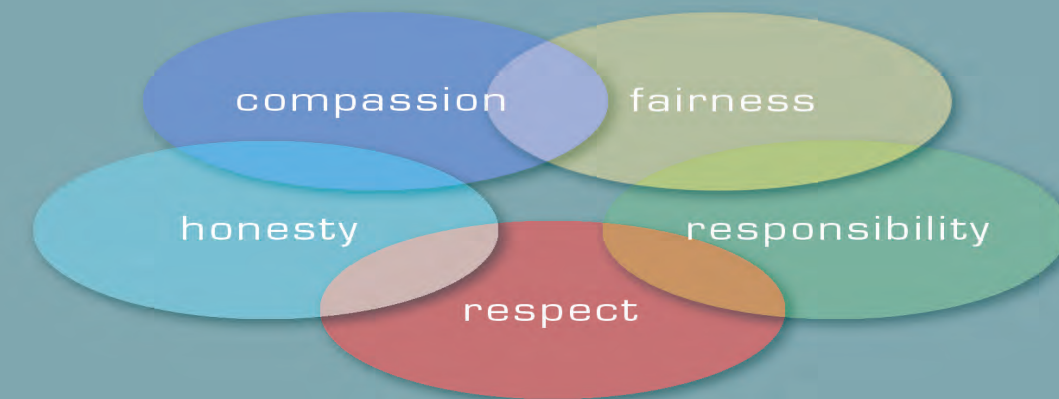


A Common Ground of Shared Values

Through surveys, seminars, interviews, and focus groups, the Institute has investigated the values people everywhere hold most dear. These values provide a critical underpinning for constructive dialogue, consensus building, and leadership.

Five most common global values:



OUR MISSION:

Promoting ethical behavior in individuals, institutions, and nations through research, public discourse, and practical action

The Institute for Global Ethics started in 1990 with just two people in a small office. It has grown into an international organization with 21 staff in three countries and programs that span the globe. With offices in the United States, the United Kingdom, and Canada, we now operate on an annual budget of roughly \$2,515,000.

Our long-range plan calls for growth through the following strategies:

- Harness the full potential of IGE's "right-versus-right, ethical decision making" intellectual property to accelerate the Institute's revenue growth
- Raise the profile of IGE by communicating our core ideas actively and broadly
- Develop new products and services that are consistent with IGE's mission and that are sustainable and profitable
- Strengthen IGE's financial position by increasing the revenue coming from fee-for-service programs
- Enhance the effectiveness and efficiency of the organization through application of best-in-class management techniques and exemplary ethical standards
- Establish strategic alliances to extend IGE's reach and effectiveness

We invite you to consider giving your support to building and extending the Institute's services over the coming years. From corporate sponsorship to direct giving to estate planning, IGE has a variety of paths to put your support into concrete, constructive action. If you would like to learn more about supporting the Institute and our mission of creating a world guided by shared values, our contact information is on the back page of this brochure. We look forward to hearing from you.

Smucker's has worked closely with the Institute for Global Ethics for more than a decade. Ethical conduct has been central to our culture throughout our hundred-year history, which is why every Smucker's employee is trained in the IGE Ethical Fitness® discipline. We believe this is a key reason why the J. M. Smucker Company ranks on Fortune's list of the 100 Best Companies to Work For.

TIMOTHY SMUCKER & RICHARD SMUCKER
Co-CEOs
THE J. M. SMUCKER COMPANY
ORRVILLE, OHIO

I would say that people who go through the training will be affected in profound ways. It makes us look at our own behavior and it puts the ultimate responsibility where it belongs—at the individual level.

DR. LORI VOLLANDT
COORDINATOR, HEALTH EDUCATION PROGRAMS
LOS ANGELES UNIFIED SCHOOL DISTRICT
LOS ANGELES, CALIFORNIA

I'm learning that the meaning of ethics varies from one country to the next. I used your paradigms and principles approach to teach my Emirati Business Law students ethical reasoning for right-vs.-right dilemmas. It helped them in approaching the reasoning process and they learned a lot. Thanks for your contribution in promoting ethics education around the globe.

FRANCES L. TURNER
ZAYED UNIVERSITY
UNITED ARAB EMIRATES

The children you are raising and we are teaching are exposed to more information in a week than their grandparents faced during a lifetime. This onslaught of information can be intimidating, but it also demands to be used responsibly. The importance of ethical decision making is more pronounced than ever before, because the potential for global implications is profound. Our children will be in the position as adults of making decisions, and it is essential they be equipped with the ethical skills to make the "right" decisions.

