



The E4K Story

<Ethics4kids.org>

Dear Grants Committee

Executive summary --- Our Vision

Imagine a child beginning kindergarten anywhere in your community—or anywhere in the world. Before learning multiplication or writing paragraphs, that child is learning something even more fundamental: how to be kind, truthful, respectful, responsible, and resilient. Imagine the positive effect on reducing youth violence, if they followed the Golden Rule. Imagine the effect, if a child respect themselves, in the reduction in youth suicides, if they took pride in helping others.

Ethics-4-Kids is a 501(c)(3) non-profit organization dedicated to helping children build strong character before harmful behaviors become lifelong habits. Our mission is simple but urgent: **to reduce youth violence, bullying, and suicide by teaching children in Kindergarten through 3rd Grade the values and decision-making skills that lead to healthy, responsible lives.** We believe: “We can not blame a child for making bad choices, if they have not been taught right from wrong.”

Our vision is to establish **The ValQuest Collection** as a series of leading character-development programs. *As Aristotle's philosophy teaches: “Give me a child until the age of seven, and I will show you the man.”* He also espoused that Character is formed early, which is why Ethics-4-Kids focuses on children in kindergarten through third grade, when lifelong values and habits are being established. Through **ValQuest Curricula**, **ValQuest Interactive**, and **The Ethics Hedge**, children are exposed repeatedly to the same seven timeless values through lessons, conversations, and adventures that make learning engaging, memorable, and meaningful. The majority of the ValQuest suites are **free** and designed to be stand alone, so parents, and the students can experience and learn from them at their own level and pace.

Since inception E4K has created ValQuest, through a group of volunteers and disciplined money management, of dedicated donors generous contributions.

Over the next five years, we plan to expand our reach through partnerships with schools, homeschool families, faith-based organizations, youth groups, and community organizations. The requested funds will facilitate the maintenance and expansion of our present ValQuest Collection programs and initiate the outreach by employing the “Google Ad Grant” program. We will continue enhancing our AI technology, develop new books and interactive experiences, translate our resources into additional languages, and make our programs available to millions more children around the world.

Our success cannot be measured simply by downloads, books distributed, website visitors—or even by statistics alone. **The true impact of teaching values to young children may never be fully measurable.** It is found in the choices they make, the respect they show others, the strength of their families, and the kind of adults they eventually become. We believe that teaching positive values early can help prevent destructive behaviors before they begin and contribute to stronger, safer communities.

As we like to say: **“Meet me in the classroom, not the court or emergency room.**

We believe character education should be as fundamental as reading, writing, and mathematics. Knowledge prepares children for a career; character prepares them for life. Society needs both.

The ValQuest Collection has been built. The curricula have been written. The technology has been developed. The stories have been published. The foundation is in place.

Our most urgent challenge is no longer creating the solution—it is placing it into the hands of millions of children who can benefit from it.

That is why we invite you to become a partner with Ethics-4-Kids. Help us get these programs into the hands of those who will benefit now, and help us continue the maintenance and expansion of ValQuest Collection.

Your investment is not simply supporting another non-profit organization. It is helping build a generation of children who are kinder, more truthful, more respectful, more responsible, better equipped to resolve conflict peacefully, and determined to persevere through life's challenges.

The return on this investment cannot be measured solely in dollars. It will be measured in stronger families, safer schools, healthier communities, and lives changed for generations.

History remembers those who invest in ideas that improve society. We believe Ethics-4-Kids is one of those ideas.

Together, we can teach children the values they need today, so they can build the communities we all hope to see tomorrow. Thank you for your thoughtful consideration of our proposal. We would welcome the opportunity to discuss our program in greater detail and demonstrate how your support can help us reach more children and families throughout Chester County and beyond.

Sincerely,

Donald Evons

Founder & Chief Executive Officer

Ethics4Kids.de@gmail.com

Ethics4Kids.org

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IA. CONTACT INFORMATION

Organization name: Ethics-4-Kids Inc.

Address: PO Box 2292, West Chester Pa. 19380

Phone: 484-716-1528

Web Site: Ethics4Kids.org

Year of Incorporation: 7/13/2023

EIN #: 93-235-2982

CEO: Donald Evons (Founder)

CEO Email address: ethics4kids.de@gmail.com

Board Chairman: Donald Evons

Primary Contact -mail: ethics4kids.de@gmail.com

IB. ORGANIZATION INFORMATION

Fields of Interest:

A. Education: K-3rd grade,

B. Social Justice: Homeschools, Public & Private Schools, Religious Institutions, Community Organizations

IC. MISSION

Reduce violence and suicides among our youth through education

- Geographic Area: All of Chester Country, National, and International. Presently active in 41 states and 8 countries.
- Population Demographics: All children between Kindergarten age through third grade.

