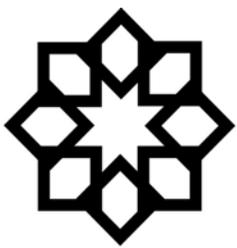




The Road to the Future: Education for Creative Adaptation



Institute for the Study of Human Knowledge
2015 Annual Report



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Our Mission

Humanity now needs to adapt to a world that is far different from that of the past. A primary need at this critical point in human history is to understand our human nature. If we know who we are, how human beings evolved, what our possibilities and weaknesses are, we might correctly assess what we can change, adapt, and create, so that humanity and the planet thrive.

It is the mission of ISHK to gain such insight through the investigation of humanity's biological and cultural evolution and to communicate new understanding in the human sciences to both professionals and the culture at large through symposia, curricula development, workshops and publications.



**BOOKS FOR
AFGHANISTAN:
Another
212,000 books
donated this year!**

Message from the President



Over the last decade, ISHK has taken advantage of Internet technology allowing us to offer more extensive information about what it means to be human. As a consequence, many of our programs have reached a new level. We can now offer a more complete view of humanity, from our distant ancestors, our biological and social evolution, to the education of our children, promoting works both for the general public and for advanced professionals.

The aim: To link our deep past to a future where humanity can unite around a common higher perspective. It's what we've been working toward for the 45 years of the Institute.

Since 1969, we've sold books on these subjects, including the important works of Idries Shah, over 900,000 works by others, and more than 4.5 million children's books. We've organized symposia, which have had attendance of a few hundred thousand, and a continuing education program that has allowed psychologists and physicians to take 37,000 courses.

Now, in this new exciting phase, we're seeking to make ISHK's work available online to anyone at any time; not only to a professional psychologist, but to a student in China; not only to a parent who buys a book, but to a curious young girl in rural India. Anywhere there's a connection.

Once again, we could not have accomplished our work without the help of The Will J. Reid Foundation who has supported ISHK for more than a dozen years, as well as the help of many generous donors and extraordinary volunteers around the country and the world -- all who aim to maintain the mission of ISHK to allow us all to change, adapt and care for ourselves and the planet on which we all live.

Robert Ornstein, Ph.D.
President

Key 2015 Accomplishments

Thanks once more to the generous support of The Will J. Reid Foundation (WJRF) since 2002, and to the generous donations and volunteer services from so many individuals, we were able to achieve significant advances in 2015.

HOOPOE BOOKS: Hoopoe's beautiful new mobile/Google-friendly website which is much easier to navigate and works well on all kinds of devices, now includes two new Hoopoe paperback titles: *The Stranger's Farewell* and *The Wisdom of Ahmad Shah* by the Afghan teacher and storyteller Palwasha Bazger Salam.

SHARE LITERACY: We continued our program through strategic book and teacher materials placement in more than over 60 programs around the USA, as well as in Canada and Mexico.

BOOKS FOR AFGHANISTAN: Thanks to the help and generosity of our supporters, we have now distributed over 4 million Hoopoe books in Dari-Pashto and English since January 2007 when we began our program. In 2015, 212,000 Hoopoe Books were distributed by our partners to NGOs inside Afghanistan, among them are: the Aga Khan Foundation, Zeyar Civil Society, the Afghan Volunteer Women's Association, Lamia Afghan Foundation, the Afghan Mobile Mini Children's Circus, and the British Council.

BOOKS FOR PAKISTAN: Since this program began in 2011 we have printed 70,000 English-Urdu and Urdu-Pashto editions of Hoopoe books which are now being distributed. Ten of our titles have been translated and prepared for press in Urdu-Sindh and Urdu-Balochi editions. Early in 2016, we plan to launch a new website: www.booksforpakistan.org.



Share Literacy has provided 666,900 books to children's programs since 2000 (this is a group of happy students in Massachusetts)

eBOOKS NEWS: In addition to developing Hoopoe Books for Amazon Kindle and Apple iBooks which will be launched in 2016, we continued to make most of our Malor Books available on Kindle. The **Idries Shah Foundation (ISF)** will continue making all of Shah's work available in various print and ebook formats.

CE@HOME: This year, we've added more titles and new categories on mindfulness, empathy, attachment theory, and psychodynamic psychotherapy.

