



Helping parents
raise happy,
well-adjusted
children.

“The security and elevation of the family and of family life are the prime objects of civilization, and the ultimate ends of all industry.”

Charles William Elliot,
The Happy Life, 1896

The Changing Family



For centuries, children were raised in the lifestyle and traditions of their parents, and in a close knit and interactive family structure. The result was relative stability within families.

At the end of World War II, however, thousands of families moved away from networks of grandparents, aunts, uncles, cousins, nieces and nephews. They left the small towns and farms which had provided the base for close-knit family life and found themselves in larger urban settings far removed from the stability of the family structure. Often unable to find stable niches, families kept moving.

By the mid 1980's, the average family was relocating every two and one-half years, and they knew little about their neighbors and communities. Often, both parents worked outside the home. The divorce rate soared, and more children began living in single-parent households.

In the smaller, more stable rural settings, children had been offered opportunities to learn life skills through “on-the-job” training because they were needed to help the family function and survive. On the other hand, in the new urban settings, children did not have real opportunities to learn the skills they needed to become capable adults as they became more isolated from their families. They were generally not needed in the day-to-day functioning of families. Instead, they frequently spent a large portion of their time watching television (primarily unsupervised)

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that exposed them to a variety of programs and concepts that were counter-productive to developing the values, skills and capabilities necessary for successful living – a “passive babysitter” for most. For the first time in history, a generation of young Americans received its impressions about life, not from interaction among family members and hands-on involvement in the tasks of the household, but passively from the media – a trend that continues today.

Today, increasing numbers of children have fewer and fewer opportunities to experience a meaningful role in family life and in the traditions of their culture. Capabilities, which were once fostered by parents and extended family and acquired so naturally in previous generations, have now weakened.

The stable underpinning once provided by close family interaction in doing tasks that helped the family function and then enjoying leisure activities together has gradually been undermined. The families of today need help in getting back to the interaction that will allow children to develop values, skills, motivation, discipline and self-sufficiency.



The steadily emerging base of statistical evidence in the United States indicates that, beginning with the children born in 1946 – the “baby boomers” – academic achievement began a steady downward trend that persisted over the next 20 years. The “baby boomers” achievement tests in 1963 showed they were the first group of children in 100 years whose scores moved significantly *downward* instead of *upward*.

Their problems did not end there. These children also set records in troublesome areas that continue to plague our youth today: violent crime, vandalism, teenage pregnancy, drug and alcohol abuse, and suicide, all showed an upward swing beginning with the “baby boom” generation.

*students scored
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Since 1963, every succeeding graduating class has scored lower in achievement, has been less motivated and more undisciplined than the class before – and they’ve shown marked increases in destructive behavior.

Dr. Bob Dupont, former head of the National Institute on Drug Abuse (NIDA), speaking at a Parents Resources in Drug Education (PRIDE) conference in Atlanta, Georgia, asserted that by failing to *systematically* introduce young people to ways in which they affect their environment and to the need for patience, self-discipline and hard work in accomplishing goals, we actually set them up for the appeal of drugs. Drugs, he pointed out, produce instant, miraculous results in

much the same way that badgering, manipulating and wishing do. The results are short term, never offering lasting gratification. *Young people have become conditioned to take the least resistant and quickest means of getting their needs met, instead of engaging in the sometimes more difficult but long-lasting and gratifying methods.*

The form of parenting we are currently engaged in is also unique in history. The majority of our children are being raised by one parent or other single biological relative; the minority are living in a two-parent household, but both may work full time outside the home, and parent part time. At the same time, parenting is more challenging than ever. Our children are exposed to more drugs, drinking, sex, and dangerous (or at least ambivalent) messages from much of the entertainment industry. These perceptions of life “reality” do not teach the skills of patience, personal initiative, hard work and deferred gratification.

In the face of these identified problems, our challenge today is to help our children develop the discipline, self-reliance, and commitment to achievement that children learned as a matter of course 40 to 50 years ago. They learned these skills because they had defined tasks and specific roles to play in the economic lives of their families, and because they grew up in highly interactive families, both at work and at play.

Our job, on behalf of our children, is to equip them with the capabilities that no longer accrue automatically from the type of family life experienced by our grandparents and parents. It is a challenge, but one that can be accomplished with the right tools.



Meeting The Challenge

As we thoughtfully compare successful individuals with those who are underachievers in their productivity and life skills, we have begun to understand what it takes to foster the attributes in our children that lead to “life” success.

