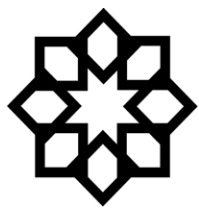


The Road to the Future: Education for Creative Adaptation



Institute for the Study of Human Knowledge
2012 Annual Report



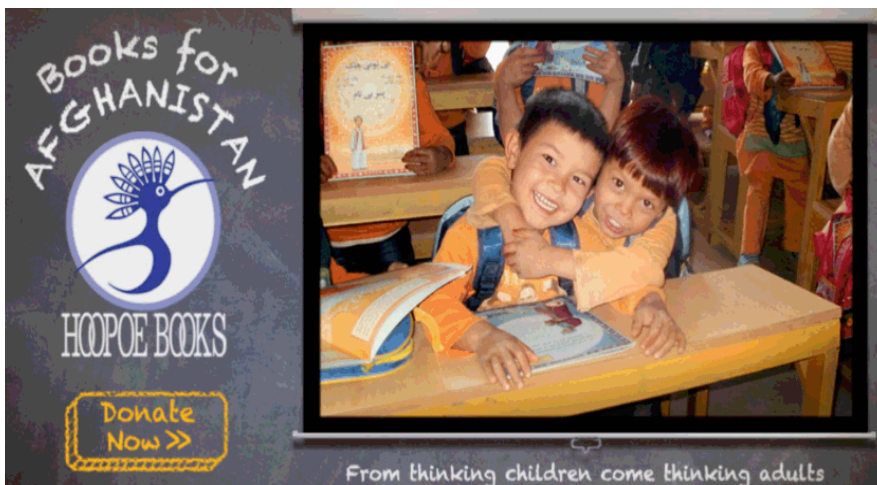
CONTENTS

- 3 **Message from the President**
- 4 **Key Accomplishments in 2012**
- 5 **Hoopoe Books and eBooks News**
- 6 **A New Book on Spirituality**
- 7 **Share Literacy: Quality Books for Children in Need**
- 9 **Books for Afghanistan: Repatriation of Traditional Teaching-Stories to Aid Literacy**
- 11 **Books for Pakistan: Traditional Teaching-Stories help spread Literacy**
- 12 **Continuing Education for Psychologists**
- 12 **CME for Physicians**
- 13 **The Human Journey: How We Got here, Where We're Going**
- 14 **Malor Books**
- 15 **Officers, Board of Directors, Advisors, and Contributors**

Our Mission

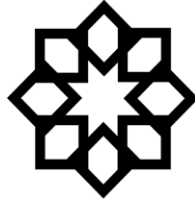
Humanity now needs to adapt to a world that is far different from that of the past. A primary need at this critical point in human history is to understand our human nature. If we know who we are, how human beings evolved, what our possibilities and weaknesses are, we might correctly assess what we can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



This year we successfully completed a 21-month project funded by the US Department of State, providing over 2.5 million books to children in every province of Afghanistan, together with teacher guides, audio versions of the stories, and training for 389 teachers.

Message from the President



I'll be brief, since our accomplishments are listed in this report.

2012 was a capstone year for ISHK. For 15 years we've worked first to publish and then disseminate Idries Shah's children's books, to stimulate worldwide interest in these universal tales. In 2012 our largest project reached completion, with more than 3 million books distributed in Shah's ancestral homeland, Afghanistan. And there's a beginning distribution project now in Pakistan, all under the direction of Sally Mallam, and assisted by Jonathan Russell, Shane DeHaven and others.

2012 was, also, a transition year as many of our programs for the past 40 years have matured, and we now focus on moving from a print-based world to the digital. Almost 40 years ago, we took on the distribution of Octagon Press books with the aim of making them available to anyone at any time. In this we were helped by the emergence of online booksellers and the distribution that made this goal reachable. Now it is possible to provide digital copies to anyone with a computer (or a school with a computer). We are converting the printed material to digital, so that it will be available, basically, forever. Again, the project is headed by the same tireless people who've done the literacy distribution and with the invaluable help of volunteers.