CME FOR PHYSICIANS: We began this program in 2012 in partnership with the Dartmouth-Hitchcock Medical Center and now include 15 courses available online from our Website.

THE HUMAN JOURNEY: This year we focused on in the Fourth Section of the website - **The Road to the Future**. To this section we added (1) an introduction to Intercultural Understanding and Empathy, followed by reports on two major works; (2) a comprehensive review of international aid; (3) reviews of important works on modern economy, education, and sustainable energy; and (4) an analysis of Health contributed by David S. Sobel, MD, MPH.

ISHK ADMINISTRATION: The ISHK Book Service is now closed. All titles from both ISHK imprints: Hoopoe Books and Malor Books, are now available directly through Amazon.com and Ingram. As mentioned last year, the Idries Shah Foundation (ISF) has closed the Octagon Press and is currently publishing new editions of Shah's titles as softcover books, audio books and eBooks.



Books for Pakistan program now has printed & distributed 70,000 Urdu-English/Urdu-Pashto titles



ISHK Continuing Education programs added essential new courses & categories



New Hoopoe Titles

This year, we introduced two new Hoopoe titles: *The Stranger's Farewell* illustrated by Marie LaFrance and *The Legend Of Ahmad Shah* illustrated by Natasha Delmar. Both titles are retellings of traditional tales from the Middle East and Central Asia, written by the Afghan storyteller and teacher Palwasha Bazger Salam.

Earlier in the year, thanks to translator Rita Wirkala, we published two new bilingual Spanish-English editions for *Fatima the Spinner and the Tent* and *The Magic Horse*. Now, all 11 of the Shah children's stories are available in Spanish-English bilingual editions.

Hoopoe Website:

This year Leslie Morgan designed and developed a new Hoopoe website www.hoopoekids.com that enables retail and trade customers to purchase our books by linking directly to Amazon.com and Ingram.com. We published new revised editions of the eleven Hoopoe children's Teaching-Stories by Idries Shah. They now include information on free resources for parents and teachers which can be downloaded from the website to help children retell the stories to their friends and family.

Facebook, YouTube, Twitter, & other Social Sites:   

Thanks to our volunteers, Hoopoe continues to update our Facebook, YouTube and other social media sites. Follow us there to get the latest news for Hoopoe Books, Books for Afghanistan, Books for Pakistan, and Share Literacy!

eBooks for Hoopoe & Malor

This year we created Amazon Kindle and Apple iBooks editions of our eleven Hoopoe titles by Idries Shah and the four titles in our *All About Me* series. These will be published in 2016. We continue to release Amazon Kindle editions of our Malor Books.

**The First 3 Hoopoe eBooks for Kindle & iBooks
to be released in early 2016**



A New Book on Spirituality

God 4.0



In preparation for 7 years, this book is now in drafting phase. The theme:

- For the last 600 years, scientific advances have encroached upon the sphere of spirituality. Human beings once were special - thought once to be at the center of the Universe - and all revolved around us. It's been a continuous progression, reducing our role, from Copernicus' demonstration that the Earth isn't the center of the Universe, to the knowledge that objects move on their own according to physical laws, to Darwin's connecting human life to the rest of Nature, to Freud, to modern psychology and neuroscience on the determinants of thought and behavior. This loss of specialness initiated a loss of faith which coexisted with the rise of a scientific understanding of life and brings the two into conflict.
- However, in the past few decades, new developments, especially in psychology and neuroscience, and new studies of ancient texts have allowed a new view, shorn of both inflated metaphors and scientific reduction. Human beings are evolved to go beyond the individual, to connect in a way that no other organism can, and this is the basis of our success.
- This understanding - that we're innately capable of an overarching view of the connectedness of life - has a definable neuropsychology. It is not the captive of a religion or a sect, and is not, as many science writers have thought, a by-product, an illusion or even a delusion of our creative brain. It is a natural, primary and foundational component of humanity, no matter how much comfort the skeptic takes in reductive unbelief or the religious adherent finds in the solace given for a loss.

Share Literacy - www.shareliteracy.org

Since we started Share Literacy in 2000, we've distributed over 666,900 Hoopoe books to schools, youth programs, homeless shelters, hospitals & clinics, and community service centers, etc. Many organizations, some of which are listed on the next page, depend on our help every year to brighten up the lives of the children they serve. Educators around the country continue to use our excellent standards-aligned teacher lesson plans available as free downloads on the Hoopoekids.com site.

