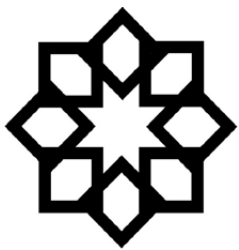
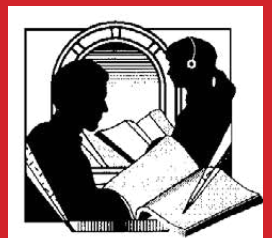




The Road to the Future: Education for Creative Adaptation



Institute for the Study of Human Knowledge
2017 Annual Report



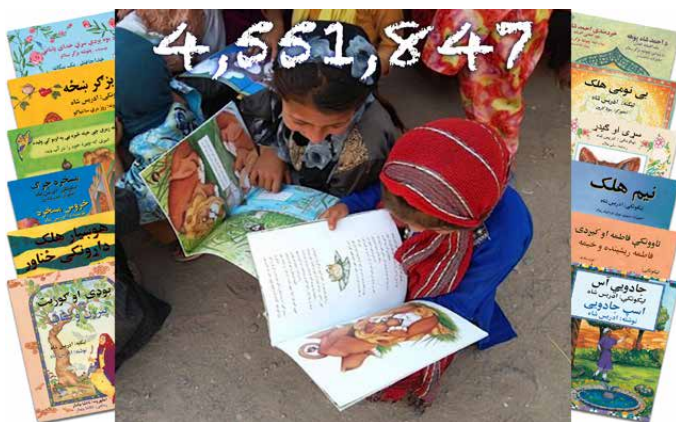
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Our Mission

Humanity now needs to adapt to a world that is far different from that of the past. A primary need at this critical point in human history is to understand our human nature. If we know who we are, how human beings evolved, what our possibilities and weaknesses are, we might correctly assess what we can change, adapt, and create, so that humanity and the planet thrive.

It is the mission of ISHK to gain such insight through the investigation of humanity's biological and cultural evolution and to communicate new understanding in the human sciences to both professionals and the culture at large through symposia, curricula development, workshops and publications.



**BOOKS FOR
AFGHANISTAN**
has donated over
4.5 million
since it started!

Message from the President



In his seminal work *The Sufis*, first published in 1964, Shah wrote “the bases of Sufi ways are inherent in the mind.” Four years later he asked us to establish ISHK to provide everyone with a complete understanding of who we are, how we got that way, and what we might really become. We are taking advantage of today’s technology to present that information to everyone.

ISHK can’t change everything that needs improving, but over the last fifty years we have helped to change the world: the ideas of two different kinds of thought in the brain are now widely established, the role of the person’s mind in health has helped change medicine, we pioneered the at-home education for psychologists, and are giving millions of Hoopoe storybooks in their own languages to underprivileged kids here in the US, in Canada, Central and South America, Pakistan, Afghanistan and Lebanon.

Since 1969, we’ve sold or distributed the important works of Idries Shah, almost 1 million by other distributors, and more than 5.2 million children’s books. We’ve organized symposia, which have had attendance of a few hundred thousand, and a continuing education program that has allowed psychologists and physicians to take over 37,000 courses.

Our new **Human Journey** website is constantly being updated and revised as new material is made available. We’ve added new sections and revised sections with updated information.

Once again, we could not have accomplished our work without the help of The Will J. Reid Foundation who has supported ISHK for more than a dozen years, as well as the help of many generous donors and extraordinary volunteers around the country and the world -- all who aim to maintain the mission of ISHK to allow us all to change, adapt and care for ourselves and the planet on which we all live.

Robert Ornstein, Ph.D. - President

Key 2017 Accomplishments

Thanks once more to the generous support of The Will J. Reid Foundation (WJRF) since 2002, and to the generous donations and volunteer services from so many individuals, we were able to achieve significant advances in 2017.

GOD 4.0: This book is about what it means to go beyond our ordinary perception of reality and to understand why, what and how this can be understood.

THE HUMAN JOURNEY: At the end of this year, we launched a new mobile friendly, easily accessible design of this website. We encourage everyone to read it from start to finish and, if they like what they see, to let their friends and family know.

HOOPOE BOOKS: Hoopoe Book's mobile/Google-friendly website (www.hoopoebooks.com) provides the most recent updates on the publication and distribution of our books for children and young adults.

New Series: This year we invited friends of ISHK to contribute to a new series of books for young people ages 9 – 12. These will be stories-within-stories, contemporary tales that include traditional tales from around the world. We are looking for contributors to this series.

New Editions for the Afghan and Pakistani Diasporas: In 2017 we published English-Dari, English-Pashto and English-Urdu editions of our 12 illustrated books which are now available through our Hoopoe website and through Amazon and Ingram.

