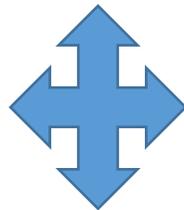


New American Spring



And Come, Let us Reason Together...



Concept Papers & Operational Plan

New 501(c)(3) Start-Up Organizing

Volusia County, Florida

I. About this nonprofit:

A. Name:

New American Spring (non-profit organizational movement)

B. Location:

Volusia County, Florida at start-up, but with a national ambition

C. Vision:

To revitalize social, civic, and political participation in the United States.

D. Mission:

To encourage citizen dialogue with one another, empowering citizen participation in government; and to stimulate youth formations by encouraging youth leadership.

E. Outcome:

Greater citizen/voter participation through Citizens Activated in the target municipality will enable government to achieve a more intimate relationship with the true will of the people under their jurisdiction; and as leadership is an acquired skill, creating a leadership culture through Youth Invigorated where we train our young people to lead through serving would ultimately yield better citizens at maturity. Altogether, this movement creates more involved, more aware, and altogether better citizens who will build a better country from generation to generation.

II. Organizational Structure:

A. New American Spring:

1. At Start-up:

At start-up, New American Spring will be an active 501(c)(3) organization with one executive director. *Find the nonprofit leadership resume of founder, Roger Farinha, attached at the end of this document. In this beginning phase, its two philosophical arms of Citizen's Activated and Youth Invigorated will develop as initiatives under this single, active nonprofit entity in the start-up municipality.

---START-UP ORGANIZATIONAL STRUCTURE---

Board of Directors

New American Spring Organization

(7 Members)

Mr. Roger Farinha, Executive Director

Citizens Activated Initiative

Youth Invigorated Initiative

2. At Maturity:

When the New American Spring organization has grown to the point of seeding a second branch or location in the United States, then New American Spring will change its status from a 501(c)(3) organization to a 509(a)(3) Supporting Organization, Type II. See IRS code for reference:¹ At this point of maturity, both Citizen's Activated and Youth Invigorated will be registered as 501(c)(3)s, as supported organizations under common control with the New American Spring supporting organization. For all three organizations will share a common Board of Directors (with some members specific to each sister organization). Given that Citizens Activated and Youth Invigorated will require separate executive directors, New American Spring founder Roger Farinha will evolve into the CEO of the organizational movement overall.

¹ <https://www.guidestar.org/Articles.aspx?path=/rxa/news/articles/2007/brief-overview-of-supporting-organizations.aspx>

--ORGANIZATIONAL STRUCTURE AT MATURITY--



B. Citizen's Activated Arm:

Mission: To encourage citizen dialogue with one another, to the ultimate end of empowering citizen participation in government. Each branch will be a semi-independent association, not under strict control of the overall Executive Director, but he or she will instead serve more as a figurehead, spokesperson and facilitator. Two types of forums:

1. **Online:** Social networking web pages established according to municipalities—
 - a. **National:** web page for national social/political topics
 - b. **State:** web page for state-wide social/political topics
 - c. **County:** web page for county-wide social/political topics
 - d. **City:** web page for city-wide social/political topics
 - e. Each web page will have the following features:
 1. **Voter Education:** Journalistically trained, non-partisan generated education, definitions, explanations of all social/political topics of given municipality will be laid out for the educational benefit of voters.
 2. **Political Opinion:** Citizens of all types will be given outlet within this on-line forum for the expression of their political opinion, views, advocacies, in order to reinvigorate civic awareness.
 3. **Populist Action Forum:** All political advocacies, groups, causes will be provided an outlet within this on-line forum for the enhancement of citizen awareness.
 4. **Voter Mobilization Tool:** An on-line tool will be generated wherein voters can determine the extent to which their self-determined social/political interest is represented by the ticket of running representatives within their municipality. This tool will serve to effect a more accurate accountability of representatives to voters.

