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PHOTOGRAPHY
PRESERVATION

The Giraffe Project

PHOTOCOPY
PRESERVATION

The Giraffe Project

*is an international, non-profit membership organization
that finds, honors, publicizes and assists people
who stick their necks out for the common good.
The Project's mission is to move more people
into courageous service.*

PHOTOCOPY
PRESERVATION

The Giraffe Project

*operates a non-profit press service for heroes,
connects heroes with each other and with resources,
produces educational programs for kids,
gives lectures and workshops,
and works with communities to solve local problems.*

The Giraffe Project 206 221 7989 Fax 206 221 78

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The Giraffe Project
PO Box 759
Langley • WA 98260

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The Giraffe Project is a national organization inspiring people to stick their necks out for the common good. Founded in 1982, the Project honors "Giraffes," gets their stories told in local and national media, and brings them to young people in the Standing Tall Teaching Guides.



***Could your students
use some real heroes?***

***Would it do them good
to feel heroic themselves?***

***And could you use a way
to teach any kid to be
a brave, caring, active citizen?***

*"EnCourage" your students to find the real heroes
in their studies, in their community and in themselves.
Help them design and put into action their own service projects.
Think of the impact kids can have when they've learned to believe
in their own ability to make their world a better place,
when they've moved into action and gotten results,
when they think it's cool to do that.
You can give your students this invaluable understanding
of themselves and their world with*

The Standing Tall Teaching Guide

The Standing Tall Teaching Guide

The purpose of *Standing Tall* lessons and activities is to inspire students into caring, courageous service. And while they're catching Giraffe spirit and moving into action, they'll be acquiring basic skills and independent learning capabilities as well.

Standing Tall helps students develop confidence in their own abilities to take thoughtful, positive action for the betterment of the world about them—and to see service to others and their communities as an integral part of a meaningful life.

Standing Tall also introduces young people to "Giraffes"—men, women and children who are sticking their necks out for the common good. In the Giraffe Project files there are over 700 stories of such people. Name a problem and there are "Giraffes" sticking their necks out to solve it—reviving "dead" rivers, getting drug dealers out of neighborhoods, cleaning up corrupt town governments, creating great schools. Giraffes are students, retirees, truck drivers, forest rangers, waitresses, doctors, home-makers, cops and teachers. Giraffe stories are a unique resource for teachers and students looking for inspiration and guidance.

Specific objectives are that students, appropriate to their grade levels, will:

- develop self-esteem and interpersonal skills as they choose and act on goals;
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- appreciate the need for all citizens to help their communities and their country be better places;
- understand that putting ideas and ideals into action often requires courage;
- apply what they have learned to a real-life situation;
- learn leadership, management and communication skills as they recruit, involve and inspire others in order to carry out their project.

Involvement in their own service projects helps students see themselves as "learners" outside the classroom, capable of facing new challenges and finding the answers they need, when they need them.

Standing Tall Teaching Guides are available for a limited time for \$95

The Comprehensive Health Education Foundation (CHEF®), the non-profit publishers of *Natural Helpers®* and *Here's Looking At You 2000®*, are working with the Giraffe Project to develop *Standing Tall* as a multi-media kit of materials. When these kits are published, it may no longer be possible to offer the *Standing Tall* guides without the accompanying kit materials. Until the complete kits are ready, you can start *Standing Tall* in your school or classroom at a minimal cost.

Guides for all grade levels contain:

- ✓ a 25-minute video about Giraffes, made by public television;
- ✓ teacher preparation ideas, including ways to adapt *Standing Tall* to your classroom needs;
- ✓ classroom lessons that lead from learning the meaning of real heroism to designing and carrying out a service project;
- ✓ stories of Giraffe heroes;
- ✓ student worksheets/discussion starters for photo copying;
- ✓ reflection questions and just-for-fun activities;
- ✓ enrichment and resource materials;
- ✓ a bibliography.

The guides for K-2 and 3-5 also include an overhead transparency you can use to create giraffe classroom graphics. The 10-12 guide comes with ten copies of an 85-page paperback book, *The Giraffe Project Handbook: A Guide to Effective Community Service and Social Action*, which is integral to the 10-12 activities. You may photocopy the *Handbook* or order more copies at \$5 each.