SHARE LITERACY: In its eighteenth year, this program donated 36,000 Hoopoe books to children in the USA, Canada and Mexico.

BOOKS FOR AFGHANISTAN: Thanks to the help and generosity of our supporters, we have now distributed over *4.5 million Hoopoe books* in Dari-Pashto and English and trained 550+ teachers since January 2007 when we began our program. In 2017, through our partners inside Afghanistan, we distributed 107,000 Hoopoe books to children in Afghanistan. Our NGO partners include: Medica Afghanistan, Nutrition & Education International Health & Nutrition Department (Afghanistan), the Afghan

Mobile Mini Children's Circus, the British Council, and three mobile libraries that deliver books to children throughout the country.

New Afghan Minority Language Program: In celebration of International Mother Language Day, we launched a new program in Afghanistan in partnership with SIL International, an organization that works with ethno-linguistic minority communities as they build their capacity for the sustainable development of their own languages. We will provide seven new bilingual editions of Hoopoe Books for the Uzbek, Turkmen, Nuristani, Munji, Sawji, Hazaragi, and Shughni communities.

BOOKS FOR PAKISTAN: Since this program began in 2011, we have printed and donated **126,000 English-Urdu, Urdu-Pashto and Urdu-Sindhi editions** of ten Hoopoe titles authored by Idries Shah. Our partner Alif Laila Book Bus Society, continues to help distribute books to the most needy. 2017 began with excellent news from an unsolicited letter from Muhammad Suhail, the Assistant Director of the FATA Ministry of Federal Education in Pakistan. The FATA/BECS are Federal programs whose goal is to eradicate illiteracy. He writes: **"Since the Hoopoe books arrived in the FATA BECS schools, attendance increased from 60–70% up to 100% because all the children wanted to read them and play with the puppets."**

eBOOKS NEWS: Most of the English-language editions of the Hoopoe Books and Malor Books are now available as eBooks through Amazon Kindle. The Idries Shah Foundation (ISF) continues to publish all of Shah's work in Kindle formats.

CME FOR PHYSICIANS: We began this program in 2012 in partnership with the Dartmouth-Hitchcock Medical Center and it now includes 15 courses available online from our Website.

ISHK ADMINISTRATION: The ISHK Book Service is now run via our online web services. All titles from both ISHK imprints, Hoopoe Books and Malor Books, are now available directly through our website and fulfilled by Amazon.com and Ingram. ISHK and its programs will always welcome volunteers. See this section below for our current needs.

Update on New Book on Spirituality

God 4.0



There's been a revolution in neuroscience and other disciplines in the past decades, and it has produced unprecedented progress and generated more information on human nature, consciousness, and about our religion's histories than all the years before. It is thanks to this modern research—from archeology to anthropology, to religious studies, to genetics, especially to psychology and neuroscience—that, at last, by combining their findings with our own work, there is an accurate new understanding of how a transcendent shift in consciousness, which some have called “seeing God,” is produced.

This book is about what it means to go beyond the ordinary perception of reality, and to understand why, for at least four millennia, nearly all of humanity has had the concept of “The One,” the one behind it all, whether or not the society has a formal doctrine of it.

This understanding—that we're innately capable of an overarching view of the connectedness of life—has a definable neuropsychology. It is not the captive of a religion or a sect, and is not, as many science writers have thought, a by-product, an illusion or even a delusion of our creative brain. It is a natural, primary and foundational component of humanity.

“Understanding how religious traditions evolved and intermingled sheds light on contemporary beliefs and rituals, the forces that shape human thought, and our mind's great potential for change and development.”

— From humanjourney.us website



The Human Journey - <http://humanjourney.us>

At the end of 2017, we launched a new, updated, mobile-friendly Human Journey website.