Because children are motivated to learn from birth, they will view themselves as capable at a very young age as long as they receive the appropriate encouragement from parents.

Children want to feel needed, and they want to do important jobs. True, small children cannot vacuum as well as adults can, but with training they can do an adequate job. The outcome of the job, or the reward for doing it, is not as important as helping a child develop a sense of achievement in completing a task –

*children want to
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greater things*

which motivates the child to achieve greater things. When we do too much for children (because it's easier to do it ourselves!), we make them feel helpless and rob them of the opportunity to maintain their dignity and self-respect and to become motivated, disciplined, achieving adults.

What we need to do as parents is take the time to teach and encourage our children to vacuum, mow lawns, dust the furniture, wash cars and dishes, help with the shopping, cooking and laundry, and contribute to the household in other meaningful ways. It does not end there, however. We also need to show our appreciation for their contributions

with a reward that fosters interaction with the family. In this way, we will help our children to see themselves as capable people.

When children are shown they are needed as contributors to their families, they bond, invest, grow and function productively to create a healthy society.

At **Family Works, Inc.**, we have been working diligently on a tool for parents to use, with their children, to meet the challenges and help reverse the alarming downward trend.



Family Works.
A High Tech, High Touch
Step in the Right Direction

Family Works, Inc. is developing a computer software program, called **ProActive**, that is designed to encourage the development of *motivation, respect, accountability, discipline and achievement* in our young people – and it will help provide families with the means to achieve these goals.

At the heart of the **ProActive** software is an application that combines the “high tech” fascination children have with computers with the “high touch,” hands-on interaction with parents. This software program is designed specifically to promote more quality interaction between parents and their children away from the computer.

*designed to
promote quality
interaction
between parents
and their children*

Through the *systematic* participation by all members of the family in planning and completing important and specific family tasks/chores, and then receiving family-oriented rewards, the importance and excitement of achievement is reinforced for children.

Research from many sources has shown that children who perceive themselves as important, contributing parts of a functioning set of ongoing relationships *before the age of twelve*, are more resistant to peer group pressures, cults and extraneous “programming” during their teen years than children who perceive themselves as insignificant to others.

ProActive is structured so that the family sits down once a week at the computer to plan the chores and activities for

the following week. It will appeal to young children because of captivating full motion video, animation and sound, and to parents because it is not only fun to use, but easy as well. There will be a way to assign “round robin” type of chores (such as taking turns cleaning the kitchen). The weekly roster of activities can be printed out and posted to a bulletin board in the kitchen so that each family member is aware of tasks, appointments, events and reminders so they can then be supportive of each other. Hidden rewards for each chore are programmed into the computer, and receiving the reward is dependent on completion of the task. *(See Appendix A for a brief summary of how easily the **Family Works** program application will function.)*

Family Works software is designed to fully involve children with their parents in setting up tasks associated with family needs, as well as selecting appropriate rewards upon achievement of the tasks. The software program allows automatic task assignment based on the child's maturity level, the family's geographic location and current season. The rewards for completing the activities can be selected in advance by the parents,

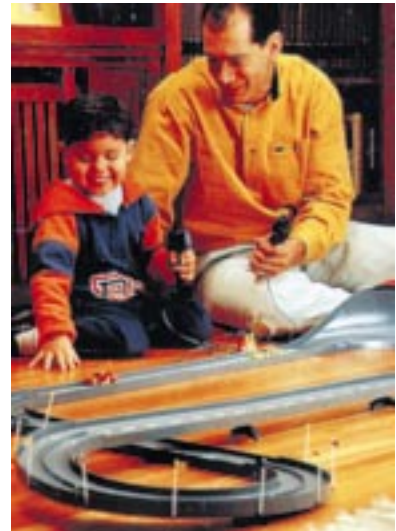


by the **Family Works** system, or a hybrid of both. For example, if the family lives in Michigan, during the winter one of the tasks displayed to a

child may be to shovel snow. The hidden reward may be an ice skating outing.

If the family resides in an arid locale like San Diego, the task may be to remove dry debris from near the house to help reduce the threat of fire, and the reward may be collecting shells at the beach. The idea is to harness current technology, not only to help with assignment of chores, but to encourage the interaction and conversation between parents and children that is necessary for healthy and successful living.

Family Works, Inc. intends, through the development of this innovative software, to provide a variety of ways in which family values can be communicated to children. Using the software program, the family



can identify their core values, which will then help develop a family Mission Statement. There is even a way to help children forecast and create a savings plan. Young people can browse and set goals for themselves and keep track of their progress toward achieving them. And, **Family Works** will link them with information on the

Internet from groups such as Focus On The Family, Boy/Girl Scouts, Key Club, Junior Achievers, YMCA/YWCA facilities and many others.

