

DANIELS FUND
ETHICS INITIATIVE
Middle School Program

DANIELS FUND
ETHICS INITIATIVE
High School Program

DANIELS FUND
ETHICS INITIATIVE
Community College Program



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TEN-YEAR

DANIELS FUND ETHICS INITIATIVE **IMPACT REPORT**



TOTAL NUMBER OF STUDENTS IMPACTED

HIGH SCHOOL, MIDDLE SCHOOL, AND COMMUNITY COLLEGE AS REPORTED BY EDUCATORS

6,413,540

TOTAL STUDENTS

5,966,176

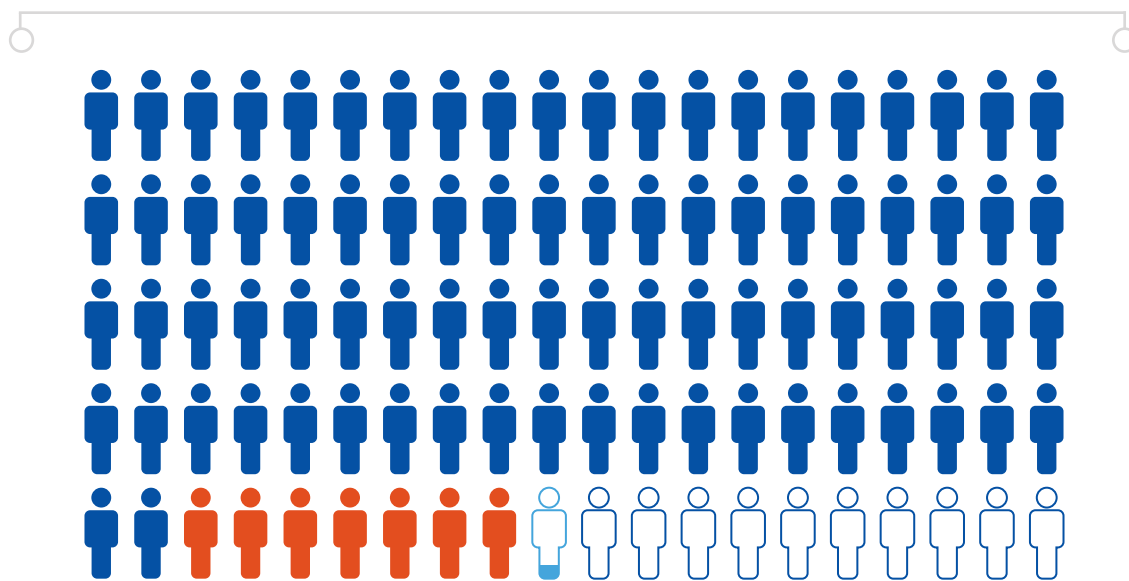
HIGH SCHOOL STUDENTS

434,663

MIDDLE SCHOOL STUDENTS

12,701

POSTSECONDARY STUDENTS



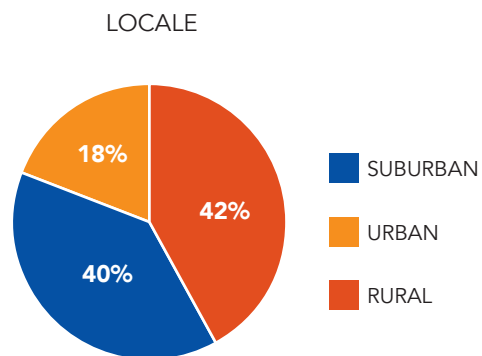
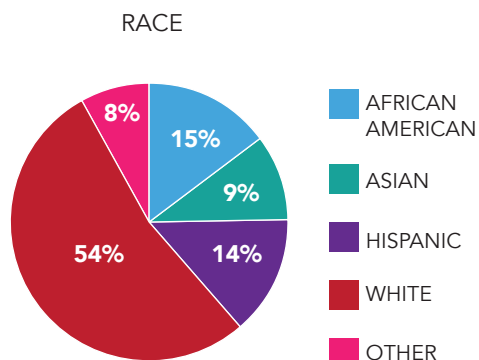
^ PROGRAM TO DATE END DATE: 6/1/25

