



The Road to the Future: Education for Creative Adaptation



Institute for the Study of Human Knowledge
2013 Annual Report



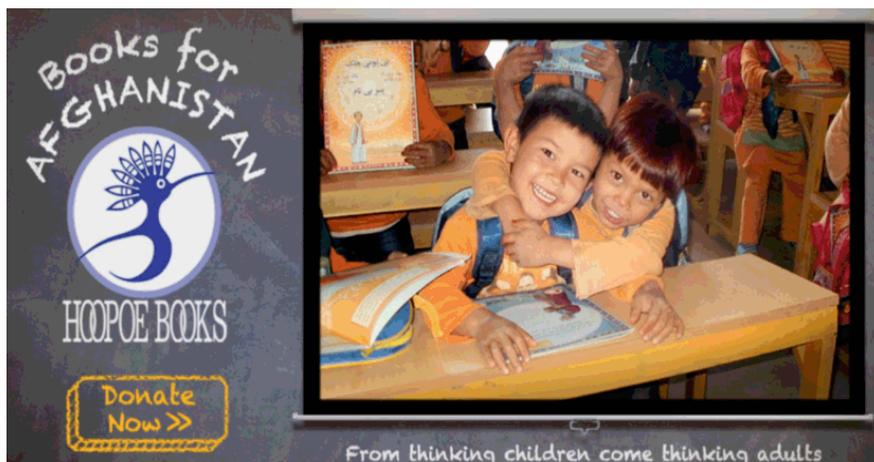
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Our Mission

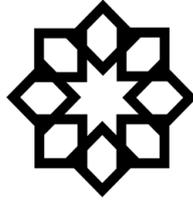
Humanity now needs to adapt to a world that is far different from that of the past. A primary need at this critical point in human history is to understand our human nature. If we know who we are, how human beings evolved, what our possibilities and weaknesses are, we might correctly assess what we can change, adapt, and create, so that humanity and the planet thrive.

It is the mission of ISHK to gain such insight through the investigation of humanity's biological and cultural evolution and to communicate new understanding in the human sciences to both professionals and the culture at large through symposia, curricula development, workshops and publications.



**We have now
provided over
3.8 million
Hoopoe Books to
the children of
Afghanistan!**

Message from the President



Hoopoe Books published its first traditional Teaching-Stories for children, retold by the Afghan author Idries Shah, in 1998. Since then we have distributed just under 5 million of these tales to children in the United States, Canada, Guatemala, Mexico, Afghanistan, and Pakistan.

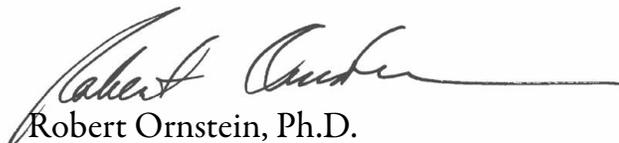
Over the years ISHK has addressed the ways in which we can learn to tolerate and appreciate cultural diversity in an ever-shrinking global community. We have looked at diverse understandings of human nature, at traditional health and psychologies of the East, in order to see if these might add to our Western interpretation, leading to more efficient problem solving and solutions. Our research led to the works of Idries Shah, which offer contemporary society an advanced psychology that is practical and applicable both for the individual and for global solutions. Since 1976, ISHK has distributed and promoted the complete works of Idries Shah, making them available to anyone through libraries, bookstores, schools, and colleges in the USA and Canada.

This year we were pleased to learn of the new Idries Shah Foundation (ISF) which now will take over worldwide distribution of his works by providing online and new editions of them. Thanks to the support of some of our friends, we were able to help them do this by providing Mobi and Epub files of his 26 works to the ISF, as well as translations and prepared pre-press files of Shah's *Tales of the Dervishes* in Arabic, Farsi, Urdu and Pashto.

This means that once our existing inventory is depleted, we will cease to distribute Octagon Books in the US and Canada, but will continue to promote Shah's works through our websites and publications.

In 2013, we made progress on all our programs — in continuing education in psychology and medicine, in family literacy in the USA and Canada (in partnership with the Institute for Cultural Exchange), in publishing works on the human mind and condition, and in updating and expanding our important new project The Human Journey website.

Once again, we could not have accomplished these projects without the help of The Will J. Reid Foundation who has supported our work for more than a dozen years, as well as the help of many generous donors and volunteers around the country and the world — all who aim to maintain the mission of ISHK to allow us all to fulfill our potential, and to change, adapt and care for the planet on which we all live.



Robert Ornstein, Ph.D.