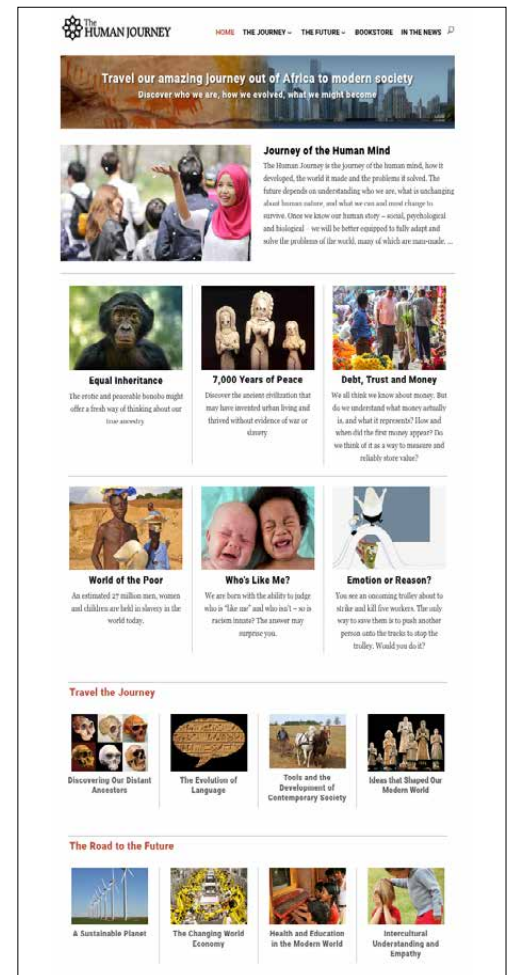
The Human Journey project began in 2005 to provide everyone, anywhere there is a connection, with a complete understanding of who we are, how we got that way, and what we might become. We are taking advantage of today's technology to present the basic background information everyone, anywhere in the world, should have at their fingertips in answer to these questions. This is an important time to launch the site and promote its contents. The same technology that delivers the latest information from leading anthropologists, neurobiologists, psychologists, historians, philosophers, economists, educators, climatologists and others, is also being used to promote unprecedented misinformation, distraction, outright fabrication, bigotry, nativism, and polarization. According to Gallup, 38% of Americans believe that God created humans less than 10,000 years ago. And an increasing number of people doubt that objective facts exist at all.

The site begins: **“The future depends on understanding who we are, what is unchanging about human nature, and what we can and must change to survive.”** It starts the journey with a review of our hominid ancestors and our own evolution; it looks at how we, our cultures, beliefs and societies evolved, what our priorities were and why, and how they led to the world we live in today. It examines the development and roles of religion, technology, education, economics and international aid against the background of a constantly changing climate. The site is able to provide a comprehensive understanding of ourselves, thanks to the recent work of anthropologists, neurobiologists, psychologists, historians, philosophers, etc.

We invite all ISHK supporters to read the website like a book, from start to finish. We suggest that you start with “Journey of the Human Mind” and follow the links at the bottom of each page. The site is designed to draw readers in through any point



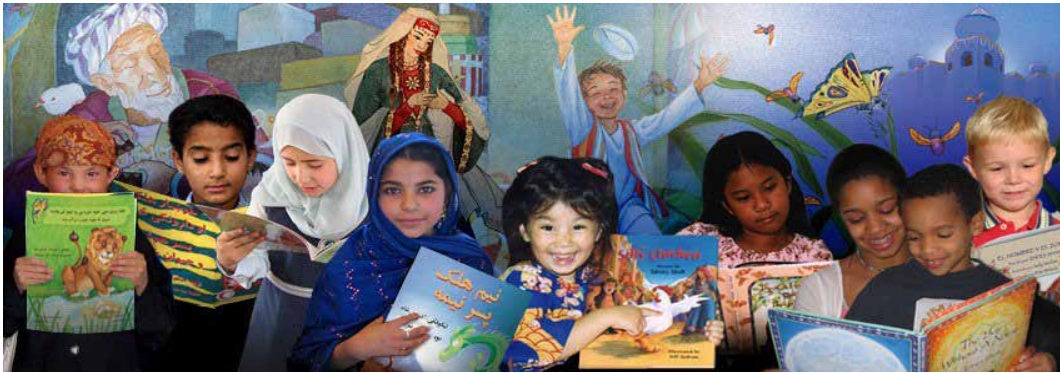
National Geographic Map of Human Migration



or topic of interest. But the more of us who have a “front to back” grasp of this information and its sources, the more effective we can be in getting this information into the mainstream.

If you like what you see, do please spread the word!

Sections are updated and added to as new information becomes available. The “Bookstore” provides a comprehensive list of books referred to and recommended, which can be purchased through links on the website to Amazon. In addition, each section has a “NEWS” feature, with links to articles published since the site was last updated to ensure that visitors are able to keep up-to-date on the topics discussed.



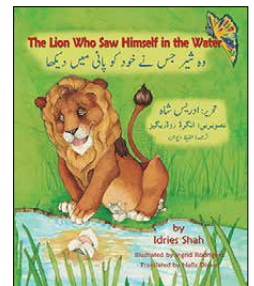
New Hoopoe Series

This year we invited friends of ISHK to contribute to a new series of books for young people ages 9 – 12. These will be stories-within-stories, contemporary tales that include traditional tales from around the world. The first of these, **TALES FROM THE DREAMER** written by Rita Wirkala, is now in draft and will be published in the Fall of next year. We are currently seeking proposals for this new venture. If you are a writer and would like to contribute, please let us know.