In many ways, the **Family Works** software is as great a tool for the parents as for their children. When properly integrated into the family's

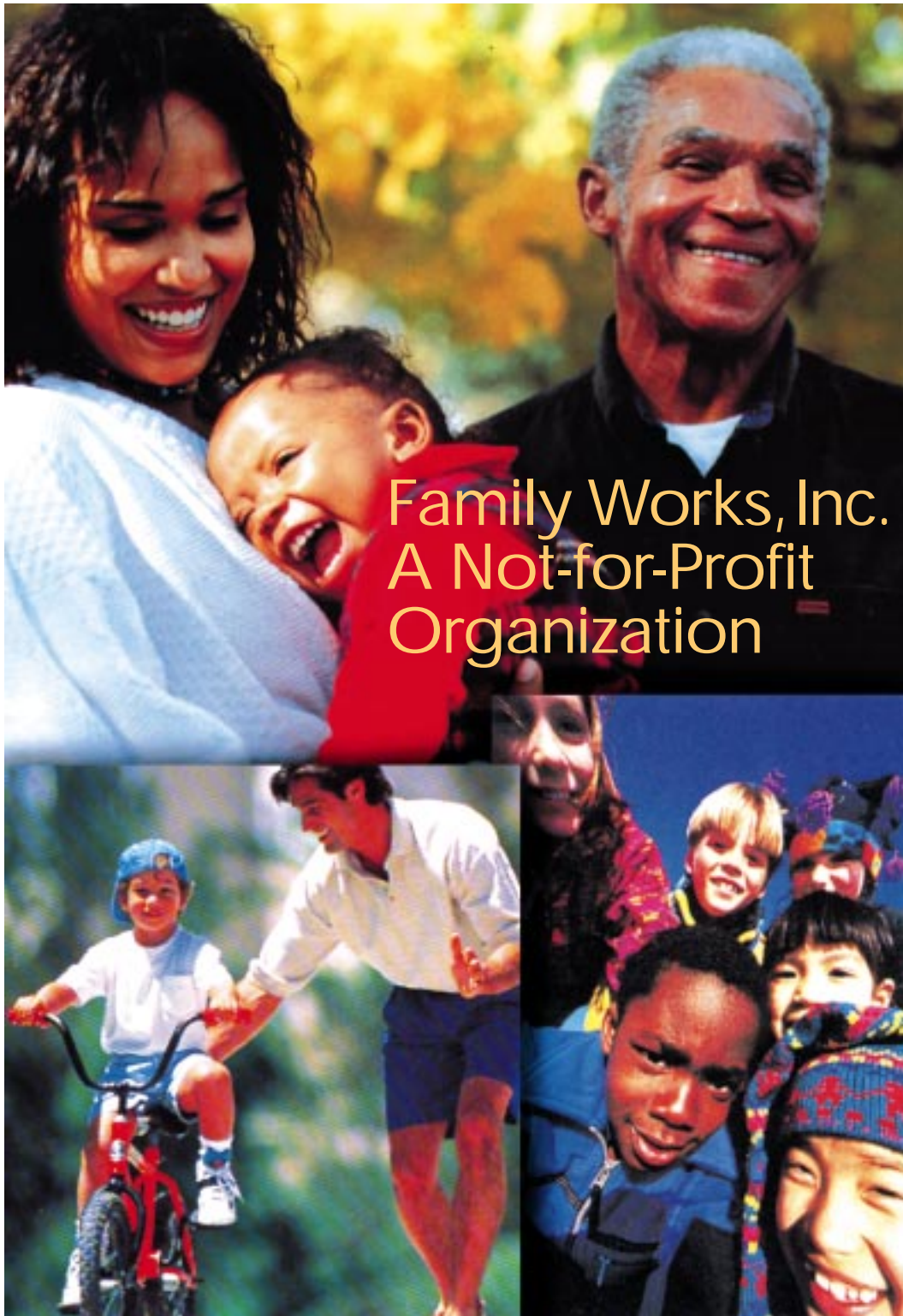
routine, and using the program by following the task/reward system, parents will find they:

1. Spend more quality time with their children.
2. Teach children *their own* values, rather than allowing outside influences to pass along the “wrong” values.
3. Learn to be more effective parents.
4. Engage children in meaningful dialogue.
5. Treat children as active participants, rather than passive objects, in the family’s life.
6. Allow children to experience consequences of choice.
7. Share responsibilities with their children.
8. Take time to enjoy life with our children.
9. Allow our children to take meaningful family roles.