2. **Face-to-face Community:** Physical community meet-ups within designated municipality--
 - a. **Voter Registration Drives:** Citizens Activated will conduct voter registration drives in time for elections within its given municipality.
 - b. **Meet Your Representatives:** Close to Election Day, all running candidates will be invited to briefly represent their tickets to the voters.
 - c. **Political Soap Box:** Groups of no more than 100 persons per meeting, will gather on a weekly basis for open discussion and dialogue, on the social/political topics touching their municipality. Because Americans are today even more polarized due to the ideological division of the major media, this feature of Citizens Activated will be the essence of the organization, and all Soap Boxes will strongly stress the slogan: “Dialogue without disruption; Debate without Disrespect.”
 - d. **Political Action Forums:** Events will be conducted on a monthly basis where all political action groups, interests, advocacies will be given opportunity to gather in one place at one time, in order to showcase their agendas to the community.
 - e. **Organizational and Social Village:** All nonprofits within a given municipality will come together in one place at one time (preferably bi-annually), inviting the members of the community to come out and familiarize themselves with the social services and initiatives of their municipality, in expression of Social Life.
 - f. **Creative Circles:** Groups of no more than 30 people will gather on a weekly basis at one place and one time, in order to provide an outlet for members of the community who are in personal pursuit of some creative development and who wish to share their interests in community, in fulfillment of the Creative Expression aspect of human life.
 - g. **Event Gatherings:** Concerts, fairs, and other community event gatherings in expression of Joy of Life

C. Youth Invigorated Arm:

Mission: To stimulate youth formations by encouraging youth leadership and the building of a life-resume, from middle school through the second year of college. This organization will be constituted in accordance with the institutional array of schools in the United States and is best understood via its three pronged formations philosophy and its leadership structure:

1. Three Pronged Formations Philosophy:

- a. **Young Artists:** All Youth Invigorated members and leaders will cultivate an artistic expression, liberally defined, in fulfillment of their human Creative Faculty.
- b. **Young Citizens:** All Youth Invigorated members and leaders will perform voluntary services to their larger community, in fulfillment of their human Social Identity.
- c. **Young Lifers:** All Youth Invigorated members and leaders will be called to unite in communal expressions of celebration, in fulfillment of their human need for the Joy of Life.

2. Leadership Structure:

- A. **BOARD:** The national Board of Directors of Youth Invigorated, at maturity (when it has attained multiple municipal branches) will be one and the same with that of New American Spring, its supporting foundation, and Citizen's Activated, its sister organization. There will, however, be some board members specific to this organization, within the overall board community.
- B. **EXECUTIVE DIRECTOR:** The Executive Director will be under the national Board of Directors community and will be responsible for the ultimate Leadership and Vision of the organizations. This is the highest leadership and professional post, which should be preferentially held by the organization's founder at start-up, but will be turned over to a qualified leader at maturity. The vision of the Executive Director will be informed by close listening and collaboration with the whole organizational community.
- C. **REGIONAL DIRECTORS:** All Regional Directors will be under the national Executive Director of Youth Invigorated. This position will be generated based on membership volume (up to 15 Regional Leaders).
- D. **REGIONAL LEADERS:** All Regional Leaders will be a College Student resident (freshman or sophomore) of said region and will be under his or her Regional Director, who will oversee all Regional Leaders within his or her region. He or she will be responsible for Regional Leadership of School Leaders (up to 15).
- E. **SCHOOL LEADERS:** All School Leaders will be a student of said school in region and will be under his or her Regional Leader. School Leaders will be responsible for recruiting members and guiding the creation of each member's Life Resume (essentially embodying the three aspects of the Formations Philosophy above).
- F. **MEMBERS:** Each Youth Invigorated member will be under a School Leader of his or her middle or high school. The Member will be responsible for Self-Leadership and Formation. Upon induction into Youth Invigorated, a Member must begin his or her Resume Vitae process, which will log all activities and personal growth in Youth Invigorated for future professional utilization.
- G. **PROFESSIONAL MENTORS:** All Youth Invigorated members will be encouraged to recruit a Professional Mentor for weekly mentoring contact. This aspect of Youth Invigorated can be managed through Big Brothers Big Sisters or any other mentoring organization for the sake of safety, oversight, and larger collaboration. The role of the Professional Mentor is to serve as a Professional Guide for said Youth Invigorated member, enabling him or her to identify any appropriate professional role as both realistic and attainable. A Professional Mentor may have up to three advisees.
- H. **SENIOR MENTORS:** All Youth Invigorated members will be encouraged to cultivate a Senior Mentor (who must be a retiree), in

