



Creating the path

to ethical and
engaged citizens through
Schools of Character

CHARACTER
EDUCATION
PARTNERSHIP



Leading a National Call to Character

2013 Annual Report
From Mission to Impact



CEP's Schools of Character

impact

the whole child, the

Dear Friends,

Glance at the headlines: “Character” is the defining issue of our time. In every sector of our society — from government to business to sports — we face a crisis of character. That’s why the mission of Character Education Partnership is not just important; it is essential for creating and sustaining a more just, humane and free society in the 21st century.

Building good character in young people is hard work. That’s why CEP developed the 11 principles of comprehensive and effective character education — a research-based blueprint for creating a school culture that prepares every student for ethical and engaged citizenship.

It works. Walk into any National School of Character — including the 29 outstanding schools and districts recognized by CEP in 2013 — and you will feel the difference right away. These are no ordinary schools; they are caring, inspiring learning environments where all members of the school community commit to core ethical values and strive for high academic achievement.

In 2013, these schools and districts provided more than 130,000 students with 250 million hours of character education. The results are impressive — with increased reading and math passing rates and decreased suspensions and discipline referrals.

We believe, as Martin Luther King said, that “Character plus Intelligence that is the goal of true education.” That’s why we want to double the number of Schools of Character over the next 3 years. Join us in our movement to reclaim our schools for character.

Charles C. Haynes

Charles C. Haynes
Chair, CEP Board of Directors

Rebecca Sipos

Rebecca Sipos
Interim President and CEO



157 million hours
students were immersed in cultures
of character*

whole school, the whole community

OUR 2013 IMPACT

29 schools and districts

recognized as National
Schools of Character

**130,639
students**

were immersed in
cultures of character

ACADEMICS

25%

increase in
reading passing
rates in NSOCs

3%

increase in
math passing
rates in NSOCs

15%

decrease in
student suspensions
in NSOCs

27%

decrease in student
discipline referrals
in NSOCs

CLIMATE

89%

of Teachers and students
respect each other at
NSOC's (according to
climate surveys)

*Based on national average of 1206 hours per year in school

“Mr. Sholes and everyone at Rougher supported and encouraged me. They became my family. They helped me to understand that I could succeed.”

— Tasha, graduate of Rougher Alternative Academy, 2013 National School of Character
She had a self-described “bad lifestyle” turning to drugs while in foster care before coming to Rougher.

CEP's Schools of Character

infuse

character into the

CEP EMPOWERS EDUCATORS WITH THE TOOLS THEY NEED TO BECOME SCHOOLS OF CHARACTER

Schools of Character Evaluation and Recognition Process

Through a rigorous application process and school site visits, CEP selects schools and districts that have demonstrated that character development has had a positive impact on academics, student behavior, and school climate. Once selected, they are expected to serve as models for other schools, helping them to achieve the same results.

In 2013, 220 schools applied to become Schools of Character.

11 Principles of Effective Character Education

Developed in partnership with educators, researchers, and experts,

CEP's 11 Principles of Effective Character Education are the cornerstone of the Schools of Character evaluation process and a framework for schools to improve their climate and develop students of strong character — inspiring them to do well and do good.

“What I like about CEP's 11 Principles is that it doesn't dictate specific actions, but offers guiding principles.” — District of Character Superintendent

Promising Practices

Promising Practices is CEP's “in the trenches” program where teachers are recognized for exemplary practices of character education. These initiatives are creating classrooms

of character that improve school climate and student development.

In 2013, CEP awarded 262 Promising Practices.

Forum

CEP's National Forum on Character Education is the premier event offering education, connection, and resources to help today's educators become Schools of Character and successfully implement character education within state and national standards. After educators attended the Forum, they returned to their schools and communities armed with the tools to implement proven and inspired character education practices.

710 educators attended the Forum in 2013.

SUCCESS STORY

Rougher Alternative Academy

High poverty alternative school for 7-12 graders that chooses respect, responsibility, and compassion as the primary virtues of their school.

“We have a much safer and happier culture than we did prior to our character initiative.”

—Shirley Morgan-Glenn, Counselor at Rougher

The Result of Character Education:

Academics: 43% increase in reading scores from 2011-2013

Behavior: 14% decrease in discipline referrals 2011-2013

Climate: 29% increase in attendance and 86% increase in student involvement in clubs and organizations from 2011-2013



entire school culture

Training

CEP's professional development training prepares educators and school leaders to create safe, healthy, high-performing schools, while inspiring students to reach their full potential as students and as people.

In 2013, 1,885 educators participated in CEP's webinars, institutes, and workshops.

Character.org, CEP's resource hub

CEP's website is a hub of information where we provide the latest research, assessment tools, lesson plans and other resources to enable schools to initiate and develop comprehensive character education programs.

2,400+ lesson plans were accessed by more than 60,000 web visitors in 2013.



5,625 educators

grew through the Schools of Character evaluation process

“Students feel safe at Chesterfield because there is no bullying. We practice the *Leader in Me* habits. We are all leaders and are a part of a big team.”

