Change the Story

Change the World
Welcome!

The Goodman Center is a communications training and coaching firm dedicated to helping you reach more people with more impact.

Kirsten Farrell
Director
(she/her/hers)
Community Agreements

- We believe interaction makes for a better webinar, so we call on people occasionally. If your learning style is to observe and not be called on, please direct message Kirsten Farrell in the chat box.

- The ability to multitask while on Zoom can be tempting. We encourage you to stay strong. Avoid temptation!

- Anything you’d like to add? (Please use the chat box.)
Stories are your single most powerful communication tool.

They help us remember, shape our identity, and influence how we see the world. Learn how to use stories in advocacy, development, recruiting and every aspect of your internal and external communications.
BILL & MELINDA GATES foundation

Robert Wood Johnson Foundation

FORD FOUNDATION

the David and Lucile Packard Foundation

COMMUNITY FOUNDATIONS OF CANADA

U.S. DEPARTMENT OF ENERGY

Bank of America

AMERICAS PROMISE ALLIANCE

Robert Wood Johnson Foundation

AMERICAN HEART ASSOCIATION®

CSH

supportive housing

MIT

FORD FOUNDATION

MICHIGAN STATE UNIVERSITY

AIRBUS

Prudential

G

78 Pan

UAW

USC UNIVERSITY OF SOUTHERN CALIFORNIA
Why are stories a uniquely powerful form of communication?

What are the structure and qualities of memorable and persuasive stories?

What kinds of stories should your organization tell?
Why are stories a uniquely powerful form of communication?

What are the structure and qualities of memorable and persuasive stories?

What kinds of stories should your organization tell?
change
Stories
can
minds.
Doctors work as hard as they can to save me.

What can I do against which people will jump the line.

100,000 people await lifesaving organ transplants.

Every 9 minutes, another person is added to the waiting list.

17 people die each day while waiting for a transplant.
A • e. • Y
•
• AQUI
Thousands of Brazilian Soccer Supporters Become 'Immortal Fans'

An organ donation campaign from one of Brazil's biggest soccer clubs is slashing transplant waiting lists.
“No one ever made a decision because of a number.

They need a story.”
Racism is a thing of the past.

If you are willing to work hard, you will be successful.

Your situation is determined by your individual choices.

The problems in our community are too big. There’s nothing I can do.
Why are stories a uniquely powerful form of communication?

What are the structure and qualities of memorable and persuasive stories?

What kinds of stories should your organization tell?
“Reunion”
WHO BRINGS US INTO THE STORY?
WHO BRINGS US INTO THE STORY?
Suman
WHAT DOES SHE WANT?
WHO BRINGS US INTO THE STORY?
Suman

WHAT DOES SHE WANT?
Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?
WHO BRINGS US INTO THE STORY?
Suman

WHAT DOES SHE WANT?
Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?
Locating Yusuf, bringing him to India

HOW DOES SHE RESPOND?
WHO BRINGS US INTO THE STORY?
Suman

WHAT DOES SHE WANT?
Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?
Locating Yusuf, bringing him to India

HOW DOES SHE RESPOND?
Uses Google

WHAT HAPPENS AND WHAT DOES IT MEAN?
WHO BRINGS US INTO THE STORY?
Suman

WHAT DOES SHE WANT?
Reunite her grandfather and his old friend, Yusuf

WHAT STANDS IN HER WAY?
Locating Yusuf, bringing him to India

HOW DOES SHE RESPOND?
Uses Google

WHAT HAPPENS AND WHAT DOES IT MEAN?
Reunion accomplished... Google is awesome
Story Structure

PROTAGONIST

INCITING INCIDENT

GOAL
Story Structure

PROTAGONIST

GOAL

BARRIER
“I worship at the altar of intention and obstacle. Somebody wants something and something is standing in their way of getting it.

The obstacle...has to be formidable, and the tactics they use to overcome that obstacle are what shows us the character.

