



Institute
for
Global
Ethics
2000
Annual
Report

V I S I O N *and* M I S S I O N

VISION: A WORLD WHERE SHARED MORAL VALUES SHAPE RELATIONSHIPS, DETERMINE DECISIONS, AND GUIDE ACTIONS FOR EVERY INDIVIDUAL, INSTITUTION, AND NATION.

MISSION: TO PROMOTE PUBLIC DISCOURSE AND PRACTICAL ACTION AROUND SIGNIFICANT ETHICAL ISSUES BY:

- DISCOVERING AND DEFINING THE GLOBAL COMMON GROUND OF SHARED VALUES
- ESTABLISHING CLEAR STRUCTURES FOR MORAL REASONING AND ETHICAL DECISION MAKING
- PROMOTING THE TEACHING OF ETHICAL FITNESS™ IN THE PRACTICES OF PRIVATE, INSTITUTIONAL, AND CIVIC VIRTUE
- ANALYZING TRENDS, GATHERING AND DISSEMINATING INFORMATION, AND DEVELOPING NEW KNOWLEDGE ABOUT GLOBAL ETHICS
- BEING A MODEL ORGANIZATION IN EFFECTIVENESS, OUTREACH, EFFICIENCY, AND ETHICAL ACTION

ETHICAL FITNESS™ FOR TOMORROW'S WORLD

PRESIDENT'S REPORT

This past year, the Institute has put its energies into a wide range of activities designed to bolster existing relationships and help new ones take wing. Across the country and around the world, we've built alliances with a widening range of organizations and people. While the size, scope, and focus of our partners varied greatly, they shared one striking attribute: a commitment to tackling tough ethical issues.

Our task was to help them meet that commitment. We did so head-on, with a dedication to backing proven principles with tangible products and trained personnel.

On the education front, we completed two new curricula, *Elementary Decision Skills* and *Ethics & Service*. Our Education team also broadened the scale of its teacher training, reaching educators from kindergartens to colleges across North America and the United Kingdom.

Corporate Services also made great strides this year, meeting the needs of organizations around the world. Whether local or global, organizations

turn to the Institute for training, consulting, and product services. This year we rose to the challenge in several notable ways: with the start of two new training CD-ROMs for family foundations and for nonprofit organizations, with an agreement to provide content for online classes in ethics, and with increased corporate training and consulting. This year also marked the launch of an important alliance with Canadian telecommunications firm Nortel Networks, which has agreed to adapt our landmark *Cornerstones for Ethical Foundations* CD-ROM for use in the Canadian and high-tech sectors.

Our Public Policy team, bolstered by two new staff members, worked hard this year to prepare for the year-2000 election cycle. With people on the ground in Maine, Ohio, and Washington, we laid a solid groundwork for promoting citizen involvement and clean campaigns from one coast to the other.

That wide vision also marked our work abroad, with the planned launch of a new

Canadian office and the continued growth of the U.K. Trust. From our seat in London, the Institute played an instrumental role in convening a major multinational conference on the principles of civic education. The U.K. Trust also engaged the nation's leaders—both political and philosophical—in a series of meetings focused on the new U.K. Human Rights Act and its implications for Britain's people.

These activities and countless others—many of which are detailed in the following report—reveal the Institute's broadening reach over the past year. With wings outspread and firmly held, we navigated the opening months of 2000 with confidence, finding an ever-growing demand for what the Institute offers: clear guidance in resolving tough, ethical dilemmas. Your support has been—and will continue to be—paramount in that effort. Together, we're headed to wonderful new heights.

—Rushworth M. Kidder,
president

E D U C A T

THE INSTITUTE'S EDUCATION DEPARTMENT CONTINUED TO SOAR THIS YEAR ON ALL FRONTS. FROM PRODUCT CREATION TO TRAINING PROGRAMS, WE BROADENED OUR OUTREACH SIGNIFICANTLY.

We added two important curricula to our spectrum of materials this year: *Elementary Decision Skills* and *Ethics & Service*. *Elementary Decision Skills* is a kindergarten and primary-school complement to our popular secondary-education curriculum, *Building Decision Skills*. At the secondary level, the new *Ethics & Service* curriculum incorporates the dimension of ethics into the practice of service-learning. We also completed research on an environmentally focused

secondary-education curriculum, *How Big is Your Backyard?*

This year, the Education department was involved in a wider array of activities than ever before. We completed a survey on teaching values and ethics for the Illinois Community College System (ICC), yielding results that have caught the attention of other community college systems around the nation. We also began an extensive training program within the ICC system. At the same time, we designed and carried out another higher education survey for The Nathan Cummings Foundation, this time gauging college students' values as they relate to environmental concerns.

