

ReStore

Rebuilding Alliance · Reach And Teach

Executive Summary:

The Rebuilding Alliance and ReachAndTeach.com are working together to create the ReStore, a remarkable retail and office space, a “click and mortar” business to help transform the world.

We have found a wonderful, affordable combined retail/office space at [178 South Boulevard, San Mateo CA](#) and are negotiating a 1 year lease (minimum) under reasonable terms to launch our retail business, with enough room to house interns from around the world to develop our rebuilding projects.

We seek donors who will provide the Rebuilding Alliance with a capacity grant cover the first 3 months of expenses so that we can bring wonderful fair trade Palestinian organic olive oil and teachable moments to a growing customer base, help returning veterans recover and reconnect, and build buzz and enthusiasm. We ask your help to create a vibrant retail / office space filled with young and old from around the world who are working to rebuild war-torn communities and make them safe!



Our Vision:

Imagine a shared space where a visitor can wander around and explore ways they can help transform the world, or even just help repair one small part of it. Here they find Reach And Teach (www.ReachAndTeach.com), who transforms the world through teachable moments, and Rebuilding Alliance (www.RebuildingAlliance.org), who rebuilds war-torn communities and makes them safe through worldwide advocacy.

In one area there are children's books, toys, and games, which are used to inspire young people, build their self-esteem, teach them principles of nonviolence and inclusion, and help them understand that they truly can make a difference. In another area, there are tools for parents, teachers and youth leaders who want to incorporate peacemaking, social justice, and healing the planet into their work with children and youth. Wander a little farther and there are sustainable living books, documentary DVDs, world-music CDs, fair-trade and green crafts. Come over to the tasting table where you can try all three varieties of the Rebuilding Alliance's gourmet organic olive oil fair trade from Palestine and Za'atar.

Grandmothers in Palestine say, “Za'atar for breakfast makes you smarter all day!” — and our customers prove them right! Mornings bustle as customers drop in to savor a warm “Thyme

Square,” a hearty pita bread spread with Za’atar and olive oil, warmed in the toaster oven. The Za’atar is a spice mix of thyme, roasted sesame seeds, sumac, and sea salt, packed by women’s cooperatives in West Bank villages.

One day a week, returning veterans join volunteers to deliver “Thyme Squares” to local businesses, fulfilling pre-paid orders for wonderful fresh-baked pastries, all around town. The Rebuilding Alliance (TRA) won an award as “Employer of the Year” for hiring people with disabilities. Palo Alto and Menlo Park are the center of rehabilitation for returning veterans west of the Colorado river. The Rebuilding Alliance’s mission of rebuilding war-torn communities may provide special resonance for returning veterans, helping them and our community heal as they reconnect with one another.

Everything in this space has a story, and if you stop for a few moments and want to know more, you will hear an interesting story. “This olive oil is from a small town in Jenin...The people there have an important history...” “This book tells the stories of children who have done courageous things to change the world. In fact, one young boy....” “Bedouin women made this... let me tell you a little about them....” “These puzzles are made from trees that would normally have been burned after their sap ran out. Their community where they are made is both historic and contemporary....”

Nourished by tea, Za’atar, bread, and explorations, you notice a bustle in other areas of the space, and you discover that this is not just a small store and meeting place, but it is also a new kind of office. Every day there are people at the Rebuilding Alliance working to rebuild war-torn communities. Interns from throughout the U.S., Europe, and Asia, raise money for a kindergarten in Palestine, research eco-building methods, and coordinate legal research to advance human rights. There's a volunteer from Alameda, who is helping to design a playground to be built by Combatants for Peace. The Fair Trade team is planning the booth for the next Green Festival. Even high school students pitch-in to develop their skills and talents while earning community service points.