addition or in the place of a Professional Mentor, should such an individual not be immediately forthcoming or identifiable (if even because of the youth's unready-ness). The role of the Senior Mentor is to act as a Sympathetic Ear and Wisdom Guide for said Youth Invigorated member. This role can also be overseen by an outside, specializing organization, which will be compensated by Youth Invigorated for the service. Senior Mentor may have up to five advisees.

III. Environment at Start-up Location: Volusia County, Florida--

A. Demographics: Per www.census.gov:

1. **Population:** 529, 364
2. **Growth:** Population up 7% from 2010-2016
3. **Race/ethnicity:**
 - a. White: 84.3% Versus 77.1% Nationally
 - b. Black: 11.2% Versus 13.3% Nationally
 - c. Hispanic/Latino: 12.7% Verses 17% Nationally
 - d. Asian: 1.9% Versus 5.6% Nationally
4. **Income and Poverty:**
 - a. Median Household Income: \$41, 117
 - b. Persons in Poverty: 16.3%
5. **Education:**
 - a. High School or Higher: 88.7%
 - b. Bachelor's Degree or Higher: 21.6%
6. **Political Orientation:** Per www.myflorida.com--
 - a. Republican: 35%
 - b. Democrat: 35%
 - c. Independent/Non-affiliated: 26%
7. **Conclusions:**
 - a. A total county population of ½ million is a relatively good number to serve as a viable test tube for the national promise of this movement.
 - b. The modestly growing nature of this county signifies that this is not a municipality in decline in the United States, so that the viability of this movement in Volusia would also serve as a test tube for its national promise.
 - c. The racial/ethnic demographic percentages in this county also closely matches the national averages, making this territory a useful microcosm for New American Spring in the United States.
 - d. The median income of this county, ranging in the lower middle/working class range, and the greater percentage of Caucasian, high-school graduate educational level also makes this county an excellent representation of the American populist base (the averaged working Joe). New American Spring, aspiring to be a movement of the American base, should find a good environment in this county to test its promise.
 - e. Finally, the political party layout of this county shows a good ideological distribution—not excessively liberal or conservative; and a decent percentage of open-minded, non-affiliated. New American spring challenges Americans to overcome their excessive ideological divide which has grown up in our nation, lately due to the intentional partisanship of the major media in its corporate

interest to secure market niches. Yet what developed from the media market attempt to corral information consumers is a bitterly divided America, across ideological lines of liberal versus conservative, Republican versus Democrat. If New American Spring succeeds in bringing republicans, democrats, and independents together in this county through Citizens Activated, then its promise as a healing movement nationally is almost certainly guaranteed.

B. Competing Organizations Locally:

1. Political Organizations:

- a. **Democratic Party of Florida:** liberal-progressive social and governmental protections, voting bloc.
- b. **Republican Party of Florida:** Conservative social and restrained government, voting bloc.
- c. **Libertarian Party of Florida:** Emphasis on the right of individual self-expression and reduced government interference in the individual's social liberties, voting bloc.
- d. **Green Party of Florida:** Emphasis on social justice, environmentalism and non-violence, voting bloc.
- e. **Additional Minor Parties:** America's Party of Florida; Constitution Party of Florida; Ecology Party of Florida; Party of Socialism and Liberation Florida; Reform Party of Florida, etc.

