

2016–2024: NINE YEAR REACH OVERVIEW

4,805,202

HIGH SCHOOL STUDENTS

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

DANIELS FUND ETHICS INITIATIVE

High School Program

blackwaterimages/E+

SPONSORED RESOURCES DISTRIBUTED

2,704,300 Instructional modules

52,873 Course guides



In all 50 states, the District of Columbia, three U.S. territories, and 30 foreign countries (see reverse for details)

CTSO PARTNERSHIPS

We currently partner with four career-technical student organizations (CTSOs) to advance ethics education. In Y4, these organizations offered ethics-related competitions/challenges, hosted an Ethics Summit, and invited us to present at their state and national conferences.



FOCUSED MARKETING EFFORTS

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

205 Education conferences

12,660 Educators reached via weekly emails and quarterly ethics-only emails



Regular posts on Facebook, X, Instagram, and LinkedIn

DEMOGRAPHICS OF STUDENTS

Students identify as:

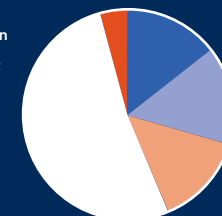
49%
Female

49.5%
Male

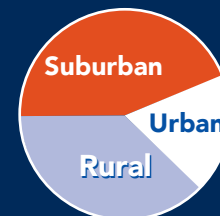
1.5%
Non-Binary

Race

- African American
- Hispanic
- Asian
- Other
- White



Locale



\$151,736,603
Saved



By school districts receiving resources and professional development

HIGH-QUALITY TEACHER TRAINING

93
Ethics Specialists

4,832
Teachers

430,048
Students



Our staff trained



who trained

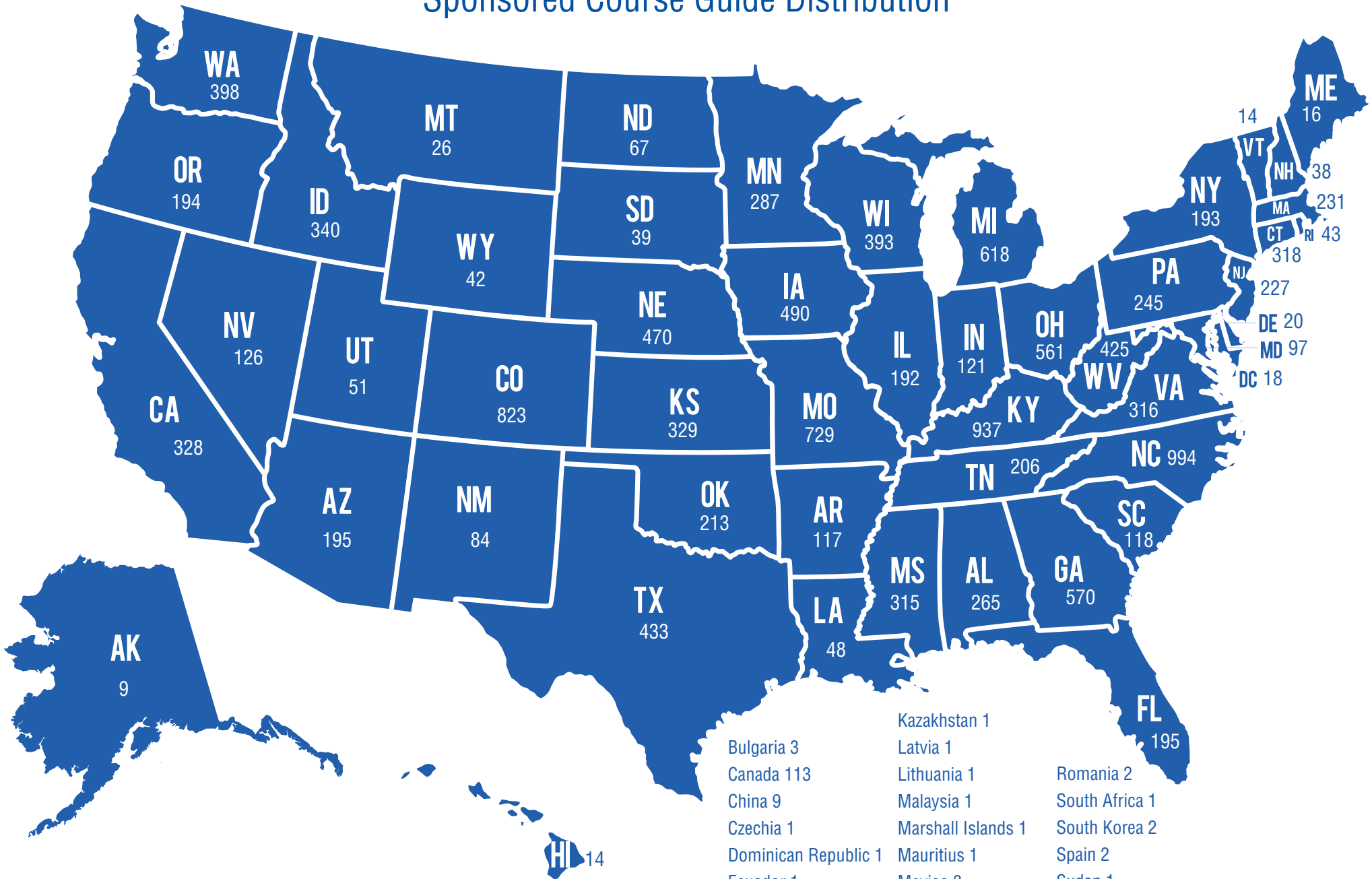


who taught



In addition, MBA Research staff presented to over 3,162 teachers at conferences and in workshops.

Sponsored Course Guide Distribution



- Bulgaria 3
- Canada 113
- China 9
- Czechia 1
- Dominican Republic 1
- Ecuador 1
- Germany 1
- Greece 1
- Guam 5
- India 7
- Iran 2
- Kazakhstan 1
- Latvia 1
- Lithuania 1
- Malaysia 1
- Marshall Islands 1
- Mauritius 1
- Mexico 3
- Myanmar 1
- Nigeria 2
- Pakistan 1
- Papua New Guinea 1
- Puerto Rico 5
- Romania 2
- South Africa 1
- South Korea 2
- Spain 2
- Sudan 1
- Thailand 11
- Taiwan 1
- Uganda 2
- United Arab Emirates 6
- United Kingdom 2