We are always too busy for our children; we never give them the time or interest they deserve. We lavish gifts upon them; but the precious gift – our personal association, which means so much to them – we give grudgingly.

Mark Twain

The primary goal of the ***Family Works*** software application is to foster family relationships that will encourage commitment to motivation, discipline and achievement in our children.



Family Works, Inc.
A Not-for-Profit
Organization

The **Family Works, Inc.** software program will be sold in the marketplace, a portion of the proceeds will be directed to making computers, training and the **Family Works** software available to underprivileged families through our family mentoring program.

The **Family Works, Inc. Mentorship Program** has been designed as an integral part of the introduction and ongoing use of the **Family Works** software program.

The designers of this innovative approach to encouraging family interaction realize that not all members of every family will understand how to install and effectively use the **Family Works** program. It is also clear that parents and their children may need ongoing encouragement to continue using the program as a tool to strengthen the relationships between parent(s) and children.

*Family Works
Mentorship
and Assistance
Programs provide
a “high-touch”
element to a
“high-tech” solution*

Family Works, Inc. staff and volunteers will organize the Mentorship Program around a volunteer corps of trained **Family Works** users who will be asked to provide consistent guidance and encouragement for at-risk families who will meet on a weekly basis at a local community service provider's facility, such as a YMCA YWCA, Recreation Centers and Schools. This small army of Mentors will be organized and provided with ongoing training by computer

specialists, as well as family development experts, through

Family Works, Inc..

Through the ***Mentorship Program***, families using the ***Family Works*** system will be provided with the services of a volunteer mentor who will work with them in the following ways by:

- providing face-to-face education on parenting skills and the use of ***Family Works*** in developing motivation, discipline and achievement in their children.
- providing family members not skilled in computer use with a person who can be called after “business hours” to teach them how to effectively use the ***Family Works*** system
- giving at-risk families someone to turn to during times of family problems and personal crisis.

Through the **Family Works, Inc. Assistance Program** and the highly personal ***Mentorship Program***, the organizers of **Family Works, Inc.**, hope to provide a “high-touch” element to the “high-tech” offering that the computer software program brings to the family interaction. It is the belief of **Family Works, Inc.** founder, Marty Addison, that the combination will produce the positive results in the interaction between parents and their children which is so vital to the development of our young people today.

You are invited to take
part in Family Works, Inc.'s
exciting plans!



While the final touches and professional review of the **Family Works** software program is being completed, we are organizing a Board of Directors who will help govern the policies and direction of the non-profit organization. We are looking for leaders in cities throughout the United States. Our qualifications for a seat on this Board will be an abiding belief in the family unit, a desire to actively participate in the growth of **Family Works, Inc.**, and a willingness to aggressively take part in our fund raising and public relations programs.

The staff of **Family Works, Inc.** is also searching for qualified experts in parenting to sit on a National Advisory Panel. This distinguished body will advise the Board and staff of **Family Works, Inc.** in the effective dissemination of information to parents who are struggling to raise well-adjusted kids in a society that is largely removed from the close knit family structure and values of past generations.




An important aspect of the **Family Works, Inc.** organization will be to help recruit volunteers, who will act as local mentors and be available to support families in using the **Family Works** system.

As a non-profit organization, we will depend, not only on the revenue from sales of the **Family Works** software program, but also on the generosity of individuals, foundations and corporate sponsorships. We will particularly be approaching corporations and businesses for donations of computer equipment for families who demonstrate a need.

We invite your participation in this revolutionary approach to effective parenting.

DutiesCalendarGoalsS

Task Selection



GoalsSavingsOptionsP

Goal Setting

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Steps

Basket Weaving Badge

Duration: 4 weeks

MembersYour TownFriends & Events
y AlbumChore LibraryReward LibraryA

Reward Library



Reward Name

Carve Jack-o

Description

Mom or Dad
knife, then ve

Appendix A

DutiesCalendarGoalsSavingsOptionsPayday

Task Selection

Duty Roster

Action	Value
Take out trash	\$3.00
Walk the dog	Bike Ride
Rake leaves	Go to the beach
Wash windows	\$2.00
Mow lawn	\$5.00
Polish furniture	Go to a movie
Babysit	\$5.00
Wash the car	Read a book to me
Total	\$15.00

