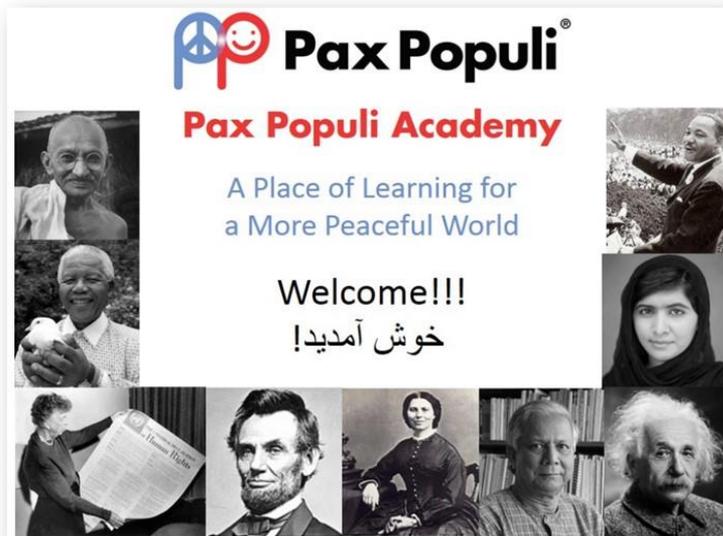


Applied Ethics PaxPopuli®

Applied Ethics & Pax Populi 2015 Annual Report



2015: The Year Pax Populi Academy Became a Reality

Applied Ethics, Inc.
46 Chestnut Street
Marblehead, Massachusetts

A Landmark Year for Applied Ethics, Inc.

When Applied Ethics (AE) was established in 2007, the vision was to create an umbrella organization under which multiple programs would take place, each of which would be focusing on ethically significant social problems. However, given the constraints of funding, time, and human capacities, our organizational activities have been focused primarily on one program: the Pax Populi people-to-people peacebuilding initiative. This Applied Ethics annual report, therefore, is above all, a review of the work of Pax Populi.

Pax Populi Academy



The most significant accomplishment of 2015 was the creation of the beta version of Pax Populi Academy. Research on this began in 2013 and planning began in 2014.

Finally, in February 2015, the first important steps to create Pax Populi Academy were taken when we settled on a model and began testing it with our partner school in Kandahar. Over the course of a year the Academy went through many significant changes, but by September we settled on a version that remained stable into the first half of 2016. (Applied Ethics is currently testing a new version of Pax Populi Academy, launched in June 2016.) Let's review a few characteristics of our new Academy.

Technological framework: The essential framework on which we built the beta version of our online school, has been the open-source learning management system known as Moodle. Moodle's strength is that it is available for free, but it does require the support of technically sophisticated specialists to assist in its deployment, customization, and ongoing maintenance and support. This we were able to achieve through the assistance of a great team that combined both specialists in systems administration and educational technology.

Student Profiles: While most of our students are in their late teens and early twenties, one student who has worked with us for some time is the father of one of our female students. He is in his 50s and works with the United Nations and other nongovernmental organizations in the province of Kandahar and needs to develop better English language skills in order to carry out his work with foreigners.

During 2015, our concern was not to grow larger numbers of students, but to take the crucial step in developing our online school, Pax Populi Academy, and in so doing to pave the way so that when our school infrastructure was more advanced, we would be better poised to serve more students

with a higher quality educational experience. During the year we worked with approximately 50 Afghan students and roughly the same number of tutors. Among the students, the proportion of male and female student was roughly equal.

The Administrative Framework for a Growing School:

Aside from the assistance of specialists in technology and curriculum development, our program is managed entirely by volunteers. We are able to do this through an administrative arrangement organized around coordinators. Specifically we have four Afghan coordinators who manage students in the four largest Afghan cities, Kabul, Kandahar, Mazar-e-Sharif, and Herat. We also have four coordinators who manage our instructors — those associated with instructors at Bentley University, Purdue University, in India, and various independent instructors located across the United States, and in Korea, Norway, and Trinidad. Over the course of the previous five years, we have had instructors in about a dozen countries; in 2015 our pool of instructors came from five countries.