“People who go through the [Institute’s] training will be affected in profound ways. . . . This is a powerful, life-changing process. It won’t happen overnight, but it will happen.”

—Lori Vollandt

high-school teacher, Los Angeles, California

I O N

Along with these research endeavors, the Education team carried out a training program for high-school teachers in Half Moon Bay, California. With funding from the Peninsula Community Foundation, the program targeted service-learning and civic education. We also completed a nationwide program feasibility study for Tenet Healthcare Foundation, which plans to contribute to its communities' schools by providing teacher training in character education.

Our work in prisons also continued to develop this year. A research report from Ethical Fitness™ trainings arranged throughout the North Carolina Department of Correction prison system suggests that participation led more prisoners to have a code of ethics and to be determined to think more before acting. Based on this successful model, we also trained correctional staff in Pennsylvania to deliver ethical-decision-making programs.

In New York City, we had the opportunity to work with the Coro Foundation to further our activities with "at-risk" youth in inner-city environments. In central London, we trained service-learning teachers through the Community Service Volunteers organization, which also adopted the Institute's curricular materials for use in its program.

This year also brought exciting indications of our growing reputation and credibility across the United States. California, New Jersey, and Utah have approved the Institute's education materials for use in their school systems, and other states are in the process of reviewing our curric-

and Curriculum Development invited Rushworth Kidder to present a keynote speech at their annual convention, with Education staff leading a related Professional Development Institute. Rushworth Kidder also accepted the cochair position on Maine's Commission on Ethical and Responsible Student Behavior, an honor that carried with it active meetings with teachers and students across the state, and the opportunity to train students to canvass their peers and community members about values and school.



C O R P O R A T

FROM FAMILY FOUNDATIONS TO TRANSNATIONAL FIRMS, ORGANIZATIONS LOOK TO THE INSTITUTE'S CORPORATE SERVICES DEPARTMENT FOR HELP IN DEALING WITH THE ETHICAL DILEMMAS THEY ENCOUNTER. THIS YEAR WAS NO EXCEPTION, MARKING A PERIOD OF CONTINUED GROWTH FOR THE DEPARTMENT AND ITS INTERNATIONAL DUTIES.

This year, Canadian telecommunications firm Nortel Networks became a powerful ally in the Institute's international efforts. With license from the Institute, Nortel began adapting our seminal *Cornerstones for Ethical Foundations* CD-ROM for use as an Internet/intranet training program. When completed, Nortel will return the refitted program for the Institute's use, licensing,

and subsequent adaptation—a tremendous addition to our product line, especially for high-tech and Canadian clients.

This year also marked deepening relations with healthcare giant Becton, Dickinson and Company (BD) and the United States Coast Guard. BD built a new travel policy using Institute methodology, and continued to use the Institute's programs and materials to train its overseas executives. The U.S. Coast Guard followed a similar tack, mandating that its officers complete the Institute's Ethical Fitness™ Seminar program as a prerequisite to assuming leadership positions.

“[The Institute’s Navigating the Waters] was excellent and should be a great tool for the industry to use to provide essential training in ethical decision making. You have made many significant contributions to the insurance industry, and this piece will be a lasting part of that great legacy.”

*—Dr. Mark Dorfman
University of North Carolina*

E S E R V I C E S

As technology quickens its spread in the modern world, Corporate Services is committed to keeping pace. Last year, we signed a deal with the online learning center VCampus.com, which has paid for permission to develop online courses based on the Institute's *Navigating the Waters* CD-ROM. Our weekly online publication for ethics professionals, *Business Ethics Newsline*, continued to expand, adding both subscribers and a Canadian correspondent.

Corporate Services's other key partners last year included Tenet Healthcare Corporation, Irwin Financial, Presbyterian Homes and Services, and the American Society of Association Executives.

FOUNDATION SERVICES

Our project on ethics and philanthropy continued to grow in fiscal year 2000. Over the course of the year, the *Cornerstones for Ethical Foundations* CD-ROM-based training program reached more

than 600 foundation executives and board members.