Hoopoe Books for the Afghan and Pakistani Diasporas

In 2017, we published English-Dari, English-Pashto and English-Urdu editions of our 12 illustrated books which are now available on our website, along with free downloadable activities in these languages, and through Amazon and Ingram distributors. They are ideal for ESL classes and diaspora families in the U.S. and English-speaking world.

(Eng.-Urdu cover for “The Lion” book pictured)



Thanks to a matching fund grant from the WJRF for \$2,500, we can expand this program to address literacy for Afghan and Pakistan refugees worldwide. Next year we will begin working on new bilingual editions of our 12 illustrated Hoopoe titles in German and French with these 3 languages: Pashto, Dari and Urdu.

Hoopoe Website

This year, the Hoopoe website was revised to include the English-Spanish, English-Urdu, English-Dari and English-Pashto books. Readers can now download many free resources for children, including fun projects, manuals and tips, reader's theater scripts, and teacher activity guides and lesson plans, in English, Spanish, Urdu, Dari and Pashto.

Facebook, YouTube, Twitter, & other Social Sites

Thanks to our volunteers, Hoopoe continues to update our Facebook, YouTube and other social media sites. Follow us there and on our websites to get the latest news for Hoopoe Books, Books for Afghanistan, Books for Pakistan, and Share Literacy!



Most of the new bilingual editions include exciting and useful activities for children, families and schools.

Share Literacy - www.shareliteracy.org

Since this program started in 2000, Share Literacy volunteers have distributed over 750,000 Hoopoe books to schools, early child development centers, youth programs, homeless shelters, hospitals, clinics, and community service centers. Many organizations - some of the most current are listed on the next page - depend on our help every year to brighten up the lives of the children they serve. Educators around the country continue to use our excellent standards-aligned teacher lesson plans available as free downloads on the www.hoopoebooks.com site.

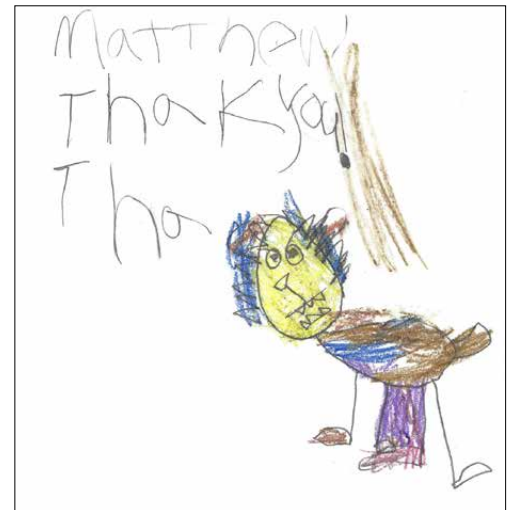
For the last 16 years, the **Hoopoe Share Literacy Holiday and other Give-Away Programs** have given Hoopoe books and kits in English and Spanish-English bilingual editions to young children in shelters and in schools serving at-risk children throughout the country. This Fall, 26,700 books were reprinted and delivered to the Chapters in **California, Massachusetts, DC, and Colorado** and distributed to some 60 programs for underserved children. Late in 2017, Share Literacy shipped 9,000 English-Spanish paperback editions to the CIE Foundation in Mexico City which will be distributed to underserved schools there.

With the help of the USA volunteer Share Chapters, we were able to distribute **over 36,000 books, as well as some audio CDs and our *Read Together* Newsletters** for the youngest readers. These newsletters give tips and advice to parents on the importance of reading regularly with their children as well as provide fun activities for home and school.

"Thank you so much for your and Hoopoe's continued support of the 'I Have A Dream' Foundation and our Dreamers. Whether it's the books or the training you provide for our staff it always makes a big difference..."

—Alex Nelson, the Director of Academic Programs at I Have a Dream Foundation (IHAD)

**THANKS TO OUR SUPPORTERS AND VOLUNTEERS,
36,000 UNDERSERVED CHILDREN IN THE USA
& MEXICO RECEIVED A HOOPOE BOOK
OF THEIR OWN**



A Transitional Kindergartner's drawing of *The Lion Who Saw Himself in the Water*. He was one of over 5,400 students in the Alum Rock School Distr., San Jose CA, who received at least one book this year

"Your generous contribution of almost 400 new books is more to us than just a donation. Your help provides vital services to struggling families and individuals throughout the county...We simply can't thank you enough."

