



July 2017

Newsletter of Initiatives of Change

Issue No. 43

Greetings!

Initiatives of Change USA is excited to announce the start of the [Truth, Racial Healing & Transformation](#) enterprise launched nationally by the W.K. Kellogg Foundation on June 28. Richmond, VA, is one of 14 communities across the United States selected by WKKF to implement this initiative. A three-year funding agreement was signed in mid-June, and we at IofC are honored that both WKKF and the Richmond community have entrusted us to shepherd TRHT in Richmond.



TRHT is premised on the idea that national and community-based transformation to heal America's democracy must be undergirded both by a change in the prevailing historical narrative that promotes the false notion of human hierarchy and by an authentic process of healing wounds from the past and building mutually respectful relationships across racial and other social and economic lines.

Partners from all sectors must work together to create an atmosphere conducive to difficult conversations, healing, and transformation. IofC will convene these partners around identified areas of mutual interest across community institutions - a model that will promote the integrated leveraging of resources and assets in our community work.

During these first months of this initial TRHT effort we will be working with our community partners to build out strategies for each of the three "pillars" of TRHT (Narrative Change, Racial Healing and Relationship Building, and Transformation), and developing an evaluation plan.

We expect activities in Richmond to pick up this fall once we have a team in place. We will be in touch with our IofC/Hope in the Cities friends and alumni with specific requests for prayer, service on advisory boards or committees, volunteers to help staff events, and financial contributions that can help us continue to honor

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**Please consider  
a gift to Initiatives of  
Change!**

Sixty percent of our support comes from people just like you! No gift is too large or too small.

**DONATE**

Become a sustaining donor with a monthly gift!

IofC/HIC's core values, traditions, and programs well into the future.

This opportunity will thrust IofC and the work of racial reconciliation pioneered by Hope in the Cities onto the national scene at a moment when the need for trustbuilding nationally is obvious.

Sincerely,  
**Jake Hershman**  
Executive Director

## Truth, Racial Healing & Transformation

### It is time to make history

Sarah Workman

Richmond, VA, is a city that symbolizes America's history of racial oppression and current inequity. In the mid-19th century, it was the nation's largest interstate slave market; it was the capital of the Confederate States; and Virginia led a campaign of "Massive Resistance" following *Brown v. Board of Education*. Just 20 years ago, Richmond was a city "starkly divided along racial lines" and "congenitally resistant to change of any kind," in the words of Senator Tim Kaine, who served as the city's mayor from 1998-2001.



Initiatives of Change USA (IofC), with funding from the W.K. Kellogg Foundation (WKKF), is embarking on a multi-year effort to lift Richmond from systems and structures that reflect the centuries-old notion of human hierarchy and create a place where everyone's humanity is respected regardless of race, ethnicity, religion, or country of origin. Richmond is one of 14 communities across the United States selected by WKKF to implement this initiative, known as Truth, Racial Healing & Transformation (TRHT). This 3-year 1.7 million project is intended to catalyze a community-wide process. A coalition of partners is growing that includes universities, museums, non-profits, corporations and faith communities.

This model of community change will be manifested in the following program areas:

- **Narrative Change** - With its TRHT partners, IofC will continue to challenge patterns and systems that perpetuate incomplete or skewed versions of the US racial history. Activities in this program area will focus on educating and building awareness about the manner in which history and the legacy of racial history is taught, communicated and

## Transitions



With this issue of Trustbuilders I am stepping down as Communications Director for IofC USA. This has been my role for the past six years and it is something I have loved doing. Keeping the communications and links going for our far-flung national network is vitally important. How we tell the story is what makes this work compelling and helps others engage. When we hear from all of you about what you are doing to build trust it encourages us and strengthens our endeavors. I thank all those who have submitted stories and commentaries over the years. It has been exciting to watch the alumni of both the Caux Scholars Program and the Community Trustbuilding Fellowship find their voices and carry these ideas out into the world.