Curriculum development for

minds and hearts: Led by Pax Populi’s dedicated and talented Coordination Director, Ms. Didem Ekici, in the spring of 2015, work began on developing Pax Populi’s first formal curriculum, with the outcome being a two-part

course called “Intermediate English 1A” and “Intermediate English 1B.” By the autumn of 2015, these courses were being used by all of our students and

instructors. Didem has a master's degree in Teaching English for Speakers of Other Languages (TESOL) from Salem State University and is currently working on her Ed.D. at University of San Francisco.

English is a gateway skill. It affords the means for communicating with people from around the world as well as access to immeasurable informational riches on the internet. Our program provides a vitally important educational service by helping to open the door to communications in English.

Besides the indisputable practical value of knowing English, through the Pax Populi Tutoring Program we are doing something else — something perhaps less tangible, but of equal value, which is that through our program, people are reaching out, one-on-one and building bridges of understanding and friendship. Let's look at one Afghan student and her teacher.

A Student and a Teacher: Supporting a Dream by Fulfilling a Grandmother's Wish

Through education, Pax Populi is changing the lives of both our students and our instructors. As an example, let's take a look at Shabnam, a student living in Kandahar,



Afghanistan, who for about a year worked with Pax Populi both as a student in our English language program as well as a tester when our Academy was first being developed. She wrote to Dr. Robert McNulty, the founder and director of Applied Ethics, Inc. and Pax Populi, to inform him that she had just been admitted to an Afghan university in the department of English Literature. For Shabnam, we expect that to be just the beginning. After finishing those studies, she plans to pursue a career as a software engineer. Why? Her exact words were: “My goals after I finish [my] education are to help my country people and share my knowledge.... The thing that I am really hoping for is to be someone to make this world a peaceful place for its residents to live in without any fear.” Speaking about her experience with her Pax Populi instructor, she said, “Kirthi, [her instructor] isn’t only my teacher, she is also my sister and she surely helps [me] a lot to seek my goals.” While much of the news out of Afghanistan is often bleak, we are inspired by the courage and commitment of strong, young Afghans like Shabnam.

And our dedication to the mission of Pax Populi grows even stronger when we look at the many volunteers from countries around the world who have dedicated their time and talents to serve as tutors to Pax Populi. For example, Shabnam expressed her gratitude to her teacher, Kirthi, who, for over two years has been one of Pax Populi’s most dedicated teachers and in September 2015 was appointed as Pax Populi’s Coordinator for India. Let’s take a look at this teacher and Pax Populi leader.



Kirthi Jayakumar is a lawyer from Chennai, India. Rather than practicing in a court of law, she prefers to work directly with people to help them access their rights. Kirthi is a dynamic and compassionate person, who is dedicated to helping to make the world a better place.

She attributes her zeal to be of service to the influence of her grandmother, who was Kirthi's friend and mentor. At the age of 85, Kirthi's grandmother was busily engaged in exploring the worlds of social media through twitter and Facebook, while whizzing about with an iPhone or iPad in hand. On the eve of her passing, her grandmother left her with one line that has been guiding her ever since: "Always help others." Soon thereafter, Kirthi learned about Pax Populi and through our peace-through-education efforts she has been honoring the memory and message of her loving grandmother.

For over two years, Kirthi has been doing an outstanding job tutoring students in Afghanistan to speak, read and write in English. She described her commitment to Pax Populi as having a very simple motivation underlying it, which is: "I want to make a lasting change and remain a sustainable change-maker to create a peaceful society. This keeps me going as I tutor a range of students from Kandahar and Kabul, learning and creating on the way."

Given her leadership strengths and dedication, Kirthi has had an important role in contributing to the development of the community of Pax Populi instructors in India.

Partnerships

Pax Populi is a people-to-people peacebuilding initiative and what that means is that at its core, Pax Populi is all about partnerships and meaningful practical, emotional, and spiritual connections between people. We at Pax Populi are bridge-builders, and that was very evident in 2015 as we created new partnerships. Here are some key examples.