For the last 14 years, with the help of donors and volunteers we have given Hoopoe books in English and Spanish-English bilingual editions as holiday gifts for young children in shelters and in schools serving at-risk children throughout the country. This holiday season, with the help of volunteer Share Chapters in California, Washington D.C., and Massachusetts, we distributed **15,294 books and 1,400 audio CDs** with some of the books in **1450 Home Literacy Kits** donated to the youngest readers. Each kit contained a Hoopoe story by Idries Shah, an audio version of the story, and a *Read Together* Newsletter giving tips and advice to parents on reading regularly with their children. And thanks to our partners in Canada, ICE (www.iceducation.org), Share has also provided books to children in Canada and Mexico.

**THANKS TO OUR SUPPORTERS,
15,294 UNDERSERVED CHILDREN RECEIVED
A HOOPOE BOOK AS A HOLIDAY PRESENT!**

San Francisco Bay Area Chapter – 8,869 children in schools, homeless shelters, refugee programs, and many more received books and/or Home Literacy Kits during the holiday season.



Readers in a Massachusetts classroom

Washington DC Chapter – A special printing of 6000 books for the Holiday Book drive were delivered late in December (due to a delay at U.S. Customs), and the Chapter was able to distribute 3,796 books in Virginia, Maryland, and DC and will deliver the remainder later in 2016. Additionally, in 2015 the Chapter distributed 582 books to programs in Maryland and New York and were able to sell books in the annual Alternative Gift Fair in Takoma Park, MD.

Massachusetts Chapter – over 2,700 books were distributed to children in schools, hospitals, homeless programs.

“This is absolutely an answer to prayers. ... As a parent of a critically ill child who was in the hospital over the holidays, I can tell you what the power of a new book does for both the parents and the child.”

A parent in Virginia Beach, VA commenting on a Share Holiday Gift



Students in a Worcester MA school display their books received during the 2015 holiday season give-away

Share Literacy (Continued)

60 Schools and/or Family Organizations Received Books in 2015.

Alternative Gift Fair, Takoma Pk., MD
Alum Rock Union School District - 18 schools, San Jose, CA
Boys and Girls Club, Boston, MA
Boys and Girls Club, Dorchester, MA
Brady's Book Buddies/Children's Hosp., Virginia Beach, VA
Brookside Community Health Center, Jamaica Plain, MA
Caroline Wilder Harris Elem Sch, Wash., DC
East Palo Alto Kids Found., Palo Alto, CA
Ecumenical Hunger Progr., E. Palo Alto, CA
Fairland Elementary School, Silver Spring, MD
Family Giving Tree Backpack Prog., Milpitas, CA
Family Supportive Housing, San Jose, CA
Heart of America, Landover, MD
Higher Horizons Head Start, Falls Church, VA
Homeless Children's Playtime Project, Washington, DC
Homeless Prenatal Program, San Francisco
Horizons for Homeless Childr., Roxbury, MA
ICE, Canada
ILP Refugee Foster Care, San Jose, CA
Iraqi Refugee Community, San Jose, CA
Learning Resource Alliance, Chicago, IL area
Los Altos Firefighter's Toy & Book Drive, Los Altos, CA
Loudoun Literacy Council Head Start, Leesburg, VA
Piney Branch Elem. Sch., Takoma Pk, MD
Ravenswood School District, 6 schools, East Palo Alto, CA
Reading Bonanza, Menlo Park, CA
Respond, Somerville, MA
Ridgecrest Elementary School, Hyattsville, MD
Roscoe Nix Elementary School, Silver Spring, MD
Samaritan House, San Mateo, CA
St. Vincent de Paul, San Francisco, CA
Smothers Elem. Sch., DC
Sunnyvale Dept. of Public Safety's Junior Giants, Sunnyvale, CA
Teak Fellowship, NYC
Transition House, Cambridge, MA
Weller Road Elem. Sch., Silver Spr., MD
Worcester City That Reads Program, MA