We have held this issue of Trustbuilders later than usual to be able to announce Richmond's participation in the Truth, Racial Healing & Transformation initiative and our partnership with the W.K. Kellogg Foundation. This is an exciting moment for Initiatives of Change and will propel our work of racial reconciliation onto the national scene. Karen Elliott Greisdorf, a talented storyteller, is helping to design a PR and communications strategy to launch this phase and by the fall there will be a new Communications Director on board to implement her plan. In the meantime follow us on Facebook and the website. The newsletter may take a different shape but we will keep in close communication with all of you. Please continue to send ideas and stories you want to share.

informs the manner in which our communities are constructed.

- **Racial Healing and Relationship Building** - Work in this area will be based on a core belief in the power of our individual and communal stories, and the need to have requisite skills and behavior to effectively receive and share such stories with another, to dialogue, and to understand. IofC will support racial healing and relationship building by organizing a targeted program of facilitated healing experiences for the sharing of personal stories, community rituals, and relationship/trust-building activities.
- **Transformation** - In tandem with narrative change and relationship building efforts, an equal investment must be made to address the policy and structural changes that remain as barriers to opportunity and equity in our communities. As our truth-telling and relationship-building program methodology posits that each person must take responsibility for being a part of creating inclusive communities, it naturally produces a coalition of influencers across all sectors. IofC will convene these influencers to help challenge institutionalized systems that perpetuate separation (i.e., segregation and concentrated poverty; law (civil, criminal, & public policy); and economy (structural inequality and barriers to opportunity).

This work is generational and cannot be achieved overnight. Our focus during this initial 3-year program period will be to develop an evidence base for racial equity that resonates across sectors; to engage communities that have traditionally not participated in racial equity conversations to-date (including but not limited to faith communities, the counties that surround Richmond, and immigrant populations); and to foster relationships within and across communities that lead to productive partnerships for tackling some of Richmond's most intractable challenges.

As we continue to build partnerships and develop strategies, we have launched a new TRHT Richmond website ([www.greaterrrva.org](http://www.greaterrrva.org)) to keep Richmond partners and the wider community informed about the program's goals and activities. Please visit early and often, and get in touch with anyone on the IofC team with questions!

## Community Trustbuilding Fellowship

### Empowered to make a difference

Rob Corcoran



After five intensive modules, the newly graduated Fellows of the 2017 Community Trustbuilding Fellowship are taking their learning into their daily life and work. "This experience gave me courage to step

into a new role," says Elaine Summerfield, the new acting executive director of Richmond Opportunities Inc. which provides holistic support to all of Richmond's public housing residents. As

My engagement with this work has taken many forms over the last 37 years in Richmond and before that in other parts of the world. I have witnessed the birth of an idea, the growth of a team and the practical application that has brought very real change to Richmond. While I am "retiring" from my current responsibilities and as a day-to-day team member here in the office I remain fully committed to this important work. I look forward to discovering other ways to engage and I hope to get out around the country more.

Thank you to my Editorial Team - Grant Rissler, Andrew Trotter, Karen Greisdorf, Randy Ruffin and Rob Corcoran - who have given ideas, written articles, taken photographs, proofread and helped shape each issue of Trustbuilders.

With thanks,  
*Susan Corcoran*

## Worldwide Premiere

### The Man Who Built Peace The Frank Buchman Story



The documentary film, *The Man Who Built Peace - The Frank Buchman Story* had its worldwide premiere on Sunday, June 4, 2017 at the Illuminate Film Festival in Sedona, Arizona, to positive reviews and a sold out house. On hand were director Imad Karam, co-producer Kelly Burks, and Jay Stinnett who is among those interviewed in the film.

The film tells of the life and peacemaking legacy of Frank Buchman, the founder of Initiatives of Change. The screening was followed by a lively discussion, with many of the audience giving their personal emails and requesting more digital information about the

the city works across sectors to reduce poverty, ROI will be responsible for the coordination of services among nonprofits and government agencies, efficient allocation of resources and evaluation of short-term and long-term goals. Elaine, who was a pivotal leader at The Community Foundation for a decade, says of CTF, "I did not realize how much I would change personally...with what I have learned and the support of the cohort, I feel like I'm cracked open and ready for a new challenge."

Summerfield's comments are echoed by many of the participants. Marlou Pieper, a former corporate executive assistant from West Des Moines, Iowa, who now focuses on racial healing, says: "For people to come together their hearts have to be changed and transformed by knowing the hearts of others. Only in this way can we do the work of reconciliation. I will continue this journey and trust I'll be led to the right places. I am not the same person I was in 2016."