You can read later in this report of our other work: progress in Continuing Education, in Literacy in the USA and Canada (in partnership with the Institute for Cultural Exchange), our website developments and the progress of a new book, which is also the capstone of the work of the past 40 years – on humanity's most pervasive interest, transcendence, and why we are primed for it.

Once again, we could not have accomplished this without the help of The Will J. Reid Foundation who has supported our work since 2002, and the many generous donors and dedicated volunteers around the country and the world – all who recognize that a greater understanding of human nature and potential is crucial if we are to assess correctly what we can and should change, adapt, and create for the future of our planet and our place in it.

Robert Ornstein, Ph.D.
President

Key 2012 Accomplishments

Thanks once more to the generous support of The Will J. Reid Foundation (WJRF), who have supported us now since 2002, and to the generous donations and volunteer services from so many individuals, we were able to achieve significant advances in 2012.

HOOPOE BOOKS: In the Spring of this year we published the fourth title in our All About Me series for adolescents - *What We See and Don't See: How and Why Perceptions Work the Way They Do* written by Robert Guarino and illustrated by Jeff Jackson.

SHARE LITERACY: The program provided over 34,000 Hoopoe books to underserved children through educational programs in the USA and Canada.

BOOKS FOR AFGHANISTAN: In September of this year we successfully completed our obligations under the US State Department grant. We have now provided over 3.3 million books to children in Afghanistan, distributing books in all 34 provinces.

BOOKS FOR PAKISTAN: this year we have made five bilingual Urdu-English books available. We continue to work with Alif Laila Book Bus who will distribute our books to schools and orphanages as we can afford to print them.

eBOOKS NEWS: In order to ensure that the work of Idries Shah is available to online readers in the near future, we are preparing ePub files of his books and will provide these for publication to the Estate of the Late Idries Shah.

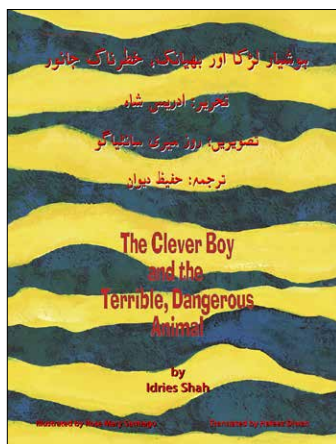
CE@HOME: This year we added more titles on human connectedness, and continued to streamline the program's order interface and processing, making it possible for many more people to use the system.

CME FOR PHYSICIANS: We began this program this year and with it the opportunity to broaden the base of information relating to physician practice.

THE HUMAN JOURNEY: We included a Bookstore on the website that lists recommended readings on each topic. The site is aligned with the social studies curriculum for grades 6 - 10 and recommended by California's CLRN (electronic resources for schools).



Share Literacy provided books & teacher tools to over 50 programs in 2012 (this is a classroom in Las Vegas)