Annual Budget: \$28,700 (See attachments)

A. Program expenses: *(All services are fee for service)(See finance attachments for details)*

B. Administrative expenses: (see attached)

C. Fundraising expenses: (see attached)

D. # Full-Time paid staff: 0 *(All services are fee for service)(See finance attachments for details)*

E. # Volunteers: 3

F. # Volunteer Hours: ?

Funding Sources:

A. Donations

B. Used Tools

C. Ethics Hedge (book)

Grant Request Purpose:

A. Direct Service and General Operations: Social Media, ValQuest Collection maintenance and further development, and association memberships.

B. Capacity Building: “Google Ad Grant” administration. Google Ad Grant offers monthly \$10,000 free advertising but requires professional guidance to retain and maximize the effectiveness.

Grant Amount Request: (See details in the following “attachment” section)

Direct Service: \$10,000

Capacity Building: \$10,000

Summary: This request has two parts.

• **Direct Service:**

Funding will help replace financial support recently lost following the sale of a major donor’s business. These funds will primarily support outsourced **social media, website maintenance, and marketing services**, as well as expanded memberships in education- and youth-focused organizations, including the **National Home School Association, National PTA, Moms Against Violence**, and other organizations committed to children’s education and youth violence prevention. These efforts are essential to expanding E4K’s visibility and reaching more parents, educators, and children.

(See details in Section II, Grant Proposal Narratives.)

• **Capacity Building:**

Funding will support E4K’s **Google Ad Grant initiative**, which provides eligible nonprofits with up to **\$10,000 per month in free Google Search advertising**. E4K has already demonstrated the value of this program, achieving a **33% increase in website visits** during its previous use. Restoring and professionally managing the Google Ad Grant will significantly expand our ability to reach parents, educators, schools, and other prospective users nationally and internationally at minimal advertising cost. Grant funds will be used primarily to **outsource**

the professional management and optimization of the program, helping E4K maximize the value of this substantial advertising resource.

II. GRANT PROPOSAL NARRATIVES

Ethics-4-Kids mission is to reduce violence and suicide of our youth through education. We have developed and distributed three distinctly audience based formats, and are currently utilized in 41 states and 8 countries.

“DIRECT SERVICE & GENERAL OPERATIONS”

BACKGROUND:

Ethics-4-Kids (E4K) was founded in 2023 on a simple but powerful belief: when children learn strong values early—during **Kindergarten through 3rd Grade**—they are better prepared to make good choices throughout their lives.

By teaching, these 7 values: **Kindness, the Golden Rule, Responsibility, Truthfulness, Respect, Conflict Resolution, and Perseverance**, we help children develop self-respect, confidence, empathy, and a sense of responsibility toward others. Our goal is to reach children early—before bullying, violence, and other destructive behaviors begin—and give them the foundation to grow into responsible teenagers and caring adults.

From an Idea to a Complete Educational Program

In just three years, E4K has grown from an idea into a comprehensive character-development initiative, accomplished largely through extraordinary volunteers, donors, and pro bono supporters, and a lot of good fortune.

Volunteers and professional partners helped create our website, develop our first curricula, build our speech-to-text (STT) and AI powered technology, establish E4K as a 501(c)(3) non-profit, provide accounting and compliance services, and develop and support our social media presence. And in May 2026, our founder authored *The Ethics Hedge*, (available in Digital, Kindle, and Paperback versions) adding the final component to what has become **The ValQuest Collection**.

PRESENT:

Today, E4K offers more than **30 value educational curricula** using the three following formats:

ValQuest Curricula — **Free** character-education curriculum designed for public and private schools, homeschool families, faith-based organizations, and a Magic-Based Character format. (Visit website for details)

ValQuest Interactive — **Free** Innovative STT and AI assisted learning experiences that allow children to interact with mentors Felix, Ren, and Ivy while exploring real-life questions and choices.

The Ethics Hedge Book Series — Engaging adventures that bring the same 7 core values to life through stories, characters, and situations children can understand and relate to, when they climb 7 value mountains in 7 days. Also included is a view of “Mt Everlast” since, learning is a lifelong experience.

Together, these three formats give children multiple opportunities to **learn, practice, and reinforce good character**. The ValQuest Collection is already reaching families and educators in 41 states and 8 countries.

