

What is The Virtues Project™?

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It is an initiative focused on the practice of virtues in everyday life. It is a global project offering personal, professional and community development programs and materials to help people of all cultures live by their highest values.

How did it start?

It was founded in 1991 by three concerned individuals who made a commitment to do something to counteract the rising violence among families and youth. Linda Kavelin-Popov, her husband Dr. Dan Popov and her brother, John Kavelin researched the world's diverse sacred traditions, and discovered more than 360 virtues at the heart of all beliefs about the meaning and purpose of life. They self-published a book to help parents bring out the best in themselves and their children. The Family Virtues Guide is now published by Penguin/Putnam and is translated into many languages. see our background page.

What is the purpose of the project?

The purpose of The Virtues Project is to provide life-skill strategies that make the knowledge and practice of virtues accessible to people of all cultures. The Five Strategies help individuals to live more reverent, purposeful lives, support parents to raise children of strong moral character, inspire excellence, commitment and service in the workplace, and help schools and communities to build a climate of safety and caring.

Where is The Virtues Project™ being used?

The project has grown into a global grass roots network of diverse individuals, organizations, schools, and communities in more than 85 countries. Virtues Connection Groups have formed in many countries and more than 1000 Virtues Project Facilitators have been trained worldwide. In 1993, during the International Year of the Family, the United Nations Secretariat and World Conference of Cities and Corporations honored The Virtues Project as a model global program for families of all cultures.

Who is applying the project?

Examples of clients and organizations applying it are: Boys & Girls Clubs of America; Vancouver School Board, Canada; Living Values Program of New Zealand; Weyerhaeuser Employee and Family Assistance Program; Utah Youth Federation; Effective Black Parenting, Washington State; and the Society of Aboriginal Addictions and Recovery Services, Canada.