Online sales thrive, and customers are drawn to visit. There are children folding origami cranes, to be sent to Japan on the anniversary of Hiroshima. A dad is engaged with his child, who is writing what peace means to her, and drawing what it looks like, constructing a Pinwheel for Peace to join 1.3 million children around the world in celebration of International Peace Day! A 5th grade teacher is writing a new lesson plan to be used with a compelling new novel about a Liberian child soldier. Within its flexible space, there are often community events, including book signings, free workshops, folksingers and hip hop, and talks by interesting speakers from around the world.

Our ReStore is a place you want to come back to. It reminds you of places like The Nature Company and The Discovery Store, places that inspired a sense of awe and wonder — but it goes further: it creates a space for people to come together to explore the connections between local and global communities, and make these connections more just and sustainable. Here, in this new place, you can truly find ways to become the change that you seek.

Outstanding Proposed Location:

We have found a wonderful, affordable combined retail/office space at 178 South Boulevard, San Mateo CA, near the train station and accessible to people with disabilities. We are negotiating a 1 year lease (minimum) under reasonable terms to launch our retail business, with enough room to house interns from around the world to develop our rebuilding projects. Interior designer Rima Nasser (a Palestinian designer from Nazareth who completed her degree in Florence, Italy) and retail staging designer Michele Lorentz (who stages Williams Sonoma and Pottery Barn) are donating their design services for this project! Metal sculptor Rochelle Ford has offered to create our signage from recycled metals including copper, inspiring and in full compliance with city code.

Ours is a big, joyful vision -- we could easily fill this space with exceptional books and educational products, an olive oil tasting area, and a vibrant office space filled with interns from around the world! We ask your help. Please make a significant donation to give us a solid start so that we can fully realize this remarkable opportunity.

Our Team:

Here are the people who will make our ReStore successful (bios provided in Appendix A):

- The Rebuilding Alliance Team:
 - Donna Baranski-Walker, Founder and Executive Director of the Rebuilding Alliance, dbw@RebuildingAlliance.org, 650 440-9667
 - Justyna Liesniewska-Guterman, Rebuilding Alliance Fair Trade Store Coordinator, Justyna@RebuildingAlliance.org, 408 586-1713
 - Penina Eilberg-Schwartz, Rebuilding Alliance Operations Manager
 - Mary Abu-Saba, Outreach Director
 - Monica Quinn, Clerical Associate

- The Reach and Teach Team:
Derrick Kikuchi and Craig Wiesner, Founders/Owners of Reach and Teach, 415 586-1713, Derrick@ReachAndTeach.com , Craig@ReachAndTeach.com

Derrick and Craig launched Reach And Teach in 2004, in order to apply their significant experience in education to peacemaking and social justice, by creating and distributing products to transform the world through teachable moments. Today the company offers over 400 products with online customers in all 50 states, Europe, Latin America, and Asia.

Donna launched the Rebuilding Alliance in 2002, to apply her experience in telecommunications to link good neighbors across the world to make peace. The Rebuilding Alliance began its work in East Jerusalem, partnering with non-governmental organizations (both Israeli and Palestinian) to rebuild Palestinian homes. Projects are underway to build playgrounds, kindergartens, birthing centers, homes, and neighborhoods.

Appendix A: Key People at ReStore

Donna Baranski-Walker, is the founder and executive director of the Rebuilding Alliance, an American nonprofit organization dedicated to rebuilding war-torn communities and making them safe. Partnering with non-governmental groups in East Jerusalem, Gaza, the West Bank, and Israel, Donna sets-up the details of each rebuilding project, then invites the Israeli and Palestinian peacemakers to the U.S. to tell their stories to people of all faiths, meet with policy makers, and raise funds to realize that project.

Donna Baranski grew up helping-out in her father's photography studio. She graduated with a B.S. in electrical engineering from the Massachusetts Institute of Technology, and an M.S. in Agricultural Engineering from the University of Hawaii. Prior to forming the Rebuilding Alliance, Donna Baranski-Walker was employed as a Technology Licensing Associate by first the Massachusetts Institute of Technology, then Stanford University, then SRI International. She evaluated telecommunications inventions deciding to file patents, form start-up companies, and negotiate license agreements. Donna left her engineering job in 1999 to work on peacemaking full time.

