

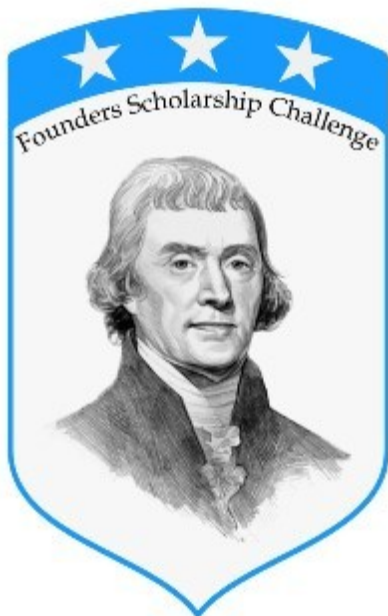
Our Goals and Intentions for this Campaign:

The Thomas Jefferson Knowledge Institute (an Ohio nonprofit) seeks \$35,000 to finance the launch of "The Founders' Scholarship Challenge," aka "The Legacy Game," an online educational tool that teaches founding-era principles and values to young students.

The Founders' Scholarship Challenge is already endorsed and supported by the largest private teachers' association in the U.S., [CEAI](#)—and the thousands of teachers who recognize The Founders' Scholarship Challenge's value and stand ready to promote it to their students and colleagues.

The Founders' Scholarship Challenge Project — What is [The Founders' Scholarship Challenge](#)?

A successful way to teach students about our nation's founding and liberty principles. The challenge is an immersive, fun process that teaches kids what they're not taught in school about their country's founding-era history, the principles of political and economic freedom, the concept of a "Republic," and the nature of independence, liberty, and self-governance.



The Founders' Scholarship Challenge is a multi-level interactive online education tool (instructional methodology) coupled with incentivizing prizes designed to keep 5th to 12th graders engaged in study of founding-era essentials over an extended time frame (up to seven years). It allows students to see their own progress, and provides feedback to evaluate their comprehension of the material and measure outcomes.

The Founders' Scholarship Challenge teaches effectively, tests, and bypasses the schools, while making the subject engaging and fun—and incentivizing progress. It lets 5th – 12th graders enjoyably “get” what they’ve been missing about their essential and unique national heritage.

What is the Goal of The Founders' Scholarship Challenge?

The Founders' Scholarship Challenge's goal is to encourage students ages 10 to 18, to read, study, retain and apply the founding principles and lessons that made America great. It does this by engaging participants in a series of contests with incentives to win and move to the next level. Students are challenged to move into higher and higher levels, much as many of today's digital games do. By the time students progress through level 10 (of up to 48 total levels),

they'll know more about U.S. founding-era fundamentals than most of our public officials and leaders today do.

Founders' Challenge participants may just save (and keep) their country, i.e., the Republic. The Founders' Scholarship Challenge aims to restore civic pride and confidence through genuine understanding of the founding era.

How does The Founders' Scholarship Challenge work?

The Founders' Scholarship Challenge is a new program in history and civic education that emphasizes core ideas and documents in the American heritage of constitutional democracy and civil liberty. It presents a series of short stories revealing key circumstances and facts from the founding era, engagingly told from the perspective—and in the voice—of one of the founders. In subsequent phases, historical stories will be presented in part via voiceover and video. After each presentation, when the player is ready, a challenge (short multiple-choice questionnaire) is presented. Challenge players have a limited time to answer the questions and pass the challenge. If the student passes, a number of points are awarded and the student can move to the next level. Challenge participants that don't pass can take the challenge again 14 days later—with a different set of randomly-selected questions. Participants can take the challenge any number of times to attain success, win points and move to the next level.

The challenge features 48 “levels” in sequence. To move from one level to the next, participants must “pass” the earlier levels. At each level, tests become progressively more complex, requiring more focus and study. This is a deliberate mechanism to engage participants in the learning experience. Their incentive for the increasing work is that with each level they earn more points.

Scholarships, Prizes, and Knowledge

Participants can win valuable scholarships and prizes while gaining high-value knowledge.

They earn points as they pass each level. The number of points earned increases with each successive level. Students can also earn bonus points by engaging their local elected officials.

After passing level six, players can redeem points for “prize giveaways” or continue to accumulate points to redeem for larger awards later (the more points, the better the prize—like readers, tablets, mobile phones, printers, software, laptops, trips, camps, scholarships, etc.). Each time a player passes a challenge they can either redeem or accumulate the points they're awarded.