Aaron Sorkin
Story Structure: A Short Course in Human History
Bush shaking.
Unusual.
Must watch closely.
Whatever.
Duly noted.
Story Structure

PROTAGONIST

BARRIER

ARRIER

RESOLUTION

GOAL
RESOLUTION
“Broken Person” model of storytelling
Start Your Career

Hire Our Graduates

Annual Event
Telling Stories Ethically
What words do you remember as each person describes themselves? *(Please put your answer in the chat box.)*
"Broken Person" model of storytelling

What words do you remember as each person describes themselves? *(Please put your answer in the chat box.)*
“prison, felon”

“bad cycle of addiction”

“truancy”

“horrible person”
“Pity is a feeling of discomfort at the distress of one or more sentient beings, and often has paternalistic or condescending overtones. Implicit in the notion of pity is that its object does not deserve its plight, and, moreover, is unable to prevent, reverse, or overturn it. Pity is less engaged than empathy, sympathy, or compassion, amounting to little more than a conscious acknowledgement of the plight of its object.”

Neel Burton, MD
Psychology Today (5.22.15)
"Pity is a feeling of discomfort at the distress of one or more sentient beings, and often has paternalistic or condescending overtones. Implicit in the notion of pity is that its object does not deserve its plight, and, moreover, is unable to prevent, reverse, or overturn it. Pity is less engaged than empathy, sympathy, or compassion, amounting to little more than a conscious acknowledgement of the plight of its object."
Asset-based storytelling

Trabian Shorters
CEO & Co-Founder, BMe
Asset-based storytelling

“Asset framing is not about ignoring problems. In fact, the working definition is to define people by their aspirations and contributions before noting their challenges.”

Trabian Shorters
CEO & Co-Founder, BMe
Asset-based storytelling

MANAGING YOUR FINANCES DURING COVID 19
Register Here >

ADMINISTRANDO SUS FINANZAS DURANTE LA PANDEMIA de COVID-19
Registrese Aquí >

DONATE TODAY
Your gift will help families impacted by COVID-19.
Contribute Today >
Asset-based storytelling

From Homelessness to Self-Sufficiency
What words do you remember as Yolanda tells her story?
(Please put your answer in the chat box.)
hard worker tri-athlete
honors student
scholarship
graduated
college served 8 years
mother
never wanted handouts
Asset-based storytelling

From Homelessness to Self-Sufficiency
Good Structure in Action

Beth’s Story
beth's story
WHO IS THE STORY ABOUT

Beth's story

Beth's story

Beth's story
WHO IS THE STORY ABOUT
Beth
WHAT DOES SHE WANT?
WHO IS THE STORY ABOUT
Beth

WHAT DOES SHE WANT?
To grow up and become a famous artist

WHAT STANDS IN HER WAY?
WHO IS THE STORY ABOUT
Beth

WHAT DOES SHE WANT?
To grow up and become a famous artist

WHAT STANDS IN HER WAY?
Becomes ill, loses her job and apartment

HOW DOES SHE RESPOND?
WHO IS THE STORY ABOUT
Beth

WHAT DOES SHE WANT?
To grow up and become a famous artist

WHAT STANDS IN HER WAY?
Becomes ill, loses her job and apartment

HOW DOES SHE RESPOND?
Looks for work but finds none

WHAT HAPPENS AND WHAT DOES IT MEAN?
WHO IS THE STORY ABOUT
Beth

WHAT DOES SHE WANT?
To grow up and become a famous artist

WHAT STANDS IN HER WAY?
Becomes ill, loses her job and apartment

HOW DOES SHE RESPOND?
Looks for work but finds none

WHAT HAPPENS AND WHAT DOES IT MEAN?
Becomes homeless, stops seeking help. What will you do about it?
Asset-based storytelling is better storytelling!
Ethical Storytelling is a community of nonprofit practitioners & storytellers learning how to integrate a new standard of storytelling.

www.ethicalstorytelling.com
Telling Stories Ethically

MEDIA CONSENT FORM

I understand that my story, photo and voice is my own and hereby grant my permission to __________________________ to:

[ALL THAT APPLY]

❑ Interview me
❑ Record my voice
❑ Take pictures of my image
❑ Videotape me

I understand that the information I provide may be edited and shared both immediately and in the future with organization’s audiences on websites, in videos, and on other public online forums (email, social networking sites, newsletters, etc.), I consent under the condition that the following requirements are met:

❑ My image is used without being obscured.
❑ My real name can
be used.
❑ My voice is used
without masking.
❑ My image is obscured so as not to reveal my
identity.
❑ A pseudonym is used
to protect my identity.
❑ My voice is masked
to protect my
identity.

