

* EGOideas



Motivation/Fundraising/Rewards



The Six Pillars

- + These six core ethical values form the foundation of the CHARACTER COUNTS! youth-ethics initiative
- + Embraced by thousands of schools, communities, public agencies and nonprofit organizations

RESULTS

- + Character Counts improves academic performance, and behavior and attitudes
- + In regards to juvenile offenses and records of disruption Character Counts cut crime and drug use immensely

OBJECTIVE

- + Character Counts replaced a standard wristband with Ego Ids' unique tag which was used to raise money and increase awareness for character education
- + Tags were purchased and a portion of the cost was donated to Character Counts