**—Bart A. Charlow, LMFT, CEO,
Samaritan House
San Mateo CA**

*Dear Share Literacy,
Thank you for the book "Fatima the Spinner and the Tent".... it was sort of inspiring, it let me know that I can do anything as long as I work hard for it. Make more books, I enjoy them.*

**—Javier A.
5th (soon to be 6th)
Oxon Hills, MD**

Share Literacy (Continued)

Over 60 Schools and/or Family Organizations Received Books in 2017-early 2018, including:

A. Sanchez Intern'l. Elementary Sch., Lafayette, CO
 Afghan Acad. Children's School, Annandale, VA
 Alum Rock Union School District - 18 schools, San Jose, CA
 Asian Americans For Community Involvement, San Jose, CA
 Baltimore MD area – 8 elementary schools
 Brookside Community Health Ctr., Jamaica Plain, MA
 CampFire USA, Long Beach, CA
 CORAL After-School Progs., Catholic Charities, San Jose, CA
 Community Health & Empowerment, Silver Spring, MD
 Conscious Aging Clinic, Denver, CO
 Doris Santiago, Bilingual Community Organizer, Dundee, FL
 Ecumenical Hunger Progr., E. Palo Alto, CA
 Family Giving Tree Backpack Program, Sunnyvale, CA
 Family Supportive Housing, San Jose, CA
 Heart of America, Landover, MD
 Higher Horizons Head Start, Falls Church, VA
 Homeless Prenatal Program, San Francisco
 Hope Corner Children's Holiday Prog., Mountain View, CA
 Horizons for Homeless, Roxbury, MA
 I Have A Dream, Boulder, CO
 ICE, Canada
 Iraqi Refugee Community, San Jose, CA
 La Esperanza Community Center, Georgetown, DE
 Learning Resource Alliance, Chicago, IL area
 Literacy Partners, Denver, CO
 Lowell Elementary School's Book Drive, San Jose, CA
 Mansfield Kaseman Health Clinic, Rockville, MD
 Mountain View CA Police "Cops & Goblers" Literacy Prog.
 New York area: 2 Early Child Development Centers
 Partners in Literacy, Denver, CO
 Reading Bonanza, East Palo Alto, CA
 Sacramento Resettlement - World Relief, Sacramento, CA
 Samaritan House, San Mateo, CA
 Small Things Matter, Rockville, MD
 Sunnyvale Dept. of Public Safety's Junior Giants
 Velocity of Books, Rockville, MD
 Worcester City That Reads Program(12+ schools), Worcester, MA



Student enjoying *The Farmer's Wife* during "Literacy Night" at Montgomery Knolls Elementary School, Silver Spring MD

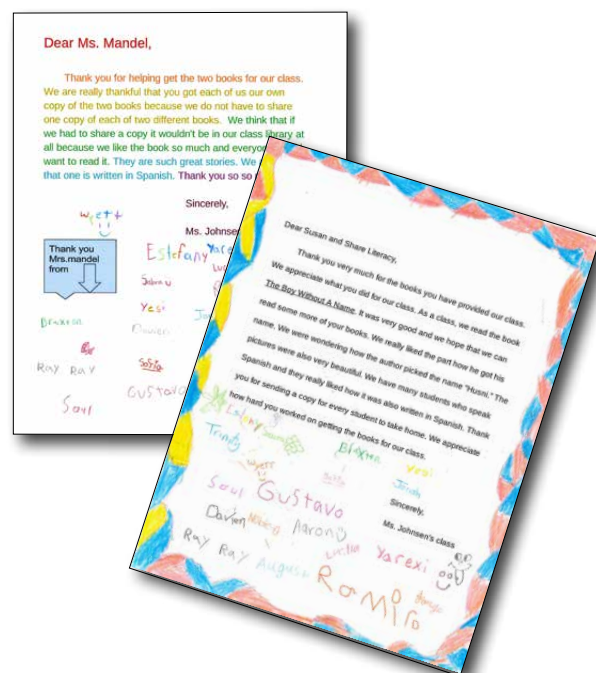
"I just wanted to pass on the first round of thank you letters for the amazing books you sent to our fourth graders. One class decided to write you class letters they wrote together. Their teacher remarked to me how the students walked around the room, hugging their new books to their chests. Thank you!"

**—Stacey Mandel, MA/NBCT -
 Literacy/ELD Specialist - Alicia Sanchez
 International School, Lafayette CO**



"The third grader in the photo is my 'buddy' and she said to me 'These are the only books at my house.'"

— Julie Wiega, Director, Partners in Literacy, Denver CO





Thanks to the generosity of our supporters, we have now distributed over **4.5 million Hoopoe books** in Dari-Pashto and English and trained more than 550 teachers since January 2007 when we first obtained the Afghan Ministry of Education (MOE) approval to provide these books and began our program.