I understand that media shared on the internet is subject to sharing and is accessible globally. I have the right to retract my consent after the production of the video, website, etc. My interview, picture, voice, or video can be used by [media outlet] for:

❑ One time only for __________________________
❑ Up to one year
❑ Up to one month
❑ Other: __________________________

OTHER CONDITIONS:

CLIENT SIGNATURE __________________________ DATE __________________________ GUARDIAN WITNESS __________________________

ORGANIZATION SIGNATURE __________________________ DATE __________________________
MEDIA CONSENT FORM

I understand that my story, photo and voice is my own and hereby grant my permission to:

[ CHECK ALL THAT APPLY ]

- Interview me
- Record my voice
- Take pictures of my image
- Videotape me

[ OTHER CONDITION: ]

CLIENT SIGNATURE: ________________________ DATE: __________

GUARDIAN WITNESS: ________________________ DATE: __________

ORGANIZATION SIGNATURE: ________________________ DATE: __________
Telling Stories Ethically

MEDIA CONSENT FORM

I understand that my story, photo and voice is my own and hereby grant my permission to

__________________________________________

to:

• lateral
• Take

My Image is to be obscured

My Image is not to be identifiable
I understand that the information I provide may be edited and shared both immediately and in the future with organization's audiences on websites, in videos, and on other public online forums (email, social networking sites, newsletters, etc.). I consent under the condition that the following requirements are met:

[ CHECK ONE ]

My image is used without being obscured.

My image is obscured so as not to reveal my identity.

My real name can be used.

A pseudonym is used to protect my identity.

My voice is used without masking.

My voice is masked to protect my identity.
I understand that my story, photo, and verve is my own and hereby grant my permission to:

- Interview me
- Record my voice
- Take pictures of my image
- Videotape me

organization’s audiences on websites, videos, and other public online forums (email, social networking, newsletters, etc.)

I understand that the information I provide may be edited and shared both immediately and in the future with organization’s audiences on websites, videos, and other public online forums (email, social networking, newsletters, etc.).

My image is so as not to be obscene or incendiary.

I understand that I may retract my consent after the production of the video, website, etc. My interview, picture, voice, or video can be used by [media outlet] for:

[ CHECK ONE ]

- One time only for ____________________________
- Up to one year
- Up to one month
- Other: ____________________________

[GUARDIAN WITNESS]

CLIENT SIGNATURE: ____________________________  ORGANIZATION SIGNATURE: ____________________________

DATE: ____________________________  DATE: ____________________________
Telling Stories Ethically

MEDIA CONSENT FORM

____________________________________________________

I understand that my story, photo and voice is my own and hereby grant my permission to __________________________ to:

GREG, ALL -A, 
EI Interview me 
D Take pictures of my image 
III Retold my voice 
[ ] Videotape me

I understand that the information I provide may be edited and shared both immediately and in the future with organization's audiences on websites, in videos, and on other public online forums (email, social networking sites, newsletters, etc.) I consent under the condition that the following requirements be met:

☐ My Image being
☐ My image used in client's story

OTHER CONDITIONS:

CLIENT SIGNATURE ________________________________ DATE ________________ GUARDIAN WITNESS ________________________________

ORGANIZATION SIGNATURE ________________________________ DATE ________________

OTHER CONDITIONS
Ethical Storytelling is a community of nonprofit practitioners & storytellers learning how to integrate a new standard of storytelling.
Why are stories a uniquely powerful form of communication?

What are the structure and qualities of memorable and persuasive stories?

What kinds of stories should your organization tell?
The 6 Stories Organizations Must Tell

The “Why We Do What We Do” Stories

ORG
Did You Know?

18K
Students enrolled in Hartford School District

60%
Teens who want to start their own businesses

100%
Teens who deserve the opportunity!
The 6 Stories Organizations Must Tell

- The “Why We Do What We Do” Stories
- The “How We Started” Story
ARE YOU BEING ABUSED?