President

Key 2013 Accomplishments

Thanks once more to the generous support of The Will J. Reid Foundation (WJRF), who have supported us now since 2002, and to the generous donations and volunteer services from so many individuals, we were able to achieve significant advances in 2013.

HOOPOE BOOKS: This year we began work on creating eBook editions of Hoopoe Books and to prepare two new illustrated traditional tales for publication at the end of 2014. Hoopoe Books is now on Facebook and Twitter.

SHARE LITERACY: This year we provided Hoopoe books and teacher materials to more than 30 programs around the USA, as well as in Canada, Costa Rica, Mexico, and Haiti.

BOOKS FOR AFGHANISTAN: As those of you who receive our BFA Newsletter will know, thanks to the help of our supporters, we were able to print and distribute another 300,000 Hoopoe books in Dari-Pashto and English since the end of the Dept. of State grant in September 2012. This grant supported the distribution of more than 2.5 million books. We have now provided over 3.8 million books to children in Afghanistan, distributing books in all 34 provinces.

BOOKS FOR PAKISTAN: We now have ten Hoopoe titles press-ready in English-Urdu editions, all by Idries Shah and all translated by Hafeez Diwan. To date, we have printed and distributed a total of

25,000 books of the first five titles and will print and distribute more as funds are available.

eBOOK NEWS: This year we began work on creating Hoopoe Books for Amazon Kindle and for the iPad to give further exposure to our books and ensure that Shah's wonderful Teaching-Stories for children stay available into the future and to make the All About Me books available for iPad and Kindle. We continue to make all of the Malor Books publications available for e-readers. We also provided The Idries Shah Foundation with ePub and Mobi files for eBook versions of Shah's work.

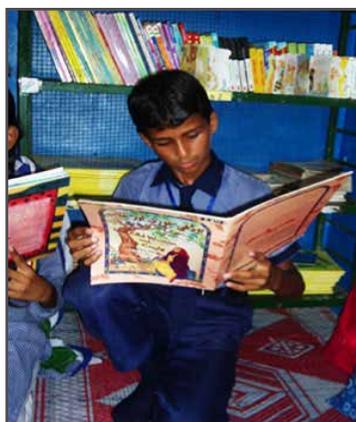
CE@HOME - Psychologists/Physicians: We've added important works on the value and importance of friendship, beliefs, and understanding emotions, and works on mind-body health to our course lists.

THE HUMAN JOURNEY: We are making progress with the interactive program to make this site more useful to teachers and high school and undergraduate students. Recent additions include a section on Mesopotamia in the "Turning Points in Human Thought" quadrant.

ISHK ADMINISTRATION: The year 2013 saw many changes to our corporate and book distribution organization, including moving the Book Service after almost 30 years.

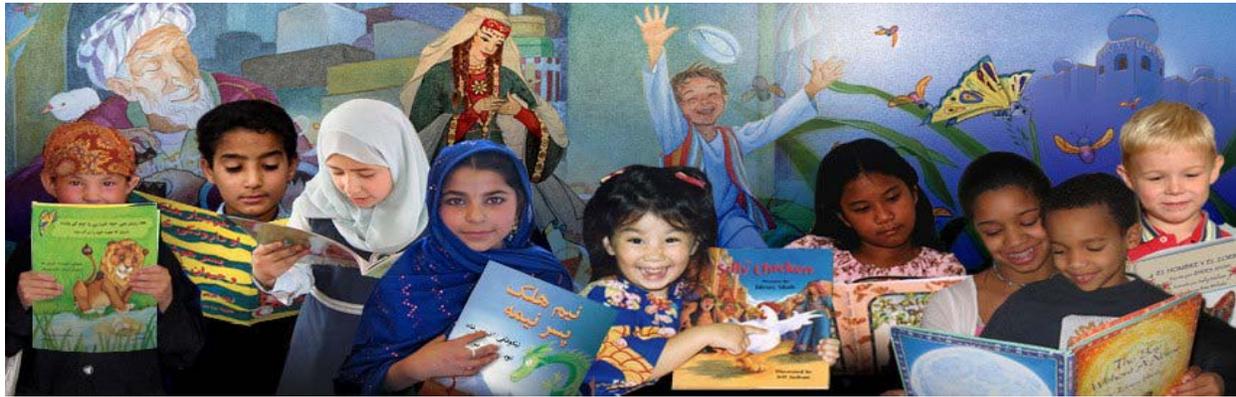


Share Literacy has provided 600,000 books to children's programs since 2000 (this is a childcare classroom in Virginia)



Books for Pakistan program now has 10 press-ready Urdu-English titles

ISHK Continuing Education programs added essential new courses



This year, we began work on creating Hoopoe Books for Amazon Kindle and for the iPad to give further exposure to our books and ensure that Shah's wonderful teaching stories for children stay available into the future and to make the All About Me series available for iPad and Kindle. Hoopoe Books should be available online by the end of 2014.