Each game level (instructional module) features its own “Legacy Master,” which are historic figures, or businessmen, military leaders, philosophers, inventors, theologians, or spies. All Legacy Masters want to either challenge or guide the student—and prepare them to defeat the tyrant King George.

The Founders' Scholarship Challenge is designed to stretch through up to 48 levels over five years, starting in 5th or 6th grade and continuing into high school. The aim is to keep students engaged in the subject over a long time frame while thoroughly immersing them in it at a reasonable, incentive-driven pace. For those who complete the entire program, a college scholarship awaits. (The scholarship incentivizes parents to engage their students in the process.)

Those who complete the program—and even those who don't make it all the way—also become conversant in the essential history of their country's founding and its constitution. Armed with this critical knowledge, players are better-informed citizens.

No entry or participation fee applies.

The Impact — Why the Founders' Scholarship Challenge is Important

A nation's character and cultural fabric are built on its own history. Knowing and remembering that history *sustains* a nation's character. It's fair to say that understanding the founding era, principles, ideas and key documents—and the struggle for, and value of, liberty—is what makes us Americans. We lose our identity as Americans if we lose our understanding of our founding, the concept of a Republic, what we stand for, how liberty works—and how it fails. If we don't teach our founding history effectively, all bets are off on preserving America as we know it and as it was designed.

If we want our children to enjoy the civic and religious liberty and economic abundance that we have, we must ensure they understand the underpinnings of this country's historic success. They need to know that the stage so carefully set by Founders was essential to America's dramatic and successful growth and prosperity, and the improvement of life for so many around the world.

Our kids need to understand the U.S. founding era—because it's *their* country. And *they* are its future. The legacy of freedom is theirs only if they can keep it.

America's unique and rich history is nothing short of miraculous, and a genuine "one-of-a-kind" in mankind's history. America's founding was and remains an *exceptional* occurrence in human and political history because it established for the first time a system of governance of, by and for the people, and purposefully centered on ensuring and protecting individual liberty. America's founding fathers were truly *exceptional* men in the annals of human history. They have much to teach our children. They suffered great hardship, loss, and sacrifice to create this gift to mankind.



America is a place *worth* revering—a place where citizens are protected by enduring *ideas* of self-governance and enduring rights to individual liberty. Founding principles, the founders, what they believed, and their experience, are all the root of our nation’s strengths, economic success (prosperity) and individual liberty.

Yet, the great success of America’s grand experiment in individual liberty and self-governance is fleeting and easily lost—especially given the anti-Americanism instruction pervading many of our schools.

Where Your Money Will Go

Phase I, \$35,000.00 — These funds are needed by June/July 2017 and cover the following costs:

- Customize/develop and lease Learning Management Software (database and application) including the online interface for game participants, student/parent access portals, email/phone support, and an awards store. Our developers will integrate Learning Management Software, a high-speed website, and memory capacity for the database that manages students’ progress. (\$24,000)
- Acquire supporting hardware (digital systems), and storage capacity for Founders' Challenge administration and full functionality. (included in first item)
- Complete the curriculum presentation and challenges, which together comprise the online game. (\$5,000)
- Development-related travel. (\$1,500)
- Teachers’ association expenses to promote The Founders' Scholarship Challenge into over 8,000 classrooms. (\$2,000)
- Crowdfunding-related costs. (\$2,500)



What is the Project Timeline?

Assuming this 60-day crowdfunding campaign succeeds, we expect that within three months (90 days) of closing this campaign we will finalize development and activate the online platform for use by students. Target activation date is September 1, 2017, which aligns with back-to-school time frames.

We'll Keep You Informed

We're anxious to stay in touch and keep The Founders' Scholarship Challenge's supporters informed on program progress, impact, and outcomes. Notices will appear in this campaign's updates, by email, and on our [Facebook](#) page.

Who's Behind the Founders' Scholarship Challenge?

The Founders' Scholarship Challenge is produced and operated by the [Thomas Jefferson Knowledge Institute, Inc.](#), an Ohio 501c3 nonprofit organization Educational Foundation that serves as an organizational resource for educators.

Our Mission — Providing citizens with the tools to learn about the history, heritage, context and purpose of America's founding documents.

