

2016–2023: EIGHT YEAR REACH OVERVIEW

3,594,643

HIGH SCHOOL STUDENTS

to date have been impacted by course guides and instructional modules distributed through

DANIELS FUND ETHICS INITIATIVE

High School Program

m-imagephotography/iStock/Getty Images Plus

SPONSORED RESOURCES DISTRIBUTED

1,743,264 Instructional modules

40,637 Course guides



In all 50 states, the District of Columbia, two U.S. territories, and 22 foreign countries (see reverse for details)

CTSO PARTNERSHIPS

We currently partner with four career-technical student organizations (CTSOs) to advance ethics education. In Y3, these organizations offered ethics-related competitions/challenges, hosted an Ethics Summit, invited us to present at their state and national conferences, and trained their staff members to be Ethics Specialists.



FOCUSED MARKETING EFFORTS

Multi-pronged approach to drive educators to one simple access point: MBAResearch.org/Ethics

175 Education conferences

12,553 Educators reached via email campaigns occurring at least quarterly



Regular posts on Facebook, Twitter, Instagram, and LinkedIn

DEMOGRAPHICS OF STUDENTS

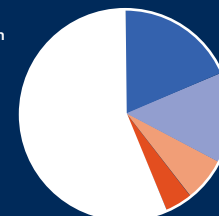
Students identify as:

51%
Female

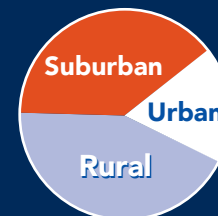
49%
Male

Race

- African American
- Hispanic
- Asian
- Other
- White



Locale



\$96,147,543
Saved



By school districts receiving resources and professional development

HIGH-QUALITY TEACHER TRAINING

78
Ethics Specialists

3,657
Teachers

325,473
Students



Our staff
trained



who
trained

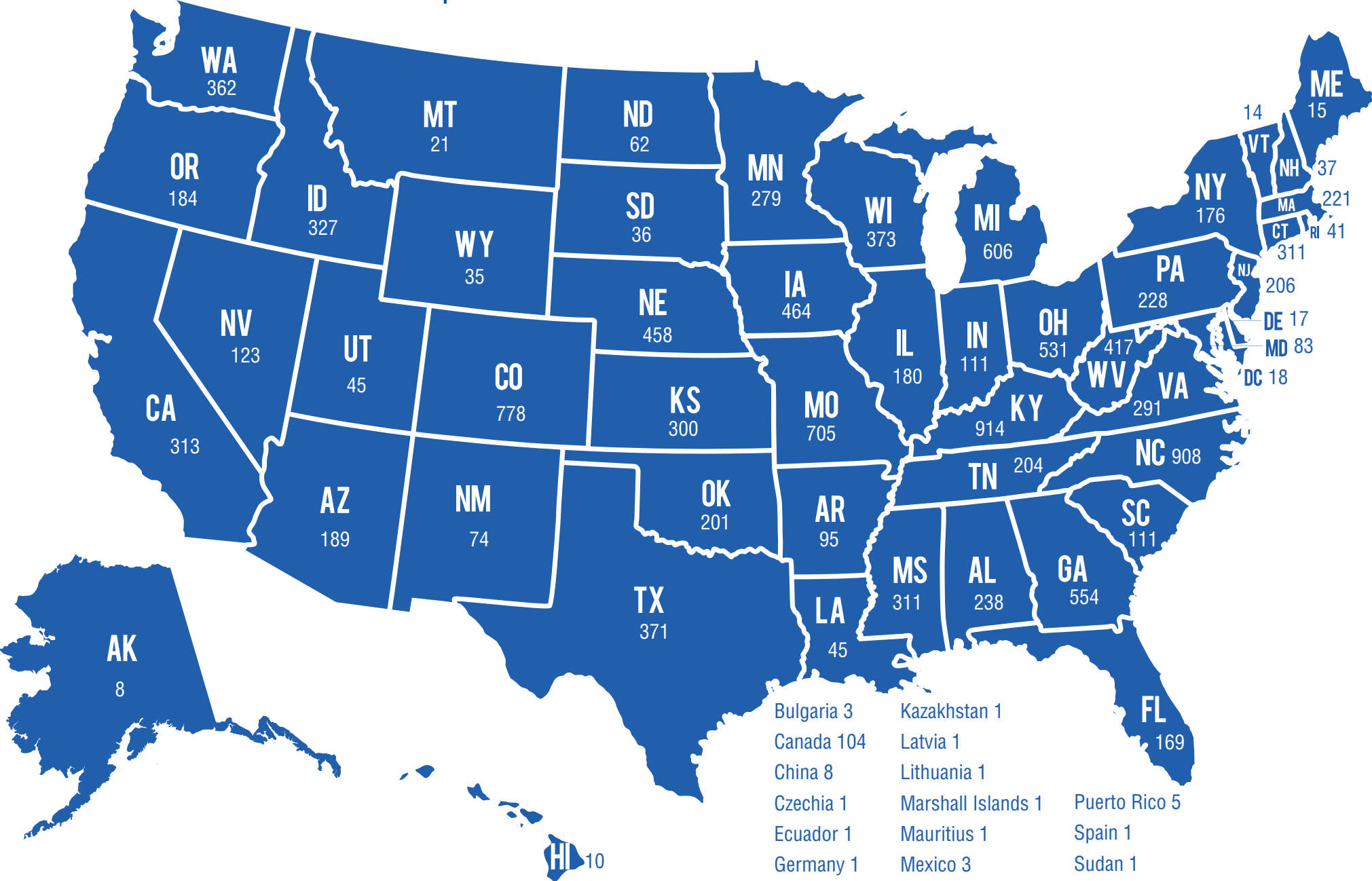


who
taught



In addition, MBA Research staff presented to over 2,226 teachers at conferences and in workshops.

Sponsored Course Guide Distribution



- Bulgaria 3
- Canada 104
- China 8
- Czechia 1
- Ecuador 1
- Germany 1
- Guam 4
- India 5
- Iran 2
- Kazakhstan 1
- Latvia 1
- Lithuania 1
- Marshall Islands 1
- Mauritius 1
- Mexico 3
- Myanmar 1
- Nigeria 2
- Pakistan 1
- Puerto Rico 5
- Spain 1
- Sudan 1
- Thailand 11
- Taiwan 1
- United Arab Emirates 6