, play, and pray</li> <li>Community members apply new social and emotional skills</li> <li>Community members apply new civic skills</li> <li>Community members behave more peacefully</li> <li>Community gains members with new peaceful practices they can impart to others</li> <li>Community gains capacity to maintain a peace project</li> </ul>	<ul style="list-style-type: none"> <li>Additional human capital</li> <li>Peaceful practices subject matter expertise</li> <li>Community capacity-building expertise</li> <li>Opportunities to learn</li> <li>Opportunities to volunteer</li> <li>Opportunities to donate</li> </ul>	<ul style="list-style-type: none"> <li>Youth and adults in Calvert County interested in improving their community and/or learning about peacebuilding</li> <li>Individuals and organizations willing to donate to support the project</li> </ul>
Key Resources			Channels	
<ul style="list-style-type: none"> <li>Guidance and local intelligence from Broadview Church and Advisory Group</li> <li>Connections with activist, business, civic, education, religious, and social groups</li> </ul>			<ul style="list-style-type: none"> <li>Email distribution list of over 200 contacts</li> <li>Targeted social media</li> <li>Four public high schools</li> <li>Community peace, religious, mediation, arts, and sport organizations</li> </ul>	
Costs		Revenue Streams		
<ul style="list-style-type: none"> <li>Employee salaries and benefits and independent contractor fees</li> <li>Employee learning and development support</li> <li>Accounting, human resources, information, and fundraising systems</li> <li>Project activities and events supplies, materials, and facility rental charges</li> <li>Project promotion, including print materials and advertising</li> <li>Travel for employee development, networking, and project participation</li> </ul>		<ul style="list-style-type: none"> <li>Broadview Church award</li> <li>Activity and event participation fees</li> <li>Cash and in-kind donations from individuals and organizations</li> <li>Organization financial sponsorships of activities and events</li> </ul>		
Differentiation		Magnitude		
<ul style="list-style-type: none"> <li>Uses social and emotional development and civic engagement as mutually supporting strategies for fostering positive community change</li> <li>Promotes multiple peaceful practices rather than specializes in just one</li> <li>Focuses on building core skills that learners can apply to various situations</li> </ul>		<ul style="list-style-type: none"> <li>Interpersonal aggression and violence in Calvert County, while variable in intensity, is common and widespread</li> <li>Community members yearn for greater understanding and cooperation</li> <li>Too few people are equipped to put peaceful practices into practice</li> </ul>		

<sup>1</sup> This design follows the business model canvas, a strategic management technique and template used for developing and documenting business models.