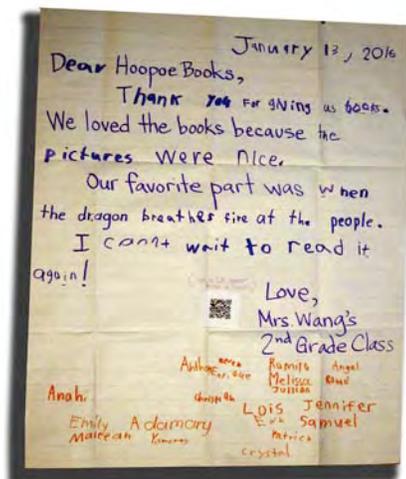
A little reader from "Reading Bonanza" event in Palo Alto, CA, a program that has received Hoopoe books every Spring for the last several years.

"...Thank you [Share Literacy] for your continued support of our event! We really appreciate it! I wanted to bring this event to our youth because of the impact books made in my life. Growing up poor and disadvantaged, my mother often took us to places that were free including the park and the library. I was able to go to Stanford despite my circumstances because being able to read at a young age gave me an edge. With the internet and TV entertaining our youth and taking away their attention, I wanted to remind our community about the wealth and power of books.... "

Marlayna Tuiasosopo
Event organizer, **READING BONANZA**, East Palo Alto, CA

"Thank you and your organization Hoopoe Books Share Literacy for your kind and generous gift of books to the children in my 1st grade class. They were stunned when they learned you had given them their very own book!"

Mindy Hoskins, Teacher,
McCollam School, Alum Rock Unified School District, San Jose, CA



The www.shareliteracy.org website has a complete YouTube "Thank You" message [oppos.] from Mrs. Wang's 2nd Grade Class in the Alum Rock School District, San Jose, CA.

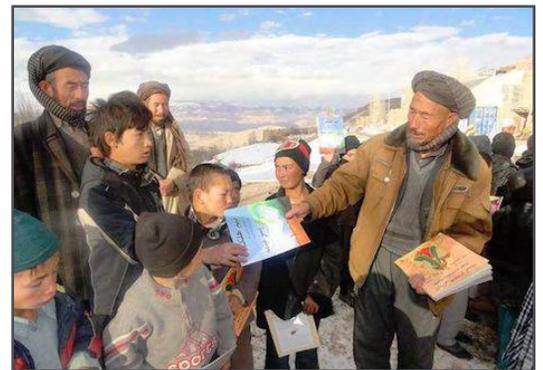
Books for Afghanistan - www.booksforafghanistan.org



This project was conceived back in 2005 and implemented in 2007 as a way to ‘repatriate’ the Hoopoe stories collected by Idries Shah, providing them in book form for the children of Afghanistan as an aid to literacy.

Thanks to the generosity of our supporters, we have now distributed over 4 million Hoopoe books in Dari-Pashto and English since January 2007 when we first obtained the Afghan Ministry of Education (MOE) approval to provide these books and began our program.

In spite of increased security issues, and the disruption of electrical power by Taliban insurgents, our intrepid partners, **Khatiz Organization for Rehabilitation**, printed another 83,500 books this year, and distributed another 212,000 books to NGOs helping



Mr. Hussein has created a unique bicycle library where he hands books out to children of Bamyan. Read more about this program on our website



Students display books donated by Hoopoe Books and distributed by the Afghan Volunteer Women’s Association

children, among them are: the Aga Khan Foundation, Zeyar Civil Society, the Afghan Volunteer Women’s Association, Lamia Afghan Foundation, the Afghan Mobile Mini Children’s Circus, and the British Council.

This year we added to our list of illustrated books for the children of Afghanistan with Dari-Pashto and English editions of *The Stranger’s Farewell* illustrated by Marie LaFrance and *The Legend Of Ahmad Shah* illustrated by Natasha Delmar. Both titles are retellings of traditional tales from the Middle East and Central Asia, written by the Afghan storyteller and teacher Palwasha Bazger Salam.

Books for Afghanistan (Continued)



Photos of children with their books provided by Hoopoe Books and the Afghan Mobile Mini Children's Circus



The British Council in Afghanistan Uses Hoopoe in Their Teacher Trainings: In the fall of last year the British Council purchased 52 copies of each of our English Hoopoe Books by Idries Shah for their pre-service teachers in teacher training colleges in 10 provinces around Afghanistan. Their aim is to make English language teaching in schools more communicative and effective. (More details are on the Books for Afghanistan website.)

