

Guide to the Peters Township Character Counts records, 1997-2023

Summary Information

Collection No.:	MS 2025-113
Title:	Peters Township Character Counts records
Inclusive Dates:	1997-2023
Author:	Taylor Woodcock
Repository:	Peters Township Public Library 616 East McMurray Road McMurray, PA 15317
Creator:	Bob Freado, Shelley Belcher
Extent:	1.25 linear feet/1 box (38 folders), 1 drawer (1 folder)
Language of materials:	All materials are in English.
Abstract:	The Peters Township Character Counts records document the development, administration, and activities of a community-based character education initiative established in 1998 through a partnership of the Peters Township School District, local government, businesses, civic organizations, and community volunteers. The collection includes administrative records, correspondence, program materials, awards documentation, photographs, and news clippings that illustrate the initiative's efforts to promote respect, responsibility, and honesty throughout the Peters Township community.

Biography/History

Peters Township Character Counts was established in 1998 as a community-based character education initiative dedicated to promoting respect, responsibility, and honesty throughout Peters Township. The initiative emerged from community discussions inspired by doctoral research on comprehensive character education and was supported by the Peters Township PTA Area Council and the Community Awareness Committee, a group originally formed to address concerns related to drug and alcohol abuse. Through a series of public meetings involving residents, educators, local government officials, businesses, and civic organizations, participants developed a shared vision, identified core values, and organized the initiative as a collaborative community effort.

The Peters Township School District served as a central partner in the initiative, incorporating character education into curriculum, school activities, and service-learning programs while collaborating with community organizations to reinforce these values beyond the classroom. The Peters Township School Board, Township Council, and Chamber of Commerce adopted resolutions supporting the initiative, and representatives from participating organizations met regularly to coordinate programs and share resources. Peters Township Character Counts received national recognition as a community character education initiative and remained active for more than two decades through the continued involvement of local schools, community organizations, and civic leaders.

Collection Scope and Content Note

The Peters Township Character Counts records document the planning, development, implementation, and administration of the Peters Township Character Counts initiative, a community-based character education program established in 1998 through a partnership of the Peters Township School District, local government, businesses, civic organizations, and community volunteers. The collection provides evidence of the initiative's organizational structure, community outreach, educational programming, and local and national recognition.

Materials include meeting agendas and minutes, budgets, correspondence, planning documents, program materials, teacher resources, award applications and recognitions, photographs, newspaper clippings, and other records documenting character education activities, partnerships, and public engagement. Together, these records illustrate collaborative efforts to promote respect, responsibility, and honesty throughout the Peters Township community over more than two decades.

Arrangement

The papers are arranged in two series:

Series I. Annual Administrative Files, 1999–2023 (bulk 2001–2018)

Series II. Foundational and Reference Materials, 1997–2013

Administrative Information

Access Restrictions:

None

Acquisition Information:

Robert “Bob” Freado, retired Peters Township School District educator;
Shelley Belcher, Peters Township communications director

Custodial History:

Bob Freado and Shelley Belcher’s personal collections documenting the development, administration, and activities of the Peters Township Character Counts initiative.

Accruals Note:

No further accruals are expected.

Preferred Citation:

Peters Township Public Library Archives, MS 2025-113 Peters Township Character Counts records

Processing Information:

This collection was arranged and described by Taylor Woodcock in July 2026.

Copyright/Conditions Governing Use:

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Related Materials:

- MS 2022-087 Peters Township School District collection
- MS 2022-081 Peters Township Chamber of Commerce records

Rights Statement for this Archival Description:

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Contents List

Series I. Annual Administrative Files, 1999–2023 (bulk 2001–2018)

Series Extent: 27 folders

Series Scope and Content Note: This series contains the annual working files of Peters Township Character Counts and documents the planning, administration, programming, and community outreach of the initiative. Arranged mostly chronologically, the files typically include meeting agendas and minutes, budgets, correspondence, planning documents, event programs, award materials, photographs, newspaper clippings, and other records created or collected during each year. Although the contents vary, together they document the ongoing activities, partnerships, and development of the organization from its founding through its later years.

