

CIVILITY VS. RUDENESS



Civility is approaching others calmly, showing respect in my words and actions regardless of differences.

SABAHA as an organization believes in the inherent worth of all individuals. We show respect and celebrate the achievements of our athletes and volunteers. Our goal is to remove barriers and highlight our common goals rather than our differences.

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COMPASSION

VS. INSENSITIVITY

Compassion is caring for ourselves and others and supporting people during times of need.



FeedMore wny

The act of compassion is demonstrated every day by **FeedMore WNY**'s dedicated volunteers, like the ones shown here who are helping to give out nutritious food at a FeedMore WNY mobile food distribution. By caring for others and performing simple acts of kindness - like volunteering - you can make a big impact in the community.

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DETERMINATION VS. AVOIDANCE



Determination is staying focused and overcoming challenges to finish a goal, task or objective.



“This picture represents determination on many levels. The 1st grade student read the entire book to his 8th grade partner. He did not give up if he stumbled or made a mistake. Symbolically, this photo shows the determination of **Harvey Austin BPS #97** to educate the whole child and create lifelong learners. We see a 1st grader at the beginning of his journey here so proud to show off his reading skills to an 8th grader who shows true leadership and determination to nurture and encourage a love of reading in her young friend.” - *Lisa Ried*

Through steadfast determination of its entire school community, Harvey Austin has achieved 2020 National School of Character certification.



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GENEROSITY

VS. SELFISHNESS



Generosity is giving freely of my time, talents and possessions without expecting anything in return.

The **West Herr Auto Group** is a long-time contributor and supporter of the many worthwhile organizations in Western New York. We take our community role very seriously, and we are committed to giving back to the community that has supported us. West Herr is a strong advocate of community philanthropy and our employees have proven time and time again, they are too. Our employees support our mission of service and giving back to the community.



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HUMILITY VS. ARROGANCE



Humility is limiting my feelings of self-importance and recognizing that everyone has strengths and limitations.



At **Habitat for Humanity Buffalo**, we provide opportunities for hardworking families in the city of Buffalo to own their own home. On each new project, we have volunteers and prospective home buyers come to our build sites with varying levels of experience and skill. We invite everyone in the community to be a part of what we do to serve the families in our program, giving them a hand up, not a hand out. Humility plays an important role in serving our mission. Our families, staff, and volunteers recognize that building a house is a cooperative effort and cannot be done by one person. They work side-by-side, week after week, relying on one another, sharing strengths and admitting weaknesses, in the true spirit of humility. They listen to and learn from one another. Everyone understands that, by being open to new ideas and stepping up when there is a need, they can help change the lives of our families for generations to come as they realize their dream of home-ownership.



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INTEGRITY VS. DECEITFULNESS

Integrity is adhering to strong moral values and doing the right thing in a transparent and honest way.

Volunteers from **Bona Responds** rebuild a wheelchair ramp & a lifeline after a hurricane. Not for money or credit but because they saw a need and responded by helping out.



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OPTIMISM VS. PESSIMISM



Optimism is embracing a mindset of positivity and hopefulness that a situation will result favorably.

Luca was an avid sports fan and was able to participate and attend multiple sporting events, which was something that he did not take for granted. Weeks prior to his untimely passing, Luca asked his father that if they won the lottery, could they set up a foundation to help other kids to do the things that he so greatly enjoyed.

The Luca S. Calanni Foundation celebrates the life and legacy of Luca Calanni by following his example of kindness and caring. Our mission is to help all children experience the joys of participating in sports, camps, the arts and other activities that made Luca's light shine bright.



RESPECT VS. DISRESPECT



Respect is recognizing, accepting and demonstrating the value of people, places and things through my words and actions.

The SPCA Serving Erie County believes, when we build our future upon the foundation of RESPECT for other people and animals, then together we are building a society that is, truly, humane.