2. Community Organizations: From www.taxexemptworld.com. Only organizations with reports of assets are featured here (not an exhaustive list)—

- a. **Atlantic Center For The Arts Inc:** Community life and arts facility.
- b. **Artists Workshop Of New Smyrna Beach Inc.:** Community building around the arts.
- c. **American Legion:** Advocating patriotism to the community.
- d. **Benevolent and Protective Order of Elks:** "Fraternal/social club."
- e. **Building Remarkable Communities, Inc.:** Domestic and Family Violence
- f. Prevention.

3. Youth Formation Organizations: From www.taxexemptworld.com. Only organizations with reports of assets are featured here—

- a. **Boys and Girls Clubs of Volusia Flagler Counties:** Enabling youth to reach their full potential as productive, caring and responsible citizens.
- b. **Boy Scouts Girl Scouts of America:** Ethical and moral formation of boys; encouraging confidence, courage and character among girls.
- c. **4-H Club:** Positive youth development and mentoring.
- d. **Cairns Foundation Inc.:** "to identify and give a life-changing boost for bright, creative young persons who otherwise might never attain their full potential."
- e. **Bully Armor Inc.:** "bullying prevention in schools."

C. Unique Organizational Contribution of New American Spring:

1. Political:

All of the political organizations in Volusia County are parties which aim to identify specific candidates and steer voters in one identified direction. New American Spring is different through its Citizens Activated arm, in that it does not identify specific issues or legislative directions, but only seeks to bring voters together for dialogue and interchange, after which each voter is completely free to vote as he or she pleases. The sole aim of this community dialogue process of Citizens Activated is to afford the American voter the opportunity to hear multiple perspectives, educating him or herself to a greater degree and hopefully forging a healthier American solidarity.

2. Community:

The unique contribution of New American Spring through its Citizens Activated arm, with respect to community life, is that no other organization specifically calls all diverse members of the chosen municipality to come together for the explicit purpose of community life building and ties this revival to civic empowerment.

3. Youth Formation:

The unique contribution of New American Spring through Youth Invigorated is that the adolescent youth members are essentially identified by their life-resume building, regardless of what other organizations they use to fulfill their three-pronged formations requirements. For example, Youth Invigorated members may utilize the facilities and services of any of the above listed youth organizations of Volusia County in fulfillment of their Creative, Social, and Recreational requirements (whereby Youth Invigorated will serve to enhance participation in these charities). The essential service provided through Youth Invigorated is simply to create a focused and cohesive, balanced and empowering life-resume for its members, providing a better American citizen from generation to generation.

D. Plan for Growth/Finances:

1. At Start-up Location:

Once the role of the Executive director is funded for the start-up location of Volusia County, Florida, this leader will work diligently to develop the membership of the two philosophical arms of the movement as well as recruit organizing assistants, who will be volunteer or paid according to budget ability. Continual fundraising events (also aimed at recruiting membership) as well as grant writing and other initiatives will be pursued.

2. Nationally:

From its date of incorporation in Volusia County, New American Spring will be working on the side, toward a national rally and concert, to be conducted at the Martin Luther King Jr. Memorial Park in Washington DC. This event will be planned for the year 2020, and will be called **We Have A Dream 2020: A Civil Rights for We, The People**. This event will launch a landmark in American history, for no longer will differences among the People be accentuated. Rather, in challenging all

Americans to struggle together for a more economically just world (seeing one another as brothers and sisters of the 99%), a full embrace of all diversity among *We, The People* will become operationally implicit. Whereby we shall finally master the cause of traditional Civil Rights in our country. This event will hopefully be successful enough to launch the New American Spring movement into maturity, raising enough funds to seed multiple branches throughout the United States.

E. Steps to Incorporation at Start-up Location:

1. Secure an established, non-profit sponsor in Volusia County:

This step will be preferred in order to demonstrate accountability to the community, in addition to securing a 501(c)(3) managing entity for all monies raised through our fundraising. While I am able to go the route of forming my 501(c)(3) immediately and conducting my volunteer organizing and fundraising business under my own entity, I feel I would prefer the blessing of the community through finding an established, non-profit sponsor.