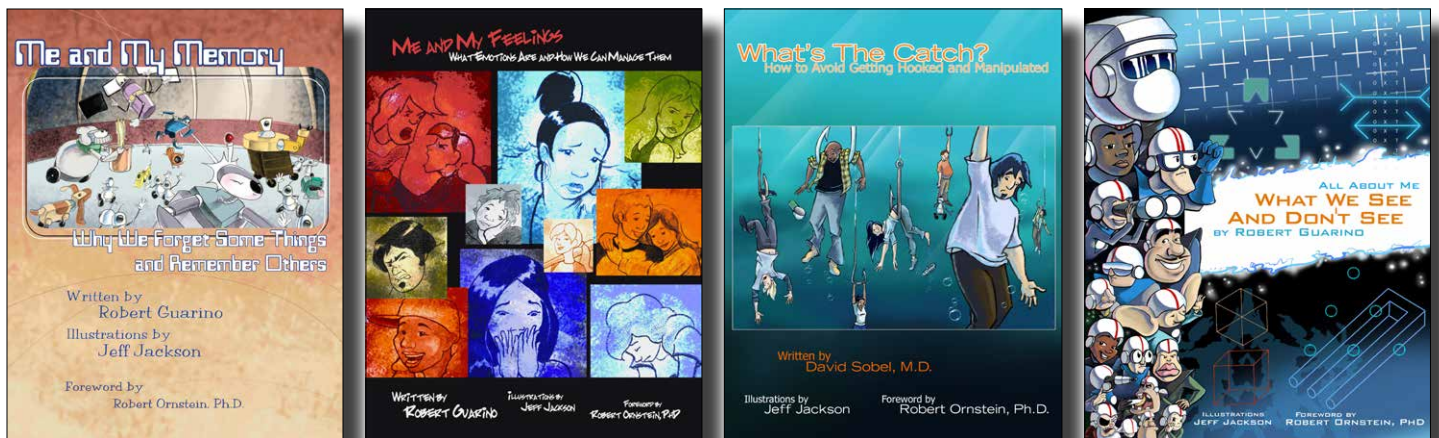


Books for Pakistan program now has 5 new press-ready Urdu-English titles



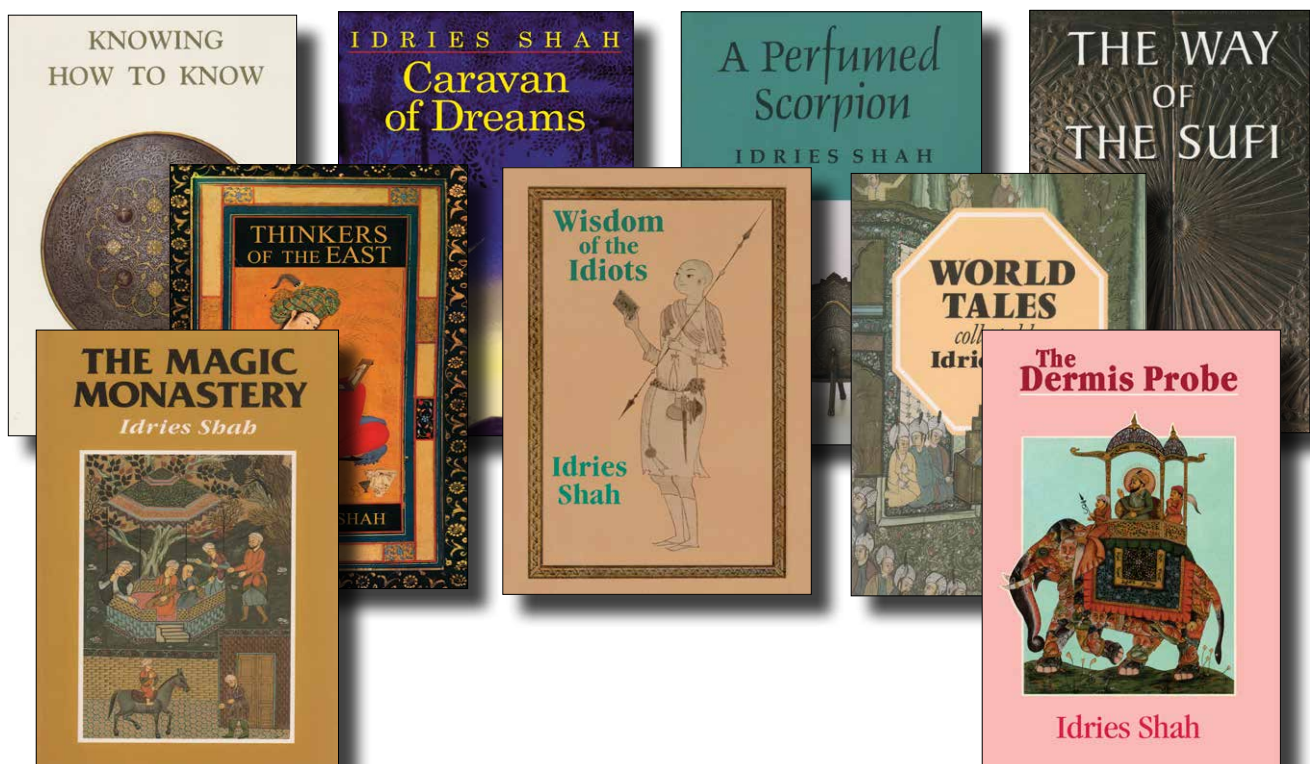
ISHK Continuing Education program expanded to physicians in 2012

