



BUSINESS PLAN 2019

1 OUR PURPOSE

- a.) Improved outreach and case management for the homeless, chemically dependent, and mentally ill.

Nearly one in five Americans are currently suffering from a mental illness. Nearly one in ten suffers from chemical dependence, and homelessness spiked fourteen percent in 2017 for California alone. The current effort of funding billions of dollars in disability benefits that go straight into the pocket of those afflicted leaves substantial room for a better, more managed approach for care. Instead of marginalizing these segments of our society American Citizens Institute is taking a more hands on approach to help those who have fallen through the cracks so that they may maintain more productive and rewarding lives. This is performed through case management, introduction to dependency recovery services, classroom outreach, and work skills training programs.

- b.) Improvements to law enforcement procedures, health and human services, and public assistance programs through research and data analysis.

Companies like Google and Facebook have shown us that data modeling is big business these days as solutions are easily attainable in our technical world of today where digital data is already in abundance and ripe for harvest. The solutions of tomorrow are dictated by the needs

of today and American Citizens Institute is already helping to assess those issues needing resolve. We want to help assure that our government can proudly maintain programs that are as advanced and as cutting edge as those in our private sector so that we can all be proud of the America we are today, and the America we shall become.

c.) The reduction of deaths from officer involved shootings.

A spokesperson for the American Civil Liberties Union said that the ideas in the report compiled by President Barack Obama's Task Force on 21st Century Policing Commission "*will significantly improve the relationship between law enforcement and the communities they serve*" and that "*For us to see meaningful change, local authorities must first implement data collection systems to improve transparency, use of force policies that emphasize de-escalation, eradicate all forms of biased policing, and improve community engagement and oversight to provide accountability.*"

Many cities have instituted some sort of civilian oversight of the police, with the specifics taking on many different shapes. American Citizens Institute is in the process of forming a special group comprised of the most highly recognized individuals known for their exceptional abilities and accomplishments on the issue, to serve as a new national advisory who shall introduce uniform standards, provide guidance, issue directives, maintain resources, and offer unification services to assist those and all other organizations working toward improvement.

2 OUR ORGANIZATION

American Citizens Institute consists of three separate segments to respond to the three primary needs described above. These are categorized as Local, Data, and Unity.

Local

Our local work is our charity toward those in need in our community. With an eye on someday helping those in need on a much larger scale, our current approach is realistically based on our more immediate capability. In just a few months after our inception we had already begun several programs to help our community:

- Lunches for the homeless

With the help of the Salvation Army's San Francisco Mission Corps we have opened a lunch kitchen to offer warm lunches to the homeless daily.

- Dependency recovery weekly workshop

American Citizens Institute also began what has quickly grown to become perhaps the largest attended 12-step meeting in the city of San Francisco, located in a church owned by the Salvation Army in the city's Mission District. A meeting that employs a full group participation work study format of American Citizens Institute's own design that has had wide popularity and overwhelming success.

- Free career classes

Professional development courses for low income Contra Costa County residents are provided at the meeting room located within the new public library in Antioch. This is a five course series where students learn the information technology skills required for a career in software development. A certificate is presented to those who complete the entire series. Graduating students may opt to either join the workforce in nearby San Francisco or Silicon

Valley, or choose to begin a more independent career as an entrepreneur designing and developing mobile games and applications offered for sale through the Google or Amazon software developer market places.

- Free PC/ laptop computers

The offering free laptops or computers to all enrolled students in partnership with The Tech Exchange Organization in Oakland.

- Meals for the homeless

Providing meals to the homeless on Fridays and Sundays in Antioch's Marchetti Park.

- Life services/ case management

Services that include case assessment, access to resources, life planning guidance, paperwork assistance, and medical appointment scheduling for anyone who walks in to our office or contacts us seeking help.

Data

Research is an integral vehicle for enhancing the U.S. government's understanding of the multifaceted nature of crime, and for guiding its law enforcement policies and programs. Research has also led the law enforcement community to rethink some existing assumptions and examine new approaches to combat crime.

- [Data analysis for improved law enforcement](#)

The U.S. government continues to fund qualified U.S. and academic institutions to conduct research on existing crime data. For example, research funded by the Department of Justice has begun to track evolving trends of human trafficking and forced labor cases. The increased awareness coming from that data analysis has uncovered effective techniques for both finding victims and improving law enforcement responses to these victims. American Citizens Institute is already providing useful research that will help improve law enforcement.

- [Data analysis for a better government](#)

The very first experimental data analysis project undertaken by American Citizens Institute revealed findings that caught the attention of the public, and the local news media. The data was the public information available on the Transparent California website that shows payroll history for each state employee, categorized by agency. By running some comparisons of the local police departments historical average annual salary amounts, which seemed unusually high at \$235,000 per officer, toward those in other nearby Northern California law enforcement agencies, the report created new public awareness, interest, as well as some important questions. Three tax increase measures approved by local voters that were intended to increase the number of the total officers for the City of Antioch, instead may have went toward pay raises, pension increases, and tens of millions in overtime pay for the existing officers of the small to medium sized department while no new officers were hired.