Thanks to our donors and volunteers, and to Khatiz Organization for Rehabilitation (KOR) and our amazing team in Kabul, who keep on going day in and day out, in spite of increased security threats and discomfort, this year we have successfully distributed another 107,000 Hoopoe books in Afghanistan.

Medica Afghanistan has distributed some 480 Hoopoe books and Teacher Guides to 12 of their Literacy Centers for women and girls in Kabul, Herat and Balkh provinces. This NGO provides literacy classes for women and girls, as well as psychosocial counseling groups. Women not only learn reading, writing and basic health care, but also their rights under the Afghan constitution, encouraging them to take part in decision-making in a constructive manner. Classes also provide opportunities for women to practice better communication skills and reduce family conflicts.

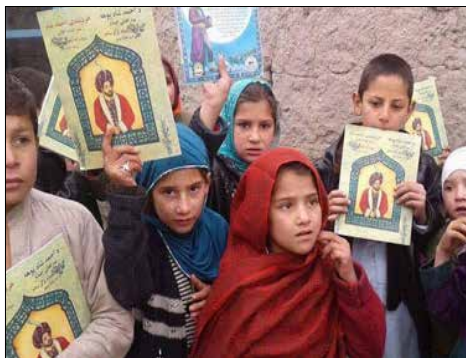
The Hadia Foundation/Moska Mobile Library received 54,000 Hoopoe books last year which they continued to distribute in 2017. This program delivers Hoopoe books by tricycle and car to children in Nangarhar, Kabul, Wardak, and Herat provinces. Here is part of a report of their Feb. 2017 progress from their Founder and Executive Director, Mahir Momand:



As you may be aware, in most areas of Afghanistan once girls reach the age of puberty, they are usually stopped by their families from going to school and are inside their houses all the time. What we have been noticing with Moska Mobile Library in Afghanistan is that such girls are also getting the benefit of our mobile library. They stand at the doorstep of their houses and send their young siblings to the librarian and ask for books. I can imagine, it would be hard for them to have been educated to the extent that they can read and write and then not have access to anything to read. So our books bring them that joy of books.

(Read more of this report on our www.booksforafghanistan.org website.)

Books for Afghanistan (Continued)



HADIA/Moska Mobile Library reaches thousands of children providing them with Hoopoe Books.



Nutrition & Education International Health & Nutrition Department (NEI) received 2,235 Hoopoe Books and Teacher Guides which they included in their distribution of soy milk and cookies to schoolchildren in Kabul, Herat, Jalalabad and Badakhshan provinces and to the Afghan Women's Educational Center Library and the Aschiana Library in Kabul. (*see photos above*)

Matiullah Wesa, a young student, and other volunteers created a mobile library **Qalam Lar** which distributes books to children living in some of the most dangerous provinces of Afghanistan. Matiullah is motivated by his childhood circumstances when his own school was burned to the ground, leaving himself and his friends with no way to continue their studies and with no access whatsoever to reading materials. Here are some photos he has shared with us this year:



Spin Boldak – Kandahar Province



Baharak District – Takhar Province



Mohammad Agha district of Logar province

Books for Afghanistan (Continued)

Saber Hosseini of the Children's Book Foundation continues to deliver books to children, riding his bicycle to remote villages of Bamyan Province. Early this year we were able to donate an additional 250 each of 12 Hoopoe titles. Here are some photos of his moving story:



Sabir Hosseini delivering books to children in remote areas of Afghanistan.

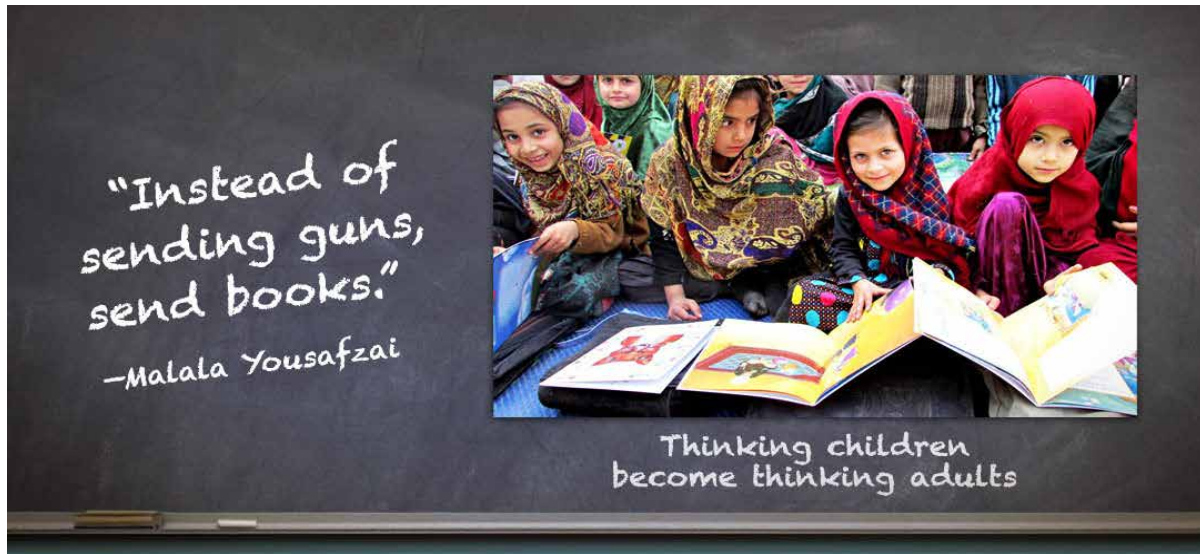
Books For Afghanistan Website (www.booksforafghanistan.org) & Newsletters: For a comprehensive overview of our program, including downloadable resources, great photos of children with the books, copies of articles from media, photos and teacher feedback, and, of course, for ways to help, please visit our website. It includes an excellent informational film produced by Gerry Cullen and available in UK and USA formats, a PowerPoint presentation, flyers and posters – all downloadable.