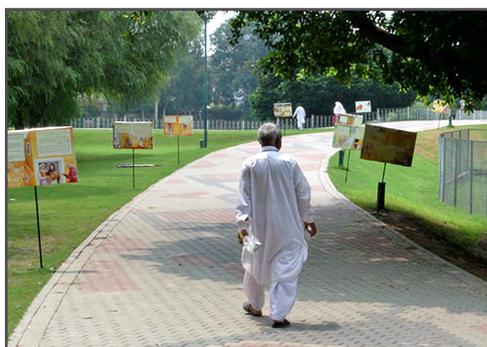
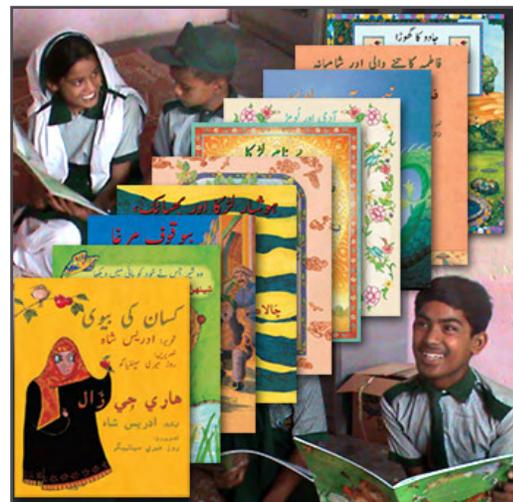
Books For Afghanistan Website (www.booksforafghanistan.org) & Newsletters: Our website allows readers to find opportunities to donate easily and to purchase gift cards and greetings cards to use all during the year – and 100% of each gift going towards the print and distribution cost of books for Afghan children. The site also has great ideas for fundraising including an excellent informational film produced by Gerry Cullen and available in UK and USA formats, a PowerPoint presentation, flyers and posters – all downloadable. Please visit our website for a comprehensive view of our program, including downloadable resources, great photos of children with the books, copies of articles from *The Washington Post*, the *San Francisco Chronicle* and other media, photos and teacher feedback, for signing up for our Newsletters, and, of course, for ways to help.

Books for Pakistan - www.booksforpakistan.org

Since this program began in 2011, we have printed a total of **70,000 English-Urdu and Urdu-Pashto editions** of Hoopoe children's Teaching-Stories written especially for children by Idries Shah. These are currently being distributed nationwide.

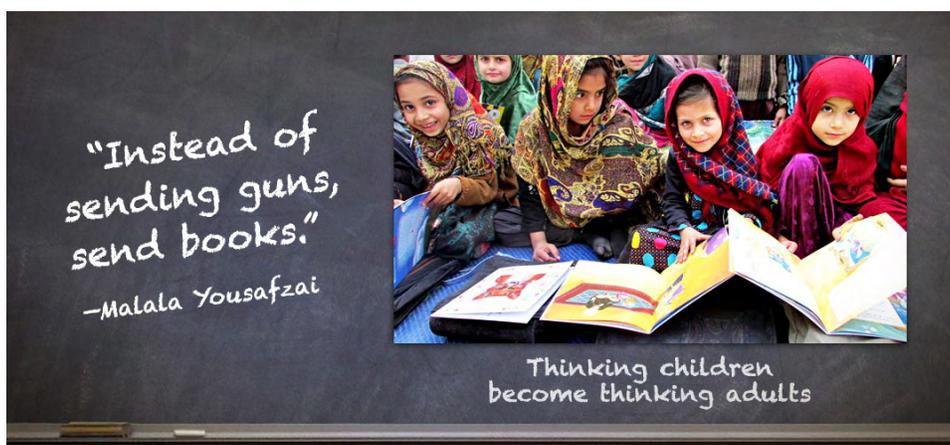
With the help of the NGOs Alif Laila Book Bus Society, HOPE, BRAC and Khwendo Kor we were able to provide 9,200 books to children in the Khyber Pakhtunkhwa (KPK), many of whom were forced to leave their homes and now reside in refugee in Peshawar and elsewhere.