DEMOGRAPHICS OF STUDENTS

50%
FEMALE

49%
MALE

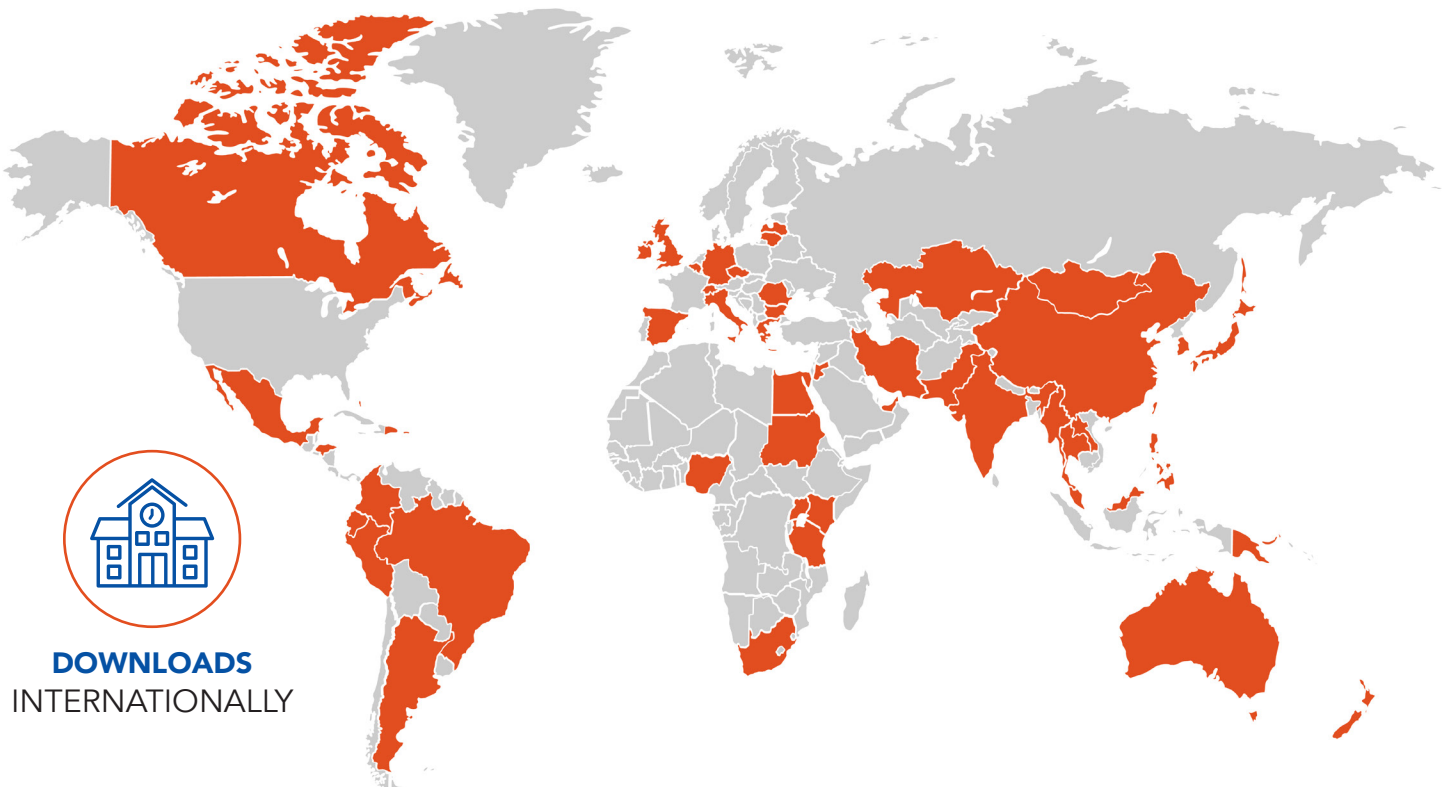
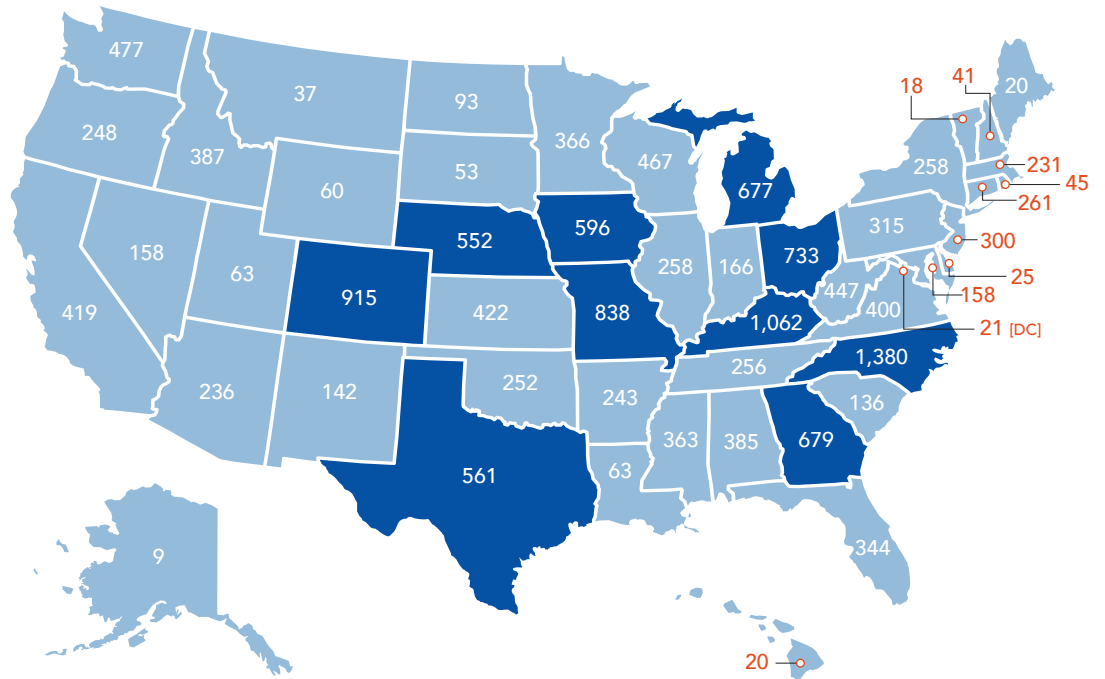
1%
NON-BINARY