She formed the Rebuilding Alliance in 2003 and was awarded the Lewis Mumford Award for Development by Architects / Designers / Planners for Social Responsibility. The Rebuilding Alliance was also awarded "Employer of the Year" by the San Francisco Mayor's Office for the Employment of Persons with Disabilities.

The Rebuilding Alliance first started selling organic olive oil from Palestine at the San Francisco Green Festival where it sold out every day! Somehow when visitors tasted the olive oil, the whole tenor of discussion changed from confrontational to positive engagement. Volunteers joined us, donating their skills to form our socially responsible business and ramp-up, little by little. In 2009, the Rebuilding Alliance became a vibrant workspace, attracting some fifteen student interns and young professionals from three continents who joined us to develop our rebuilding and human rights projects and proposals. We soon realized that our olive oil and za'atar offered a tangible and enjoyable counterpoint to the hard work of project planning in conflict zones, and a remarkable way to connect the interns with the greater community and find the advice and talent we need to grow.

Donna's interest in the Middle East began in 1990 when she initiated a symbolic message to the people of Iraq as a way to end the then stand-off without going to war. Some 10,000 people participated when her New York Times op-ed was translated into Arabic and presented to the Iraqi Women's Federation a week before the First Gulf War began. Encouraged by Jerome Wiesner, president emeritus of M.I.T. and former science advisor to President Kennedy, she then sought ways to use new technology tools creatively enough to link teachers across the world for educational development, justice, and peace. Those ideas took shape with the encouragement of the World Bank, when in 1996, she visited teachers and principles in the West Bank, Gaza, Israel, and Jordan to invite their participation in Project Dialogue, a way to improve teacher training and education using computers.

Donna hosts the Rebuilding Alliance's *Sweep Down the Walls Teleconference Forums* that link Israeli and Palestinian peacemakers with audiences across the world. Donna received a **Certificate of Special Congressional Recognition from U.S. Representative Barbara Lee on October 4, 2008**, "Presented to the Rebuilding Alliance in recognition of outstanding and invaluable service to the community," upon unanimous passage of [H.Res. 1369, The Peace-Makers Resolution](#), which she authored. Twice in 2009, people at the U.S. State Department have told Donna that she is amazingly effective. One said that when Congress calls, he gives her "his highest recommendation in the hope you can do something that we can't do yet." When President Carter was barred from entering Gaza, she arranged a meeting of Gaza NGOs to video tape questions. President Carter replied to each one and thanked Donna personally on the [Carter Center website](#).

Justyna Lesniewska-Guterman is the coordinator of the Rebuilding Alliance Fair Trade Store project. She joined the Rebuilding Alliance in October, 2009 and made significant improvements in running the business, resulting in a 3-fold increase of profit. Just to name a few: new labels were designed for each product, the sales tracking and inventory system was improved, and margin analysis completed. Justyna engaged distinguished mentors including Reem Rahim, co-founder of Numi Tea, Dana Atallah-Gagan, a past fair trade and tourism product manager for the World Bank's Middle and Near East region, and Jeff Williams of ElaConsulting. Justin Ali, an accountant and MBA with over twenty three years experience, has joined Justyna's team.

Justyna was awarded Master of Arts in field of sociology by the University of Warsaw, Poland. In her studies Justyna focused on the organizational factors that determine effectiveness of benefits granted by social security agencies. She gained office experience working for Professor M.D. Willa Hsueh, chief of Endocrinology Department at UCLA Medical School as an assistant, and the Polish Chamber of Architects as their foreign relations assistant. Most recently, Justyna worked for the project office at Avaya, Poland where she supported the country service manager, project managers and service implementation engineers.