Please send me the following *Standing Tall* guide(s):

☐ K-2 QTY: _____ ☐ 3-5 QTY: _____

☐ 6-9 QTY: _____ ☐ 10-12 QTY: _____

I'm paying by:

Purchase Order # _____

☐ Visa ☐ MasterCard

ACCT. # _____

EXP. DATE _____

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Check (made out to The Giraffe Project). Please call CHEF® first for UPS shipping and handling costs and WA STATE tax, if applicable: 1-800-323-2433.

Please send me free *Standing Tall* sample pages from these guides:

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SCHOOL, DISTRICT, ORGANIZATION _____

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THE STAN & BEA SHOW

Mini-programs in which animated twin giraffes named Stan Tall and Bea Tall present actual footage of real life heroes in action and "en-courage" viewers to stand tall and be tall themselves.

Producers: Giraffe Productions, a division of the Giraffe Project

197 Second Street, PO Box 759, Langley WA 98260.

Contact Ann Medlock 206-221-7989.

Nothing is more important to children's well-being and growth than developing their courage, their compassion—their feeling of personal competence, their sense of responsibility to their community.

Hours after the Administration's announcement of a national service plan, the Giraffe Project is submitting this plan for using television to introduce the service ethic to very young minds and hearts. As 6 to 8 year-olds see young adults getting into service, our twin giraffe mascots, Stan Tall and Bea Tall, will help kids *understand* service and "en-courage" them to do what they can now—with their families, classmates and teachers—and to grow up to be involved, caring citizens.

As Stan and Bea introduce children to real heroes, they will be giving the children reasons to study and learn so they can be as useful and effective as these people they admire. They'll see these heroes using their brain skills to do their heart's work: making a better world.

The organization: For over ten years, the non-profit Giraffe Project has used the media and its own publications and programs to tell the stories of the heroes of our times. Our mission is to inspire ever more people of all ages to see themselves as responsible and capable of making their world a better place. We call our heroes Giraffes, because they stick their necks out, stand tall and see far, and because we know how to get people's attention. The imagery is particularly successful in getting in under kid's resistance to the prevailingly grim presentations of "community service."

Almost 800 stories of courageous, compassionate Giraffes now fill the Project's story bank. One of the many Project programs that utilize these stories and their meaning is a published Giraffe curriculum for schools and youth groups, teaching courage, compassion and community to kids from 5 to 18. The curriculum is already going into schools; it's called *Standing Tall*.

The Stan and Bea Show will open a window onto a world kids rarely see through their television sets, a world in which the values we hope they've learned from Barney are put to work in the community. We will select Giraffes who "look like America" and whose personalities and activities will particularly interest and educate children. People like—

- A boy who learned that other kids couldn't afford bicycles and started using all his play time and pocket money to buy and rehab bikes for them.
- A shrimp boat captain who is leading her community in protecting their air and water from pollution.
- A mounted Park ranger who gets off her horse and into a wheelchair—and spends her off-duty time teaching disabled kids to ride.
- A former pro-football star who has created and is running two residence/ranches for inner-city kids.

The Format: We see each program opening with identifying animation in which a "Stand Tall Be Tall" theme song welcomes kids to Giraffe country, a land of real life heroes, a land that exists in every town in America, where people of all ages are standing tall to make their world a better place. Stan & Bea will present some fabulous

factoids like: giraffes and people have the same number of neckbones, and a giraffe's heart can weigh as much as a TV set. Stan and Bea's voices will then narrate field unit footage of a hero in action. Funny, cheeky, animal peers of human 8 year-olds, Stan and Bea will "en-courage" each other, the hero, and the viewers as the story unfolds. Each show will end with Stan and Bea talking about the hero the kids have just met and telling them how they too can stand and be tall. A repeating animation will invite viewers to watch the next show and to stand tall and be tall till then. The show's combination of animation and real-life footage will engage both children's imaginations and their curiosity about the real world.

We feel that the unusual five-minute format will be particularly appealing to children and to broadcasters; five minutes is just enough time to tell one hero's story interestingly—making it, in effect, an appealing (but not frenetic) *commercial* for courageous, compassionate service. STAN & BEA SHOWS could be broadcast between or within existing programs, creating first-rate new material that's in the spirit of the Children's Television Act—at a reasonable cost and in a reasonable amount of time. We can go from R&D to twenty-six completed, well-promoted and broadly-watched shows with nationally recognized characters, in one year, for less than \$900,000.