New Hoopoe Titles

In 2013, we began developing two new Hoopoe titles: *THE STRANGER'S FAREWELL* illustrated by Marie LaFrance and *THE LEGEND OF AHMAD SHAH* illustrated by Natasha Delmar. Both titles are retellings of traditional tales, written by the Afghan storyteller and early childhood teacher Palwasha Salam.

Facebook, Twitter and YouTube:

Hoopoe is now on Facebook, Twitter and YouTube with the latest news for Hoopoe Books, Books for Afghanistan, Books for Pakistan, and Share Literacy!

eBooks and The Idries Shah Foundation

This year we were all very pleased to learn that steps are planned to promote and revive interest in the work of Idries Shah. **The Idries Shah Foundation (ISF)** (www.IdriesShahFoundation.org) is a UK non-profit established to promote the advancement of Sufi culture and to reclaim liberal Sufi heritage by making available works of classical and contemporary Sufi literature, with particular reference to the works of Idries Shah, throughout both the Western and the Islamic world; and to educate the public in Sufi ideas in order to encourage international tolerance, understanding and harmony.

In 2013, we were able to provide Mobi and Epub files of Shah's corpus of work to the ISF, and translated pre-press files of the first title, *Tales of the Dervishes*, into Arabic, Farsi, Urdu and Pashto. By doing this, we created a team and procedures that the Foundation continues to work with for the translations of other titles in these languages. We are told their plan is that over the next two years, all of Shah's work will be made available online in English and many titles in these other languages as well, and a new English paperback edition of all his titles will be published over this time.

A New Book on Spirituality

God 4.0

The book will cover what we'll call the "Gods 1 - 3.0," from shamanism in the most ancient human relics of the Paleolithic 30,000 years ago and the revolutions in the Neolithic, to the Axial Age 2,500 years ago, and to the development of the modern major religions. But these "modern religions" are all thousands of years old. They are based on living in a much different world than ours, where the awe of nature was present, where May events, from floods to earthquakes to storms to ancestors appearing in dreams all lacked any explanation.

It is time for an update. Now, with the discoveries after the second world war in paleontology, in the uncovering of ancient religious texts in the Christian and Jewish traditions, and, most importantly, the rise of brain and psychological science, we are in a position to understand the true nature of transcendence, devoid of the ancient trappings.

There are many new discoveries contained: why people all over the world isolate themselves to seek higher knowledge, undergo extremes of cold, heat, physical endurance, why shamans all over the world speak of their "death" or "flight," even dismemberment, although they remain, of course, intact; why the spiritual impulse was instrumental in the development of agriculture and a settled society, not the other way around; why we find our "gods" "on high," and even astronauts have often reported spiritual experiences; why all societies have a tiered cosmos; why our mirror neuron system allows us to connect with others; the reason "virtues" such as humility, generosity, gratitude and service are linked to consciousness is that they all direct attention away from the self. And current brain research has found the area where all the information we assemble about the self connects, and it is de-activated when we have extended consciousness.

For 45 years ISHK has worked to connect science and spirituality and worked to "broaden the basis of information available to the general public," as Idries Shah wrote. Now, after 5 years of research, this book, *God 4.0*, is in the works. Its main message is that the human mind is set up, evolved, for transcendence, and this ability has formed the basis of human society: the ability to connect with others, to go beyond our inheritance, to merge individual identity into a larger group. This function provides the basis for a belief in God, or "higher" knowledge. Above all, our ability to learn how we can now go forward in a new understanding of ourselves, and combine the two most important and conflicting strains in human thought: science and spirituality.



Snapshot from **The Human Journey Website** showing a cave interior, St. Peter's Basilica in the Vatican and Dome of the Rock, Jerusalem. The idea of a tiered cosmos has persisted in ritual and religious architecture for 35,000 years.

Share Literacy - www.shareliteracy.org

All children deserve an equal start in life and having books in the home and reading to our children are the two most important indicators for future school success. Since we started Share Literacy in 2000, we've distributed over 600,000 books to schools, youth programs, homeless shelters, hospitals & clinics, and community service centers, etc. Many organizations, some of which are listed on the next page, depend on our help every year to brighten up the lives of the children they serve.