The project's Web site, www.foundationethics.org, went live, offering a *Cornerstones* demonstration, a calendar of foundation events, links to foundation resources, and a new real-life dilemma each month. Ethical Fitness Seminars were held at venues such as the Council on Foundations's Family Foundation Conference, the Conference of Southwest Foundations, San Diego Grantmakers, the Donors Forum of Metro Louisville, and the Community Foundation of Greater Chattanooga.

With renewed support from the Rockefeller Brothers Fund and The David and Lucile Packard Foundation, we began

production on two new CD-ROM training programs—one tailored for nonprofit organizations, the other for family foundations—designed to shed further light on the many dilemmas faced by such organizations, including succession issues, program priorities, conflicts of interest, and intergenerational relationships.

As a result of these activities, the Institute for Global Ethics is becoming known as the leader in providing ethics training and consulting services to the philanthropic community.



P U B L I C

THE PUBLIC POLICY PROGRAMS AT THE INSTITUTE FOR GLOBAL ETHICS CONTINUED THEIR STRONG GROWTH THIS YEAR, BUILDING ON THE GROUNDBREAKING RESEARCH AND GRASSROOTS INTERVENTION ACTIVITIES OF THE PREVIOUS YEAR.



With support from The Pew Charitable Trusts, we commissioned and released our second “Civic Values Survey,” the product of a national telephone poll probing the U.S. public’s views on political campaigning and electoral politics. Our findings reveal an electorate with a profoundly deeper concern for and understanding of the political process than is widely thought to be the case. Aspects of this survey have been duplicated by a wide variety of academic institutions, and the data has been requested by research organizations across the United States.

“The Project on Campaign Conduct . . . [has] achieved a significant public service in their efforts to keep truth and civility in this year’s congressional election.”

*—Marcy Kaptur
U.S. representative, Ohio*

P O L I C Y

With a new grant from Pew, we initiated the second phase of our two-election-cycle experiment in encouraging candidates for federal and statewide office to draft and sign codes of campaign conduct. In the pilot states of Ohio and Washington, our data indicates that this sort of intervention has real promise. The new grant is designed to help us test that premise further, and to lay the groundwork for a much broader rollout of the initiative.

With support from the Carnegie Corporation of New York, we have entered into partnership with the National Civic League, the oldest government group in the United States, to develop and establish a statewide network of civic organizations in Ohio that help push forward the codes-of-conduct idea and to encourage local-level candidates to participate. This work will establish the basis for a social movement that can be replicated

in a much wider variety of regions and situations.

Under contract with the Kettering Foundation, we began research into the role that deliberation plays in the public's perception of its elected leaders and of the media. Specifically, we are probing whether and under what conditions a dialogue about ethics and politics can help increase overall civic engagement.

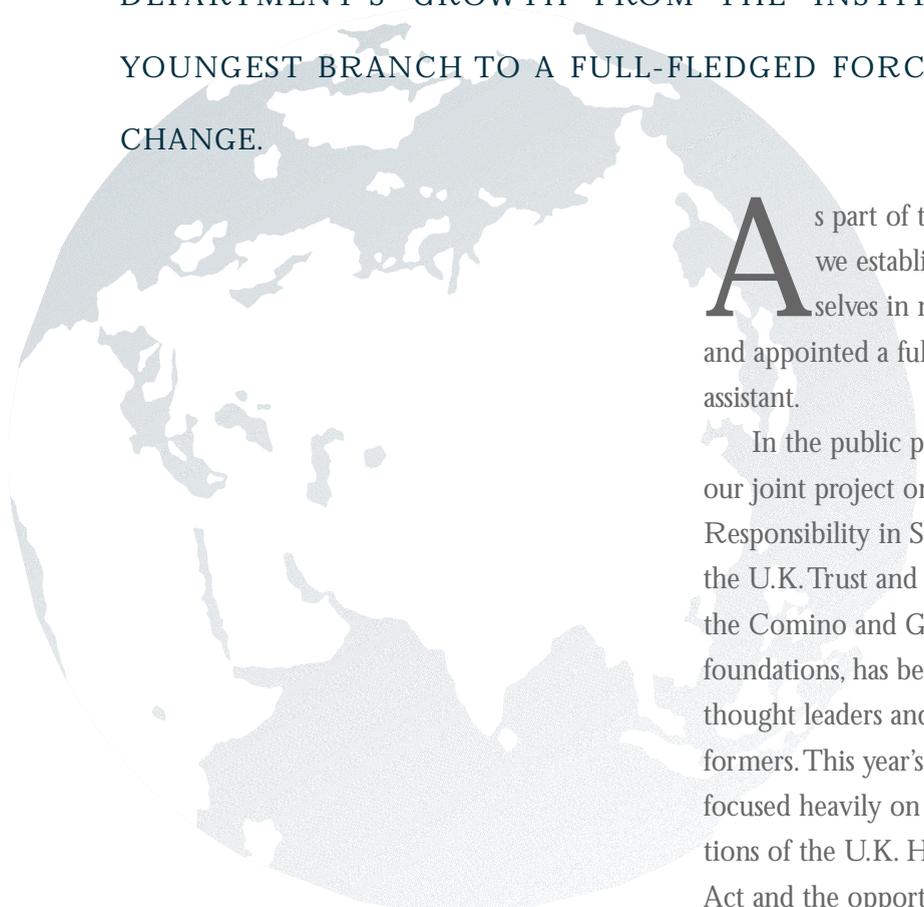
This year also marked several significant expansions on the Public Policy home front: the hiring of two new staff

