

December 6, 2010

To Friends and Supporters:

It's almost the beginning of another year and the end of our forty-first year! Thanks to you all we have made considerable progress this year. We are listing some of them in alphabetical order with a note on our progress.

But first – We take great pleasure in announcing a new title *Humanity on a Tightrope* by Robert Ornstein and Paul Ehrlich, which is now available in bookstores and at [www.amazon.com](http://www.amazon.com).

When we think of family, we most often think of our sisters and brothers, our cousins and grandparents, rather than our world family or even our community connections. We still identify with our differences more than our similarities. This book underlines a basic element for solving the human predicament – quickly spreading the domain of empathy – and it takes a close look at how we can do that, building on the findings of both social and natural science and using tools ranging from brain imaging to the internet.

*"While political watchers may find it impossible to believe we could ever see beyond the smallest of differences, the authors remain hopeful and offer plenty of evidence that change will come, simply because the twenty-first century requires it. Thoughtful and sincere, this is a solid evidentiary presentation of an all-too-often emotional topic."*— Booklist

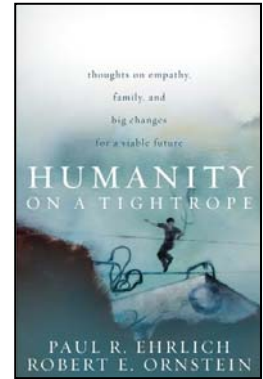
#### ■ CE@HOME –

More than 2000 psychologists studied the courses we have available, by authors such as Ekman, Zimbardo, Shah and Pinker among others. The program continues to be praised by its participants. Over 20 new books have been added to the program this year, and 2400 professionals have taken advantage of our service!

This program goes a long way to covering our administration costs in both Cambridge and Los Altos allowing us to use the money you donate for direct program costs. This is particularly important for us at this time when everyone is feeling the effects of the economy – Foundations are giving less, but at-risk children need our help more than ever.

**CME for Physicians** – Thanks to the guidance and work of ISHK volunteer Margaret Caudill Slosberg, M.D., and many others, we will be implementing a program to offer continuing education credits through the liaison with a major medical university. More news on this will be coming soon.

## NEWS & UPDATES ON OUR PROGRESS & PLANS FOR 2011!



## HUMANITY ON A TIGHTROPE

a New Title by

**Paul R. Ehrlich &  
Robert Ornstein**

Now available in bookstores and  
[Amazon.com](http://Amazon.com)

## ■ THE HUMAN JOURNEY

The initial sections of this site, [www.humanjourney.us](http://www.humanjourney.us) which were written by so many of you and designed and developed by Leslie Morgan, was launched in January 2010. If you have not done so recently, please visit the site again, as there have been updates and, if you like it, do pass it on to anyone you know who might be interested.

This year, we added new material to the third section – **Turning Points in Human Thought**. Human beings are a problem-solving animal. As with our physical evolution, our mental evolution occurs in response to problems. The section **Pre-Axial Thought** reviews the development of human thought, tracing its journey from about 40,000 years ago, when our ancestors made an enormous creative and cultural leap in the advancement of tool making and in the creation of art, to **Axial Age Thought**. This was a pivotal time in early human history (900 – 200 BCE) when human beings in four different areas of the world began to reflect for the first time about individual existence and the meaning of life and death. And, finally, the section on **Post-Axial Thought** provides an overview of the influences and development of religious and spiritual thought in the Western world.

**THE FOURTH SECTION – The Road to the Future** is now in development. Our main focus is on moving beyond our inheritance to look at who we are and reflect on who and what we might become. The section on Education has been completed but is not as yet online.

**AMOUNT NEEDED TO CONTINUE ON WITH THIS SECTION: \$35,000.00**

## ■ HOOPOE BOOKS

The Homepage of the website ([www.hoopoekids.com](http://www.hoopoekids.com)) is now revised. From now on, it will feature a YouTube sample of a title that is available in hardback, paperback or audio at a special discount for a limited time. So, do keep checking it out. It will also give you new titles and editions. Right now, it features two new titles in our “All About Me” series that were published this year: *Me and My Feelings* and *What’s the Catch? How to Avoid Getting Hooked and Manipulated*. A fourth title *What We See and Don’t See: How and Why Perceptions Work the Way They Do* has now been written by Robert Guarino and will be illustrated by Jeff Jackson next year and published by the end of 2011.