Hoopoe Books and eBooks News



HOOPOE BOOKS

A fourth title in our ALL ABOUT ME series for adolescents *What We See and Don't See: How and Why Perceptions Work the Way They Do* written by Robert Guarino was published this year. The entire set of 4 books including: *Me and My Memory*, *Me and My Feelings* and *What's the Catch: How to Avoid Getting Hooked and Manipulated* are available at www.hoopoekids.com.



NEW E-BOOKS AND TRANSLATIONS PROMOTE UNDERSTANDING

To promote tolerance, understanding and harmony, greater exposure of Idries Shah's invaluable corpus of literature is necessary. ISHK is assisting in this endeavor, preparing ePub and Kindle editions of Shah's works, and translations into Arabic, Pashto, Farsi, and Urdu editions.

A New Book on Spirituality

God 4.0

For 45 years ISHK has worked to provide bridges between science and spirituality and worked to “broaden the basis of information available to the general public” as Idries Shah wrote. Now, after 5 years of research, this book, *God 4.0*, is in drafting stage. Its main message is that the human mind is set up, evolved, for transcendence, and this ability has formed the basis of human society: the ability to connect with others, to go beyond our inheritance, to merge individual identity into a larger group. This function provides the groundwork basis for a belief in God, or “higher” knowledge.

The book will cover what we’ll call the “Gods 1 - 3.0,” from shamanism in the most ancient human relics of the Paleolithic 30,000 years ago and the revolutions in the Neolithic, to the Axial Age 2,500 years ago, and to the development of the modern major religions. But these “modern religions” are all thousands of years old. It is time for an update.

Now, with the discoveries after the second world war in paleontology, in the uncovering of ancient religious texts in the Christian and Jewish traditions, and, most importantly, the rise of brain and psychological science, we are in a position to understand the true nature of transcendence, devoid of the ancient trappings.

There are many new discoveries contained: why the spiritual impulse was instrumental in the development of agriculture and a settled society, not the other way around; why we find our “gods” “on high”; why all societies have a tiered cosmos; why our mirror neuron system allows us to connect with others; why “virtues” such as generosity and service are linked to mysticism. Above all, our ability to learn how we can now go forward in a new understanding of ourselves, and combine the two most important and conflicting strains in human thought: science and spirituality.



Snapshot from **The Human Journey Website** showing a cave interior, St. Peter's Basilica in the Vatican and Dome of the Rock, Jerusalem. The idea of a tiered cosmos has persisted in ritual and religious architecture for 35,000 years.

Share Literacy

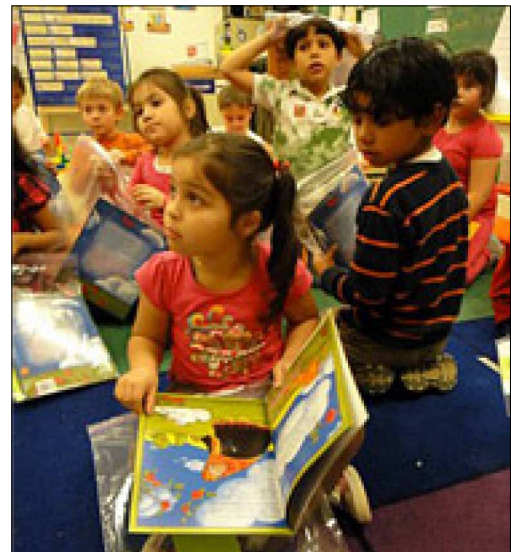
All children deserve an equal start in life and having books in the home and reading to our children are the two most important indicators for future school success. Since we started Share Literacy in 2000, we've distributed over 500,000 books to schools, youth programs, homeless shelters, hospitals & clinics, and community service centers, etc. So many organizations depend on our help every year to brighten up the lives of the children they serve over the holiday season and throughout the year.

