

## OUR UPDATES ON PROGRESS & PLANS FOR 2012

December 2011

To Friends and Supporters:

Once again, it's time to update you on our progress and to tell you of our plans for next year. Thanks to everyone's support, and to The Will J. Reid Foundation for once again giving us a generous \$125K matching grant this year, we've made considerable progress with many of our programs. We are listing them here in alphabetical order with a note on the progress we have made with each.

**But first – We take great pleasure in announcing our terrific Books for Afghanistan website. Thanks to the work of Leslie Morgan, this provides a comprehensive view of our program, including downloadable resources, great photos of children with the books, and, of course, ways to help. Visit it now:**



[www.booksforafghanistan.org](http://www.booksforafghanistan.org)

### ■ BOOKS FOR AFGHANISTAN

**The new [www.booksforafghanistan.org](http://www.booksforafghanistan.org) website includes opportunities to purchase Alternative Gift Cards and Greetings cards for the Holiday Season – a chance to complete your holiday shopping list with 100% of each gift going towards the print and distribution cost of Hoopoe books for Afghan children.**

As most of you know, this project was conceived back in 2005 as a way to “repatriate” the Hoopoe stories collected by Idries Shah, providing them in book form for the children of Afghanistan as an aid to literacy. Initially, we set what we thought of as a high goal: to provide 250,000 of each of our six titles in Dari-Pashto bilingual editions to Afghan children. Then, at the beginning of this year our luck changed, and we were fortunate to be awarded a grant from the U.S. Department of State that ensured we achieve this goal many times over. The grant enables us to print and distribute throughout Afghanistan 2,580,180 Hoopoe Books, which includes 1,730,000 copies of the six tales we had prepared in combined Dari and Pashto editions, 736,000 copies in English editions, 114,000 Teacher Guides for use with the books, plus audio versions of the six stories in Dari, Pashto or English. In addition, we were able to produce and distribute “*Tell Me a Story*” – six radio programs, one of each of the stories for local Afghan radio stations.

The continued support we've received for this program has enabled us to print another 80,000 books in Dari-Pashto to help fulfill additional orders as more and more requests come in. The Ministry of Education is excited about these books and has need of millions, they say, so we have still a long way to go! In the current economic climate, we have no idea how much support we can obtain for this program,

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but are doing all we can to keep going. Our thanks to Gerry Cullen of The VideoWorks and his colleague Merritt Engel who are creating a fundraising film for the program; and to Dan Sperling who has recently run a publicity campaign: “Afghan Success Stories” which is garnering some attention and support.

### ■ BOOKS FOR PAKISTAN

The Urdu-English edition of *The Lion Who Saw Himself in the Water*, *The Clever Boy and the Terrible, Dangerous Animal* and *The Old Woman and the Eagle* all by Idries Shah were translated by Hafeez Diwan, M.D., and prepared for press by the end of last year. This year, Hafeez introduced us to Momiza Bawany who has kindly taken on the task of Distribution Manager and, most importantly, will be able to verify that our printer in Karachi fulfills his obligations and produces good work. So far, the results are excellent: we printed a small edition of *The Lion Who Saw Himself in the Water*, which was distributed to Developments in Literacy (DIL) students.

Now we need to raise additional funds to complete a first printing of the two other titles and to expand our distribution to additional NGOs in Pakistan who would like Hoopoe Books for the children they serve. Please visit <http://www.hoopoekids.com/pakistan.htm> for updates on this effort.

**AMOUNT NEEDED TO PRINT AND EXPAND OUR DISTRIBUTION IN PAKISTAN IN 2012:       \$40,000.00**

### ■ CE@HOME ([www.ishk-ce.com](http://www.ishk-ce.com))

More than 2000 psychologists continue to take the courses we have available by authors such as Ekman, Zimbardo, Shah, Kahneman and Pinker among many others. This year, we added more than 24 new courses covering the most recent research in Clinical Psychology, Ethics, Positive Psychology, and other categories topical to today’s psychologists. We have received many positive comments on our courses, such as “**Your selection of material is the best I have found for a practicing psychotherapist**” and “**Thank you so much for providing a service that allows for self-paced learning.**”

**CME for Physicians** – Thanks to the guidance and work of Margaret Caudill Slosberg, M.D., Rob Mancinelli, and many others, we will be implementing our CME program to offer continuing education credits through the liaison with the Dartmouth-Hitchcock Medical Center. This program is scheduled to begin early next year.