With a diverse class drawn from six US states as well as one participant from Rwanda, there were sometimes difficult and painful conversations. But in the words of one Fellow, "The container was strong enough to keep us all here." Albert Walker, the healthy community liaison with Bon Secours Health System, told his classmates, "Thanks for allowing me to be vulnerable, confront, absorb and work out my stuff." Walker and his colleagues at Bon Secours work with Richmond's underserved neighborhoods with the vision that building healthier communities requires a "systemic, ecological, multi-sector approach that acknowledges all of the social determinants of health such as housing, education, employment, public safety and social justice."

Osita Iroegbu is a first generation Nigerian-American, a doctoral student and community advocate. She calls the Fellowship "a life-altering experience in which I've reflected bountifully on the fact that it's not just the end points that are important, but it's also the ways in which we relate to and interact with others along the journey that lead to transformation and healing. This includes how we grow as an individual and community within the process."



The faculty team is headed by Matthew Freeman of TMI Consulting, specialists in designing and implementing diversity and inclusion strategies for business, government, and community organizations. The program co-leader is Jeanné Isler who supports social justice nonprofit organizations with the National Committee for Responsive Philanthropy (NCRP) in Washington, DC. She was a Caux Scholar in 2006.

Matthew, who himself graduated from CTF in 2005, knows first-hand the life-changing effect of the program: "As a graduate of the Fellowship over a decade ago the impact of the class, for me, was because of the immersion into a rather diverse group of people from many walks of life, different backgrounds, different races, genders, and ages - all of whom share the goal of building bridges

work of Initiatives of Change and how honest conversations might be initiated in their communities.



*Imad Karam responds to questions from the audience*

One member of the audience commented: "I so enjoyed the film - a tour de force - and I learned so much. The film and the people at the screening - made it clearer than ever - that we must continue to listen to each other, breathe, and balance. It is a good thing to have in this turbulent time."

The film was one of nine world premieres that included works on the lives of spiritual teachers such as the Dalai Llama, and Thich Nat Hahn.

ILLUMINATE is the world's premier film festival for conscious cinema. Dedicated to spreading enlightened ideas and pushing humanity forward, ILLUMINATE is a landmark destination event and centerpiece for conscious content. This year the festival featured 26 films, 11 world and US premieres, 16 panels and immersive workshops, four live music concerts, 75 filmmakers and industry guests and a virtual reality showcase, and attracted audiences from 11 countries and 28 US states.

*The Man Who Built Peace* was a significant contribution to the festival and widely praised by a host of filmmakers for its artistic merit and content.

of trust across the world's divides.

"On many days, it felt like the similarities ended there as we wrestled together with honest conversations about difficult topics. In the end, despite our many differences, strong bonds were formed that, for me, have lasted over a decade.

"In the current era of extreme political polarization, an uptick in racially and religiously motivated hate crimes, and fraying civil discourse, CTF creates a much needed haven from that toxic environment during its five weekend retreats, and empowers trust builders to go back into the world to make a difference. Its relevance is only increasing as we seek to create peace in uncertain times."

Each graduate is committed to implementing the principles and tools taught in CTF through creative new practical projects or by supporting ongoing constructive efforts for change in their communities. Mike Berry, a pastor and community activist in Annapolis, Maryland, is working with an emerging coalition of clergy, citizens and historic trust leaders to relocate a statue of Chief Justice Roger Brooke Taney which is currently in a prominent position in the Maryland State Capitol. Taney authored the notorious landmark 1857 Dred Scott Decision that denied citizenship rights and dehumanized African Americans, institutionalizing racism into the legal system. The goal of Mike Berry and his colleagues is to ensure an honest and inclusive telling of history.

At the final weekend module, civil rights warriors Audrey and Collie Burton told how their decisions in the mid-80s to make personal changes and to reach out to others who were different helped to lay the foundations for what is now known as Hope in the Cities. Anjum Ali,(CTF 2005) a leader of the Islamic community, and Abigail Ballew (CTF 2016) who comes from an evangelical background, discussed how they have focused on the models of justice and humanitarianism in their respective faith traditions. CTF program manager Elnora Allen (CTF 2004) and Bob Petres (CTF 2017), a medical doctor, shared their work of "history, healing and hope." Duron Chavis (CTF 2015) told how he is putting his new perspectives to work as a community activist and urban gardener.