Cities in Afghanistan where Pax Populi is currently working



In 2014, our work in Afghanistan was entirely focused on working with students in two cities:

Kabul, and to a

greater extent, Kandahar. In 2015, we strengthened our relations in both Kabul and Kandahar, but we added two new partner institutions located in the Afghan cities of Herat and Mazar-e-Sharif. Currently, the Pax Populi Tutoring Program is active in Afghanistan's four largest cities.



In 2014, Bentley University was the only university with which we had a formal

partnership through its Service Learning Center. In 2015, we worked on a pilot basis with a

group of students at Purdue University under the leadership of anthropology professor, Dr. Elizabeth Brite. Before the year had ended, Pax Populi had been accepted as an official community partner of Purdue's Service Learning program.

Our presence in India grew significantly in 2015: In 2014, we had one instructor in India, based in the city of Chennai, Ms. Kirthi Jayakumar (see above). In 2015, our team of instructor in India had expanded to six cities: Ahmedabad, Chennai, Kolkata, Mumbai, New Delhi, and Vadodara. We are very pleased by the growing support for the work of Pax Populi in India, where our supporters recognize very well how important peace in the Central and South Asian region is to the region and the world.



Dr. McNulty speaking to partner school in Kandahar

In 2015, in addition to teachers in the United States and India, we also had instructors based in South Korea, Norway, and Trinidad.

In order to strengthen the partnership between Pax Populi and the Kandahar Institute of Modern Studies, Pax Populi director, Robert McNulty traveled to Kandahar to visit the school.

During this time, he gave an address to the student body and faculty and held extensive discussions with the school leadership, faculty, staff, and students, as well as with various community leaders in the city of Kandahar.

Spreading the Word

During the year, there were a few ways in which the Pax Populi team built awareness of our work. They included public speaking, social media, media relations, and networking. Let's take a quick look at these.

In terms of public speaking, Applied Ethics executive director, Dr. McNulty gave a lecture on the work of Pax Populi at Stonehill College in North Easton, Massachusetts in April 2015, and at a conference at the American University of Sharjah in the United Arab Emirates in November. For the latter, he invited the founder and director of our partner institution, the Kandahar Institute of Modern Studies, to be a co-presenter on their work together. McNulty also spoke at a few smaller events at Bentley University and informally, through his work associated with the United Nations Global Compact.

Another Pax Populi teacher who is also taking a leadership role to advance our work through social media is Eisha Sarkar. She is the Communications Manager for Infinito Pte Ltd, which is headquartered in Singapore and has offices in India and Australia, and also teaches Data Journalism and Print Media at the Faculty of Journalism and Communications at Maharaja Sayajirao (MS) University of Baroda in Vadodara, India. In addition to her work in social media, Eisha gave a talk on Pax Populi to graduate students in the Faculty of Journalism and Communication at the MS University of Baroda.

Especially during the last quarter of 2015, we began to put greater emphasis on social media, especially Facebook, and to publish more articles on the Pax Populi website. In terms

of Facebook, we ended the year with just over 2000 likes, which by the standards of Facebook, is not a large number, but it was accompanied by a significant increase in traffic to our Facebook page, which is indicative of a growing awareness of our work in countries around the world.

One article on the work of Pax Populi appeared in the print and online editions of *The Marblehead Reporter*. The article, "Marbledheader travels to Kandahar to build peace," can be found at this link:

<http://marblehead.wickedlocal.com/article/20151227/NEWS/151227327>

A Journey Begins and Great Goals Await Us

We are living in a time of heightened tensions and conflicts, exemplified by the worst global refugee crisis since the Second World War, the rapid spread of war and terrorism around the globe, and a growing climate of fear and hostility towards minorities in what had typically been tolerant pluralistic societies.