The Opportunity Ahead

The foundation has been built. Phase One of the ValQuest Collection is complete. The technology works. **Now we must bring it all to more children.**

E4K is looking ahead and prepared for ValQuest phase two. Phase two of the ValQuest Collection will expand using the important concept of “**Pride**” — helping children take pride in themselves, their choices, their accomplishments, and helping others. The next *Ethics Hedge* (book) project will introduce a coloring-book format that reinforces these lessons through hands-on participation.

HOWEVER, before investing time and effort in Phase Two, our immediate priority is clear:

We must maximize the reach and impact of Phase One.

This requires professional marketing, social media, technology support, website management, curriculum maintenance, and direct outreach to schools, homeschool families, faith-based organizations, youth programs, parents, educators, those companies who are presently supplying education materials.

Until recently, much of this professional support was provided at little or no cost by a generous supporter whose company supplied social media and technical services. The recent sale of that company has ended those donated services, creating an immediate need of approximately \$10,000, to retain the present momentum.

Why Your Financial Support Matters

E4K has demonstrated what can be accomplished with limited financial resources and extraordinary volunteer commitments. We have already done much of the difficult and expensive work: the programs have been developed, the technology has been created, the educational materials are available, and the infrastructure is in place, including the embryo of a distribution network.

The next investment is not about funding an untested idea. **It is about expanding the outreach of the existing programs.**

The Foundations support will enable Ethics-4-Kids to:

- **Top priority**, place E4K character educational tools in the hands of those children who can benefit the most.
- Expand outreach to schools, educators, homeschool families, faith-based organizations, and youth programs.

- Maintain and expand our professional social media and digital presence.
- Strengthen and support the ValQuest Interactive AI learning platform.
- Professionally market the ValQuest Collection nationally/internationally.
- **Why Now? --- *If Not Now When?*** Every time we see/read of a teen involved in violence or a suicide, the urgency is obvious, **NOW**. Our programs are effecting the future of kids--- ***(we are losing up to 25 youth daily between violence or suicide.)***

Results & Impact: The results of the E4K programs are measured in the future. *We are effecting 5 - 10 year olds and their behavior as teen ages and beyond.* The number of those effected is difficult to measure, since each Curricula download or Interactive use or book read may be for a school, one organization, one mom who teaches many. It is also not measurable since the free programs are encouraged to be shared. *“The more exposed, the better”*

Accessibility is central to our mission. Our ValQuest curricula and interactive programs are offered at **no cost** so that a family's financial circumstances do not become an obstacle to a child's opportunity to learn.

Investment in Children

Every Child deserves the opportunity to learn the values to help them be of strong character. Doing this now, before harmful behaviors become lifelong habits, is imperative. For this reason we have eliminated the money obstacle, and provide the curricula and interactive suites **“free of charge”**.

Your financial support will help Ethics-4-Kids move from a successful volunteer-driven startup to a nationally recognized resource for early childhood character education.

Together, we can build stronger children, stronger families, and stronger communities—one child at a time.

We have built the program. Now we ask for your help in bringing it to our children/society who need it.

FUTURE:

Expand our marketing effort, through the use of professional marketing companies who are successful in the education market.

Develop Phase Two of ValQuest: To be based on the fundamental principles of PRIDE (Empathy & Consideration). Pride in helping others, Pride of ownership, Pride of self, Pride of community, Pride in being respected. Note: There are 59 common values recognized by the major faiths, we have presently focused on seven!

LEGACY: The founder is 90 years old*, and *(growing older each day!)*. Finding a capable, interested replacement to assure the legacy of Ethics-4-Kids is a priority.

Don Evons

Annette Thies | Robynwood

Don Evons' entrepreneurial career spans over eight decades. He launched his first business at age twenty-one while working in his father's print shop, organizing an in-home sales network of housewives to sell wedding invitations to prospective brides. He went on to found Certificate of America, manufacturing simulated engraved diplomas and award certificates for high schools and colleges nationwide. His last for-profit venture was establishing the United States Election Corporation, which developed software for printing ballots and programming electronic voting machines. In 1999, after an offer from ES&S, the nation's leading voting-machine manufacturer, Don sold the company and retired.

During his business career Don served as the first President of West Chester's Business Improvement District (BID) and as the first President of the West Chester Downtown Foundation, BID's fundraising arm. He shared his experiences as a guest speaker at his alma mater, the U of P's Wharton School, where he emphasized two guiding principles: "There is opportunity in everything you see and touch and surround yourself with quality people." He did this as President of the Sport Groups with a focus on wellness and participation. For this, a



structure at the Sports Complex was named in his honor.