"The Fellowship has added greatly to our intellectual and spiritual arsenal as truth and justice seekers," says Osita Iroegbu. "There is a Nigerian saying which goes: 'A tree does not move if there is no wind.' I encourage all of us to continue living in ways that allow us to be the fierce and gentle winds that cause the trees to sway toward peace and justice, never growing weary or bowing to hopelessness or despair. As another Igbo/Nigerian proverb prompts us: 'Jisie-Ike - Let us hold on tight to our strength and power.'"

*Applications are now being accepted online for the class of 2018.*

## 2017 Caux Forum

[It is not too late to visit Caux this summer!](#)



**June 30, 2017**

Official Opening

**June 29-July 2, 2017**

Ethical Leadership in Business

**July 4-9, 2017**

Just Governance for Human Security

**July 11-15, 2017**

Caux Dialogue on Land and Security

**July 17-21, 2017**

Addressing Europe's Unfinished Business

**July 23-26, 2017**

Towards an inclusive peace

**July 29-August 4, 2017**

Children as Actors for Transforming Society

[More Information](#)



## 2016 Caux Report



Exploring the Human Factor in Global Change



The 2016 Caux Report is now published online. Hard copies are available from our office.

## Watch Love Work

### "Love is the key to the problems of the world."

Dr. Martin Luther King, Jr.

*Alison Wetter (CTF 2015) from Memphis, Tennessee, is part of a team that has launched a project called Watch Love Work to mark the 50th anniversary of the assassination of Dr. Martin Luther King, Jr. in their city in 1968. They are releasing a video story of love from Memphis every week this year. They ask us to watch, love, work. "Watch the films, allow them to open your heart, share them with others, and add your own stories of love. Then, let's watch love work. Let's see what happens when we overwhelm the world in memory of Dr. King."*



*Alison Wetter (back row, second left) and her team*

It all began when Alison attended the 2013 Healing History Conference in Caux, Switzerland, at the invitation of IoC USA board chair Alex Wise, who had recently moved to Memphis and encouraged a cohort of people from his new city to attend. Alison credits the opening remarks by Dr. Gail Christopher of the W.K. Kellogg Foundation about the power of love and story and the necessity of moving people through their hearts with preparing her heart for the planting of the seed of Watch Love Work.

It was in a session based on the city of Richmond and its efforts to heal its history that she was "moved to do something" to help heal her hometown in connection with the approaching 50th anniversary of the assassination of Dr. King.

For the next few years, Alison educated and prepared herself for the task, offering herself to help and trying to stay open to what exactly it was she was to do. As part of that preparation, she made several trips to Richmond to observe the work of Hope in the Cities. She attended the Metropolitan Richmond Day forum and took part on a walk on the historic Slave Trail.

Alison was so impressed by what was going on in Richmond that she signed up for the Community Trustbuilding Fellowship (CTF) class of 2015. During that five-month class, she was inspired by the power of personal transformation as well as the power of film.

On a weekend retreat while she was back home in Memphis, Alison first watched the documentary *I Am* and later heard its creator, Tom Shadyac, speak about the power of sharing stories and opening hearts. When she started attending Tom's classes at the University of Memphis and learned about the hero's journey and using brokenness as strength, the idea of *Watch Love Work*

## Trustbuilding now in paperback



Trustbuilding  
by Rob Corcoran



Read Rob Corcoran's latest blog  
Statues and statutes



**Initiatives of Change, USA**  
is part of a diverse global network with  
an 80-year track record of  
peacebuilding, conflict transformation  
and forging partnerships across divides  
of race, class, religion and politics.

### Our vision

We inspire a vision of community where  
a commitment to reconciliation and  
justice transcends competing identities  
and interests.

### Our mission

We equip leaders to build trust in  
diverse communities through a process  
of personal change, inclusive dialogue,  
healing historical conflict and  
teambuilding

began to take a more specific form.

Alison returned to Richmond to help with the Healing History conference in the spring of 2015, where she heard faculty from Eastern Mennonite University who introduced her to the Summer Peacebuilding Institute. That summer Alison attended EMU's summer institute class on using film for social change.