This year, we made our excellent standards-aligned teacher lesson plans available as free downloads on the HoopoeKids.com site, and teachers in our Share Program have taken advantage of this.

Before the holiday season this year we provided 28 agencies serving at-risk children in the USA, Canada, Kenya, Haiti, and Mexico with just over 14,800 books, plus CDs for classroom use and sight-impaired students, and lesson plans for teachers.

**THANKS TO EVERYONE'S HELP,
OVER 19,000 UNDERSERVED CHILDREN RECEIVED
A HOOPOE BOOK AS A HOLIDAY PRESENT!**

"Thanks for the generous book donation to the kindergarten students at Edgewater Elementary! Our students could not hold their excitement and were most anxious to open the bags and begin reading. It was a site to see, their love of books and appreciation was priceless. They paired, on their own, with a buddy and read. The children, parents and staff send our appreciation. Literacy is going home to our Edgewater families." Nancy Kruger, reading specialist, at Edgewater Elementary School, Edgewater, MD.



Children at Edgewater Elementary School with Hoopoe Books

WASHINGTON DC CHAPTER - 5100 books were given to children in Head Start programs, community health clinics, schools, and educational centers.

MASSACHUSETTS CHAPTER - over 2400 books were distributed to children.

COSTA RICA CHAPTER - 300 books were given out to school children.

Share Literacy (*Continued*)

Selected Share Programs in 2012

AACI-Center for Survivors of Torture, San Jose, CA
Alum Rock Union Elementary School District, San Jose, CA
Apple Country Head Start, Winchester, VA
Barbara Chambers Children's Center, Washington, DC
Boston Children's Hospital, Reach Out and Read Program
Boys & Girls Club of Dorchester, MA
CampFire USA, Long Beach, CA
Campus Child Care, Las Vegas, NV
Child Advocates of Silicon Valley, Milpitas, CA
Children, Youth & Family Devel., Catholic Charities, San Jose, CA
CIE, Mexico
Community Academy, Washington, DC
Concordia Creative Learning Acad Tutoring Progr., Minneapolis
Costa Rica schools (through volunteer effort)
East Palo Alto Kids Foundation (EPAK), East Palo Alto, CA
Ecumenical Hunger Program, East Palo Alto, CA
Edgewater Elementary School, Edgewater, MD
Elizondo Elementary School, Las Vegas, NV
Fauquier Community Action Head Start, Warrenton, VA
Fremont Unified School District State Preschool, Fremont, CA
Higher Horizons Head Start, Falls Church, VA
Holy Family Day School, San Francisco
Homeless Prenatal Program, San Francisco, CA
Horizon for Homeless Children, Boston
Hunter Elementary School, Canada (through ICE)
ICE, Canada (distributed inside Canada, Afghanistan and Mexico)
Iraqi Community Advocates, San Jose, CA
Keister Elementary School, Harrisonburg, VA
Kenyan Schools (through Margaret Caudill Slosberg, M.D.)
Learning Resource Alliance (LRA), Illinois
Loudoun Literacy Council Head Start, Leesburg, VA
Ludlow-Taylor School, Washington, DC
Mansfield Kaseman Health Clinic, Rockville, MD
Mariposa Child Care Center, Dedham, MA
Mercy Beyond Borders, Haiti
Pownal Elementary School, Vermont
RCMA, Immokalee, FL
ReadBoston, Boston, MA
Reading Rainbow - LiveADream Foundation, E. Palo Alto, CA
RESA VIII Head Start, West Virginia
Ridgecrest Elementary School, Hyattsville, MD
Rosemount Center, Washington, DC
Sacramento Elementary Schools (through volunteer effort)
St. John Providence Health System, Warren, MI
Sudanese School Library (through volunteer effort)
Sunnyvale Community Services Agency, Sunnyvale, CA
Sunnyvale Police Department's "Reach Potential" Youth program, CA
Trinity Church Youth Program, Sunnyvale, CA