Box 1	Folder title	Dates
Folder 1	Meeting agendas, goals and calendar, donation thank you letter	2001
Folder 2	Miss America 2001 Angela Perez Baraquio visit – newspaper articles, visit agreement, additional photographs	2001
Folder 3	Meeting minutes, email, letter, CC initiative information, newspaper clipping	2002
Folder 4	Meeting minutes, CC 2002-2003 calendar, board meeting highlights, new program information, CC week information and teacher programs/input with photographs	2003
Folder 5	National School of Character application, feedback with evaluation	2003
Folder 6	Meeting minutes, letter, awards and events programs, newspaper clippings	2004
Folder 7	National School of Character application, site visit report, congratulatory letter and certificate	2004
Folder 8	Meeting minutes, budgets, emails, letters, logo examples, awards nomination ballots, newspaper clipping	2005
Folder 9	Meeting minutes, budgets, emails, PTSD GUILD agenda, PLCB grant information	2006
Folder 10	Meeting minutes, budgets, awards nomination ballot, PTSD GUILD agenda, R. Freado leadership certificate	2007
Folder 11	Meeting minutes, budgets, newspaper clippings, Tunch Ilkin interview notes	2008
Folder 12	Meeting minutes, budgets, emails, letters, awards and 10-year anniversary programs, training materials, baccalaureate service invitation, photographs, newspaper clippings	2009
Folder 13	Student announcements and parents' letters, student worksheets	2009

Folder 14	Meeting minutes, budgets, emails, letters, PT middle school goals, awards nomination ballot	2010
Folder 15	National School District of Character program information, application, site visit, congratulatory letter	2010
Folder 16	Congressional recognition letter (copy), meeting minutes, budgets, emails, attendance lists, overview of PTCC with core values and timeline of organization events	2011
Folder 17	Rally for America – flyers, event program, newspaper clipping	2011, 2016
Folder 18	Meeting minutes, budgets, letters, awards and events programs, newspaper clippings, coaching and leadership workshop packet	2012
Folder 19	Peters Township School District Character Counts Resolution	2012
Folder 20	Meeting minutes, budgets, emails, logo contest, letters, 15 th anniversary and awards programs, newspaper clippings	2013
Folder 21	Meeting minutes, budgets, letters, awards and events programs	2014
Folder 22	Awards programs, 20 th anniversary program	2018, 2023
Folder 23	Rachel's Challenge – flyer, business request, event program, 3.5" HD floppy disk (contents unknown)	2018
Folder 24	Various photographs, laminated newspaper clippings	Unknown, 2008
Folder 25	Youth Exemplifying Sportsmanship (Y.E.S.) – PT Elementary School YES Awareness Project (2012), coaches and parents handbooks, checklist, magnet, magazine cover	Unknown, 2012, 2014
Folder 26	McMurray Elementary School student handbook	2008-2009
Drawer 5		
Folder 27	11 x 17 oversized event posters, newspaper clippings	

Series II. Foundational and Reference Materials, 1997–2013

Series Extent: 12 folders

Series Scope and Content Note: This series contains reference materials, publications, training resources, and foundational documents relating to character education. Included are the doctoral dissertation that informed the development of Peters Township Character Counts, publications and conference materials from the Character Education Partnership, professional development resources, and other reference materials collected by the organization. These records document the educational philosophy, national character education movement, and professional networks that supported the initiative.

Box 1	Folder title	Dates
Folder 28	Bob Freado's doctoral thesis	1997
Folder 29	Character Education Study Group meeting	1999, 2000
Folder 30	Meeting sign-in sheets, mailing lists	1999-2001
Folder 31	CC banners, request for financial support, planning, PTCC kick-off, core values, WPIAL letter, youth sports events program	1999-2000
Folder 32	Peters Township Character Counts Presentation to the community (proposal)	1999, 2000
Folder 33	Peters Township Proclamation	2000
Folder 34	Character Education Partnership (CEP) – newsletter, Principles of Effective Character Education	1999, 2003
Folder 35	Character Education Partnership (CEP) – certificate of completion, thank you notecard, Bob Freado speaker name badge	2008, 2010, 2013
Folder 36	Character Education Partnership (CEP) – National Forum programs	2005, 2008, 2009, 2013
Folder 37	Character Education Partnership (CEP) – Schools of Character, Award-winning Practices	1998, 2004, 2006, 2008, 2010
Folder 38	“Artifacts and Samples”	Unknown
Folder 39	“Red Ribbon” Information	Unknown, 2002