— Grant Campbell, 3rd Grader, Chesterfield Elementary School,
2013 National School of Character

CEP's Schools of Character

lead

the movement to

CEP Leadership

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Ms. Rebecca Sipos
Interim President & CEO
Character Education Partnership

Thank You to Our Donors

CEP's work to unite all character building efforts and provide communities with models of exemplary schools that have faced extraordinary obstacles would not be possible without the generous support of our donors.

Bender Foundation Inc.
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Mr. Glenn Wilke
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SUCCESS STORY

Vestavia Hills Elementary School

With an emphasis on the Golden Rule and service to others, this school involves families and community members as partners in their creation of a caring community.

“The greatest change in culture is in the awareness of others’ needs and the importance of service.” —Kristie Taylor, 3rd grader

The Result of Character Education

Academics: 95% or more of students pass state reading and math tests.

Behavior: No suspensions over the past three years and discipline referrals have dropped 30%.

Climate: 99% of students answered “yes” to the questions “Do you feel safe at school?” and “Do adults respect you at school?”



reclaim our schools for character

CEP'S IMPACT OVER THE YEARS

248

National Schools
of Character

18

National Districts
of Character

695,812

Students impacted

839 million hours

students were immersed in
cultures of character

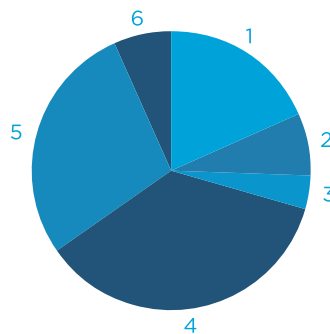


In 2013, CEP explored new avenues of programming. Led by a bold initiative, CEP investigated expanding resources for parents, developed new overseas opportunities and met with school districts and community foundations to discuss multi-year training initiatives. These all aligned with our mission **“to provide the vision, leadership and resources for schools, families, and communities to develop ethical citizens committed to building a just and caring world.”**

investing in our mission

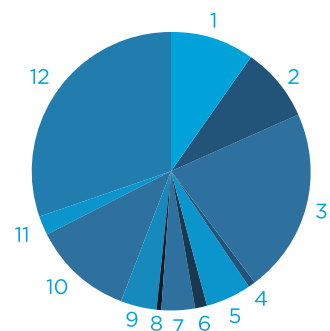
Our revenue reflects the widespread support of those who care deeply about the character education of young people. We are very grateful for the many individual donors, foundations and corporations who sustain us. In 2013, our endowment made a rare investment in programming to support new exploratory opportunities.

We, along with our supporters, know that schools and organizations that embrace character education become places where people want to be because they bring out the best in the entire community. Thank you for partnering with us as we lead a movement to reclaim our schools for character.



Revenue

1 Individuals	\$310,744.23	19%
2 Corporations	\$122,056.73	7%
3 Foundations	\$62,650.00	4%
4 Endowment	\$600,000.00	36%
5 Conference	\$469,323.13	28%
6 Other	\$110,747.32	7%
Total	\$1,675,521.41	



Expenses

1 NSOC	\$166,303.77	10%
2 Training	\$143,071.44	9%
3 Forum	\$359,164.15	21%
4 Program Dev.	\$14,600.40	1%
5 Website	\$86,890.21	5%
6 Publications	\$24,426.93	1.4%
7 Membership	\$64,252.06	4%
8 Advocacy	\$11,207.28	0.6%
9 Pub. Relations	\$68,631.58	4%
10 Fundraising	\$194,711.69	12%
11 Board of Dir.	\$38,803.21	2%
12 Gen. & Admin	\$503,458.69	30%
Total	\$1,675,521.41	

“There are few things I’m more passionate about than character education. That’s the reason I donate monthly to the Character Education Partnership. It’s money that goes toward bringing out the best in our kids - the future of our country.”

—Dr. Hal Urban, award-winning teacher and education author

give

to double the number of
Schools of Character

We know that schools and communities that embrace character education become places where people want to be, because they bring out the best in everyone.

In 2013, donors helped CEP facilitate 157 million hours of character education in classrooms across the United States. The result was:

- Increased academic achievement
- Fewer discipline problems, allowing teachers to focus on teaching
- Improved parent satisfaction and engagement
- Thriving, caring students on a path to becoming ethical and engaged citizens



We want to double the number of Schools of Character in the next three years. That will impact more than 1.3 million students. Will you help us get there?

GIFTS OF \$5,000 OR MORE CAN

Support a School of Character’s initiatives for transforming their school’s culture.

GIFTS OF \$1,000 OR MORE CAN

Sponsor teachers to attend the National Forum on Character Education to bring best practices in back to their school.

GIFTS OF \$2,500 OR MORE CAN

Fund trainings for educators to lead their schools to become a Schools of Character.

GIFTS OF \$500 OR MORE CAN

Expand character.org, our resource hub, to provide the latest research, timely information and effective tools to educators.



Donate at character.org/give

or contact Sora Wondra at 202.469.7871 to discuss your investment in today’s youth.