"...It is only because of the generosity of caring people like you that we are able to provide much needed hope and stability to abused, neglected and abandoned children. We believe that every child deserves individual care and attention, a permanent home and the opportunity to grow into a contributing member of their community...These books and CDs [for visually impaired] will bring many smiles to the faces of the children we serve." -- **Director of Development, Child Advocates of Silicon Valley (Milpitas, CA)**

"...We see so many children come through our doors each week with their parents and we are so grateful to have your wonderful books to keep them busy while they are here...I hope you like the picture of a grateful mother and child enjoying one of your books!"
-- **Exec. Director. Sunnyvale Community Services (Sunnyvale, CA)**

"On behalf of the AACI Board of Directors and staff, I would like to thank you for your generous donation in support of our Center for Survivors of Torture program. Your gift helps AACI continue to be a trusted resource for community members in need."
-- **President & CEO, Asian Americans for Community Involvement (San Jose, CA)**

Books for Afghanistan

This project was conceived back in 2005 as a way to 'repatriate' the Hoopoe stories collected by Idries Shah, providing them in book form for the children of Afghanistan as an aid to literacy.



Hoopoe Books were distributed to all 34 provinces. Every child in primary schools in Bamyan and Zabul provinces received a set of six Hoopoe Books of their own.

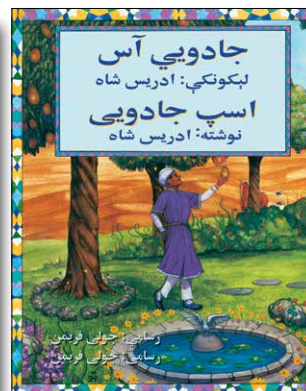
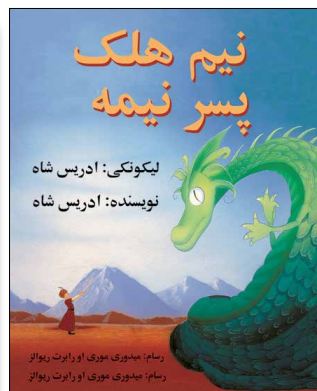
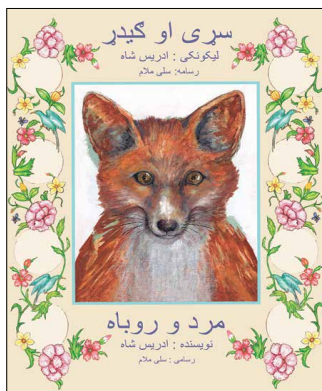


Thanks to everyone's continued support, since we started this program in 2007, we have been able to print and distribute **over 3.3 million Hoopoe books** in Dari-Pashto and English for the children of Afghanistan!

We continue to receive weekly requests for these books and currently have a waiting list for over a million books and for 4,000 teachers to be trained.

Our website www.booksforafghanistan.org includes opportunities to purchase Gift Cards and Greetings Cards to use during the Holiday Season and all year. The site also has great ideas for fundraising including a new excellent informational film produced by Gerry Cullen, a Powerpoint presentation, flyers and posters – all downloadable!

As most of our supporters know, at the beginning of 2011 we were fortunate to be awarded a Public Diplomacy Grant from the US Department of State that ended in September this year.



These four titles were made press-ready this year and we hope to publish and distribute them in 2013.

Books for Afghanistan (*Continued*)



The 21-month Books for Afghanistan project enabled us to train 389 teachers to use modern, well-researched strategies with Hoopoe Books to teach literacy and thinking skills to their children.



And to print and distribute throughout Afghanistan a total of 2,553,583 Hoopoe books, 111,848 Teacher Guides, audio versions of the stories for classroom use and programs featuring them on local Afghan radio.



Books for Pakistan



To date, we have printed and distributed 6,500 each of the first three titles and will print and distribute an initial run of the second two titles early in 2013.

So many of the problems in Pakistan, as in many countries of the world, are fundamentally due to a lack of literacy: while children may well be able to read letters and words, their ability to comprehend what they are reading, to make inferences from it and to think for themselves, is neglected. Hoopoe teaching-stories retold by Idries Shah are an ideal way to promote these skills.