WHITNEY C. SLADE
ST. MICHAEL'S COUNTRY DAY SCHOOL
NEWPORT, RHODE ISLAND

Institute for
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Ethical Fitness® for a Better World

www.gloablethics.org

CONTACT INFORMATION

Institute for Global Ethics USA
91 Camden Street, Suite 403
Rockland, ME 04841
USA
207-594-6658
ethics@gloablethics.org

Institute for Global Ethics UK Trust
4 Dyers Buildings
Holborn
London, EC1N 2QP
England
0044 (0)20-7405-5709
igeuk@gloablethics.org.uk

Center for Corporate Ethics
575 Madison Avenue, Suite 1006
New York, NY 10022
USA
212-937-8435
info@ethics-center.org

Institute for Global Ethics (Canada)
Suite 208, 431 Pacific Street
Vancouver, BC V6Z 2P5
Canada
604-688-6216
info@gloablethics.ca

ACCOMPLISHMENTS
...since 1990



VISION for the FUTURE:

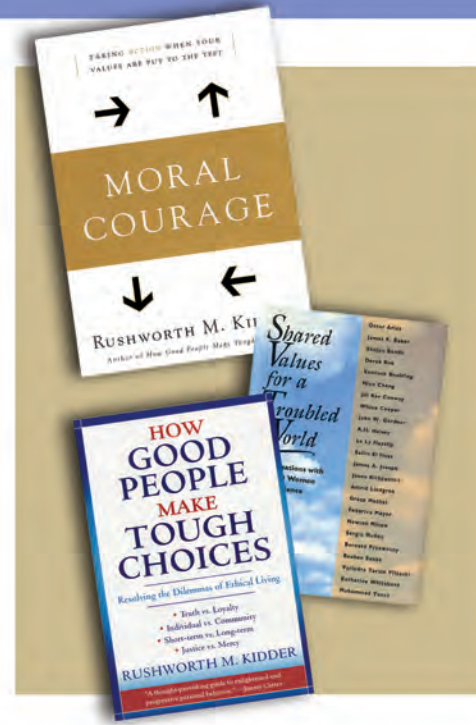
Working together to create a world where shared moral values shape relationships, determine decisions, and guide actions for every individual, institution, and nation

Institute for
Global Ethics®
Ethical Fitness® for a Better World

Our Conceptual Approach

A trilogy of books exploring ethics, authored by IGE founder Dr. Rushworth M. Kidder, form a foundation upon which the work of the Institute is based. These books grew out of decades of observation of the ethical lives of individuals across the spectrum of human activity. The first of the books, *Shared Values for a Troubled World: Conversations with Men and Women of Conscience* (1994), made the case for a common core of global, cross-cultural values. The second book, *How Good People Make*

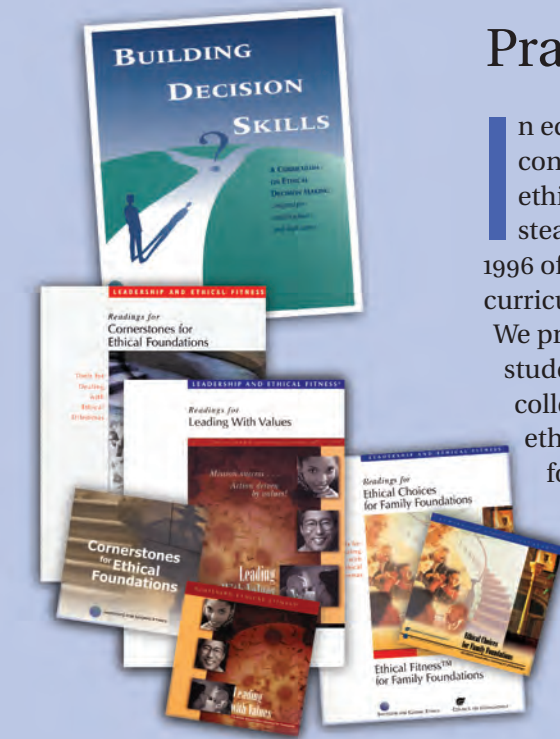
Tough Choices: Resolving the Dilemmas of Ethical Living (1995), built outward from those values. It broke new ground exploring how people can face dilemmas in which two deeply held values in opposition frame ethics as a matter of right versus right. *Moral Courage* (2005) rounds out the trilogy. It recognizes that while people may have fine values and develop great skill at moral reasoning and ethical decision making, such mental activity counts for little if their decisions sit unimplemented on the shelf.



Practical Tools for Ethics and Values

In education, the Institute's contribution to young people's ethical development has expanded steadily since our publication in 1996 of the secondary-school curriculum *Building Decision Skills*. We provide core curricula for students from kindergarten through college, as well as secondary-level ethics teaching tools customized for social studies, service learning, citizenship, and youth at risk. Through these materials, we have reached thousands of young people in diverse settings from inner-city Los Angeles to Bangkok, and have provided

workshops, training, and training materials in English and Spanish. The Institute also has played a leadership role in developing ethics training materials for foundations and nonprofit organizations. Beginning with our CD-ROM training courses, *Cornerstones for Ethical Foundations*, *Ethical Choices for Family Foundations*, and *Leading with Values*, we have helped equip independent trainers and consultants to work with foundations and nonprofits on ethics and values and designed ethics programs for organizations from Britain to Bangladesh.