### ■ THE HUMAN JOURNEY (<http://humanjourney.us>)

This year, we added new information on the Paleolithic and Neolithic roots of the human mind to the website in the “Turning Points in Human Thought” section, including exciting discoveries which indicate that it may have been religious worship that stimulated the beginnings of agriculture and not the other way around. The section includes a comprehensive discussion on what may well be the world’s first temple, and on new discoveries at Stonehenge. For those of us interested in exploring the beginnings of religion, religious tradition, and of art, this area of the website now includes the results of some very interesting recent research and is well worth a read.

In an effort to open the website to a wider audience, friends have helped to promote it to educational institutions. Thanks to educator, Phil Farson, the website is now aligned with the social studies curriculum for grades 6, 7, and 10 and recommended by California's CLRN (electronic resources for schools).

Next year we hope to develop a curriculum guide using the Understanding by Design approach to social studies and other content curricula development. This approach has been adopted in many states and local school districts. It emphasizes understanding as the capacity to make connections and synthesize knowledge and use it wisely and effectively in context (see p. 7 of *Understanding by Design*, 2nd edition, by Grant Wiggins & Jay McTighe).

**THE FOURTH SECTION –The Road to Now** – is in development. We’re preparing a section on empathy and the need to expand it, culturally, socially and personally. We’re looking at the questions and

problems of aid. There is a lot promising work being done in the area of global aid. Random evaluation experiments are providing solutions to many of the problems that have plagued the poor especially in the areas of health and education. Micro loans are providing needed capital to small (often tiny) businesses at reasonable interest rates, eliminating loan sharks. Corporations are starting to pay attention to the needs of the poor by providing quality goods and services at affordable prices. Most of all, these solutions foster hope in a brighter future. We're looking at the following as well as the controversy on how best, or whether, to provide aid, in the works of Easterly and Sachs and others. Among the works we're using are *Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty*, *What Works in Development? Thinking Big and Thinking Small*, *The Bottom Billion: Why the Poorest Countries Are Failing and What Can Be Done About It*, *The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits*.

**AMOUNT NEEDED TO CONTINUE WITH THIS SECTION OF THE HUMAN JOURNEY SITE:     \$35,000.00**

### ■ **HOOPOE BOOKS ([www.hoopoekids.com](http://www.hoopoekids.com))**

This year almost 1,500 copies of *Lion Who Saw Himself in the Water* in a Spanish-English bilingual edition, were purchased by just one leading school supplier; hopefully this means that we are at last beginning to make larger inroads into this very competitive market. We will need to reprint this and six more Spanish-English bilingual paperback titles: *The Clever Boy and the Terrible, Dangerous Animal*, *The Farmer's Wife*, *The Man with Bad Manners*, *The Man and the Fox*, *The Old Woman and the Eagle* and *The Silly Chicken*. The cost of printing and shipping our books has increased again this year, and with our supporters' help, we will be able to keep these titles in print.

**AMOUNT NEEDED TO REPRINT THESE FIVE BILINGUAL EDITIONS:                             \$35,000.00**

### **ALL ABOUT ME SERIES**

Thanks to the extensive work by Phil Farson, the *All About Me* books now have correlations to the Common Core State Standards for Literacy in History/Social Studies, Science & Technical Subjects – tools now available for teachers on our Hoopoe website. Phil has also helped us to align these books with The Protocol for Review of Instructional Materials for English Language Learners (PRIME) through the World-Class Instructional Design and Assessment (WIDA) tool. As Phil says in his report to us, **“You have documentation that the *All About Me* series addresses a need for integrated approaches to the teaching of content, literacy and language development. Such materials are very rare and will be in increasing demand.”**

A fourth title in our *All About Me* series for adolescents *What We See and Don't See: How and Why Perceptions Work the Way They Do* written by Robert Guarino is currently being illustrated by Jeff Jackson and scheduled for publication in the Spring of 2012.