Pre-ap request: We would like to apply for an NECET grant that would allow us to:

- develop and produce 26 *five-minute* shows, including testing of three pilots with viewers and our expert advisors, plus six promos; and
- develop a broad audience of kids, families, school staffs and youth club members.

Preliminary budget estimates:

R&D	127,340
Production	478,481
Post production	80,150
Audience development	<u>192,200</u>
TOTAL	\$878,171
NECET request	658,600

Audience development: We will inform teachers and families about the show, adding significantly to the numbers of children the show will reach. Conversely, the show will add to the impact of *Standing Tall* activities in schools—for many children, what comes through their television sets is "realer" than what the teacher says. We will make video cassettes of the show and other ancillary products available to teachers, families, and youth groups. In addition to the curriculum, Stan and Bea are being developed as puppets, toys, growth charts, books, and trading cards.

Staff: This show and YOU'RE GONNA DO WHAAAT?! a half-hour program that presents Giraffe heroes to families, are being developed by our executive producer, Anne Marie Santoro, a ten-year veteran of the Children's Television Workshop, and one of the nation's leading authorities on creating broad audiences for children's programming. Our head writer and executive editor is Ann Medlock, former social studies editor at Macmillan, editor-in-chief of Children's Express News Service, and—as founder of the Giraffe Project—keeper of the Giraffe story bank. We are heartened by the high calibre of the directors, shooters, writers and artists who have already applied to work with them.

Advisors: Our expert advisors include: • **Peggy Charren** of Action for Children's Television; • **Dr. Thomas Lickona**, developmental psychologist at SUNY, past president of the Association for Moral Education, and author of *Raising Good Children*, *Moral Development and Behavior*, and *Educating for Character*; • **Dee Dickinson**, founder of New Horizons for Learning; • **Dr. David Elkind**, Director of the Child Study Center at Tufts University and author of *The Hurried Child* • and six 6 to 8 year-olds.

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Giraffe News

(4pp.)

GIRAFFE NEWS

About People Who Stick Their Necks Out for the Common Good

Number one! Single copy price \$1 • A publication of The Giraffe Project

This is issue number one of a publication the Giraffe Project has developed to keep the Giraffe movement growing, despite the recession. Given that dollars are tight for so many people, we've come up with a \$7 Basic membership so more people can sign up. Basic members get membership kits and this paper.

Regular membership is \$35. Giraffe Regulars receive *Giraffe News*, plus the tipsheets about new Giraffes that we send to media contacts across the country. When reporters know, Regulars will know. Regulars will also receive the *Giraffe Gazette*, an annual journal of Giraffe profiles and articles, plus a 20% discount on Giraffenalia.

Here at Giraffe Headquarters, we know that in hard times people need hope more than ever. We are working with media every day, getting Giraffes' inspiring stories told in newspapers and magazines, on television and radio. We're perfecting *Standing Tall*, Giraffe materials for classrooms, from kindergartens through high schools. We're connecting Giraffes with each other as well as with the media, and nominating them for cash awards. We're giving speeches and workshops, and we're developing ever new ways to get people of all ages acting for the well-being of their neighborhoods, communities and their world.

Give the hope and inspiration of Giraffe membership to people you know. Keep Giraffe stories going out to the media and into the schools, where they give hope to thousands of people you will never know. Join us!

Support Your Local Giraffe

Members and admirers of the Giraffe Project have been asking how they can get into action on their own turf.* One way to start is to slipstream behind somebody already on the move, like a Giraffe. In 47 states and the District of Columbia, there are Giraffes hard at work, many of them ready and willing to sign you on. We put calls out to hundreds of Giraffes, asking them what kind of help they could use from you. Here's what we heard back:

We urge you to use these Giraffe "classifieds" as action advisories. Find ads that strike a strong note for you. Make your move in whatever way makes the most sense to you. Maybe it's getting in the car and going right over to lend a hand. Maybe it's talking your company into giving a Giraffe the photocopier that's being replaced in your office. Maybe it's buying something a Giraffe needs and seeing that s/he gets it, or very simply, writing a check. If your resources don't stretch

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THE OFFICIAL JOURNAL OF THE INTERNATIONAL GIRAFFE MOVEMENT

NOBIS EST * SO STICK YOUR NECK OUT

NUMBER 28 • SINGLE COPY PRICE \$3

ACTION AT GIRAFFE HQ

Standing Tall

The Education department has sent prototypes of *Standing Tall*, our program for kids from kindergarten through high school, to teachers and youth leaders; copies now go out to Giraffes working with kids.