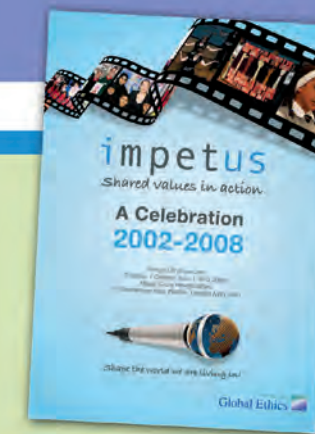


Values and Citizenship in the United Kingdom

Impetus, the flagship IGE UK Trust youth program conducted from 2002 to 2008, was short-listed for the prestigious Human Rights Award (2004) by Liberty, JUSTICE, and the Law Society. The judges congratulated *impetus* for “innovative and crucial work

bringing rights to young people across the UK, educating them to promote values of dignity, equality, and fairness” and for “imaginative work uniting young people from diverse backgrounds.” Participants were encouraged to explore what our shared values are—and should be—

and to develop the confidence and courage to put those values into practice in their communities through projects that tackled real issues.



Center for Corporate Ethics

The Institute works on corporate culture from a primarily values-based rather than compliance-based perspective. Building on our earlier work and with the support of the David and Lucile Packard Foundation, the Center for Corporate Ethics was created in 2004 with headquarters in New York City. The Center's work with corporations including BD (Becton, Dickinson and Company), the J. M. Smucker Company, Legal Sea Foods, MetLife Auto and Home, SC Johnson, and many others continues to grow and evolve.

Working closely with our clients, we help them create ethical business cultures by offering a range of services such as assessing organizational ethics through surveys, facilitating the development of codes of ethics, and designing ethics training programs, with the Ethical Fitness® Seminar as the cornerstone. The Ethical Fitness® Seminar was an integral part of the

U.S. Coast Guard's leadership training for over a decade.

The Institute has partnered with an online training provider to create custom ethics training experiences for several Fortune 500 companies. This approach, using the latest technology, provides an efficient, cost-effective way of providing training to large numbers of employees.

The Center convenes a Tri-State Ethics Forum for ethics and compliance officers in the New York area. This forum continues to grow and attract new members. The Center also works closely with a number of professional business associations and with local, state, and federal government departments. Its staff attends several national business ethics conferences yearly and provides keynote addresses at major corporate functions. The Center's fee-for-service activities contribute substantially to the financial health of the Institute as a whole.

Raising the Profile of Ethics and Values

From the Institute's earliest days, we have emphasized the crucial importance of ethics to the future of the world. This message is powerful, and the Institute has shared it in high-impact arenas such as the Alliance for Middle East Peace, the American Corporate Counsel Association, the Association for Financial Professionals, the Chautauqua Institution, the Concours Group, the Conference Board of Canada, the Council on Foundations, Management Center Europe, the State of the World Forum, and the U.S. Naval Academy. Dr. Kidder currently is represented by the prestigious Washington Speakers Bureau. In the United Kingdom, we have convened over two dozen consultations at Windsor Castle's St. George's House, as well as eight “Five Nations” conferences, leading key stakeholders and decision makers to take joint action on issues from media ethics to citizenship education.

Ethical Literacy®

Building School Cultures of Integrity

The Institute is committed to promoting Ethical Literacy® in school communities. The purpose of Ethical Literacy® is to create school cultures of integrity that prepare today's students to be tomorrow's ethical leaders. Since 2006, IGE has been building the Ethical Literacy® network for school communities.

Working with national education associations such as NAIS (National Association of Independent Schools) and NASBE (National Association of State Boards of Education) and funders including the John Templeton Foundation, the John S. & James L. Knight Foundation, and the Esther A. & Joseph Klingenstein Fund, the Institute's education department has been researching and promoting ways to make sure

everyone in a school community is contributing positively to students' ethical development. Earlier research supported by funders such as the W. K. Kellogg Foundation and the Nathan Cummings Foundation confirmed the value-added effect of ethics on high-school service learning programs, the public's support for integrating ethics at the college level, and a perceived link between ethical values and environmental issues for college students. The projects contribute to our widening range of professional development workshops and consulting services in scores of independent and public middle schools, high schools, and colleges in the U.S. and around the world. We also work systemically within large organizations such as the British Columbia School Superintendents' Association and the San Diego Unified School District.



Ethics Newsline®

Ethics Newsline® is the Institute's weekly, online ethics news digest and commentary service. It has grown substantially to about 10,000 subscribers in 142 countries, in addition to many other readers who have bookmarked our website. At least one employer is making *Ethics Newsline®* available to its 32,000 employees. *Ethics Newsline®* is a tremendous resource for business managers, researchers, speechwriters, journalists, historians, and others interested in tracking down quick, accurate references to the world's major ethical issues and trends. For ten years, we've published fifty issues a year, all of which are now archived and indexed online. As the only publication of its kind combining coverage and commentary on ethics in a global context, *Ethics Newsline®* plays a central role in building the constituency for ethics.



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