



*The School for Ethics and Global Leadership*

---

December 19, 2008

Dear Friends of SEGL:

One winter when I was little, my mother posted the classic opening stanza to Charles Dickens' *A Tale of Two Cities* above our kitchen table:

*It was the best of times, it was the worst of times,  
It was the age of wisdom, it was the age of foolishness,  
It was the epoch of belief, it was the epoch of incredulity,  
It was the season of Light, it was the season of Darkness  
It was the spring of hope, it was the winter of despair...*

In these challenging times, I have been thinking about those words. In many ways, our global community is in a dark, despairing age: an age demanding a new generation of wisdom. In many other ways, these are the best of times: times of hopeful, revolutionary ideas.

Our revolutionary idea is SEGL, and 2008 has given us many reasons to be hopeful. Here is a look at our progress this year:

- **ENSURING SOCIO-ECONOMIC DIVERSITY:** Ensuring that our student body reflects the socio-economic diversity of the United States is one of our highest priorities. (SEGL Board Chair Matt Ellis and I were both financial aid kids, after all.) Our new relationships with nationwide organizations like the Jack Kent Cooke Foundation and the Breakthrough Collaborative will provide opportunities for low-income, high-potential future leaders from around the nation to spend a semester in Washington and participate in SEGL's unique curriculum.
- **STRENGTHENING ORGANIZATIONAL INFRASTRUCTURE:** Two outstanding new board members have increased our technological and facility-related expertise, and a second full-time staff member has furthered our communications and admissions work. Legions of volunteers have hosted events, helped to design case studies for our classrooms, and donated hundreds of *pro bono* legal, marketing, and development hours.
- **EXPANDING OUR NETWORK:** We have increased our community of sending schools and programs from 20 to over 40, named two distinguished experts to our Honorary Leadership Council, and added the Carnegie Council for Ethics in International Affairs, the Center for the Study of the Presidency, and Ashoka's Youth Venture to our curriculum support team. Our partnership with Ashoka's Youth Venture will provide \$1000 seed grants to every graduate's "capstone" service leadership organization.



The School for Ethics and Global Leadership

- **FUNDRAISING SUCCESS:** We have received a major grant from the Webber Family Foundation and earned the second installment of a major grant from the Kemmerer Family Foundation. Already our \$100,000 in 100 Days campaign has raised over \$30,000 from almost 150 donors in 25 states and 7 countries. Once we reach that target, we will be less than \$100,000 away from meeting our overall start-up goal.

This past Saturday, the SEGL Board of Trustees gave us another reason to be hopeful: after a thorough assessment that balanced our progress with the current economic climate, the Board voted unanimously to confirm our fall, 2009 start date. In the coming weeks, we hope to bring you news of our new academic facility, our first faculty hire, and our first school recruiting visits.

Let me close with a few words about fundraising. First, we want to acknowledge and thank the many smaller donors who have contributed so far to our “\$100,000 in 100 Days” campaign. Even the smallest of gestures can lend great support. These donors have also been instrumental in “getting the word out” by passing along our campaign messages to others.

Achieving our fundraising success in the current financial environment has not been easy. Reaching our final goal will also take considerable effort. But it is hard to be discouraged when we have already accomplished so much and when we are already so close to realizing our goals.

Instead, we must be realistic, creative, and flexible. We are getting good feedback from our larger donors—their business knowledge and experience continues to be invaluable. We are broadening our base of smaller donors to help sustain us now and in future. And—without sacrificing our academic program—we are redoubling our efforts to be cost-effective and budget conscious in order to look after the best interests of our investors both big and small.

The only way to avoid “the worst of times” in the future is to invest wisely in the future of American leadership. As we stand together on the cusp of something extraordinary—creating a school that will make that kind of investment—this is the time when your gift matters most.

Thank you.

Sincerely,

Founder and Director  
The School for Ethics and Global Leadership

P.S. With your help, next year’s holiday message will include an update on our first semester of students. If you have not already made a gift, please consider sending a tax-deductible gift using the enclosed envelope or by visiting [www.schoolforethics.org/donate.html](http://www.schoolforethics.org/donate.html) today. Thank you.

P.P.S. Are you going to be in DC for the inauguration? SEGL is planning something special and we would love for you to join us. More information soon!

► CHANGE YOURSELF. CHANGE THE WORLD.

PO Box 11633 Washington, DC 20008

[www.schoolforethics.org](http://www.schoolforethics.org)