

Institute for Character Enrichment



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

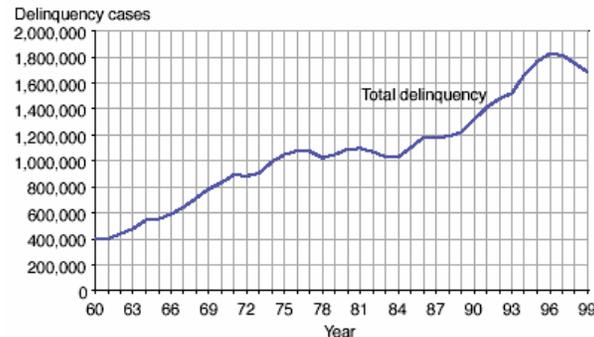
Our Mission:

*To promote moral development
and a universal understanding of
our common moral values.*

Founding Campaign

Our daily newscasts are filled with reports of shootings, gangs, drugs, vandalism, alcoholism, suicides, failures of leadership, fights, crime and other human tragedy caused by people's actions — people whose internal compass has left them struggling, misguided or confused. This chart from the National Center for Juvenile Justice published in July 2003 paints a very clear picture. It has become increasingly difficult for our youth to sort out what is truly "the right thing to do."

Juvenile courts handled more than four times as many delinquency cases in 1999 as in 1960



■ On any given day in 1999, juvenile courts handled roughly 4,600 delinquency cases. In 1960, approximately 1,100 delinquency cases were processed daily.

By age 16 the juvenile case rate now exceeds 11% of our youth nationwide. These are the same youth who will become parents themselves, guiding their own children, and who represent the future for our society. We cannot continue as we have in the past and expect different results. *We must create change.*

ICE has a unique program and a totally new approach. Our focus is not on continuing to treat the symptoms, but on resolving the source of the problem. Our children and our society deserve nothing less. *You can help make it happen.*

We invite you to join us!

President Theodore Roosevelt summed it up quite simply:
*"To educate a person in mind
and not in morals is to educate a
menace to society."*



ICE is taking moral values to where our children already spend most of their time — television. By combining fun, fantasy, and fables through the TerraCuddles® characters and concept, ICE will begin providing our children with the tools they need for life — tools for understanding our common values that create good lives and enrich society.

ICE is an Oklahoma nonprofit charitable organization qualified under IRS 501(c)(3) through the Communities Foundation of Oklahoma. ICE will qualify for grants from most foundations and corporations who wish to support ICE's mission. For individuals, contribution to ICE may be tax deductible. Check with your tax advisor for your own situation.

For further information, please e-mail us at ICE@TerraCuddles.com or contact Chris Tytanic, Chair, toll-free at 866-297-2695.

Please send your tax-deductible contribution today to:

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Communities Foundation of Oklahoma
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Explore further the world of TerraCuddles at
www.TerraCuddles.com