Although Pakistan's national language is Urdu and their official language English, the majority of children's primary languages are different. Recent studies recommend that children learn to read in their native tongue and to accommodate this Hoopoe this year translated and prepared ten of our titles in Urdu-Sindh and Urdu-Balochi editions. We hope to raise the funds to print and distribute these in 2016 along with additional copies of the two editions now in print.



In August, the **Alif Laila Book Bus Society** in collaboration with the PHA Foundation and Hoopoe Books launched the **StoryWalk Project** in six of Lahore's parks. A total of fifteen children's books published by Hoopoe Books and Alif Laila were displayed on large flexes in these parks for children and their families to read and enjoy.

NEW Website for Books for Pakistan: A new mobile/Google-friendly website for Books for Pakistan is almost complete and will be online at the beginning of 2016. Please visit: www.booksforpakistan.org.



Continuing Education at Home

CONTINUING EDUCATION AT HOME FOR PSYCHOLOGISTS Fall 2015

New and Recently Added:

Robert Leahy Emotional Science Therapy	Paul Ekman Moving Toward Global Compassion	Walter Mischel The Marshmallow Test
Halko Weiss, et al. Halko's Mindfulness-Centered Somatic Psychotherapy	Hal Arkowitz, et al. Motivational Interviewing in the Treatment of Psychological Problems, 2nd Edition	Ogden Fisher Sensomotor Psychotherapy
Perry Halkitts The ABC Generation	Elizabeth Welfel Ethics in Counseling and Psychotherapy, 6th Edition	Pamela Alexander Intergenerational Cycles of Trauma and Violence
Eddie Harmon-Jones Methods in Social Neuroscience	Joel Paris The Intelligent Clinician's Guide to the DSM-V	John Preston Integrative Treatment for Borderline Personality Disorder
Panksepp and Biven The Anthropology of Mind	Bob Palmer Helping People with Eating Disorders	John Preston, et al. Child and Adolescent Clinical Psychopharmacology Made Simple

Earn CE credit for reading...

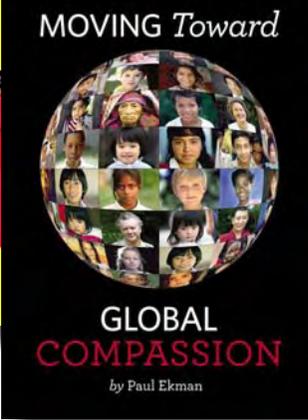
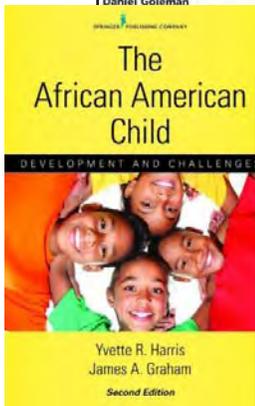
Dan Ariely The (Honest) Truth About Dishonesty and Predictably Irrational page 48	Sarah Blaffer Hirdy Mothers and Others page 37	Oliver Sacks Hallucinations page 47 The Mind's Eye page 29 Microshells page 51
Donald Bersoff Ethical Conflicts in Psychology page 16	Marco Iacoboni All Mirroring People page 14	Martin Seligman Authentic Happiness page 35 Flourish page 12 Learned Optimism page 41 The Optimistic Child page 42
Paul Ekman Moving Toward Global Compassion page 2 Emotional Awareness (with The Dalai Lama) page 36 Emotions Revealed page 35	Daniel Kahneman Thinking, Fast and Slow page 11 Choices, Values, and Frames (with Amos Tversky) page 49 Well-Being (with Ed Diener and Shalom Schwartz) page 42	Idries Shah The Commanding Self, Knowing How to Know page 38
Malcolm Gladwell Blink page 12 Outliers page 48 The Tipping Point page 51	Howard Kendler Moral Thoughts about Morality page 11	Tavris and Aronson Mistakes Were Made (But Not by Me) page 32
Daniel Goleman	Robert Ornstein Healthy Pleasures (with David Sio) page 40 Humanity on a Tightrope (with Paul Paus) page 43	Tirch, Schoendorff and Silberstein The ACT Practitioner's Guide to the Science of Compassion page 8
	James W. Pennebaker Opening Up page 41 The Secret Life of Pronouns page 52	Timothy Wilson Redirect page 52 Strangers to Ourselves page 39
	Steven Pinker The Better Angels of Our Nature page 22 The Stuff of Thought page 45	Philip Zimbardo The Time Paradox page 32 The Lucifer Effect page 44