We are now in negotiations with an excellent publisher to take on large-scale marketing of the program. For information about buying copies *before* commercial publication, contact Giraffe HQ quickly, before our limited print run is gone.

In February Education Director Jean Gaznier and her assistant, Kate Licastro, presented *Standing Tall* to the Campus Outreach Opportunity League (COOL) National Conference in Orlando, talking with hundreds of attendees about using *Standing Tall* in their volunteer literacy work.

Giraffing Texarkana

Gaznier and young Giraffes **Ellen Bigger** and **Andrew Holleman** were the featured attractions of the Texarkana Junior League's annual Up With Youth program. Ellen and Andrew told 4,000 kids at seven middle and junior-high schools about the projects for which they were named Giraffes. Gaznier introduced Giraffe concepts and presented each school with *Standing Tall* materials donated by the League. Students responded enthusiastically, asking good questions, and even pursuing the Giraffes for autographs.

And Stand Tall Debuts

The first issue of *Stand Tall*, our long, tall newspaper for elementary school students, is now in the hands of hundreds of future Giraffes. Each elementary school teacher who has

continued on page 16

NEW GIRAFFES: THE HONOR ROLL

Mike Williams (above) of Akiak AK has overcome tribal concerns about negative image to go public big time about alcoholism and Native Americans. A Yu'pik and a recovering alcoholic himself, Williams ran the famed Iditarod dogsled race, after a campaign to collect a sobriety pledge from one Native American for each of the race's 1,159 miles. School kids all over Alaska held bake sales and dances to raise Williams' costs for the race.

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***IT'S UP TO US**

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Standing Tall helps students develop confidence in their own abilities to take thoughtful, positive action for the betterment of the world about them—and to see service to others and their communities as an integral part of a meaningful life.

Standing Tall also introduces young people to “Giraffes”—men, women and children who are sticking their necks out for the common good. In the Giraffe Project files there are over 700 stories of such people. Name a problem and there are “Giraffes” sticking their necks out to solve it—reviving “dead” rivers, getting drug dealers out of neighborhoods, cleaning up corrupt town governments, creating great schools. Giraffes are students, retirees, truck drivers, forest rangers, waitresses, doctors, home-makers, cops and teachers. Giraffe stories are a unique resource for teachers and students looking for inspiration and guidance.

Specific objectives are that students, appropriate to their grade levels, will:

- develop self-esteem and interpersonal skills as they choose and act on goals;
- develop reasoning, thinking and decision-making skills and a spirit of inquiry;
- develop empathy for other people's needs and feelings;
- demonstrate an awareness of community—local, national and global;
- demonstrate an awareness of history and current events;
- appreciate the need for all citizens to help their communities and their country be better places;
- understand that putting ideas and ideals into action often requires courage;
- apply what they have learned to a real-life situation;
- learn leadership, management and communication skills as they recruit, involve and inspire others in order to carry out their project.

Involvement in their own service projects helps students see themselves as “learners” outside the classroom, capable of facing new challenges and finding the answers they need, when they need them.

Standing Tall Teaching Guides are available for a limited time for \$95

The Comprehensive Health Education Foundation (CHEF®), the non-profit publishers of *Natural Helpers®* and *Here's Looking At You 2000®* are working with the Giraffe Project to develop *Standing Tall* as a multi-media kit of materials. When these kits are published, it may no longer be possible to offer the *Standing Tall* guides without the accompanying kit materials. Until the complete kits are ready, you can start *Standing Tall* in your school or classroom at a minimal cost.

