



# World Ethics Organization

Information for our Founding Donors

## The WEO at a glance

*The mission of the World Ethics Organization is to raise the visibility and use of ethics, locally and globally. We provide the infrastructure, resources, and opportunity for partnership, learning, practicing, and promoting an ethics mindset. Through this work, we empower people, organizations, communities, and ourselves to build a more ethical world.*

People are faced with ethical dilemmas every day. Through education and facilitated community and individual practice, the WEO teaches people and organizations to use an ethics narrative to make decisions on a daily basis.

## MEETING THE DEMAND FOR A MORE ETHICAL WORLD



Ethics are ingrained in the history of humanity and found at the heart of most religions, philosophies and systems of justice. Yet it is clear that ethics, defined as a framework for decision-making in the context of human conduct, are not always prioritized in today's societal decision making.

Conversations about ethics exist primarily in academic silos and professional circles. But education about ethics isn't enough. As moral dilemmas facing humanity become increasingly challenging - in the public square, the workplace and the home - we need practical tools beyond academic research that support more ethical decisions and solutions, as well as the presence of an ongoing ethics narrative.

Recognizing a need for a broad-based ethics forum, the Kotel Business Community (KBC) was formed in January 2021. This initiative quickly grew to over 130 members from diverse backgrounds and interests. Participation in weekly roundtables, collaborations, and education demonstrated both the interest for and benefits of a community conversation explicitly around ethics, as well as the need to broaden our reach.

## BUILDING AN ETHICS ECOSYSTEM



The World Ethics Organization (WEO) was launched to expand on the success of the KBC pilot. It is focused on building an ecosystem for ethics that welcomes organizational and individual participants, and facilitates conversations, training, partnerships, and committed action.

Organizations, individuals and society transform from the impact of intentional awareness, guidance and discipline around ethics. By inviting people to commit to making consciously ethical decisions, we can inherently create a more ethical society.



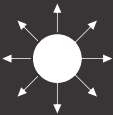
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*"Daily life is filled with complicated choices. Insert the need to make business decisions for the greater good and it's even more challenging. Listening to the "tapping on your shoulder" takes practice. Think of the WEO as that tapping holding you accountable for the "right" decision."*

Brian D. Raybold,  
Founder & Principal,  
Frontline Services Group

## Our commitment

With your support, by mid-2025, we aim to have:



**50**

Scholars and experts participating in our leadership Circles



**100**

Organizations joining our Ecosystem-4-Ethics™ network



**500**

Participants in the Change Agent course



**10,000**

Social media followers engaged in the Global Ethics Narrative

## OUR INITIAL PROGRAMMES



1

Build the first of its kind Ecosystem-4-Ethics™, where committed individuals, organizations and communities will develop capacity for, and proactively practice ethical decision making.

2

Create partnerships to deliver corporate and community education on ethics and related topics. The Change Agent, the WEO's course on problem-solving using ethics, has welcomed 70 participants and is ready to be scaled, with a goal of reaching 500 individuals and 25 organizations by mid-2025.

3

Establish international thought-leader circles to inform ethics research and development, and contribute to the growth of the Ecosystem-4-Ethics™.

4

Develop a chat-based ethics support tool, to meet the under-served demand for solving ethical challenges and dilemmas faced by organizations and individuals.

## YOUR CHANCE TO MAKE A DIFFERENCE



To launch the unique vision of the WEO, we need to raise \$100,000. You can help provide essential start-up resources during this pivotal time. Please consider making a gift today, and together we can make a difference in the ethical landscape of our world.

To make a gift, please visit:

[www.worldethicsorganization.org/donate](http://www.worldethicsorganization.org/donate)

or mail your contribution, made out to WEO, to:

WEO, 77-30 173rd Street, Fresh Meadows, NY, 11366

The WEO is a registered 501c3 organization. Contributions are tax-deductible to the extent permitted by law. The WEO's tax identification number is 88-2383189.