CE FOR PSYCHOLOGISTS

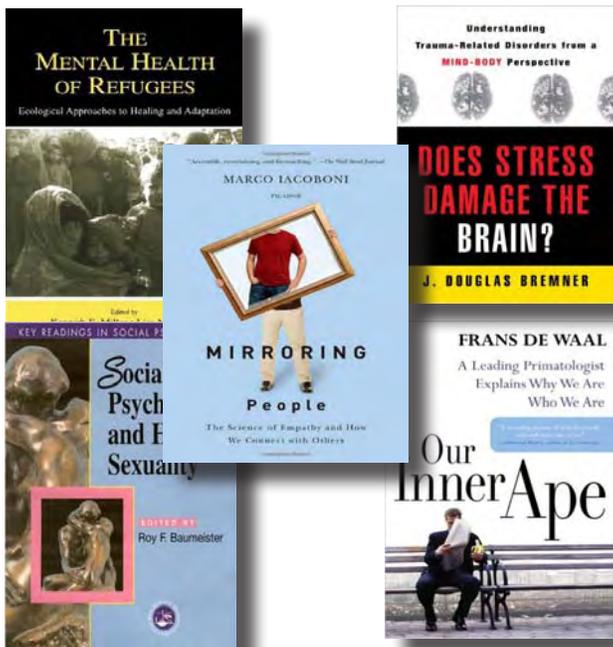
www.ishk-ce.com

For decades, this program under the leadership of Charles Swencionis, Ph.D., has provided information in areas that ISHK is concerned about to thousands of professional psychologists, to help these ideas filter into the mainstream. We introduced over 18 new courses in 2015 and new categories for mindfulness, empathy, attachment theory, and psychodynamic psychotherapy. New works include Paul Ekman's *Moving Toward Global Compassion*, Rick Hanson and Richard Mendius' *Buddha's Brain*, Yvette Harris and James A. Graham's *The African American Child*. In 2016, we will develop more courses on ethics, borderline personality disorder, spirituality and higher consciousness.

Ratings for this program are very high, as confirmed by the APA, and it serves to educate professionals on new ideas about human nature. Our quarterly email mailings are proving to be successful in alerting more and more psychologists to our program, and to keep them up to date on our offerings.



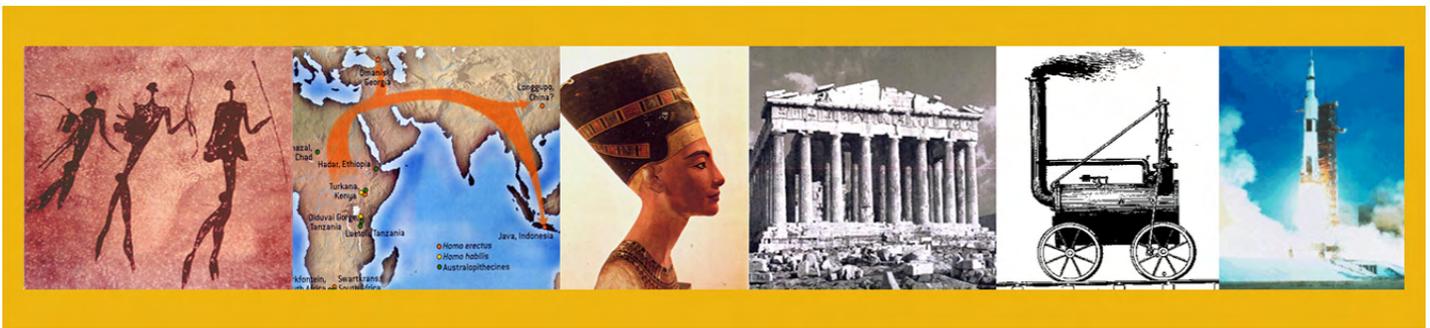
CME FOR PHYSICIANS



Thanks to the hard work of Margaret Caudill Slosberg, M.D., and to Rob Mancinelli for his web-development skills, this program further broadens the base of information, in this case, relating to physician practice. Offerings through our affiliate, Dartmouth-Hitchcock Medical Center and Dartmouth Medical School continue to bring interest to our program.