This year, we made our excellent standards-aligned teacher lesson plans available as free downloads on the HoopoeKids.com site, and teachers in our Share Program have taken advantage of this. In 2013, we were able to provide 28 agencies serving at-risk children with more than 14,800 books, plus CDs for classroom use and sight-impaired students, and lesson plans for teachers were given out. In addition, our Share Holiday Program provided over 7,300 children with beautiful Hoopoe books in California, the DC area, and the Boston area. And a volunteer in Costa Rica gave out books to schools there.

"The beautiful books your organization made available to us, on more than one occasion, were a real treat for our patients and were tremendously popular. They offered the children and their families the wonders of reading and exposure to new stories and cultures that will broaden their base of understanding of the world. Thanks so much and hope your holiday is a happy and healthy one."

Paula McNichols, Executive Director, Brookside Community Health Ctr, Massachusetts

**THANKS TO OUR SUPPORTERS,
OVER 7,000 UNDERSERVED CHILDREN RECEIVED
A HOOPOE BOOK AS A HOLIDAY PRESENT!**



Children in Massachusetts, Costa Rica, and Colorado enjoying their Hoopoe books.

San Francisco Bay Area Chapter – 3,350 children received books and/or Home Literacy Kits.

Washington DC Chapter – Working with a dozen schools and early-childhood programs in Colorado, Virginia, Maryland and Washington DC, Share Literacy volunteers in the Baltimore-Washington area and Boulder CO, provided more than 3,700 Hoopoe books and over 1,000 Hoopoe CDs to disadvantaged children in late 2013 and early 2014. The volunteers are currently seeking the funding to continue these efforts.

Massachusetts Chapter – over 1200 books were distributed to children.

Costa Rica Chapter – 300 books were given out to school children.

Share Literacy (Continued)

Selected Share Programs in 2013

Alum Rock Union Elementary School District, San Jose, CA
Barbara Chambers Children's Center, Washington, DC
Boston Children's Hospital, Reach Out and Read Program
Boys & Girls Club of Dorchester, MA
Brookside Community Health Ctr., Reach Out and Read Program, MA
CampFire USA, Long Beach, CA
Catholic Charities Refugee Resettlement Program (incl. refugees from Afghanistan & Iraq), San Jose, CA
CIE, Mexico
Ecumenical Hunger Program, East Palo Alto, CA
Edgewater Elementary School, Edgewater, MD
Escuel Tuetal Sur (a primary school in Costa Rica) and other Costa Rican school libraries (through the help of ISHK volunteer, Barry Biezanz)
Fairfax Futures, Fairfax, VA
Higher Horizons Head Start, Falls Church, VA
Homeless Children's Playtime Project, Washington, DC
Homeless Prenatal Program, San Francisco, CA
Horizons for Homeless Children, Boston
ICE, Canada (distributed inside Canada, Afghanistan and Mexico)
I Have a Dream Foundation, Longmont & Boulder, CO
Laubach Literacy Council, San Diego, CA
Literacy Volunteers of Greater Worcester, MA
Loma Vista Immersion Academy, Petaluma, CA
Loudoun Literacy Council Head Start, Leesburg, VA
Morelos Mexico Elementary Schools (a donation from ICE-Canada)
New Hampshire Estates Elementary School, Silver Spring, MD
ReadBoston, Boston, MA
Ridgecrest Elementary School, Hyattsville, MD
South End Community Health Ctr., Reach Out and Read Program, Boston, MA
Sunnyvale Police Department's "Reach Potential" & "Jr Giants" programs, Sunnyvale, CA
Tree for Life, Wichita, KS