Don's recent and personal endeavor is Ethics-4-Kids (E4K), a 501(c)(3) nonprofit he founded at age 87. After turning 90 in February, he is more convinced of the importance of the endeavor. E4K is dedicated to teaching core values such as respect, responsibility, perseverance, self-control, and the Golden Rule to children in kindergarten through third grade. The idea was sparked after Don attended a community meeting on youth suicide and gun violence, where proposed solutions centered on incarceration and gun control. He asked the question, "What are we doing to reach the hearts and minds of children before these problems begin?" That question became the foundation for E4K.

CONTINUED

Don soon learned that the Golden Rule is not universal and is often considered "unacceptable" in traditional school settings because common values cannot be agreed on. Rather than abandon the idea, he built a diverse, adaptable framework after finding 59 common values among religions. Around this foundation, he built four suites of curriculum (Traditional, Homeschool, Faith-Based, and Magic-Based), designed to introduce children

while they are of an age to be values-acceptable. He assembled a dedicated and purpose-driven volunteer team covering curriculum development, digital interactive programs, social media, legal, accounting, and finance. Because E4K's emphasis is not on profit, all programs are offered free of charge to ensure that ethical education is available to families and educators regardless of their resources.

Today, E4K suites include over thirty written curricula and an array of interactive, digitized lessons developed in partnership with IYKYK Education. While school district adoption remains an ongoing challenge, the program is popular within homeschool networks and community groups internationally, including in Egypt. Don is undeterred by obstacles and said he believes "that children cannot be blamed for what they have never been taught." By introducing ethical foundations early, he believes E4K can help shape more thoughtful, resilient, and compassionate adults. Don said, "Meet them in the classroom, not the emergency room or courtroom." Don is always looking for people who want to help by volunteering time, donating money, donating used tools, or contributing creativity. Visit ethic4kids.org to learn more.

POEM FOR DON EVONS 90TH

Rosie Taylor | Princeton

Ninety years of steady light,
A life that chose to guide, not fight.
Where others saw a problem's weight,
You saw young hearts we could elevate.

Ethics4Kids began with you,
A simple, brilliant, hopeful view;
Teach little ones to pause, to breathe,
To name their anger, let it leave.

To listen with a kinder ear,
To act with courage, not with fear.
To practice respect in small, true ways,
So peace can shape their future days.

Your vision wasn't loud or grand,
It lived in every gentle hand
That helped a child learn right from wrong
And grow more thoughtful, brave, and strong.

Today we honor you our friend,
The battles eased, the hearts you've won,
The better world you helped ignite
By teaching children how to choose the light.

Ninety years, and still you show
How far one steady life can go.
Happy Birthday, Don...your legacy
Is kindness planted endlessly.

“Capacity Building”

Google Ad Grant

How “Google Ad Grants” will expand the reach of Ethics-4-Kids

The Google Ad Grant offers **\$10,000 per month** of free advertising. It has restrictions and goals which require professional guidance to acquire and to maintain the grant.

The Google Ad Grant will enable Ethics-4-Kids (E4K) to reach the parents, teachers, homeschool families, schools, faith-based organizations, mentors, and community leaders who are actively searching for value oriented resources. The \$10,000 per month Google advertising grant facilitates the promotion of the ValQuest Curricula, ValQuest Interactive suite, and The Ethics Hedge book series, to audiences nationwide and around the world.

Rather than relying on costly traditional advertising, Google Ad Grants will direct highly targeted visitors to E4K's website when they are seeking educational, social-emotional learning (SEL), and character-development resources. This increased visibility will expand awareness, increase downloads of free educational materials, encourage adoption by schools and families, strengthen partnerships, and generate the donations needed to sustain and expand our programs.

For a small non-profit with a global mission, the Google Ad Grant is not simply an advertising tool—it is a powerful outreach platform that enables E4K to help fulfill its’ mission, at a reasonable cost.

Depending upon the level of professional guidance, which is offered by several firms, the cost may be up to \$899 per month. These services range from acquiring and monthly monitoring to monthly ad creation, monitoring, providing monthly statistics, offering regular recommendations. These services are recommended to assure the criteria are met to retain and maximize the free advertising opportunity.

Our two week exposure to the Google Ad Grant program in 2025 increased our view rate by 33%. It is our belief that with a professionally run program, we could anticipate a multiple expansion across all areas of interest, including fundraising.

DRAFT