This year we acquired a partner in Pakistan, the Alif Laila Book Bus, to distribute Hoopoe books throughout schools in Pakistan as we can afford to do so.

PLEASE VISIT our website: <http://www.hoopoekids.com/pakistan.htm> for updates on this effort.

We now have five titles press-ready in English-Urdu editions: *The Lion Who Saw Himself in the Water*, *The Clever Boy and the Terrible, Dangerous Animal*, *The Old Woman and the Eagle*, *The Boy Without a Name*, and *The Farmer's Wife* all by Idries Shah and all translated by Hafeez Diwan.



Continuing Education at Home

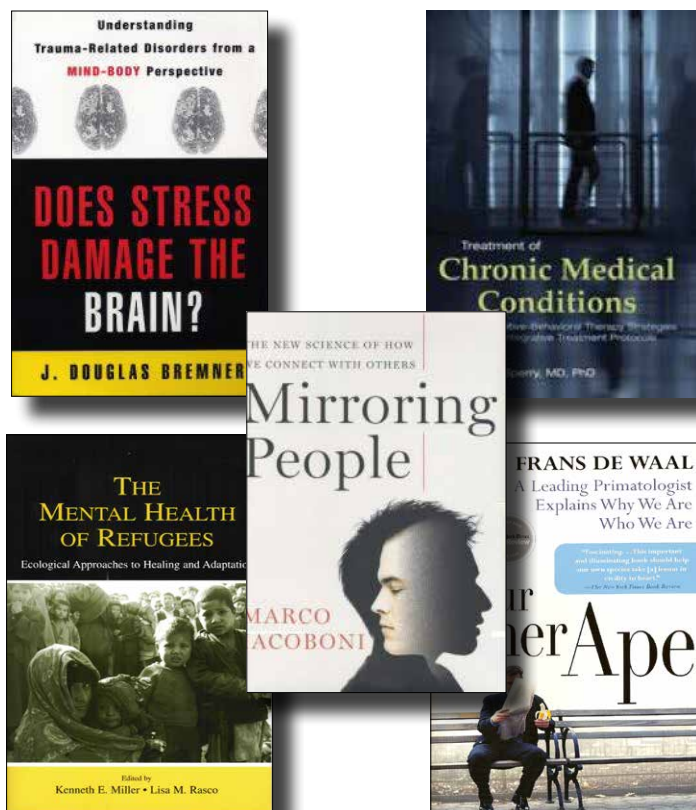


This year we added important works by Oliver Sacks, Jamie Pennebaker, Steven Pinker, Daniel Kahneman, Dan Ariely and many others to our list of offerings.

We continue to add more titles on human connectedness: on empathy, caring for ourselves and others, social anxiety, and on religion, higher consciousness and spirituality, including Jonathan Haidt's *The Righteous Mind*.

Administratively we continue to streamline the order interface and processing so that more people can use the system.

CME FOR PHYSICIANS - A NEW PROGRAM FROM ISHK

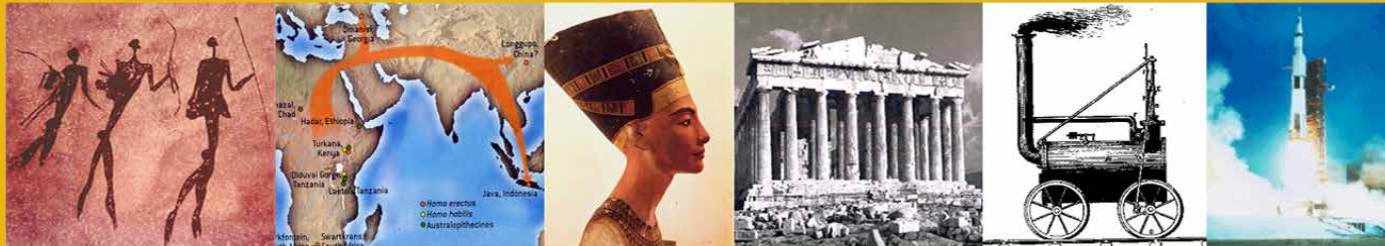


We began **CONTINUING EDUCATION IN MEDICINE** this year and with it the opportunity to broaden the base of information relating to physician practice.