In this trying period, 2015 was truly a landmark year for Applied Ethics, Inc. With the development of Pax Populi Academy, we have taken a major step forward. We remain a small volunteer-driven nonprofit organization with very limited resources, but in 2015 we crossed a threshold and took our first significant step in creating our own online school. We fully recognize that our school is still in the early beta stage of development, but this makes the effort that much more exciting. Our journey has begun. We are not turning back. We are called by a great social need to help advance peace through education and caring social relations.

We are excited as we look ahead to 2016. In at least three important ways, we are committed to making major advances in the educational services we offer through Pax Populi Academy:

1. To improve the technological infrastructure through which we deliver our educational services;
2. To improve and expand our curricular offerings;
3. To improve our administrative capacities so that we can increase the number of teachers and students participating in our program.

Given the massive scale of today's problems, the challenges may seem hopelessly insurmountable. But only those who believe in peace and are willing to fight for it, will bring the kinds of changes needed. At Pax Populi, we are acting on a simple idea of *Compassion in Action*. We are committed to the idea that all of humanity is one family and that love, understanding, and kindness are stronger than hatred, ignorance, and violence. And to act on this principle, we remain committed to one-on-one, people-to-people peacebuilding. Yes, the challenges are enormous, but we believe that ultimately there is no stronger force than knowledge and the spirit of love and kindness. We are deeply grateful to all those who supported us. We do our utmost to put every penny and every calorie of effort to good use in trying to create a more caring and peaceful world. And little by little, one person at a time, we are succeeding in fulfilling the people-to-people peacebuilding mission of Pax Populi.

Applied Ethics, Inc. Financial Report for 2015

This section provides a summary of the financial conditions of Applied Ethics, Inc. in 2015.

We begin with a summary of 2015 expenses divided into three categories: expenses for administrative costs, fundraising, and program activities

Administrative Expenses			
Accounting Services			160.00
Advertisement			25.00
Banking Fee			99.00
Governmental Fee			35.00
Meeting Expense			15.15
Membership to American Institute for Afghanistan Studies			25.00
Postal Expense - Mail box rental			132.00
		Subtotal Non-Program Administrative Expenses	491.15
Program Tech			27.22
Travel Expense			318.63
Website + Logo			37.19
		Subtotal Program Administrative Expenses	383.04
		Total Administrative Expenses	874.19
	Percentage of total expense	6.2%	
Fundraising Expenses			
Development Expense: Grantwriting			4,500.00
Marketing Expense			203.73
Postal Expense: fundraising			26.66
		Subtotal Non-Program Expenses	4,730.39
		Percentage of total expense	33.5%
Program Expenses			
Contractors: Curriculum development & tech support and development for Pax Academy			5,200.00
Internet for Academy (Not including funds in 2014 for 2015)			3,295.42
		Subtotal Program Expenses	8,495.42
		Percentage of total expense	60.3%
		Total Expenses	14,100.00

*Notes: Fundraising expenses were higher in 2015 than usual because Applied Ethics was given a private donation specifically for the purpose of retaining a company to assist in fundraising efforts. This report was reviewed and approved by the Treasurer of Applied Ethics, Inc., Ms. Heather Row. Our financial report is on file with the Massachusetts Attorney General and is available for public inspection.

Total donations received by Applied Ethics, Inc. in 2015 were \$13,907. Our expenses were \$14,100. The organization, therefore, ran at a small deficit in 2015. As we look ahead we will need to bring in new sources of income to continue our services and improve them.

Concluding Words of Thanks

To all our supporters — those who give of their time and effort, hearts and minds, and their financial resources — we want to express our sincere thanks. Through the work of many, we are steadily developing our organization and delivering more effectively on the mission of Applied Ethics and Pax Populi. Without your support none of our work would be possible.



During his November 2015 visit to the Kandahar Institute of Modern Studies in Afghanistan, one of the first things Dr. McNulty noticed was a student who was working at Pax Populi Academy.



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Please "Like" Pax Populi at www.Facebook.com/paxpopuli

Pax Populi Academy (new address) <https://paxpopuli.schoolology.com/>

Twitter: @PaxPopuli