

A Letter to Our Supporters from Robert Ornstein

December 2, 2009

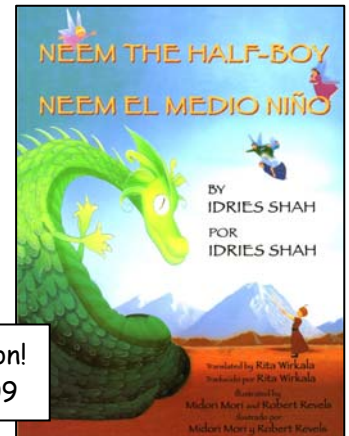
Once again we thank all of our supporters this year. This is an update and a request for your invaluable support for the coming year. Thanks to all of you we've made great progress in 2009.

Here's an alphabetical list of some of our programs and a brief progress report on each.

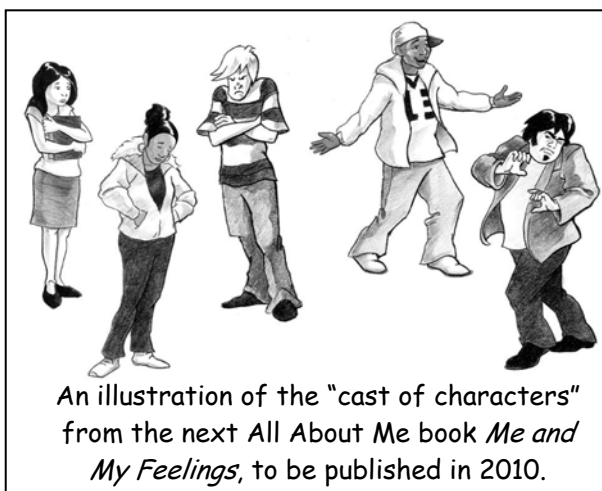
■ **CE@HOME** – This program called “the best [material] for a ...psychotherapist” last year introduced the work of psychologists Zimbardo, Pinker, Ekman and others to professionals, as well as innovative works in judgment and decision-making to supplement the nearly 100 clinical courses. More than 2000 professionals took our courses last year. This year we will be streamlining the process, going online for much of the testing and ordering.

■ **THE HUMAN JOURNEY** – The first sections of this amazing site, written by many of you, designed and developed by Leslie Morgan, will launch in January 2010. It includes “The Human Legacy,” “Our Distant Ancestors,” “Human Universals,” “The Development of Language,” “Out of Africa,” “The First Settlements,” and “The Road to Now.” The site will be available at www.humanjourney.us. The “Axial Age” section will be up in 2010. The last section, “The Next World,” is on challenges and solutions in a world of high population, high technology and high stakes.

■ **HOOPOE BOOKS** – The new website (www.hoopoekids.com) is now revised. It lists Shah's children's Teaching-Stories, and a curriculum for preK – 8, aligned to Head Start, National and California State Standards; the first of our “All About Me” series *Me and My Memory: Why We Forget Some Things* for middle and high school children; and *Dende Maro: The Golden Prince* by Sally Mallam. We have published a new Spanish-English bilingual edition of *Neem the Half-Boy* by Idries Shah.



New Bilingual Edition!
Available Dec. 2009



An illustration of the “cast of characters” from the next All About Me book *Me and My Feelings*, to be published in 2010.

Hoopoe Books' All About Me Series: *Me and My Feelings* will be published early next year. Manuscripts for *What We See and Don't See: How and Why Perceptions Work the Way They Do* and *What's the Catch? How to Avoid Getting Hooked and Manipulated* are complete and will be illustrated and published in 2010.

[See the last page of this report to see current needs for each of these programs for the coming year.]

■ **LIBRARY PROJECT** – We expanded our Library Project to include donations of Hoopoe Books to school and children’s public libraries nationwide. The Hoopoe books together with important works from Octagon encourage cross-cultural understanding and background knowledge in the religion, philosophy and culture of the Middle East and Central Asia. This year we’ve donated 5,859 hardback Hoopoe books to 338 libraries and 1,634 Octagon books to 171 university or college libraries.

■ **MALOR BOOKS** – We’ve been reprinting our influential *Unmasking the Face* by Paul Ekman, *The Healing Brain* and preparing a paperback of *MindReal*. We’re digitizing our books so they can be available on the various e-book formats. Currently, *Unmasking the Face*, *The Healing Brain* and *New World New Mind* are available on Amazon’s Kindle.

■ **SHARE LITERACY (www.shareliteracy.com) Bay Area Programs** – We’ve provided books and ancillary items to 32,399 low-income children and to over 800 Bay Area teachers, thanks to your help and to the consistent help we have received from Kaiser Permanente Community Benefit Program now for six years running! **Good News!** - we just learned that our proposal for \$50,000 has been accepted.

However, the need for our help in schools has increased. We have 11 Bay Area agencies who are requesting help this year that cannot be covered by Kaiser’s and other smaller grants and donations. This represents over 15,000 children, most of whom own no, or few, books and over 160 teachers.

In other areas of the country, our progress has been:

MA – We completed 6 programs for 293 kids & 17 teachers but we currently have requests in MA to provide 3 more programs, serving 758 kids.

TX – A program with GCCSA was completed in 2009 for 2000 kids & 204 teachers.

VA – We have requests for 2 programs each for 2 agencies (Higher Horizon and Apple Country Head Start) for 337 kids and 27 teachers.

