

Character Action Media

Brewing up second chances – Entrepreneur coffee roaster creates second chances for people returning from prison

Primary Virtues

Hope - confident expectation of achieving a goal or wish

Resiliency – the ability to recover from, or to constructively adjust to difficulties. Choosing to use setbacks as an opportunity to learn and grow

Responsibility - being accountable for our actions and their consequences, accepting and meeting the demands of our duty in life, pursuing excellence

Trustworthy – to be a person worthy of confidence where others can rely on us to do or to provide what is right or needed

Secondary Virtues

Caring - to help others; a caring person lives with empathy in trying to understand another person's situation, compassion in desiring to help others, and then with generosity in acting to help

Courage - the capacity to meet danger and difficult situations without giving way to fear; to have the courage of one's convictions; to be willing to put one's opinions into practice.

Respect for Others - showing full appreciation of the worth and dignity of others; living by “the golden rule” - do unto others as you would want done unto you

Solidarity - being present with others; unity from a shared common purpose and / or interest; mutual support and loyalty within a group

Wisdom - ability to apply knowledge, experience, understanding in ways that are effective and good. The ability to discern or judge what is true, right, or lasting

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