2. Recruit Volunteers through sponsor, for fundraising concert:

- a. This concert will be organized under the name of the sponsor and it will be made clear that the proceeds go toward the start-up of New American Spring. A link will be provided on the New American Spring website for prospective supporters to access this Concept Paper and perhaps an e-commerce link to donate.
- b. College Students (Millennials): This population has both the time and potential to benefit from practical experience; not to mention that this is the generation of our movement for America's future.
- c. Retirees: This population has both the time and experience and in many cases, strong desire to continue contributing to the betterment of their community and nation. I hope to tap into this great resource.

3. Plan and conduct concert at the Daytona Beach band shell:

- a. Seek business sponsors to pay for band shell and other expenses.
- b. Designate volunteers for each aspect of event organizing.
- c. Etc.

4. Fundraise at concert for the monies which will incorporate New American Spring as a 501(c)3 and fund the salary of its first Executive Director to begin the movement full-time.

- a. Event T-shirt sales
- b. Donation request at speech
- c. Book Sales of "The Socratic Trucker," the book of origins of New American Spring—all profits going to the start-up.
- d. Etc.

Executive Summary:

By challenging us to do the hard work which must be done to preserve our great American, historical experiment, New American Spring through its Citizens Activated arm is challenging our citizenry to build bonds of human solidarity and resurrect that most precious social capital which will assure the rightful prominence of *We, The People* in a nation envisioned as being by, for and of US. And by challenging our adolescent youth to build a life resume based on servant leadership and well-rounded human development, New American Spring through its Youth Invigorated arm hopes to nurture stronger and higher quality citizens from generation to generation, assuring the preservation, national flourishing and the role-modeling influence of America the Great.

Revolution of Vision, Evolution of World!

NON-PROFIT LEADERSHIP RESUME

Mr. Roger Anthony Farinha

100 East Kentucky Avenue

DeLand, Florida 32724

Phone: 386-266-7436/Email: founder@newamericanspring.org

AREAS OF EXPERTISE:

- Professional Teaching
- Youth Counseling
- Community Organizing & Outreach
- Grass-roots Marketing and Networking
- Non-Profit Leadership
- High Level Communication Skills-verbal, written

PROFESSIONAL EXPERIENCE:

- **High School Teacher**
Riverdale High School, Fort Myers, Florida/Santa Fe Catholic High School, Lakeland, Florida
- **Juvenile Justice Counselor**
Kelly Hall, Punta Gorda, Florida/Manatee Outward Bound School, Myakka City, Florida
- **Community Organizer**
Jennings, Florida/Quad Cities USA (Davenport, IA/Moline IL)
- **Book Writer**
National Travel Writing
- **Non-Profit Entrepreneurship**
Created website & nonprofit idea www.newamericanspring.org
- **Big Rig Trucker**
National driving while travel writing

EDUCATION:

- **Masters of Liberal Studies**, Fordham University, Bronx, New York (Christian Theology/Philosophy/Liberal Arts)
- **Masters Certificate in Nonprofit Leadership**, Park University On-Line, Parkville, Missouri
- **Bachelors of Philosophy**, Brooklyn College, Brooklyn New York

SELECTED VOLUNTEER AND COMMUNITY SERVICE WORK:

- **United Way of Suwannee Valley, Lake City, Florida**
4/2012-12/2012: Persuaded my local municipal district (Jennings Florida) neighborhood group committee to go with project idea to best unite our diverse North Florida community as a part of a Best Neighborhood community grant program.
- **Community Organizer, Quad Cities USA (Iowa/Illinois)**
7/2011-12/2011: Called the community together for a political soapbox event where I inspired the grass-roots crowd to vent their political opinions in the context of the *Tea Party* and *Occupy Wall Street* national climate of 2009-2012.
- **Catholic Volunteers in Florida (Religion Teacher)**
7/2004-7/2005: Served my community through a one-year faith-based volunteer organization similar to Americorps. I fulfilled my term as a religion teacher for 10th and 11th grades.