Though she was hesitant to pitch her idea of a video project, when she finally did so that fall, she was introduced to a nonprofit group that was interested in partnering to make it happen. They were able to help her come up with a budget to make the 50 films, brand the project, design the website and manage the social media. A few days later they secured funding from Memphis philanthropists and Watch Love Work was born.

Alison says that her CTF training was very helpful in building trust when she formed a small committee of volunteers, who didn't know each other but represented different parts of Memphis, to help look for and select the stories they would make into videos.

She hopes that IofC and Hope in the Cities will use their international network of organizations and friends to help spread the videos. She encourages participating groups to add video stories of love from their communities to Watch Love Work's effort to overwhelm the world with love in memory of Dr. King. Alison says, "I am so grateful for the work of IofC. For me it was both the impetus and vehicle for Watch Love Work, helping me to be open to a call and providing me with the inspiration, skills and experiences to live out that call."

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## Trustbuilding workshop in Sweden

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### Inspired by Hope in the Cities

*Rob Corcoran and Anjum Ali conducted a three-day workshop for a diverse group of community leaders in Stockholm, Sweden, on trustbuilding in a diverse world. The training focused on connecting personal and social change; understanding the power of history, identity and trauma; surfacing key community issues and learning skills for designing and facilitating dialogues. Per H Samutvecklare, a social entrepreneur and facilitator is one of the organizing team. He sends this report:*

In 2014, inspired by Hope in the Cities, we started the program "Hope in Järva," a suburb of Stockholm where there is a large immigrant population. Our focus has been to look at the root causes of the tension in this region where 26 young people have been killed this year in shootings on the open street. The unemployment rate among Sweden's foreign-born population is 22.2 percent compared to 4.1 percent among Swedish-born citizens. We found that there are interethnic tensions, intergenerational conflicts and a very low trust between the citizens and the state. We have been making progress on all three fronts, both by supporting community dialogues, trainings and sharing relevant tools with people in the community.

The workshop drew a diverse group of 32 key residents, including police officers, business people, an official from the municipal

### Our focus

We connect core values with personal and public action with a focus on racial reconciliation, economic inclusion and interfaith understanding.

For more information  
<http://us.iofc.org>

### Follow-up Links

[Initiatives of Change](#)  
[Hope in the Cities \(HIC\)](#)  
[Caux Scholars Program](#)  
[IofC on Facebook](#)  
[HIC on Facebook](#)  
[Trustbuilding on Facebook](#)  
[TRHT/Richmond](#)  
[IofC on YouTube](#)  
[IofC Vimeo film archives](#)



district administration, a pastor, the vice-principal of a Muslim adult education school, Rotary entrepreneurs, and first and second generation immigrants. Colleagues also came from Denmark and Norway.

The American experiences were very well received by all the participants. The bridge of trust between IofC US and IofC Sweden made a crucial impact on the image of IofC in Stockholm. The biggest effect has been on our team building. With the guidance of Rob and Anjum we now have a common place to

start our work with common methodology and principles. Key issues that emerged for future dialogues and forums include identity and nationality; diversity and employment; trust between public servants and citizens; and interreligious and secular issues.



We now have a diverse group of people to build a team of collaborators in our effort in Järva. We notice that we are not just a program, but a growing network of friends from different cultures and countries who have a common passion for building trust and peace. We feel more confident in hosting conversations that are at the heart of the divides in the community. During a recent workshop on forgiveness in the Muslim adult education school we were able to create a safe space for people to talk about violence, aggression and trauma in all the different countries of origin.

The official of the municipal district administration is working with us and we have been asked to present our ideas for the municipal district. The police district has asked for a meeting to discuss security and witness protection. The Rotary Club has also been influenced by the workshop and we are arranging a forum on "Competence without Prejudice" for job seekers, people from the business world and the employment office.

Our IofC team in Sweden has made "Trust and Peace - Personally, Locally and Globally" our overall goal. It is very important for us to continue the personal work and to better understand each other's backgrounds. Our core group represents different religions: Islam, Buddhism, Hinduism, Christianity and Judaism - and, yes, agnostics and atheists as well. We use the Quiet Time a lot. We don't refer to any God but to calmness, the inner voice and our conscience. We really embrace the idea that I mirror the world and my changed inner world can change the outer world.