**AMOUNT NEEDED TO ILLUSTRATE, DESIGN AND PUBLISH THIS TITLE IN 2011: \$25,000.00**

## ■ LIBRARY PROJECT

This year we expanded our Library Project to include donations of Hoopoe Books to school and children’s public libraries nationwide. So far, with the help of volunteers, we have provided 2407 Octagon books and 7207 Hoopoe books to libraries throughout the country.

**AMOUNT NEEDED TO CONTINUE THIS PROGRAM \$10,000.00**

## ■ MALOR BOOKS

All our Malor Books are now prepared for online sites and will not only be available on Amazon Kindle and Overdrive, but can now be distributed through any digital reader as it becomes available. Research and writing continues on the following books to follow *New World New Mind*:

**World 2.0** This is to be a book that comes out of the work we’re doing on part of the Human Journey website (see “The Road to the Future” above) to introduce how much the world has changed from our original world – the world we’re adapted to – and how humanity will need to deal with many of the most pressing problems for our future. It will consist of extracts from the best of current writing and, where there is a gap, original essays commissioned for the book or by Robert Ornstein, the editor/coordinator.

**God 4.0** 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.” We’ll 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 Shah's work.

**AMOUNT NEEDED TO CONTINUE THIS PROGRAM**

**\$25,000.00**

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

**Bay Area Programs:** So far in 2010, we have provided help to 51 agencies, providing just over 15,679 books to children in need. Unfortunately, Kaiser Permanente, who have donated over \$475,000 to support our Northern California programs over the last 4 years, are obliged to devote their resources to support initiatives that relate directly to healthcare and can no longer accept proposals to support literacy. This is at a time when even more educators are submitting requests to us for help.

**All Programs:** We have an expanding waiting list of agencies serving over 23,000 children in need of books and teaching materials. So we need to ask you for much more support for our Share programs this year and next. **Immediately we need support to provide books to children for the 2010 Holiday Season, and to cover our print costs for those requests we need to raise \$70,900.**

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

**\$174,446.00**

■ **HOOPOE BOOKS FOR AFGHANISTAN AND PAKISTAN**

News is travelling fast about our Dari-Pashto books, and everyone loves them! We now have requests from NGOs for a total of over 2.5 million copies! Thanks to your donations and to Dr. Farid Bazger, of KOR Printing and Publications in Kabul, we have printed 145,000 books to date and distributed just under 100,000. In addition, thanks to a \$10,000 grant from the Reid Foundation, which we have used as matching funds, 8,818 books have been distributed in Afghanistan by Provincial Reconstruction Teams, deployed with our troops over there.

This last month 28,000 books were sent to Green Village Schools (GVS) in Helmand province. All the books arrived safely and just last week 8,000 copies were distributed to schoolgirls by Dr. Kharoti, the Founder and President of GVS.

The English-Urdu edition of “The Lion Who Saw Himself,” “The Clever Boy and the Terrible, Dangerous Animal” and “The Old Woman and the Eagle” all by Idries Shah are now press ready. We need to raise additional funds to complete an initial first printing and to let NGOs in Pakistan know that these books are available for the children they serve.

(See <http://www.hoopoekids.com/afghanistan.htm> and <http://www.hoopoekids.com/pakistan.htm> for updates on these efforts as they become available, to purchase greeting cards and to print out copies of information flyers and posters for your own fundraising efforts.)

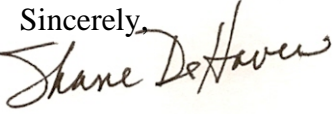
**PLEASE GIVE WHATEVER YOU CAN TO HELP US REPATRIATE THESE STORIES AND PROVIDE CHILDREN WITH THESE MUCH-NEEDED BOOKS**



A matching grant and contributions from family and friends enabled these students at Amani High School in Kabul to receive Dari-Pashto books donated by soldiers from Camp Eggers inside Afghanistan.

**If you can, please help us now by donating to support these important projects. Please feel free to print this letter and use the donation devices below to send to your friends, family and colleagues.**

Best wishes for 2011 from all at ISHK!

Sincerely,  
  
Shane De Haven  
Administrative Director

**DONATION TO HELP ISHK PROJECTS NOW!**

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

Charge Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Signature: \_\_\_\_\_ (MasterCard, Visa or American Express are accepted)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

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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)**

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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)**