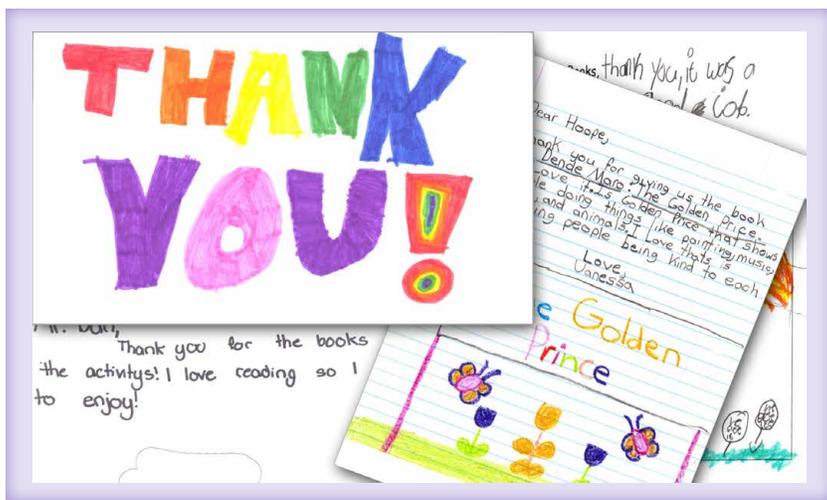


"I cannot express my appreciation enough for the rich stories in Hoopoe books, and their positive portrayal of Middle Eastern life. I firmly believe these books help us to see the similarities in all of our lives, and how these threads of similarity bind us together."

**Sharon DeAngelo,
Chief Academic Officer
Alum Rock School District,
San Jose, CA**

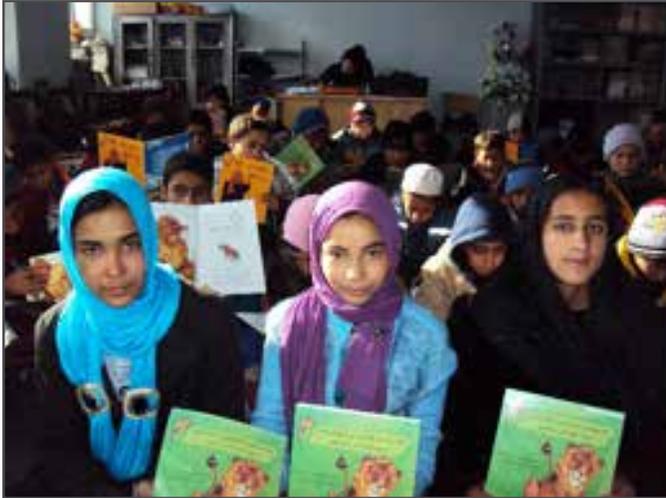
"The parents and children were happy and surprised by this type of kindness, to receive the children's books in their language of origin. Thank you again." [gift of English and Afghan language books for the Holiday season]

**Azra Macek, Refugee
Relocation Program
Catholic Charities, California**



Books for Afghanistan - www.booksforafghanistan.org

This project was conceived in 2005 and implemented at the end of 2007, with the Afghan Ministry of Education's (MoE) approval. Devised as way to 'repatriate' Afghanistan's own traditional Teaching-Stories, Hoopoe Books provides a bridge between the older, more conservative members of society – many of whom remember these stories for their own childhood – and the younger generation of men and women for whom literacy is vital if they are to participate in a modern Afghanistan.



Thanks to everyone's continued support, we were able to print and distribute another 300,000 Hoopoe books in Dari-Pashto and English since the end of the Department of State grant in September 2012.

Our very brave and devoted staff in Kabul are resolved to continue for as long as we can provide the funds for Hoopoe books and teacher training to help the children of Afghanistan.

Excellent Evaluation Results of our Program in Afghanistan!

An independent organization hired by the US Government evaluated our 21-month program. We were really pleased to learn of their results. This study found that the program transforms a child's reading behavior: both teachers and parents noticed that the children's skills improved, leading them to read other materials such as newspapers and magazines. The stories gave children a sense of expanded opportunities and a better knowledge of Afghan culture, its stories and traditions. They found that children often shared what they learned, so the stories were able to engage children beyond those who received books directly, and parents noticed their children teaching their brothers and sisters and reading to their neighbors. The program was rated highly (3.8 on a 4-point scale) by the 148 evaluators.

Their teacher evaluations showed gains in many new skills from our trainings: teachers were able to assess students' progress better, were comfortable asking children questions and encouraging them to come to their own conclusions, and they understood the limits of rote learning. Parents and teachers are unanimously pleased that the books are culturally relevant and are published in both Dari and Pashto.

Highlights from This Year:

January - March – at the request of the MoE, we delivered books for 2,800 teachers to use in trainings in Kandahar Province, followed by books for their 84,000 school children. Classes are now able to use Hoopoe books with students, sharing titles, able to follow along with their own copies.

Books for Afghanistan (Continued)

March – The MoE distributed a quarterly magazine to all their school libraries, and requested a set of books from us for these 2,000 venues which they distributed at the same time. They felt that children will be particularly inspired to write stories and poetry of their own because Hoopoe books are traditional Afghan tales and written by an Afghan author.



June – This year our books were well received by students from primary schools in Shimalto, Bokora and Bordikak in remote Nawur District, the largest and most rural district in Northern Ghazni Province.