CALL OUR 24-HOUR HOTLINE:
860-838-8467 ENGLISH
1-844-839-2920 SPANISH
EMERGENCY: 911
Founded in 1977, Interval House is the largest agency in the state of Connecticut dedicated to ending domestic violence. From its inception in the basement of a Hartford church by women who wanted to help those who were suffering in silence, Interval House has long been committed to empowering its clients, providing a nurturing and encouraging environment for victims to heal and acquire the tools to move on. Interval House offers immediate and compassionate support to about 6,500 victims of domestic violence per year in 24 cities and towns both East and West of the Connecticut River—all at no charge.

The hotline and Safe House provide a lifeline to those in urgent need of safety, and Interval House’s advocates provide guidance for clients facing legal and financial obstacles as a result of leaving a violent home. Interval House’s robust network of partnerships connects clients with community resources aimed at helping them pursue higher education, start careers and Live productive, self-sufficient lives in safety. Striving always to help all those in need, Interval House has reached nearly 250,000 people over four decades. Download our brochure for more information.
The 6 Stories Organizations Must Tell

- The “Why We Do What We Do” Stories
- The “Emblematic Success” Stories
- The “How We Started” Story
### Our Impact

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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<tr>
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<td>1075 Virtual Performances</td>
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<td>1385</td>
<td>1385 In-person and Virtual Participants</td>
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<tr>
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<td>6 Residencies in Schools and Prisons</td>
</tr>
<tr>
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<td>3 Virtual Classes</td>
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95-97 Park Street, Hartford, CT 06106

Follow Us

®
My name is Yazmin Perez. I was born in the town of Cardonal in central-eastern Mexico. With an intense desire to accomplish something in life, I decided to move to the United States, looking for a better economic opportunity. I walked two hours to school and two to return home; there were no roads nor was there electricity in my town. To enter the United States, I, at the age of 15, walked four days and nights through the desert. For the first two days, we had no food or water. An abandoned cooler with sodas we found at a ranch gave us the strength to continue walking for another half day. It was very challenging, but because of my motivation to come to this country, I kept walking. A farmer then offered to help us on our journey. A group of 15 of us climbed into a van.

After arriving in Phoenix, we took a flight to Connecticut, where we have lived in South Windsor for four years. After my first child was born, I didn't have enough information about resources to meet his needs. I started studying on my own with inexpensive books my husband bought for me; I learned a little bit at a time. Someone connected me to the Hispanic Health Council, where I learned about other resources. Along with finding resources, I realized that as parents we had to remain involved and motivated if we were to help our children with schooling and other needs.

Having only completed eighth grade, I realized how much more I needed to learn. I decided to volunteer at my son's school, where I learned about programs offered at the Center for Latino Progress. There I completed both the ESL and Customer Service programs. At The Center, I learned that I qualified as a DREAMER and wasted no time. With The Center's guidance, I took the necessary steps to apply. At The Center, I learned about how to get my high school diploma. I needed a General Education Diploma (GED), which I completed in three months. Afterward, I continued learning English at the Adult Education Center, while working a full time job. In 2013, The Center recognized my achievements with the STARS (Student-Teacher Achievement Recognition Salute) award via VOCAL organization.

I have volunteered at my children's school for the last five years and currently am registered at Capital Community College in the hopes of earning an Associate's Degree in Child Development. I also am studying in preparation for my driver's license exam.
The 6 Stories Organizations Must Tell

- The “Why We Do What We Do” Stories
- The “Emblematic Success” Stories
- The “How We Started” Story
- The “Core Values” Stories
The Hartford Gay and Lesbian Health Collective will apply the following values as it carries out its mission:
We are committed to providing client centered quality services and programs consistent with professionally accepted standards of care.

We celebrate and embrace the commonalities and differences of all persons touched by our organization.

We treat all persons with dignity and respect.

We encourage and support professional growth and development.

We strive to create and maintain a physically and emotionally safe and inclusive environment that runs seamlessly through all aspects of our programs and services.

We aspire to be a positive and influential leader in all aspects of our service to the community.