members to handle our widening work activities, and the launch of *Campaign Conduct This Week*, a weekly email newsletter chronicling the political climate of the 2000 election cycle.



T H E U K

PARTNERSHIP AND COLLABORATION CHARACTERIZED THE WORK OF THE U.K. TRUST THIS YEAR, MARKING THE DEPARTMENT'S GROWTH FROM THE INSTITUTE'S YOUNGEST BRANCH TO A FULL-FLEDGED FORCE FOR CHANGE.



As part of the process, we established ourselves in new offices and appointed a full-time assistant.

In the public policy arena, our joint project on Values and Responsibility in Society, led by the U.K. Trust and funded by the Comino and Gordon Cook foundations, has been engaging thought leaders and opinion formers. This year's efforts focused heavily on the implications of the U.K. Human Rights Act and the opportunities this new legislation presents for increased personal responsibility throughout our society. Three consultations were convened at St. George's House, a study center based at Windsor Castle, to facilitate these discussions: Values, Rights, and

“Your consultation at St. George’s House was a triumph of focused and purposeful discussion. . . . It was also extremely enjoyable to meet so many people from very different backgrounds, yet with so much in common in terms of shared values and interests.”

*—Winifred Tumim
chairperson, National Council for
Voluntary Organisations*

TRUST

Responsibilities; The Human Rights Act as a Source of Common Values; and Responsibility and the Human Rights Act.

During the summer, our relationship with Community Service Volunteers (CSV), a national U.K. nonprofit organization, took flight—all the way across the Atlantic. A representative from CSV spent a week at the Institute's office in Camden, Maine, working with staff on joint materials designed to meet new government requirements for the teaching of citizenship education in British schools. Entitled *Discovering Citizenship*, the new curriculum contains a "Values and Ethics" unit based on the Institute's *Building Decision Skills* curriculum follow-up. Institute staff traveled to London to CSV's team of trainers, bringing our module to U.K. teachers.

Also last year, the Trust was invited by the Gordon Cook Foundation to con-

vene a major conference entitled "Education for Citizenship in England, Northern Ireland, Scotland, and Wales." Bringing together policymakers, curriculum planners, and educators from across the United Kingdom, the participants looked at citizenship education as it is emerging in each of the four nations. Partnership was the hallmark of the conference, with the core planning group consisting of representatives from each of the leading national citizenship organizations, as well as representatives from England, Northern Ireland, Scotland, and Wales. Feedback from participants was extremely positive.

Over the course of the year, we cultivated relationships with

a growing number of U.K. groups and businesses. As part of our outreach, we delivered Ethical Fitness™ Seminars and workshops with our U.K. trainers to such diverse groups as the National Police Training College, the Annual Charity Fair, and the British Association of Adoption and Fostering. In addition, the Association of Chief Executives of National Voluntary Organisations invited the Institute's vice president for development to facilitate a master class on ethics and philanthropy with a group of U.K. foundation and government funders.