For 3 years, Justyna has been volunteering for a Polish NGO called Fundacja Swietego Mikolaja (www.mikolaj.org.pl), a award-winning leader for professional social campaigns in Poland to support foster families, single mothers as well as mothers in the workforce. Justyna is greatly interested in working to increase social capital in socially diverse communities. Because she has lived in many different countries (Libya, Kuwait, Portugal, USA), as well as observed a rapid growth of multiethnic groups in her homeland, she believes that only through a dialog and multicultural education it is possible to overcome challenges faced by contemporary societies.

Penina Eilberg-Schwartz, is the Operations Manager of the Rebuilding Alliance, an American nonprofit organization dedicated to rebuilding war-torn communities and making them safe. Penina ensures that

information flows smoothly within the organization and with non-governmental partners in East Jerusalem, the West Bank, and Israel. She works to grow the organization and create a wider and wider network of supporters.

Penina grew up in the Jewish community, concerned with the Israeli-Palestinian conflict from the first moments of political consciousness. Her mother was the first woman to be ordained as a Conservative rabbi, and her father a radical Jewish academic who eventually left the Jewish community entirely. The disagreements between them about the state of Israel proved to be formative for Penina's later activism.

At Oberlin College, Penina was recognized for her academic excellence through the Jerome Davis Research Award, the George and Carrie Life Fund Prize in American History, and inauguration into Phi Beta Kappa. She also worked throughout her time as an organizer and social justice activist.

She began work with STAND (Students Taking Action Now: Darfur) at Stanford University, in her home-town, as the Off-campus Outreach Coordinator. She helped to fundraise and network with surrounding religious communities. At Oberlin, she served as Political Advocacy Coordinator, Divestment Campaign Coordinator, and Co-Chair of Oberlin STAND.

Penina then became active in immigrant-rights activism. She moved to the U.S. borderlands where she worked with such organizations as the Industrial Areas Foundation in Tucson, AZ, La Coalición de Derechos Humanos in Tucson, AZ, and En Común de la Frontera in Nogales, Sonora, México. There she worked to register voters, organize communities to fight for immigrant rights, collected and disseminated stories of women recipients of micro-loans in Mexico, and staffed an abuse documentation clinic for the undocumented community.

After organizing for Darfur and for immigrant rights in the United States, she began to look back more deeply at her roots in the Israel/Palestine conflict as manifested in the Jewish community, and between her parents. She worked at Abraham's Vision, an organization committed to transformative education about the Palestinian-Israeli conflict. She edited curricula for them and finally traveled to the Balkans with a group of Jewish-Americans, Israelis, Palestinians and Palestinian-Americans studying the Balkan conflicts and the Palestinian-Israeli conflict through a lens of comparative-conflict analysis.

This experience led her to move more fully into organizing for justice in Israel/Palestine, specifically an end to the blockade on Gaza, and a halt and reversal of settlement construction. Penina brings her passion for history and fighting injustice to her work at the Rebuilding Alliance, along with the many skills learned throughout her work in numerous movements and organizations.

Mary Edith Abu-Saba is Outreach Director at the Rebuilding Alliance. She joined the Rebuilding Alliance in 2002, shortly after the organization formed. With the news of cancer diagnosis in her family in 2004, she took an extended leave of absence, and returning as Outreach Director in the summer of 2009. She coordinated 177 house party fundraisers in those beginning years, made innumerable phone calls to stay in touch, writing great thank you letters and visiting our partners in Palestine and Israel. Mary recently coordinated the Rebuilding Alliance's 2nd Annual Peacemakers Dinner with 210 people in attendance.

Mary Edith is a counseling psychologist by profession, worked in the Counseling Center of the University of North Carolina at Greensboro and also had her own private practice, after she finished her Ph. D. from the University of Illinois. Back in the sixties, in her senior year of college at the Radolph Macon Women's College in Virginia, Mary spent 30 days in a Virginia jail for sipping tea with black and white friends while integrating Woolworth's lunch counter. Her late husband, Elias Abu-Saba, (d. 2006), is originally from Lebanon, and came to USA to earn his Master's and Ph.D. in Civil Engineering. In the book, Women and War in Lebanon edited by Lamia Rustum Shehadeh, Mary wrote, "Though out history, while some people wage war for their own purposes, other people, buffeted by those wars, struggle to keep the civilization intact in the face of untold suffering." No secret who Mary is!