NYC – We and the **Bronx Early Learning Center -Volunteers of America** had two programs this year and we provided more than 250 PreK-K children and 47 teachers with materials.

This year, we also hope to provide the **Community School District #7 of the New York City Department of Education** with books and teacher materials for 297 teachers and 7,214 children in grades K-5. And we have requests from the **New York City Children’s Services (ACS Division)** to provide 250 Head Start teachers and a Share Literacy Program for 20,000 of their children with two programs and teacher training.

2009 Holiday Give-Away Program: For the 2009 Holiday Season, a number of agencies serving areas where we have Share Literacy Chapters have requested a total of at least 30,000 books.

■ **THE FIRST FIVE HOOPOE BOOKS IN DARI-PASHTO AND SPANISH-ENGLISH ARE ONLINE!**

We’ve begun a project to make Hoopoe Books by Idries Shah accessible for children on laptops in a format that is easy to distribute. Many of the laptops that are being distributed to “emerging cultures” might be shipped with these stories on them or downloaded from our websites, providing we can obtain sufficient publicity to get the word out.

We hope to make the English editions of Hoopoe Books usable for smart phones and to add foreign editions. These devices have diverse formats, and we’re revising our electronic files to link with as many as possible.

We are translating *The Old Woman and the Eagle* into Dari and Pashto and will continue to translate the other titles, adding them to the site in all 4 languages. In addition, we are looking into French and Portuguese translations.

As a first step, The International Children's Digital Library has included the five titles that we have in Dari-Pashto and in Spanish-English bilingual editions. To find our books, do the following:

- Go to <http://en.childrenslibrary.org/>
- Click on the "Read Books" circle in the middle
- Type "Hoopoe" in the keyword search box (**leave the keyword language as English**); click the "Search" button.

■ **HOOPOE BOOKS FOR AFGHANISTAN AND PAKISTAN**

GOOD NEWS! At last we are printing in Kabul and distributing books to children there.

Dr. Farid Bazger of KOR Printing and Publications in Kabul has printed and distributed the first sample run of 4,000 copies of our first title *The Boy Without a Name* and now is printing an additional 33,000 to fill most of the orders that we have received from NGOs and schools in Afghanistan. These will be delivered before the end of the year. We now need to raise additional funds to provide more books and new titles to the children of Afghanistan. Five titles are now ready to print, so with your help, we will do much, much more.

The English-Urdu edition of *The Lion Who Saw Himself in the Water* by Idries Shah is now press ready. We need to raise additional funds to provide Developments in Literacy (DIL) <http://www.dil.org/> this book and its Teaching Guide for their schools. The plan is to use the services of Dr. Bazger and KOR for this also.

See <http://www.hoopoekids.com/afghanistan.htm> and <http://www.hoopoekids.com/pakistan.htm> for updates on these efforts as they become available and to print out copies of an information flyer for your own fundraising efforts.



A nine-year-old student in the fourth grade at a school in Kabul reading *The Boy Without a Name* by Idries Shah in a bilingual Dari-Pashto edition.

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If you can, please help us now by donating to support these important projects. See the next page for a list of our current needs to make sure these programs are carried out in 2010. Please feel free to print this letter to send to your friends, family and colleagues. A great gift idea is to make donations in honor of those on your holiday gift list or for any occasion (see donation device below for details).

Thank you and best wishes for the New Year from all of us at ISHK!

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Ornstein".

Robert Ornstein
President

DONATE NOW TO HELP MEET OUR GOALS

As of the end of 2009, we need to raise the following funds to accomplish our goals for the programs listed in this report. Please donate what you can to help us meet our goals in the coming year.

■ FOR OUR CE ONLINE CONVERSION WE NEED:	\$20,000
■ FOR THE HUMAN JOURNEY RESEARCH AND DEVELOPMENT WE NEED:	\$40,000
■ FOR PUBLISHING 3 NEW ALL ABOUT ME TITLES WE NEED:	\$30,000
■ TO CONTINUE THE LIBRARY PROGRAM WE NEED:	\$35,000
■ FOR DIGITIZING OUR MALOR BOOKS WE NEED:	\$30,000
■ FOR SHARE LITERACY SCHOOL PROGRAMS WE NEED:	\$128,000
■ FOR HOOPOE SHARE LITERACY HOLIDAY GIVE-AWAY WE NEED:	\$30,000
■ FOR HOOPOE TRANSLATION PROGRAMS WE NEED:	\$15,000
■ OUR URGENT NEED IS TO RAISE FOR BOOKS FOR AFGHANISTAN:	\$40,000
■ OUR URGENT NEED IS TO RAISE FOR BOOKS FOR PAKISTAN:	\$20,000

DONATE NOW USING OUR SECURE WEBSITE - ishk.com

or print this form and mail with your donation

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. _____

Name on Card: _____ (MasterCard, Visa or American Express are accepted)

Signature: _____

Name (if different from above): _____

Address: _____

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

Check here if you'd like to set up a monthly automatic donation in the amount you designate above, and we'll get you started. You can cancel monthly donations at any time upon request.

To make a donation in honor of your friends and family, fill out the form below, and we will send your list an acknowledgement of your gift and will send you a tax-deductible receipt.

Gift given in the name of: _____

Check if you do NOT want your address given

Gift greeting, if any: _____

Name/Address of Honoree(s):

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(List others on a separate sheet if you have more recipients.)

Mail this completed form and your donation to ISHK, P O Box 176, Los Altos, CA 94023. Or, go to our website to make secure donations online <http://ishk.com/donation.html>.