Guides for all grade levels contain:

- ✓ a 25-minute video about Giraffes, made by public television;
- ✓ teacher preparation ideas, including ways to adapt *Standing Tall* to your classroom needs;
- ✓ classroom lessons that lead from learning the meaning of real heroism to designing and carrying out a service project;
- ✓ stories of Giraffe heroes;
- ✓ student worksheets/discussion starters for photo copying;
- ✓ reflection questions and just-for-fun activities;
- ✓ enrichment and resource materials;
- ✓ a bibliography.

The guides for K-2 and 3-5 also include an overhead transparency you can use to create giraffe classroom graphics. The 10-12 guide comes with ten copies of an 85-page paperback book, *The Giraffe Project Handbook: A Guide to Effective Community Service and Social Action*, which is integral to the 10-12 activities. You may photocopy the *Handbook* or order more copies at \$5 each.

Please send me the following *Standing Tall* guide(s):

☐ K-2 QTY: _____ ☐ 3-5 QTY: _____

☐ 6-9 QTY: _____ ☐ 10-12 QTY: _____

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(CHEF will add UPS shipping and handling costs and 8.2% tax for WA STATE customers)

Check (made out to The Giraffe Project). Please call CHEF® first for UPS shipping and handling costs and WA STATE tax, if applicable: 1-800-323-2433.

Please send me free *Standing Tall* sample pages from these guides:

☐ K-2 ☐ 3-5 ☐ 6-9 ☐ 10-12

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Mail to The Giraffe Project, PO BOX 759, LANGLEY WA 98260. You can call the Giraffe Project Education Department at (206) 221-0757 for more information.

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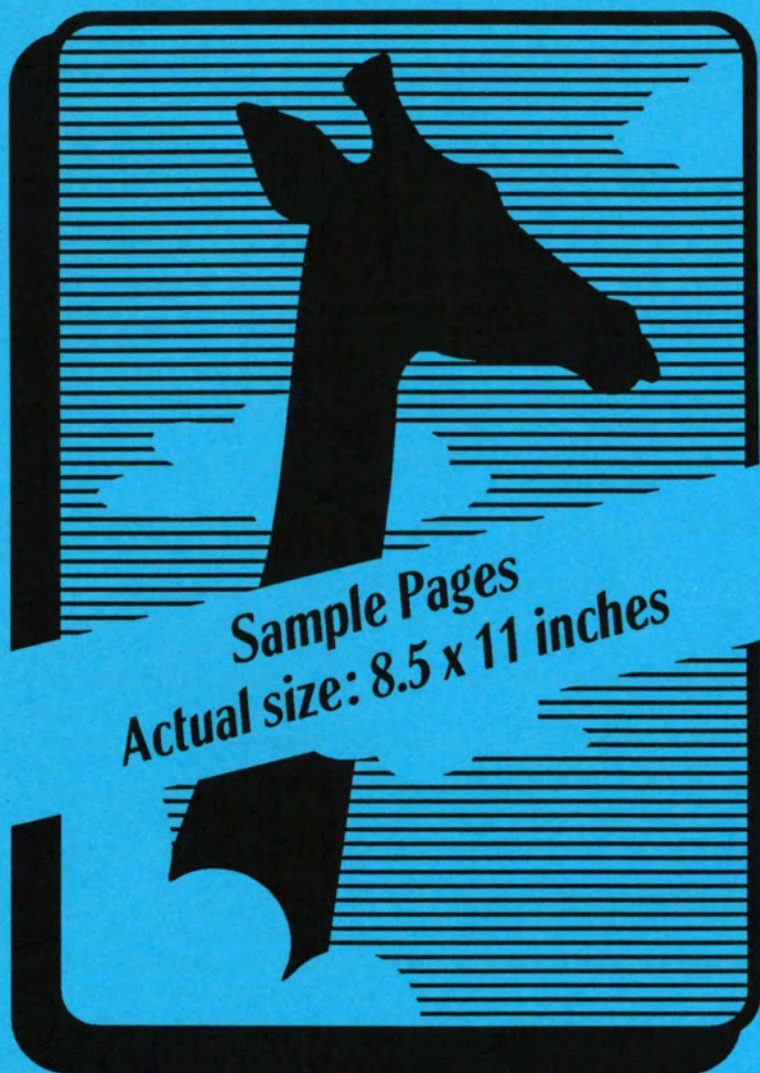
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Starting Tall Teaching Guide 10-12

Standing Tall



Teaching Guide
10-12