Our Purpose — As a service organization we use materials based on original source documents to sustain the intent of the Founders in our lives, communities, culture and institutions.

TJKI's Board of Directors includes:

Bruce Edwards — Bruce is one of three founders of TJKI. He retired from a career in sales, marketing and as a business consultant. He graduated from Calvary Bible College and Seminary in Kansas City, Missouri with a major in non-profit administration. Currently, Bruce is our full-time director, without any salary.

Sid King — On our Board of Directors, Sid works as an electrical engineer and is active in community civic education, has a background in business management (BBA, Kent State), is a counselor and teacher for Hockey Ministries Intl. in both Chicago and Colorado Springs, and is Financial Minister for Church Alive.

Steve Merkel — Math Tutor and Inventor.



We've devoted over two years to research, development and testing, and are now ready to create the online platform, and software, and systems needed for broad-based delivery of The Founders' Scholarship Challenge to students and schools across the country.

The Founders' Scholarship Challenge —What We've Done Already

We've invested a lot of time, energy, and resources to project development to get ready for platform implementation and launch. Over the last two years we've:

- Invested \$4,000 in hard costs for materials, curriculum development (completed through level 3, with 5 lessons in progress), and online-samples.
- Received 1,800 volunteer hours on project development (valued at \$45,000), and devoted 400+ hours ourselves (20 people including consultants).
- Completed concept development, designed the game, researched core content, program and continued curriculum development.
- Conducted two successful trial runs with 60 5th- and 6th-grade students. It's been tested and evaluated—and proven.

We're now ready for you to join us in taking the biggest step—platform implementation.

Endorsements and Support are Growing

The Founders' Scholarship Challenge teaching model—a unique delivery and support system—is endorsed by the largest private teachers' association in public schools, CEAI ([Christian Educators Association International](#)), and many educators.

Public teacher groups also express strong interest in promoting The Founders' Scholarship Challenge among their membership—and those we've reached so far represent over 8,000 public-school teachers, all of whom can encourage students to play The Founders' Scholarship

Challenge. This support means The Founders' Scholarship Challenge can reach significant numbers of students in the next few years.

Risks and Challenges?

We realize the risk of swimming against the currents in today's public educational system. But we also understand that **continuing to go with the flow of public education isn't going to get our youth where they need to go. Only by challenging and crossing these educational currents** can we restore a fundamental understanding of the true nature of America's constitutional heritage.

We believe in our mission, and that with persistence—and supporters like you on our team—we can restore our founding legacy.



Call to Action

Most schools don't teach this stuff. The core ideas of civilization, human nature, civic responsibility, property rights, and self-governance embodied in America's founding era and documents are essential to educating our youth in basic U.S. citizenship. Without this knowledge it's impossible to understand, analyze, or appraise key issues and events in United States history. Teaching and learning American history must be anchored in the founding documents and ideas. Yet our schools miss this mark, instead fumbling with anti-Americanism.

We've assembled the right team of dedicated founding-era advocates to build and manage and promote The Founders' Scholarship Challenge, but now, we need your help to bring The Founders' Scholarship Challenge to America's youth and grow a stronger America.

Please support The Founders' Scholarship Challenge's launch and implementation. Your help may just be saving the future of the United States from the perils of educational complacency and ignorance on our founding-era and constitution fundamentals.

Thanks for joining us on this important journey in strengthening young minds.

Final Points to Ponder

Imagine the youth of this country knowing more about Founding-Era facts and principles than most adults today. We're readying that instructional encounter and will introduce the program into 8,000 public-school classrooms. Are you ready to lend a hand?

This is your chance to *participate* in deciding the philosophy and principles taught to our children.

The Founders' Scholarship Challenge imparts knowledge at the *root* of civic strength and national prosperity.

Our founding-era history is a guide for the future. It's the glue that binds generations together. Our civic and political tradition—the one that made us uniquely free and prosperous in human history—is always at risk of withering and dying. It must be cultivated and renewed. If it's not carefully handed down from one generation to the next, it's forgotten and the cord is cut.

Let's make this happen.

Don't miss this chance to be part of something big, positive, and enduring in education.

Old school? No Problem! If you don't like donating over the Internet, please email: bedwards@tjki.org or tjki.info@yahoo.com and we'll provide you with a mailing address for your contribution. We'll also post your name/contribution on the campaign and deliver your perk as well.