Monica Quinn is Clerical Associate at the Rebuilding Alliance. Monica Quinn's job at the Rebuilding Alliance and the training program that Monica and Donna developed together led to the "Employer of the Year" award from the San Francisco Mayor's Office for the Employment of Persons with Disabilities! Monica brings her keen mind, determination to overcome obstacles, and attention to detail to her work. At the Rebuilding Alliance, Monica's attitude can be characterized by the motto, "We'll get you there." She processes all donations and writes thank you notes using Salesforce.com software. She organizes speaking engagements at Rotary Clubs, and has joined Donna to speak at 52 Rotary Clubs in the San Francisco Bay Area so far!



Monica is a liberal arts graduate of the College of San Mateo and she has enjoyed volunteer work in libraries. When not working, Monica enjoys spending time with her family, staying in touch with friends and teachers by email, and reading current events.

Reach and Teach Co-founder Derrick Kikuchi is a graduate of UC Santa Barbara (BSEE/CS) and Stanford University (MSEE). He spent nearly two decades at HP, including HP Labs where he represented the company with the Institute of the Future. Intrigued by emerging distance learning technologies in 1991, Derrick founded the HP Media Applications Learning Lab (MALL), helping the company move away from purely classroom education (Same Time, Same Place) to an Anytime, Anyplace paradigm. Derrick co-founded WK Multimedia Network Training in 1994, which developed interactive training for some of the most prominent companies in Silicon Valley, including 3Com Corporation, Cisco Systems, Hewlett-Packard, and IBM. Derrick's work received prestigious recognition including five Absolute Excellence in Electronic Media awards and a Web Marketing Association Award.

Derrick has been deeply involved in peace and social justice issues through his work as a Presbyterian Elder at the First Presbyterian Church of Palo Alto. He has been on the board of directors for Northern California Presbyterian Homes and the Council of Churches Santa Clara County. He was an editor for Open Hands, an ecumenical quarterly journal on LGBT inclusion in communities of faith. He has traveled to El Salvador, Mexico, and Afghanistan on peacemaking and solidarity delegations and often lectures on theology, church history, economic justice, and peacemaking. Check out his blog justlists.wordpress.com which is a collection of interesting lists on a variety of social justice topics.

Reach and Teach Co-founder Craig Wiesner is a graduate of the University of San Francisco with a degree in Organizational Behavior and Adult Learning. Craig also spent several semesters at San Jose State University in the (K-12 instructional media) Masters program. Craig spent eight years in the United States Air Force, developing and delivering foreign language education. Craig received a Joint Services Achievement Medal for his participation in developing new curriculum which dramatically increased student performance. Craig applied his expertise in education to the emerging computer networking industry, leading education departments for two Silicon Valley pioneers, Vitalink Communications and SynOptics (Nortel Networks). Craig was a co-founder of WK Multimedia Network Training, developing classroom and e-Learning courses for clients including industry leaders 3Com, Cisco, Hewlett-Packard, Lucent, Nortel Networks, and Packeteer.

Craig has been deeply involved in social and economic justice issues and the peace movement for the last 10 years. He is a member of the steering committee for Multifaith Voices for Peace and Justice, a Bay Area interfaith peace organization. Craig is a frequent contributor to the [KQED radio perspective series](#) and a prolific writer whose opinion writing has appeared in [Tikkun Daily](#), CommonDreams.org, the Christian Science Monitor, and the letters sections of *Newsweek*, the *NY Times*, the *San Francisco Chronicle* and the *San Jose Mercury News*.