



Stanford University Professor
Ronald A. Howard
 is a seminal figure in the field of
 Decision Analysis.
 A DEF Founder, Ron believes
 everyone should be empowered
 with effective Decision Skills
 that support ethical action.



The Decision Education Foundation (DEF) is an educational
 non-profit working to improve the lives of young people by empowering
 them with effective Decision Skills.

We teach how to decide, not what to decide.

Better Decisions Lead to Better Lives

www.decisioneducation.org

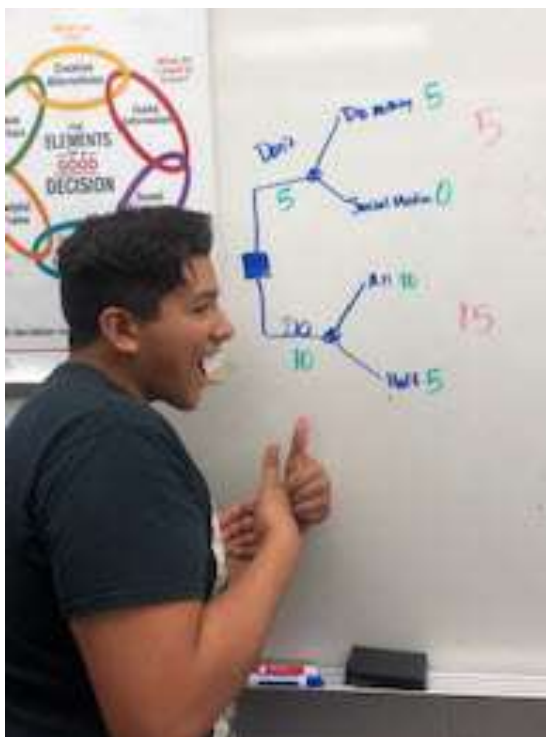


The Ronald A. Howard Endowment for Decision Education

Bringing Decision Skills into
 Mainstream Education

*Decision Education Foundation (DEF) is a non-profit 501(c)(3) founded in 2001.
 Tax ID #77-0575573*

www.decisioneducation.org



Overview of DEF

DEF's mission is to improve the lives of young people by empowering them with effective Decision Skills.

DEF focuses on high school students, because their capacity to learn more complex material and their increasing independence make Decision Science accessible, valuable, and relevant to their lives.

DEF develops high quality course material for students and professional training for educators to support the learning and teaching of Decision Quality.

DEF partners with schools and student-focused organizations to provide appropriate course material tailored to the audience and opportunity. DEF has worked successfully with diverse groups in a variety of settings, and formally demonstrated improved decision-making and academic achievement based on our programs.

Why DEF was founded:

- Young people make critical decisions that shape their lives.
- Principles of Decision Science are of immense value and are not widely taught.
- Effective Decision Skills require the ability to reason in the face of uncertainty and are not intuitive.
- Decision Skills are central to improving life outcomes.

In its first 20 years DEF has:

- Demonstrated that Decision Skills can be learned and are valued by youth,
- Developed and tested high quality materials to support the teaching and learning of Decision Science,
- Created successful programs to deliver Decision Skills that subsequently improved student academic performance, self-confidence, and decision-making,
- Collaborated with educators to capture the personal and professional benefits of learning Decision Skills as an adult.

Over the next 20 years, we will strive to institute decision competency alongside literacy and numeracy as a priority in mainstream education.



DEF supporters have initiated this endowment, because we have learned that:

- We require long-term, persistent effort to transform traditional education,
- People are not aware of the huge personal benefits of Decision Quality,
- Most decision-making education is simplistic and doesn't address uncertainty,
- Decision Quality is not intuitive.

Your contribution to DEF's endowment will:

- Sustain and extend our existence to ensure long-range planning and execution of our mission,
- Provide the means to remain focused on deep Decision Skills,
- Support efforts to convince youth culture that applying rigorous Decision Science is empowering and will improve the society they inherit.

Structure of the endowment:

- Restricted funds will be held within DEF and will be governed by 3 trustees.
 - Initial trustees include Ron Howard, Tom Keelin, and Carl Spetzler.
- Distributions: An annual minimum of 5% of beginning-of-the-year market value goes to operating funds with a maximum of end-of-the-year growth in market value.
- In emergency cases, exceptions can be made by DEF Board request and unanimous agreement among the trustees.

Endowment funding goal:

- We will work to have \$5 million or more committed to the endowment.
- Charter contributors have already pledged over \$1 million and additional contributions will be matched to at least \$2 million.
- DEF's persistence is assured with an annual base of \$250,000.

We invite you to become a charter contributor and/or a legacy contributor by including this endowment in your will.