- [Government contract procurement](#)

American Citizens Institute is uniquely qualified to conduct government funded research based on the skills and professional experience of American Citizens Institute's founder Michael Kitterman. Michael has over twenty-five years of experience in developing and designing the very algorithms that are the key tools used in performing this type of data modeling research.

Unity

This segment of American Citizens Institute exists as a vehicle for those who shall work to ensure a fair, suitable, and orderly balance between individual freedom and safety, and safe and effective law enforcement and civil control, both with reduced risk for loss of life. Our society, as it currently stands, has matters that challenge both a law enforcement officer's ability to safely perform his duties, and the law abiding citizen's ability to encounter law enforcement officers without concern for their own safety. It is the few bad apples that have created fear and distrust in both situations. Their actions being the source of the factors that impose the challenge. American Citizens Institute shall provide organization and reference services for the advances made by the various efforts working on solutions in this matter, and shall help unify those efforts.

We pray that unity may be the key to preserving human life. It is our intention to become liaisons, to accumulate knowledge, and to help establish standardizations. Our aim is to develop a trusted framework of reference and resource that can be relied upon by those who represent either the officer or the citizen for purposes such as education, training, and best practice.

3 MARKET SUMMARY and STRATEGY

Government Grant Procurement

Each year Congress provides funding for a variety of grant programs through the Department of Justice (DOJ). These programs are used to fund state, local, and tribal governments and nonprofit organizations for a variety of criminal justice-related purposes. For FY2017, the Obama Administration requested a total of \$2.361 billion for these grants.

American Citizens Institute has applied and been accepted into the federal government's award management system (SAMS). In addition to being approved to qualify for these grants, American Citizens Institute has already implemented a strategy that is intended to place American Citizens Institute at an advantage over many other organizations competing to procure research funding. Our interactive online reports not only demonstrate the usefulness of our research, but will allow others to manipulate new and existing data to find trends and solutions on their own. American Citizens Institute has already provided one such example of this open data solution on the American Citizens Institute website that can be found at www.americancitizensinstitute.org.

Local Foundation Funding

Marketing will also go out to non-government funding sources. Those grant requests will target local sponsors who actively sponsor other grantees who offer similar services as those provided by the American Citizens Institute local segment

National Funding Sources

Since several matters that American Citizens Institute will be working to resolve are issues affecting the entire country we will be qualified to seek and receive funding from both national and statewide based sponsors that support our causes. Several of those causes are related to issues affecting specific minority races and low income citizens. This will also serve favorably to grant proposals to a wide range of funding sources.

Direct Contact General Solicitations

American Citizens Institute is the proprietor of an exclusive database that contains the SMTP email address for every wireless device in North America. This allows us to send donation solicitations to nearly one billion cellphone users. This type of campaign shall be performed only as/ if needed and shall be performed under careful compliance within the restrictions described in the Federal Commerce and Trade Code Title 15 and the CAN SPAM act of 2003. American Citizens Institute recognizes that cellphones have become tools that serve people in an intimate nature. Our written policy in this regard is designed with ethical duty as the foremost caution.

4 KEY PERSONNEL

Michael Ray Kitterman – CEO, Founder

Michael worked for nearly twenty years in the title insurance industry where he worked his way up from an entry level document copier to become a federally registered corporate officer. In his last role as a vice president for a southern California based real estate title insurer he expanded operations for that corporation into fifty-two additional California counties. Michael also introduced a new American Land Title Association lender policy approved by the California Department of Insurance. The corporate division headed by Michael for Diversified Title and Escrow far out performed the corporations other two divisions and posted an unprecedented fifty-five percent profit margin for the last fiscal quarter before the company was sold to Transunion, Inc., who then terminated the division. Not long after this time Michael qualified as a displaced worker following the banking, mortgage, and real estate decline. Also contributing to the displacement for title industry workers was the fact that many new real estate transactions had begun to have their title services outsourced to the Philippines, and the fact that a new automated technology was servicing the title research portion of the majority of all real estate

transactions in the United States. That technology is a product called TitleEdge which is owned by NextAce Corporation. NextAce Corporation was formed by Don Cantral after Michael and Don designed the core innovations of the TitleEdge software system together while Michael worked at Diversified Title and Escrow. Several other ground breaking software innovations in real estate, telecommunications, and the casino industry can be credited to the work of American Citizens Institute's founder Michael Kitterman.

Paula M. Martin – Director, Executive Secretary

Paula has had a successful career in real estate, and now also acts as co-director and secretary for American Citizens Institute. Paula gets much of her helpful experience from the prior commitments she held with the Delta REALTORS® Community Service Foundation. When asked why she volunteers so much of her time at A.C.I. she cheerfully explains, "Nothing is more rewarding than to know that your work and effort is saving lives."