TOTAL DOWNLOADS BY STATE

TOP 10 STATES BY DOWNLOADS

1. NORTH CAROLINA
2. KENTUCKY
3. COLORADO
4. MISSOURI
5. OHIO
6. GEORGIA
7. MICHIGAN
8. IOWA
9. TEXAS
10. NEBRASKA



DOWNLOADS INTERNATIONALLY

- | | | | | |
|--------------------|-----------|------------------|------------------|----------------------------|
| Argentina | Egypt | Kazakhstan | Nigeria | Taiwan |
| Australia | Germany | Kenya | Pakistan | Tanzania |
| Bahamas | Greece | Laos | Papua New Guinea | Thailand |
| Belgium | Guam | Latvia | Peru | Trinidad and Tobago |
| Brazil | Honduras | Lithuania | Philippines | U.S. Virgin Islands |
| Bulgaria | Hong Kong | Malaysia | Puerto Rico | Uganda |
| Canada | India | Marshall Islands | Romania | United Arab Emirates (UAE) |
| China | Iran | Mauritius | South Africa | United Kingdom |
| Colombia | Ireland | Mexico | South Korea | |
| Czechia | Italy | Mongolia | Spain | |
| Dominican Republic | Japan | Myanmar (Burma) | Sudan | |
| Ecuador | Jordan | New Zealand | Switzerland | |

WHAT ARE STUDENTS AND EDUCATORS SAYING?

“ I would recommend ethical leadership to other teachers because it helps students build character, make responsible decisions, and prepare for real-world challenges. It fosters integrity, supports a positive school culture, and equips students to be thoughtful, trustworthy leaders in both their careers and communities. ”

—T. Crawford-Dudley, Business/Computer Science Teacher
West Craven HS, NC

“ Ethics are important to me because they guide me through life and help my decision-making skills. Ethics form my character and my ability to process and solve dilemmas around me. ”

—9th Grade Student
Nova Scotia, Canada

“ To be viable is not just getting the job done—it’s getting the job done ethically, sustainably, and responsibly. It’s taking a step back and asking, “Is this feasible?” and “How is this going to affect people, communities, and the world down the road?” True viability means asking how our actions will affect the future—not just the present. ”

—7th Grade Student
Alston Ridge MS, NC



6th grade Ethics Challenge winner Anna R. with her plaque and teacher Karen Kampschmidt.