In conjunction with Dartmouth-Hitchcock Medical Center and Dartmouth Medical School, this accredited program of CME courses provides both a choice of topics as well as a choice of when, where, and how long physicians take to complete the work.

For details, visit <http://ishk.com>, click on the CME Medicine tab at the top.

The Human Journey



The website <http://humanjourney.us> now has a Bookstore for each section, enabling easy access to our recommended reading on each topic.

THE FOURTH SECTION – ‘The Road to the Future’ continues to be developed. We will post a new section on reducing inequality and working towards sustainable development in the next few months and hope to make additional progress to this section in 2013.

The website is now aligned with the social studies curriculum for grades 6, 7, and 10 and recommended by California’s CLRN (electronic resources for schools).

We made progress with the curriculum guide using the Understanding by Design approach to social studies and other content-area curricula development. This approach has been adopted in many states & local school districts. It emphasizes understanding as the capacity to make connections and synthesize knowledge and use it wisely and effectively in context. (See p. 7 of *Understanding by Design*, 2nd edition, by Grant Wiggins & Jay McTighe).

We continue to update the site as new information becomes available. A number of recent updates have been added to the NEW FINDINGS area of each topic.

Malor Books

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.

Malor Books continued making works available through online stores and libraries and thus ensure that the information contained in these definitive titles remains available for future generations.

Malor Books are available through Amazon and other online stores. Libraries are able to purchase books through online distributors, such as Follett's. Amazon's Kindle, Google Books, and other eBooks sites now have many of the Malor Books in digital editions available for purchase.



In 2013, we plan to republish the 2nd Edition of *Emotions in the Human Face*, edited by Paul Ekman, Ph.D. This will be an excellent accompaniment for *Unmasking the Face* (Malor Books, 2003) and *Darwin and Facial Expression* (Malor Books, 2006).

Officers, Board of Directors, Advisors, and Contributors

Officers

Founder and President
Robert Ornstein, Ph.D.
Treasurer:
Sally Mallam
Secretary:
Shane DeHaven

Board of Directors

Robert Ornstein, Ph.D.
Margaret Caudill Slosberg, M.D., Ph.D.
Shane DeHaven
Fredrik Bjork (ret.)
Sally Mallam
Jonathan Russell
Charles Swencionis, Ph.D.

Advisors and Collaborators

From 1969 to present, partial list:

James Burke
William Dement
Rene Dubos
Paul Ehrlich
Edward T. Hall
Doris Lessing
Jonas Salk
Hans Selye
Idries Shah
Roger Sperry

Program Directors

ISHK CE @Home for Psychologists:
Charles Swencionis, Ph.D.
Associate Professor of Psychology, Ferkauf
Graduate School, Associate Professor of
Epidemiology and Population Health,
and Psychiatry, Albert Einstein College of
Medicine of Yeshiva University.

ISHK CME for Medicine:
Margaret Caudill Slosberg, M.D., Ph.D.
Adjunct Associate Professor of Anesthesi-
ology at Dartmouth Medical School

ISHK Center for Health Sciences:
David Sobel, M.D., M.P.H.
Regional Director of Patient Education
and Health Promotion Kaiser Permanente
Northern California

Margaret Caudill Slosberg, M.D., Ph.D.

Education:
Denise Nessel, Ph.D.
Director of Publications, National Urban
Alliance for Effective Education

The Human Journey:
Robert Ornstein, Ph.D.

ISHK Imprints and Children's Literacy:
Sally Mallam

Grantors & Contributors

U.S. Department of State
The Will J. Reid Foundation
JP Morgan
Kaiser Permanente Community
Benefits Program
Ohio Children's Fund
Wells Fargo Foundation

The Institute for the Study of Human Knowledge
171 Main Street #140 • Los Altos CA 94022
Tel: (650) 948-9428
<http://ishk.com>