Roberta D. Andrews – Director, Financial Officer

Roberta has led a successful and rewarding career as a registered LVN. Roberta has always been very active in her community as a volunteer and now also acts as co-director and chief financial officer for American Citizens Institute. Roberta has a demonstrated history of financial talent and currently operates on the gains from her work and investment in the digital crypto-currency market alone.

5 OUR BRAND

Green – Gold

Green is associated with growth, harmony, freshness, safety, and environment according to Colorpsychology.org. The same organization describes people who are associated with green to be:

GREEN

- ▶ Always seek knowledge and understanding!
- ▶ Analytical, global and conceptual.
- ▶ Cool, calm and collected: need explanations and answers.
- ▶ Inventive, logical and perfectionists: value intelligence, fairness and justice.

colorpsychology.org

This infographic features a green background with a white dashed line under the title 'GREEN'. It lists four characteristics of people associated with the color green, each preceded by a right-pointing arrow. The source 'colorpsychology.org' is noted in the bottom right corner.

Gold is associated with illumination, love, compassion, courage, passion, magic, and wisdom according to Colorpsychology.org. The same organization describes people who are associated with gold to be:

GOLD

- ▶ Provides stability and maintains organization.
- ▶ Detail-oriented and hard working!
- ▶ An understood and respected authority.
- ▶ Comfortable with academic routine.

colorpsychology.org

This infographic features a gold background with a white dashed line under the title 'GOLD'. It lists four characteristics of people associated with the color gold, each preceded by a right-pointing arrow. The source 'colorpsychology.org' is noted in the bottom right corner.

Crow – Pawn

“If the crow has chosen you as your spirit or totem animal, it supports you in developing the power of sight, transformation, and connection with life’s magic”, according to the website spiritanimal.info. According to Vopus.org the pawn is “men and women that launch themselves to conquer the soul.”

The current trend in logo styles has many companies changing their logos to a more simple design. This comes at a time when less emphasis is being placed on individuals, and care for the customer no longer stands as the highest priority. American Citizens Institute is in the business of helping people in the community because we care about people. That is why we chose a more traditional logo style. Our brand symbol is able to represent the giving of power to those who are eager to move forward so that greater opportunity to enjoy life may be had.

The wooden letter block style of the word “institute” is reminiscent of our childhood toys when we were first introduced to learning letters. In our case it means that we are approaching our learning from the point of beginning as to not be diverted by our own shortsightedness or learned misconceptions.

Logo



6 THE COMPETITION

Standard Strategies

Like many aspects of our society, solutions provided for those in need are most often centered on treating the symptoms of a problem while the root cause is often ignored. American Citizens Institute is in the business of people and that is where our solutions shall be centered. To hand out blankets to the homeless on cold days, or to provide opiate addicts with methadone when they are craving are perhaps effective at providing relief for the time being, but they do not work toward eliminating the problem at the source. Homelessness is more than people being cold, just as addiction is more than people needing a fix. Many of the public charities we see entirely ignore the core issues causing problems and therefore do very little toward resolving those issues. At American Citizens Institute we don't desire to simply treat the symptoms, we want to help cure the disease. Ours is a more ambitious approach, but we find it to be of greatest importance.

In the United States the prescribed treatment for drug addiction is to be confined to a treatment where the afflicted are referred to the first 162 pages of a book written by an alcoholic 80 years ago. There has been very little done beyond that book toward working to solve the addiction epidemic that haunts mankind. As clearly evident within our jails and hospitals, as well as what can be seen on our streets and in our homes, addiction is the number one challenge facing our society today. Drug overdoses alone have become the number one cause of injury-related deaths in the United States, killing an average of 44,000 people every year, according to Medscape. Our courts, doctors, families, and statistics look no further than completion of a residential treatment program to determine the successful recovery of an addict, without considering relapse occurrences. A self-help 12-step approach and the old book, Alcoholics Anonymous, as good as they may be for some, are just not making a substantial difference for

the majority as 90 percent of those with addiction will go their entire lives untreated, or the many who relapse back into their dependency. At American Citizens Institute we do not count on the spontaneous approach alone as the sole solution. We realize that to date there is no cure for addiction, but that it can be effectively managed, and sometimes that management has needs that go beyond self-help and must be case managed by more educated and competent experts. That is where we part ways with the philosophies of other charities who do similar work as ours. We want to work to see everyone succeed in having adequately managed lives in the face of the most profound challenges.

Community Integration

Our strategy includes extending partnerships and new opportunities to other community organizations so that our helpfulness can become woven into the fabric of many community services. We think that the better we provide to other community agencies the more we can count on those agencies to come to our support and advocacy when such things are needed the most and adding to the stability of our operations.