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RESPONSIBILITY

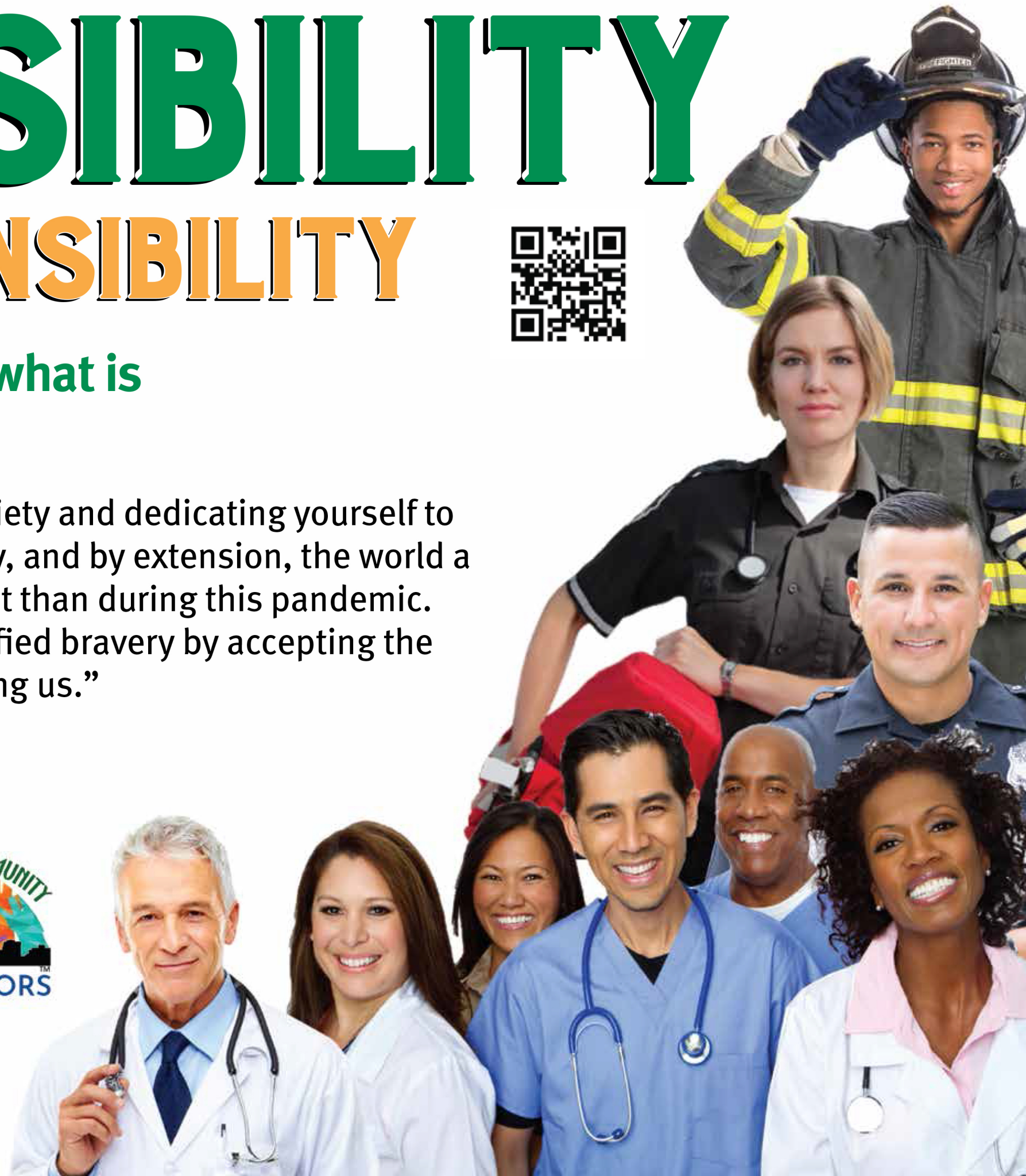
VS. IRRESPONSIBILITY



Responsibility is knowing and doing what is necessary to meet my obligations.

“Responsibility, to me, is embracing your role in society and dedicating yourself to your fellow citizens in order to make your community, and by extension, the world a better place to live. Never has this been more evident than during this pandemic. Frontline workers and first responders have exemplified bravery by accepting the responsibility of caring for the most vulnerable among us.”

- **Chief Kevin A. Trask**
Town of Hamburg Police Department



SELF-CONTROL VS. UNRESTRAINED



Self-Control is being mindful of my thoughts, feelings and behaviors and exhibiting restraint to yield a better outcome.



The adolescent in the picture represents self-control by not allowing peer pressure to negatively influence her dream of becoming a professional athlete. By choosing soccer over experimenting with drugs and alcohol, the student is able to live a positive and healthy lifestyle. **Kids Escaping Drugs** believes that self-control is one of the most important skills to possess. It is necessary to be mindful of the consequences when making decisions, especially when it comes to substance use.

She made the right choice. Will you?



I won't let peer pressure stand in the way of my dreams – I choose SOCCER!



WISDOM



VS. IGNORANCE

Wisdom is reflecting on experiences and using knowledge gained to make good decisions.

Buffalo natives, Clay Hamlin and Gene Miller, had a vision to help society through their knowledge and caring by founding **CITRS**, a non-profit Character Development Company. Today, CITRS has reached thousands, including over 14,000 students in Buffalo and Niagara Falls, NY.



The
Character Council
of Western New York

Better Me • Better We • Better Community



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GRATITUDE

VS. UNGRATEFULNESS



◀ Bills Alumni present donation to the Character Council of WNY.



▲ Alumni present annual NFLPA scholarship to two of Buffalo's outstanding seniors.

▶ "Cure the Blue" Prostate Cancer Awareness Campaign presents \$100K to Roswell Park Comprehensive Cancer Center.



▶ Alumni join Tonawanda Police to support 3-yr. old Ethan Ashcroft's battle against mitochondrial disease.



◀ Alumni appeared at several Walmart stores during Prostate Cancer Awareness Month.



Gratitude is expressing thanks and appreciation for the people, places and things in my life.

The Buffalo Bills Alumni Foundation, Inc. was founded in 1998 and is comprised of past Bills players who have left an imprint on society during their football careers and want to continue molding society in a positive manner. Not only have they changed the game, but they have touched and shaped Buffalo as we know it today. The Bills Alumni Foundation has given over \$2.5 million to local Western New York charities over the past 20 years.

For more information visit our website at www.buffalobillsalumni.com.



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