We are advocates for mental and physical health in our community and encourage and support all in making healthy choices for their lives.
The 6 Stories Organizations Must Tell

- The “How We Started” Story
- The “Core Values” Stories
- The “Why We Do What We Do” Stories
- The “Emblematic Success” Stories
- The “Striving to Improve” Stories
United Way of Salt Lake City Fail Forward Fest Story
The 6 Stories Organizations Must Tell

The “Why We Do What We Do” Stories

The “How We Started” Story

The “Core Values” Stories

ORG

The “Where We Are Going” Story

The “Emblematic Success” Stories

The “Striving to Improve” Stories
We must make just and liberated futures irresistible.

-Tony Cade Bambara
HARTFORD NEXT
Neighbors•Empowerment•Economics•Together
Vision:

- We envision a city where residents are engaged in improving the quality of life in Hartford;
- We envision a city where residents participate in decisions that affect their neighborhoods;
- We aim to create an inclusive environment for all neighborhoods and all residents;
- We will build and expand on existing assets, working to benefit anyone who lives, works, worships, learns, or recreates in Hartford;
- We are a unified and collective voice and connector of the Hartford community;
- We represent all of Hartford’s residents and neighborhoods; and,
- We tie together all of the diverse interests across the Hartford community.
The 6 Stories Organizations Must Tell

- The “Why We Do What We Do” Stories
- The “Emblematic Success” Stories
- The “How We Started” Story
- The “Core Values” Stories
- The “Striving to Improve” Stories
- The “Where We Are Going” Story
Please complete the information below and email this document to Kirsten Farrell (kirsten@thegoodmancenter.com) by Friday, September 22nd.

Your Name: ____________________________
Organization: __________________________

To prepare for the storytelling session on September 29th, think about three major points you usually make when you talk about your organization. Here’s an example: “We help families in underserved communities access the health care they need.” Use the boxes below to list the points.

POINT #1: __________________________________________

POINT #2: __________________________________________

POINT #3: __________________________________________
A librarian in Ridgefield felt overwhelmed and alone in her job organizing programming for adult patrons until she attended the CLC Adult Programming roundtable.

Ellen Paul
Connecticut Library Consortium
Maria had just received a shut off notice for her utilities when she came to us, worried and anxious, seeking assistance. Her eyes lit up and she breathed a deep sigh of relief when she learned that we would be able to help.

Elizabeth Pond Reza
The Salvation Army
The Hartford Foundation Storytelling Workshop
Structure Word sh6st

Select one point about your organization's work and choose a story that will illustrate that point - something that actually popped, whether it's an incident in which you were involved, something you observed, or simply a story you heard about from a colleague.

Follow the directions below and answer the questions in the spaces provided to outline your story. You do not need to write out the entire story word for word.

YOUR AUDIENCE
To whom would you tell this story? (Your audience determines how you tell the story - i.e., the wording you choose, the protagonist with whom they are likely to identify, and which parts you need to emphasize, so be clear on this first and foremost. Even if the story is appropriate for multiple audiences, pick one.)

THE POINT
What one point do you want your audience to take away upon hearing this story? (While this may not be evident to them until the end of the story, you must be clear on your intended message from the beginning. This is your "north star" as you work on your story.)
Complete this worksheet to outline your story.

**YOUR AUDIENCE**

To whom would you tell this story? (Your audience determines how you tell the story – i.e., the language you choose, the protagonist with whom they are likely to identify, and which parts you need to emphasize, so be clear on this first and foremost. Even if the story is appropriate for multiple audiences, pick one.)

**THE POINT**

What one point do you want your audience to take away upon hearing this story? (While this may not be evident to them until the end of the story, you must be clear on your intended message from the beginning. This is your “north star” as you work on your story.)
Complete this worksheet to outline your story.

The Hartford Foundation Storytelling Workshop
310y SITU Clint Wilks EFil

Select one point about your organization's work and choose a story that will illustrate
that point — something that actually happened, whether it's an incident in which you were
involved, something you observed or simply a story you heard about from a colleague.

POINT

What one point do you want listeners to take away upon hearing this story? (While this
may not be evident to them until the end of the story, you must be clear on your intended message from the beginning.)