October – 60,000 Hoopoe books were safely delivered to Asad Abad in Kunar Province! Girls (above) from Asad Abad read Dari-Pashto copies of *The Farmer's Wife* and *Fatima the Spinner and the Tent* by Idries Shah.



Girls and boys from Kabul schools with their copies of *The Clever Boy and the Terrible Dangerous Animal* by Idries Shah

November-December – The Ministry of Education in Kabul requested help to provide books, teacher guides and training for 52 schools serving a total of 145,086 children in the poorest most under-served areas of Kabul Province. By the end of December we were able to deliver 85,930 Hoopoe books to 22 of these schools and hope to be able to more once the weather gets warmer and schools reopen.

Books for Afghanistan (Continued)

Books For Afghanistan Website (www.booksforafghanistan.org) & Newsletters:

We have revised our website to ensure that everyone can easily find opportunities to donate and help our program. The site also has great ideas for fundraising including Alternative Gift Cards, an excellent informational film produced by VideoWorks and available in UK and US formats, a PowerPoint presentation, flyers and posters – all downloadable. We maintain a large database of supporters who receive informative quarterly newsletters on our progress and supporters can now connect with friends through Facebook and Twitter as another way to help us by spreading the word.

Books for Pakistan - www.hoopoekids.com/pakistan.htm

We now have ten Hoopoe titles press-ready in English-Urdu editions: *The Lion Who Saw Himself in the Water*, *The Clever Boy and the Terrible, Dangerous Animal*, *The Old Woman and the Eagle*, *The Silly Chicken*, *The Boy Without a Name*, *The Farmer's Wife*, *Neem the Half-Boy*, *Fatima The Spinner and the Tent*, and *The Magic Horse* all by Idries Shah and all translated by Hafeez Diwan. To date, we have printed and distributed a total of 25,000 books of the first five titles and will print and distribute more just as soon as we have the funds to do so.



'When I spoke to the coordinators in Muzaffargarh they told me that the children were completely caught up by the beautiful illustrations and the power of the stories! One child commented:

"I thought I would only find books of this sort in the homes my mother works in! Imagine finding them in my own school. How blessed I am!"

**Mrs. Basarat Kazim, Founder and President of
Alif Laila Book Bus Society (our partner in Pakistan)**

Our first challenge in 2014 is to help schools that have contacted us from the Khyber Pakhtunkhwa (KPK) region, requesting a program that follows the model of our Books for Afghanistan Program. Six organizations have approached us with requests for Hoopoe books and teacher training and with particular emphasis on educating women and girls. Through the amazing presence and work of courageous Malala Yousafzai and other brave individuals, we know that this area presents an enormous challenge for the future of Pakistan and only through education will things begin to change.

Continuing Education at Home

CE FOR PSYCHOLOGISTS

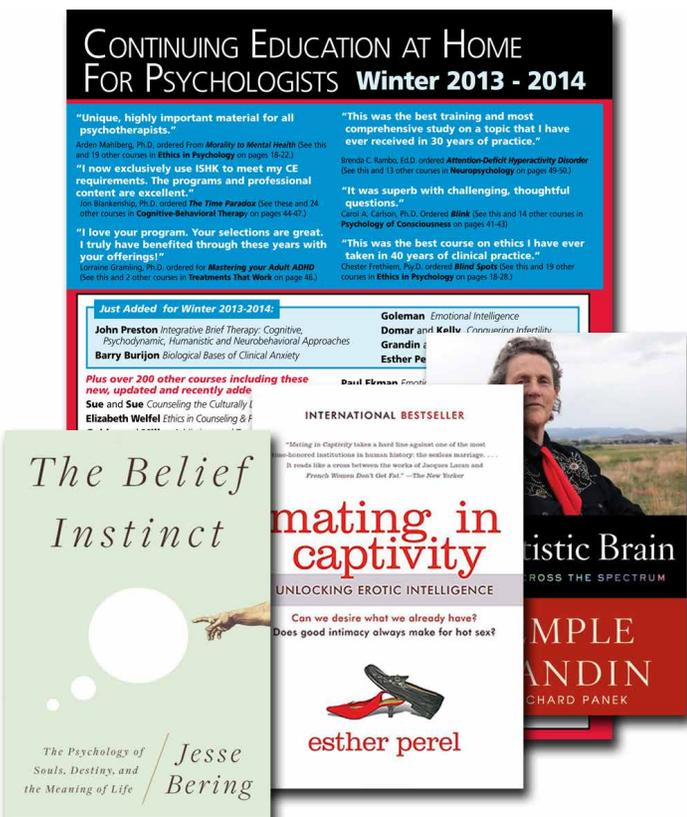
www.ishk-ce.com

For decades, this program has provided information in areas that ISHK is concerned about to thousands of professional psychologists, to help these ideas filter into the mainstream.