Our website for users is utilized and easily accessible: http://ishk.com/cehome2/psychology/html/continuing_med.php

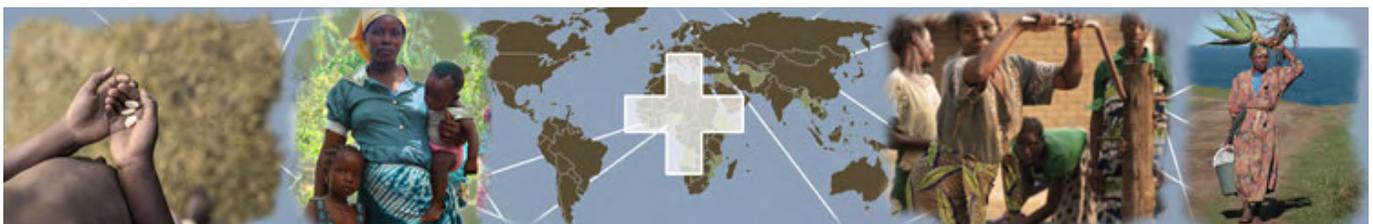
The Human Journey - <http://humanjourney.us>



This year we focused on “Creating a Sustainable Future” in the Fourth Section of the website - **The Road to the Future**. This section includes an introduction to Intercultural Understanding and Empathy followed by reports on two major works: *Thinking Big: How the Evolution of Social Life Shaped the Human Mind* by Robin Dunbar and *Social: Why Our Brains Are Wired to Connect* by Matthew D. Lieberman. We have started a section on **Education**, including reports on two important works: *One World Schoolhouse: Education Reimagined* by Salman Khan and *Improbable Scholars: The Rebirth of a Great American School System* by the nationally known education expert David L. Kirp. We also completed a comprehensive review of **International Aid**, its history, its effectiveness: what works and what doesn't; and have added a section on the analysis of **Health** contributed by David S. Sobel, MD, MPH.

Titles are added to the book collection in each section's “Bookstore” which can be purchased through links on the website. In addition, each section has a “NEWS” feature, with links to articles published since the site was last updated to ensure that visitors are able to keep up-to-date on the topics discussed.

In 2016, we will continue updating the site as we have this year. We plan to complete the overview of Education and to begin to look at the Arab legacy of science and philosophy and its influence on the European history.



Banner from “Creating a Sustainable Future” on <http://humanjourney.us>

Malor Books - www.malorbooks.com

ISHK's Malor Books imprint was launched in 1995 to keep seminal works in print that would otherwise not be available. Malor Books publications are used in hundreds of university courses around the world.

In order to ensure that the information contained in these definitive titles remains available for future generations, Malor Books continued making works available through online stores. Amazon's Kindle, Google Books, and other eBooks sites now have many of the Malor Books in digital editions available for purchase. Libraries are able to purchase books through online distributors, such as Ingram and Folletts.

By early 2016, all Malor Books will be available directly through Ingram.com and Amazon.com, and next year we'll continue to make more titles available in eBook editions.



ISHK Administration Changes

In 2012 we first laid plans to move all ISHK's activities online. And at the end of this year, we finally completed this effort.

In 2013 we closed our downtown office in Los Altos, and in December this year - thanks to Tory Steuber and Robin Eldridge in our Massachusetts office who worked tirelessly to achieve this enormous job - we closed our East Coast warehouse and fulfillment office. While we will continue to fulfill orders for both our CE@Home programs, all other book and eBook purchases will be linked directly to Amazon and Ingram.

Officers, Board of Directors, Advisors, and Contributors

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Robert Ornstein, Ph.D.
Treasurer:
Sally Mallam
Secretary:
Shane DeHaven

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Ph.D.
Shane DeHaven
Fredrik Bjork (ret.)
Sally Mallam
Jonathan Russell
Charles Swencionis, Ph.D.

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Paul Ehrlich
Edward T. Hall
Doris Lessing
Jonas Salk
Hans Selye
Idries Shah
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The Human Journey:
Robert Ornstein, Ph.D.

ISHK Imprints and Children's Literacy:
Sally Mallam

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Ohio Children's Fund
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