What one point do you want your audience to take away upon hearing this story? (While this
may not be evident to them until the end of the story, you must be clear on your intended message from the beginning. This is your "north star as you work on your story.

the
Complete this worksheet to outline your story.
BEGINNING (Act Dnel)

Who is the protagonist of your story? (Who is driving the action? With whom is your audience likely to identify? Remember, begin with one person and briefly describe them so the audience can "see" them as a whole person with aspirations and contributions)

What is the setting for your story? (Where and when does it take place? Any other important circumstances or conditions?)

What is the inciting incident that sets the story in motion, giving the protagonist a goal?

What is the protagonist's goal? (What do they want to do? What challenge or problem are they trying to overcome?)

What one point do you want your audience to take away upon hearing this story? (While this may not be evident to them until the end of the story, you must two clear on your intended message from the beginning. This is your "north star" as you work on your story)
Complete this worksheet to outline your story.

**MIDDLE (Act Two)**

What is the first barrier standing in the protagonist's way (what are the internal or external barriers) and what do they do to overcome it? (highlight their agency in the story)

How does your protagonist pursue the goal? (What happens as the protagonist encounters subsequent barriers, and if there are no barriers, what is keeping the narrative interesting for the audience?)
END (Act Three)

What is the resolution of the story?  *(Does your protagonist achieve his/her/their goal or is there another outcome?)*

What is the meaning of the story?  *(Go back to the question about the point you intend to make and confirm you have delivered on that promise.)*
We’re in a 20-minute independent work session. Raise your hand if you’d like some help from Kirsten.
The Hartford Foundation Storytelling Workshop
Story Structure Worksheet

Select one point about your organization’s work and choose a story that will illustrate that point – something that actually happened, whether it’s an incident in which you were involved, something you observed, or simply a story you heard about from a colleague.

Follow the directions below and answer the questions in the spaces provided to outline your story. You do not need to write out the entire story word for word.

YOUR AUDIENCE

To whom would you tell this story? (Your audience determines how you tell the story – i.e., the wording you choose, the protagonist with whom they are likely to identify, and which parts you need to emphasize, so be clear on this first and foremost. Even if the story is appropriate for multiple audiences, pick one.)

THE POINT

What one point do you want your audience to take away upon hearing this story? (While this may not be evident to them until the end of the story, you must be clear on your intended message from the beginning. This is your “north star” as you work on your story.)
Use this outline to share your story

V Identify your **audience**
V **3 minutes** to tell your story
V Refer to notes but **please don’t read** verbatim
V **2 minutes** of feedback from your group
Use this outline to share your story

PROMPTS FOR FEEDBACK

Were the essential structural elements (e.g., protagonist, goal, barriers, etc.) clear to you? If not, what was missing?

Were the people in the story introduced in an asset frame? Did they have agency in the story?

What parts of the story were most memorable or resonated most with you?

Was the meaning of the story clear?

What additions, deletions, or edits can you suggest that will make the next draft even better?

V Identify your audience
V 3 minutes to tell your story
V Refer to notes but please don’t read verbatim
V 2 minutes of feedback from your group
Just arriving (or rejoining)? We’re all in breakout rooms. Please raise your hand to check in and to be sent to a room.
Based on a survey of 4,405 people at nonprofits and foundations, colleges and universities, and government agencies at all levels.
Brilliant Ideas to Build a Fundraising

As the Executive Director of Pinky Swear, Erica’s main role is fundraising, but she doesn't view it as a chore. Erica believes that storytelling culture at the Foundation has been a success because of her interest and commitment with potential supporters.

The 22nd Annual Summer Reading List

If you can find a spot in the shade (or a/c), there are three books that we recommend this August for upping your game as a communicator.

Letters to a Writer of Color (Random House © 2023) edited by Deepa Anappara and Taymour Soomro

The first story is an origin story: talking about the history of writing letters. It's a fascinating read for anyone interested in the art of letter writing.
ICYMI: Five Questions to Build Your Message

September 21, 2023

ICYMI ("in case you missed it!"): We dove into the archive of past Free-Range newsletters and found this article from October 2001 about a campaign that demonstrates how answering five questions...
Other 7%
Donors 8%

State Gov’t. 23%
Federal Gov’t. 23%
Foundations 39%
eDefinitely Not

The End
Hartford Foundation
FOR PUBLIC GIVING
Together for good!

THANK YOU