Institute for Character Enrichment, Inc

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To walk on water we all need a solid foundation."tm

January 2004

"To educate a person in mind and not in morals is to educate a menace to society." President Theodore Roosevelt

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Dear Website Visitor:

We spend enormous time and money every year for schools, teachers, curriculum and administration to fill our children with knowledge of reading, writing, math and other skills. If we do not also teach them to use that knowledge in positive ways, that knowledge could become a detriment to themselves and our society.

In the United States, juvenile delinquency cases have increased 4-fold since 1960. By age 16 the juvenile case rate now exceeds 11% of our youth nationwide. These children are our future. Change is needed. We must cure the problem rather than continuing to treat the symptoms.

ICE has a totally new approach that will have a major impact on our youth. We are taking moral values to where our children already spend most of their time television. By combining fun, fantasy, and fables ICE will begin providing our children with the tools they need for life tools for understanding our common values. Good values lead to good decisions. If you haven't already seen ICE in the news, you likely will soon.

I invite you to explore ICE and the reasons for donating, and join us as a Founder by selecting your level of support. Working together, we can make a huge difference...starting right here in our own community!

For the children and our future,

Tony Beals, Treasurer Board of Directors

P.S. Please consider a tax-deductible gift in honor of a child or other loved one. We'll send them notice of your generous gift, and include their name forever in the credits of our first production. It's a great way to let someone know how much you really care!