MondayTuesdayWednesdayThursdayFridaySaturdaySunday

Take out trash
Wash dishes

Walk the dog

Take out trash
Wash dishes

Rake leaves
Babysit

Take out trash
Wash dishes

Wash windows
Mow lawn

Wash the car
Vacuum & dust

MomDadJustinNicoleDavidAshley

Duty Roster:

A parent and a child sit down once each week to volunteer/ assign chores for the upcoming week. **Family Works** will display photographs of chores based on the parent's preference and/ or the season, geography and maturity level of the child. Hidden behind each chore is a reward

which falls into one of three categories: a) an interactive parent/ child activity (e.g. playing checkers together); b) monetary reward and c) a pat on the back (no reward).

The child uses the mouse to click on a chore, drag it to a certain day of the week and drop it. Both chores and rewards are recorded on the "Weekly Calendar." This concept teaches volunteerism, accountability, time management & delayed gratification.

Saving Forecast:

A parent and child sit down periodically to establish a savings/investment plan. The objectives of this feature are to graphically illustrate the benefits of deferred gratification. A child can evaluate the potential outcome of three savings scenarios. As a child manipulates

the weekly contribution rate, interest rate and inflation rate, they can graphically and immediately see the impact it has on the future value of their investment.

Automated Chore/Reward Assignment:

A parent may manually assign specific chores and a corresponding

DutiesCalendarGoalsSavingsOptionsPayday

Savings Tutorial

Savings Graph

Instructions

It's never too early to plan to use your earnings wisely. You may want to buy a new bike, plan a trip to your favorite place, or save for college.

To begin, use the table to the left to assess your savings plan. You can compare three different objectives by

	A	B	C
Contribution	\$60.00	\$40.00	\$20.00
Interest Rate	.04%	.04%	.04%
Inflation Rate	.08%	.08%	.08%
Tax Rate	.075	.075	.075

FORECAST

MomDadJustinNicoleDavidAshley

Family Members

Family Album

Your Town

Chore Library

Friends & Events

Reward Library


Mission

Automated

Standards

Main Tab Bar

Reward Library



Reward Name

Carve Jack-o-lantern

Description

Mom or Dad will carve the face with a knife, then you can help scoop out the seeds, and pop out the eyes, nose and mouth. Later on Mom or Dad can light a candle inside the jack-o-lantern.

Time Estimated

30 minutes

Maturity Level

3

Location Suggestions

Kitchen
Backyard

Supplies Needed

Pumkin
Knife
Newspapers

Image or Video File Path

Selecting the right pumpkin

Browse...

SEASONAL REWARD

☐ Year Round
☐ Spring
☐ Summer
☒ Fall
☐ Winter

reward for each child for the upcoming week. All remaining chores and rewards will be automatically assigned by the software based on the ratios of each category defined in the pie chart. The wedges of the pie may be re-sized by either moving the handles or change the percentages directly.

Chore Assignment:

Parents may delete or customize the pre-defined **Family Works** chores or create entirely new ones. Each chore may contain a photo, video clip, description. Parents may also tailor the frequency, rotation, maturity range and applicable season & geography. An intelligent system like this enables **Family Works** to suggest chores like shoveling snow to a child during the winter who lives in a region (zip code) prone to snow.

Goal Setting:

A parent and a child may browse through a variety of goals, careers, clubs, sports and business opportunities. A child may click on a category and **Family Works** will display all goals.

Duties

Calendar

Goals

Savings

Options

Payday

Goal Setting

Goal Index

☐ Wolf Badge (Cub Scouts)
☐ Bear Badge (Cub Scouts)
☐ Weblo Badge (Cub Scouts)
☐ Basket Weaving Badge
☐ Wolf Badge (Cub Scouts)
☐ Bear Badge (Cub Scouts)
☐ Weblo Badge (Cub Scouts)
☐ Basket Weaving Badge
☐ Wolf Badge (Cub Scouts)
☐ Bear Badge (Cub Scouts)
☐ Weblo Badge (Cub Scouts)

Steps

Basket Weaving Badge

Duration: 4 weeks

1.
Obtain proper materials
2.
Accumulate 30 hours of weaving
3.
Complete course
4.
Take final exam for badge

Mom

Dad

Justin

Nicole

David

Ashley

Click on a goal and it shows you all the steps to achieve it. Double click on the photograph and a brief, full-motion video shows a person performing that goal. When the family member attempts a goal, **Family Works** copies each step into their calendar at the appropriate time interval.