**AMOUNT NEEDED TO COMPLETE AND PUBLISH THIS TITLE IN 2011:                             \$15,000.00**

### ■ **LIBRARY PROJECT**

This year, we continued our Library Project donations of Hoopoe Books to school and children's public libraries nationwide. Since the program started in mid-2009, we have donated almost 7,500 Hoopoe books to libraries.

**AMOUNT NEEDED TO CONTINUE THIS PROGRAM   \$3,000.00**

### ■ **NEW BOOKS**

**eBOOKS:** Thanks to Bruce Rittenbach, all, but one of the Malor Books should be on Kindle by the end of the year. In addition, Jody Scott has helped us make the books available through the library eBook distributor, Overdrive. Malor titles are prepared so as to be easily distributed through any digital reader as it becomes available. As a consequence, are now able to keep our physical inventory to a minimum

for each title, printing in very short runs as needed. We are beginning to receive income from these sites which helps to support our plans for new titles.

**A NEW BOOK ON SPIRITUALITY** from its beginnings to a possible new future, is being written and compiled by Robert Ornstein and Sally Mallam. We have a world where humanity is dominant, where science has explained many of the factors bewildering earlier ages, where psychology has explained much of human nature that was a mystery, and new analyses of religions can separate social, emotional and earlier spiritual ideas into their proper realm. Most importantly, we now need to understand the place and purpose of ritual, prayer and charity, so as to leave a space for what the wisdom traditions meant by "spiritual." The authors will draw on the work of Pagels, Ehrmann (on what was conveniently left out of Doctrinal Christianity), Meyers, as well as the discovery of the Nag Hammadi trove, current neuroscience and the work of Idries Shah.

■ **SHARE LITERACY** ([www.shareliteracy.org](http://www.shareliteracy.org))

So far in 2011, we have provided 37 agencies serving at-risk children in the USA with just over 13,050 books, plus CDs for classroom use and sight-impaired students, and lesson plans for teachers.

In addition, through a similar program, the **Institute for Cross-Cultural Exchange (ICE)** in Canada has distributed 59,425 Hoopoe Books so far this year and has another 10,272 in inventory to be donated in the spring. For those wishing to support ICE in this effort, visit: [www.iceeducation.org](http://www.iceeducation.org).

Many of the agencies we have supported last year have been forced to close due to economic difficulties, but we continue to receive requests on a weekly basis from those that survive. Currently, we have a list of agencies who want books for 27,844 children and materials for their teachers. So we need to ask our friends to continue to support our Share programs this year and next. **Immediately we need to provide books to children for the 2011 Holiday Season, and to cover our costs for those requests we need to raise \$42,900.**

**TOTAL AMOUNT NEEDED FOR EXISTING AGENCIES REQUESTING  
SHARE PROGRAMS SERVING AT-RISK CHILDREN:**

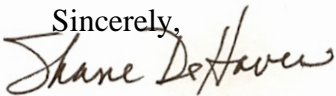
**\$100,818.00**

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**Please help us now by donating to support these important projects. Go to our website <http://ishk.com>, and click on the How To Help tab. Or download a copy of this letter and use the form below. Feel free to make copies of this letter and send to friends, family and colleagues.**

Best wishes for 2012 from all at ISHK!

Sincerely,



Shane De Haven

**DONATION TO HELP ISHK PROJECTS NOW!**

\$5000.00    \$1000.00    \$500.00    \$250.00    \$100.00    \_\_\_\_\_ other (Make checks payable to **ISHK**)

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If you wish your donation to go toward a specific project, please note here: \_\_\_\_\_

Fill out this donation form, include your check or credit card info and return it to:

**ISHK, PO Box 176, Los Altos, CA 94023 ☎1-800-366-2595 or 1-650-948-9428 OR Fax: 1-650-948-2687**

OR use our secure Website [ishk.com](http://ishk.com), click on the "How to Help" tab ■ **Want more donation forms? Email: [ishkhelp@aol.com](mailto:ishkhelp@aol.com)**