We've added important works such as Robin Dunbar's *How Many Friends Does One Person Need*, Jesse Bering's *The Belief Instinct*, Richard Davidson's *The Emotional Life of the Brain*, and therapists will also find many new books directed toward clinical practice as well as dealing with client anxiety, addiction and trauma. We've added more titles on happiness, a new section on empathy, and more work on religion, higher consciousness and spirituality.

The catalog features user comments; tests are mailed automatically, saving work time and increasing the speed of response, already very highly rated.

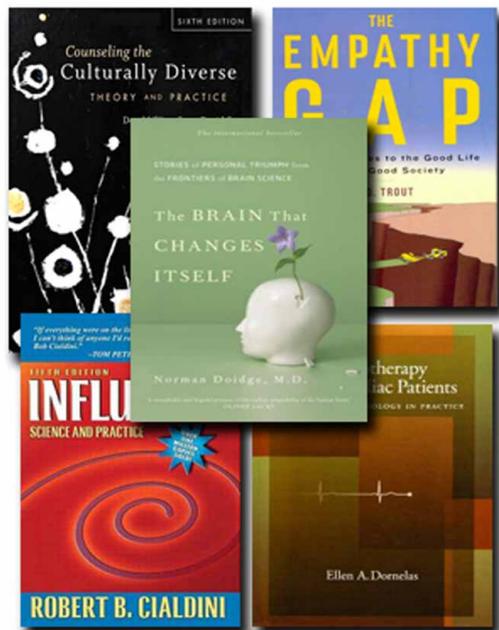
This year we began a quarterly email campaign to inform our customers as their renewal deadlines approach about new catalog offerings and updates on our programs.



CME FOR PHYSICIANS

This program broadens the base of information for physician practice. This year we've expanded our course list and have sent out a sampling of our offerings through our affiliate, Dartmouth-Hitchcock Medical Center and Dartmouth Medical School, and have further developed our website for users.

For details, visit <http://ishk.com>, click on the CME Medicine tab at the top.



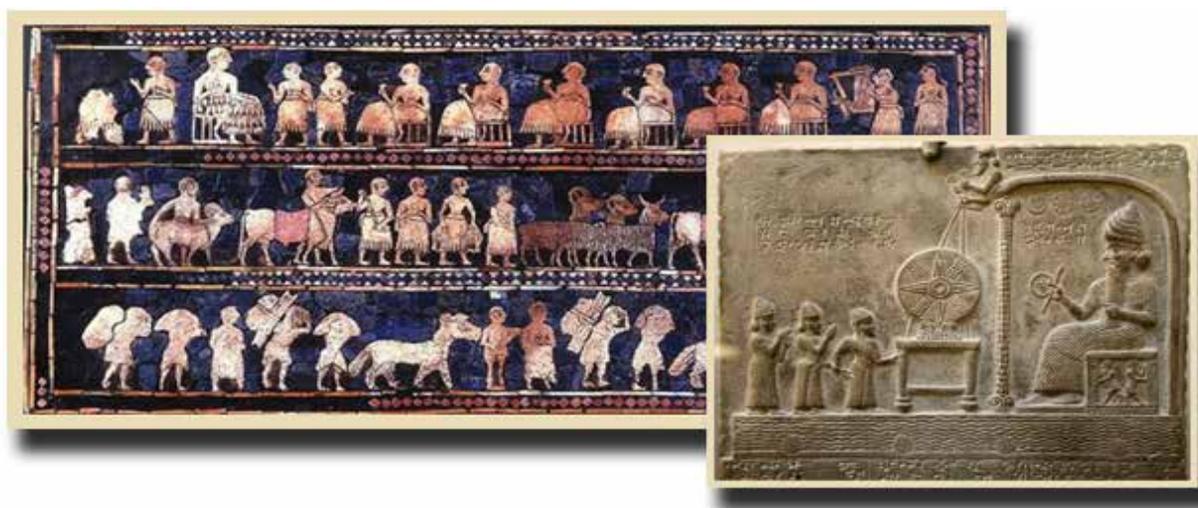
The Human Journey - <http://humanjourney.us>



With the help of volunteers we are constantly updating the site to keep abreast of new developments. These are added to NEW FINDINGS for each topic, or revised within the text itself as necessary. This year we added a section on **Mesopotamia** to the “Turning Points in Human Thought” quadrant. In 2014, we will add a section on the Indus Saraswati Valley or Harappan civilization, revise the Human Journey beginnings and add new book reports in the light of new research.