AFGHAN MINORITY LANGUAGE PROGRAM

In addition to printing and distributing an additional 107,000 books to children in Afghanistan, during 2017 we started our **Afghan Minority Language Program**. Afghanistan is a multilingual country with one of the lowest literacy rates in the world. Only about 31% of the adult population (over 15 years of age) can read, and female literacy levels are on average only 17%. Studies show that we all learn to read more easily if we begin to do so in our mother tongue, but storybooks for children in these languages are rare if non-existent. These new Hoopoe editions will enable hundreds of thousands of Afghan children to learn to read their own traditional stories in the language they speak at home; then transfer those skills, using the same story, to their national language—Dari or Pashto—that they will need in order to continue their education. And thanks to SIL International's team of translators and to our contributors, we will be able to publish our first Nuristani-Pashto edition of Hoopoe Books in early 2018. (*Read more about this project on our www.booksforafghanistan.org website.*)



Examples of three
Nuristani-Pashto editions of
Hoopoe Books



Since 2010, our Books for Pakistan program has provided more than 126,000 copies of Idries Shah's retelling for children of traditional tales from the region. These ten titles are now available in Pakistan in Urdu-English, Urdu-Pashto, and Urdu-Sindh editions, with an Urdu-Balochi edition in the works.

In August, we were happy to receive some good news from our partners **Alif Laila Book Bus Society** after we were able to have successfully delivered a set of 10 Hoopoe books by Idries Shah to each of 3,809 BECS (Basic Education community schools). Mrs. Basarat Kasim, of Alif Laila, received an unsolicited letter from Muhammad Suhail, the Assistant Director of the Federally Administered Tribal Areas (FATA) Ministry of Federal Education in Pakistan. He reported that **since the Hoopoe books arrived in the FATA BECS schools, attendance increased from 60%-70% up to 100% because all the children wanted to read them and play with the puppets.** There are currently 12,304 BECS schools functioning across the country, and the government has plans to open a total of 20,000. Thanks to the efforts of our partners and supporters, almost a third of the BECs open now have a set of 10 Hoopoe books by Idries Shah. And it has made a difference. (Read more about BECs and this project on our www.booksforpakistan.org website.)



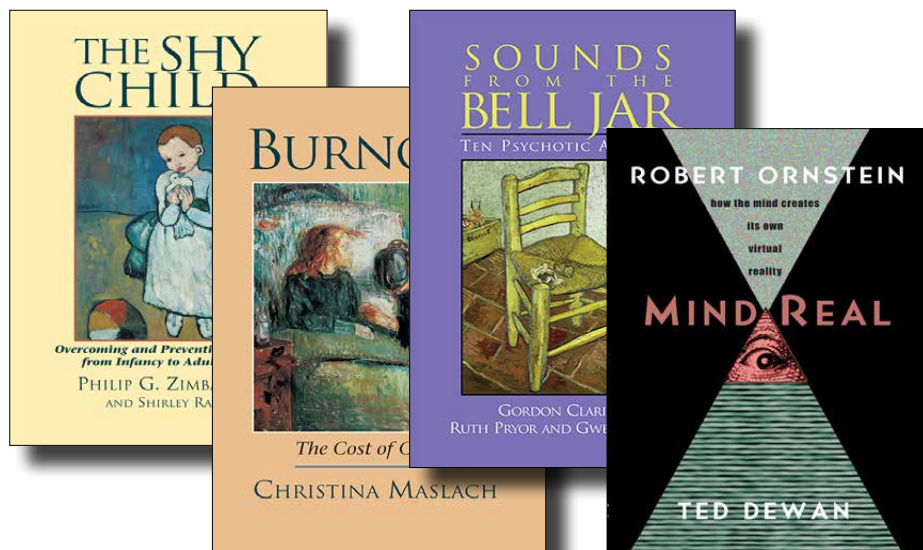
BEC students in the Lakki Marwat and Kyber Pakhtunkhwa districts, KPK, receiving Hoopoe books through the Alif Laila Book Bus Society book deliveries in 2016-2017.