CANADA

THE INSTITUTE MADE SIGNIFICANT PROGRESS IN CANADA THIS YEAR, LAYING THE GROUNDWORK FOR THE FORMATION OF A FULLY STAFFED OFFICE EQUIPPED TO SPREAD ITS WINGS AND THE INSTITUTE'S TOOLS NATIONWIDE.

Helping to transform this vision into reality, steadfast supporter Mary Margaret Young stepped forward with a commitment to fund the expansion. This generous gift will leverage the Institute into a more effective position in Canada, boosting our visibility and outreach opportunities across the country. Led and staffed by Canadians, the office will develop a local range of Institute programs fitted especially for Canadian

sensibilities, schools, and organizations.

With eyes focused firmly on the future, the Institute also worked diligently to meet the needs of today, building a strong base for efforts to come. *Business Ethics Newsline*, our weekly online publication, added a Canadian correspondent and many new Canadian subscribers. As mentioned previously, leading Canada-based telecommunications firm Nortel Networks partnered with the

Institute last year on an Internet/intranet computer-based training program.

In several visits to Lester B. Pearson College of the Pacific, Institute staff helped to lay the foundation for a wide-ranging ethics program for this United World College affiliate.

Last year's Canadian activities also included talks on ethics by Institute president Rushworth Kidder and staff at the annual gathering of the Conference Board of Canada, a prestigious alliance of business, government, and public-sector organizations.

Prior to the conference, Kidder led a one-day Ethical Fitness™ Seminar organized by J. Douglas Bryden, who will serve as executive director of the Institute for Global Ethics (Canada). Participants from a diverse set of disciplines were invited to test-drive the Institute's process for grappling with ethical dilemmas. Feedback from this and future sessions will be used to hone the Institute's seminars and products for effective implementation in the Canadian market.

“The time has come—indeed, is long overdue—to make a spirited and concerted effort to improve the fortunes of the world community through raising ethical awareness and providing tools to assist in analyzing and resolving ethical dilemmas. We’re delighted to make the work of the Institute available across Canada.”

*—J. Douglas Bryden, executive director
Institute for Global Ethics (Canada)*

FINANCIAL HIGHLIGHTS

*for the year ending
May 31, 2000*

EXPENSES

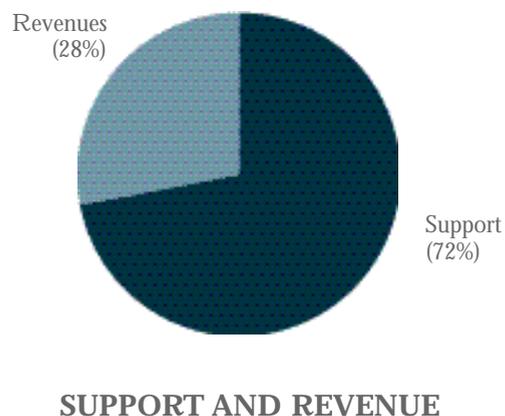
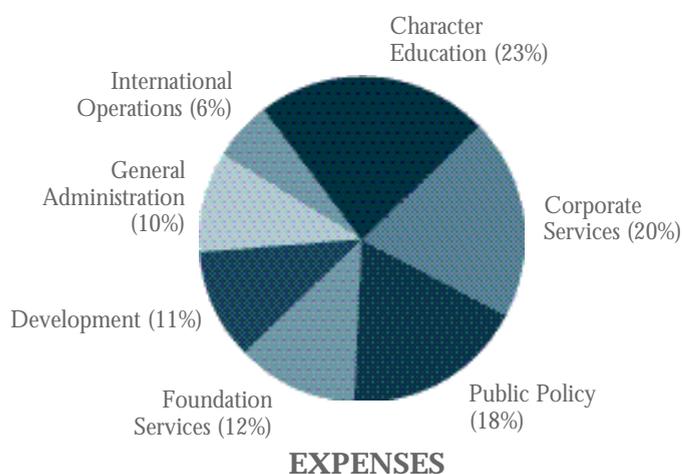
PROGRAM SERVICES	
Character Education	\$ 525,555
Corporate Services	458,354
Foundation Services	285,303
Public Policy	425,530
International Operations	141,145
	<u>1,835,887</u>
SUPPORTING SERVICES	
General Administration	236,627
Development	251,664
	<u>488,291</u>
TOTAL EXPENSES	\$ 2,324,178