The website is aligned with the social studies curriculum for grades 6, 7, and 10 and recommended by California’s CLRN (electronic resources for schools). Work continues on an interactive program to make this site more useful to high school and undergraduate students and their teachers.

The Fourth Section – The Road to the Future is developing new analysis on how and where a sustainable future can be achieved. These areas include an analysis of where we are and the different paths of energy use available to us. The usual analysis considers mainly items such as nuclear energy, renewables, nanopower, the use and problems of fracking. But behavioral changes, if instituted, can have a far greater effect than any and all sustainable sources of power. How we get to change is our next subject, and we will begin with reviews of new and major works on these topics.



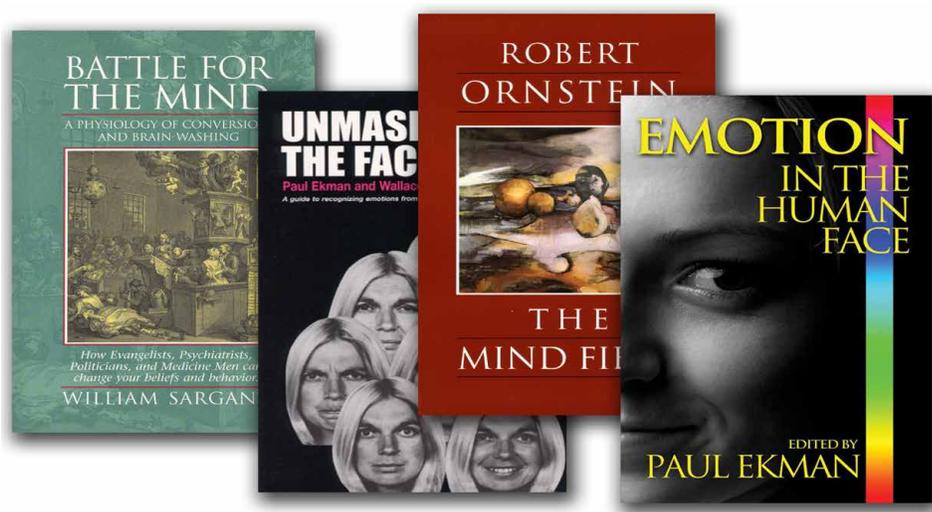
From new section on Mesopotamia: The Standard of Ur mosaic (above left) is made of red limestone, bitumen, lapis lazuli, and shell, probably depicting peacetime, from the royal tombs of Ur. Tablet of Shamash (above relief on right), depicts Shamash (Babylonian) or Utu (Sumerian) as the sun god of Sumerian mythology and the son of the moon god Nanna and the goddess Ningal.

Malor Books - www.malorbooks.com

ISHK's Malor Books imprint was launched in 1995 to keep seminal works in print that would otherwise not be available. Malor Books' publications are used in hundreds of university courses around the world.

In order to ensure that the information contained in these definitive titles remains available for future generations, Malor Books continued making works available through online stores. Amazon's Kindle, Google Books, and other eBooks sites now have many of the Malor Books in digital editions available for purchase. Libraries are able to purchase books through online distributors, such as Ingram and Follett's.

Most of the Malor Books are being converted to the more convenient and lower-cost "print-on-demand" option, which will help to speed up delivery to our distributors and keep warehousing costs to a minimum.



ISHK Administration Changes

The year 2013 saw many changes to our corporate and book distribution arrangement. We moved our corporate offices in California (find our new address on page 15 of this report) and in early 2014, after almost 30 years, and thanks to the hard work of Robin Eldridge and Tory Steuber, we have moved our book distribution office from Cambridge to Salem MA. The move towards a more online approach for ISHK will enable us to better communicate with people interested in our outreach, and reduce our already-low administration costs, leaving us more to invest in our important programs.

We have begun to phase out our Octagon Press book distribution now that the ISF is going to take this over. We will continue to provide books that are in our current inventory, but will be unable to reorder once these run out. Titles will be made available online through stores such as Amazon and via Google Books from the ISF site.

Officers, Board of Directors, Advisors, and Contributors

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ISHK Imprints and Children's Literacy:

Sally Mallam

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JP Morgan
Kaiser Permanente Community
Benefits Program
Ohio Children's Fund
Wells Fargo Foundation

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