Malor Books - www.malorbooks.com

ISHK's Malor Books imprint was launched in 1995 to keep seminal works in print that would otherwise not be available. Malor Books publications are used in hundreds of university courses around the world.

In order to ensure that the information contained in these definitive titles remains available for future generations, Malor Books continued making works available through online stores. Amazon's Kindle, Google Books, and other eBooks sites now have many of the Malor Books in digital editions available for purchase. Libraries are able to purchase books through our online distributor, Ingram.

By the end of 2017, most of our Malor Books were made available directly through Ingram.com and Amazon.com, including:



eBooks

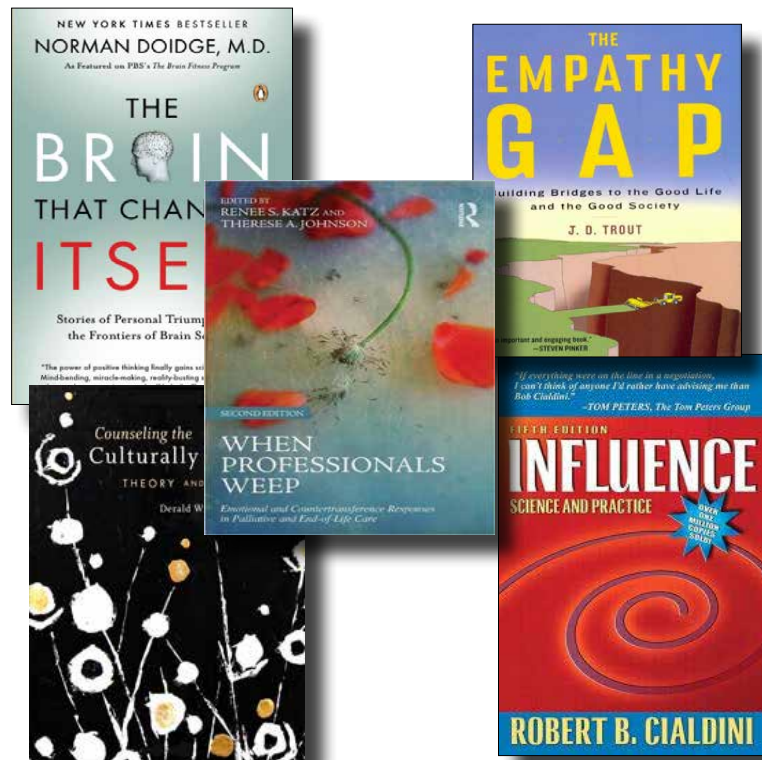
In early 2017 we published Amazon Kindle and Apple iBooks editions of our eleven Hoopoe titles by Idries Shah, and the four titles in our **All About Me** series were made available on Kindle. Most of our Malor Books are available in Kindle editions, and plans are being made to add more Hoopoe and Malor Books to Kindle and other eBook sites.



Continuing Education for Physicians

www.ishk.com (choose CE at Home/CME Medicine)

We began this program in 2012 in partnership with the Dartmouth-Hitchcock Medical Center and Dartmouth Medical School in order to broaden the base of information relating to physician practice. Directed by Margaret Caudill Slosberg, M.D., this program further broadens the base of information, in this case, relating to physician practice.



ISHK Administration Changes

Our administrative address is 171 Main Street #140, Los Altos, CA 94022. All book and program fulfillment operations are now run through our website and Ingram and Amazon online services. Volunteers and a small, part-time staff keep our accounts, mailing list, websites, Facebook and social media updates going. We are grateful to everyone who has helped us over the years, and who continue to do so.

We are currently seeking help with In-Design, research and writing for the Human Journey, authors for our new Hoopoe series, and volunteer willing to run Share Literacy Chapters and expand our outreach to at-risk children. Anyone interested in helping any of these programs, please contact us at ishkadm@aol.com. Or write to us at: ISHK Volunteer Program, 171 State Street #140, Los Altos CA 94024 USA.

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The Human Journey:
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ISHK Imprints and Children's Literacy:
Sally Mallam

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Benefits Program
Ohio Children's Fund
Wells Fargo Foundation

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