SUPPORT AND REVENUE

SUPPORT: Grants, Contributions, Memberships	1,764,407
REVENUE: Fees, Sales, Etc.	687,935
TOTAL SUPPORT AND REVENUE	\$ 2,452,342
INCREASE IN UNRESTRICTED NET ASSETS	\$ 128,164

NET ASSETS, as of May 31, 2000

UNRESTRICTED	\$ 17,885
TEMPORARILY RESTRICTED	\$ 1,710,905



B E N E F A C T O R S

O U R

MUCH OF THE INSTITUTE'S WORK IS MADE POSSIBLE BY THE GENEROUS CONTRIBUTIONS OF MEMBERS, FRIENDS, CORPORATIONS, AND FOUNDATIONS. WE ARE VERY GRATEFUL FOR THIS SUPPORT, WHICH ENABLES US TO BRING PRACTICAL ETHICS KNOWLEDGE AND TOOLS TO A GREATER NUMBER OF PEOPLE WORLDWIDE.

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- UNUM Foundation
- W. K. Kellogg Foundation

And in the United Kingdom from:

- Comino Foundation
- Gordon Cook Foundation

Donations to the Institute for Global Ethics are tax deductible in the United States under section 501(c)(3) of the Internal Revenue Code. The Institute has also received approval of its charitable status in the United Kingdom and in Canada.

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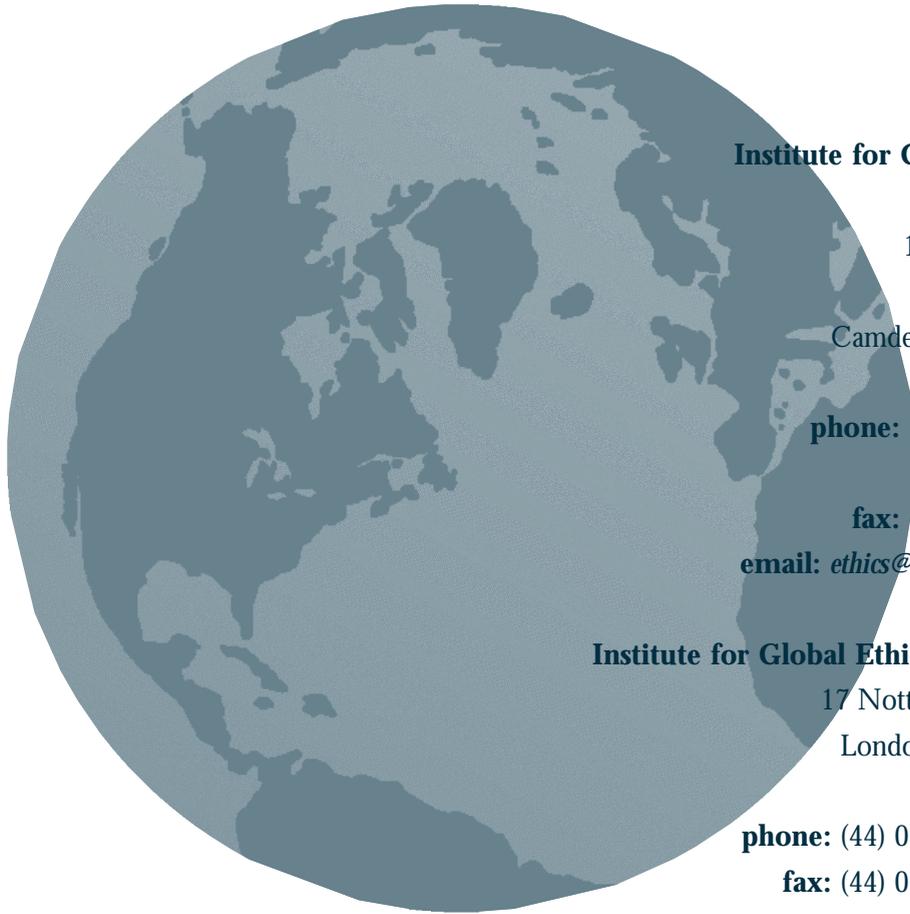
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* Katherine W. Fanning, one of the Institute's charter board members, passed away in October 2000. The Institute's board of directors is deeply grateful for Kay Fanning's dedication and leadership, which were crucial to the successful founding and first decade of the Institute.



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Celebrating 10 years

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