### A model of compassion and care



*Anjum Ali is a member of the board of directors of Initiatives of Change USA. She has a graduate degree in Islamic Studies focusing on women and children's rights in Islamic Law and has served as an educator of Islam for over 15 years in the Richmond area and as a public speaker and diversity/inclusivity trainer at international forums. She was born in the USA but has lived and traveled abroad in South*

*Asia, the Middle East and Europe. She and her family live in Richmond, Virginia. She reflects on a trustbuilding workshop she recently facilitated with Rob Corcoran in Sweden.*

Relationships can set a tone and feelings that remain embedded in our psyches our whole lives. If they are positive, then all the more reason to relish and cherish them. Amazingly, my first encounter with Sweden was actually during my earliest years in Riyadh, Saudi Arabia, when a Swedish doctor and his family moved into a villa just across from ours. My father and he were colleagues and expats together in the same hospital and his daughter befriended me and my sister. Growing up, Sweden, to me, was synonymous with love and care because of that wonderful childhood friendship nurtured in the hospital oasis amidst the hot desert sands of Arabia.

I am delighted to say that my journey with Rob to partner with IofC Sweden in further establishing Hope in Järva, confirmed all of those positive emotions while creating more encouraging experiences. IofC Sweden and their stakeholders' enthusiasm to effect change within Sweden at this tumultuous time in our global community was heartwarming and inspiring. It was a real honor to be able to share the experience of IofC USA's work on reconciliation and trustbuilding with those on the front lines of community work in Swedish cities. Although the environment and historical context in the USA are significantly different, we found that sharing the story of our work and our strategic trustbuilding efforts around systemic and communal racism has the potential to influence another nation with more recent dilemmas around racial, ethnic and cultural tensions.

Rob and I conducted a three-day workshop to deliver some of the tools that Hope in the Cities has used to facilitate dialogue, empathetic learning, and development to effect change at the personal and community level. Having seen the ravages of centuries old social inequity, discrimination and domestic terrorism based on racism in the USA, we were eager that our Swedish friends avail themselves of the opportunity to stymie the growing fear and reactionary behavior at the local and state level in Sweden. Factors such as "who" is at the table, "what" methods are employed to do the critical bridge building work, and the more complex aspects of delving into the "why" of social inequities,

trauma and crime, are all aspects that IofC in Sweden and the USA, together with their partners, are currently exploring.

A particular area our workshop highlighted was how imperative it is for societies to put greater emphasis on resiliency building at all levels of society. It appeared to me that the Swedish government has done a fine job in many of its welfare programs for young refugees and immigrants. However, the heritage and burden of trauma that impact their behavior and choices must be better understood along with the need to equip them with ways to build or rebuild resiliency in their new environment. Undoubtedly, there is a need to concurrently focus on resiliency in personal and community development, as it can play a significant role in interrupting the epidemic of human insecurity and breaking cycles of violence.

Sweden has been a model of compassion and care in welcoming migrants and refugees of all kinds for several decades. My interactions with people during our few days in Stockholm left me feeling that this is indeed a country with the potential to model humanitarianism and collective healing for all of Europe and the developed world. While still in the early stages of accommodating the rapid and increasing influx of refugees and asylum seekers, there is a strong case for Sweden to become a prototype, with its government establishing trauma and resiliency, informed policies, e.g. around integration, which other nations can adapt and customize further into smaller diversified areas. This is contingent upon Swedish peace and policy makers thwarting the growing inequities through trustbuilding work and strategic and systemic change before the sweeping momentum of fear mongering and divisive rhetoric becomes deeply entrenched as has happened in many other Western nations already. And just as the title *Hope in the Cities* has always signified, and modern neuroscience is proving more than ever, there is no prevention or cure to any type of disease without a positive, hopeful mindset to undergird it.

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We hope you enjoyed this issue of *Trustbuilders*. Please share this newsletter with your friends and forward it to those you know who have a passion for trustbuilding.

*Thank you!*

Initiatives of Change, 2201 W. Broad Street, Suite 200, Richmond, VA 23220

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