



BRAND STRATEGY, MESSAGING AND VISUAL IDENTITY GUIDELINES

FALL 2019



The Jed Foundation

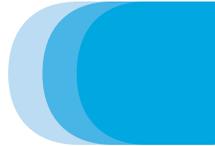


TABLE OF CONTENTS

1 WHAT WE STAND FOR

- Introduction 4
- Brand Platform 5
- Brand Positioning 6
- Brand Behaviors 7
- Brand Voice 8
- Brand Messaging—Boilerplate 9
- Brand Messaging—Elevator Speech 10

2 VISUAL IDENTITY

- Introduction 12
- Logo 13
- Logo Story 14
- Logo Color Variations 15
- Logo Proportion and Clear Space 16
- Logo Minimum Size 17
- Logo Don'ts 18
- Web Icons 19
- Masterbrand and Sub-Brands 20
- Co-branding 21
- Color Palette 22
- Color and Logo Variations 23
- Color and Portfolio 24
- Typography 25
- Graphic Style 26
- Iconography Style 27
- Photography style 28

3 DESIGN INSPIRATION

- Introduction 30
- Stationery 31
- PowerPoint 33
- Annual Report 34
- Website Homepage 37
- Email 38
- Advertisement 39
- Posters 41
- Promotion 42

For more information contact:

Katie Cunningham
 Chief Programs and Operations Officer
 212.647.7544
katie@jedfoundation.org



1
**WHAT WE
STAND FOR**

INTRODUCTION

The Jed Foundation (JED) identity reflects our founding mission and signifies our bold vision for the future.

To realize this vision, JED has developed a brand strategy, which crystalizes our positioning, behaviors and voice. Together, our brand strategy serves as a guide for the way we think, act and communicate.

Moving forward, our strategy will inform our experiences and inspire our expressions, helping us bring our story to life in a way that is thoughtful, accessible and uplifting.

BRAND PLATFORM

The JED identity is brought to life through our brand strategy—our positioning, behaviors and voice. It is a guide for the way we think, act and communicate and serves as a bridge between our mission and vision.

MISSION

Why we do what we do

JED is a nonprofit that protects emotional health and prevents suicide for our nation’s teens and young adults.

BRAND STRATEGY

What we stand for



POSITIONING

Empowering America’s students with the skills and support necessary to grow into thriving adults



BEHAVIORS

- We evaluate and strengthen
- We develop and partner
- We educate and equip



VOICE

- Thoughtful
- Accessible
- Uplifting

VISION

How we define success

JED envisions a future where:

- Every high school and college has a comprehensive system that supports emotional health and reduces the risks of substance misuse and suicide.
- Teens and young adults are equipped to navigate mental health challenges, to seek and give help, and are emotionally prepared to enter adulthood and fulfill their potential.
- Our communities support the emotional well-being and mental health of teens and young adults.
- Mental health is recognized as part of general health and wellness and is not associated with shame, secrecy or prejudice.

BRAND POSITIONING

Our brand positioning crystalizes what we stand for, how we're different and why audiences should engage with us.

For our nation's nearly 40 million high school and college students, transitioning into adulthood can be a time of significant change and intense challenges, with increased risk of substance misuse, self-harm and suicide.

JED collaborates with schools, students, communities and partners to address these challenges and create the foundation necessary for an emotionally healthy life.

Together, we are empowering young people with the skills and support necessary to grow into thriving adults.

Note: The positioning statement is intended to serve as a strategic lens only and should not be applied as external-facing messaging.

BRAND BEHAVIORS

1

Everything we do at JED is guided by our behaviors: a clear, strongly held set of core beliefs that reflect who we are and what our audiences can expect from us.

We help schools evaluate and strengthen their mental health, substance misuse and suicide prevention programs and systems to safeguard individual and community health.

We develop expert resources and create powerful partnerships to ensure more teens and young adults get access to the resources and support they need to navigate life's challenges and thrive well beyond.

We educate and equip students, families and the communities around them to know when and how to support others who are in distress or struggling with a mental health issue.

BRAND VOICE

Our brand voice guides the tone and personality of our visual and verbal communications, informing everything we express through words and pictures.

Voice	Definition	Guardrails	
THOUGHTFUL	Our voice is authoritative, conveying our depth and breadth of experience and expertise. Our language is confident, but always respectful, and captures our determination to safeguard individual and community health.	We are... Authoritative Determined Confident	But never... Authoritarian Inflexible Arrogant
ACCESSIBLE	Our voice is approachable and relatable, reflecting our ability to bring together people and resources. We use verbal and visual language that is clear and directive, offering steady guidance during the transition to adulthood.	We are... Relatable Approachable Directive	But never... Casual Intrusive Dictatorial
UPLIFTING	Our voice is passionate and purposeful, uniting communities, inspiring conversations and driving action so that, together, we can reduce the risk of suicide and help more young adults thrive.	We are... Urgent Motivating Inspiring	But never... Alarmist Overzealous Unrealistic

BRAND MESSAGING—BOILERPLATE

The boilerplate is a brief, high-level description of JED. It can be repurposed across different contexts and applications for all audiences.

JED is a nonprofit that protects emotional health and prevents suicide for our nation’s teens and young adults. JED partners with high schools and colleges to strengthen their mental health, substance misuse and suicide prevention programs and systems; equips teens and young adults with the skills and knowledge to help themselves and each other; and encourages community awareness, understanding and action for young adult mental health.

Learn more at jedfoundation.org. Check out our programs including: JED Campus (jedcampus.org), ULifeline (ulifeline.org), Seize The Awkward (seizetheawkward.org), Half of Us (halfofus.com), Love is Louder (loveislouder.com) and Set to Go (settogo.org).

Connect with JED on social media:

Twitter: twitter.com/jedfoundation

Facebook: facebook.com/jedfoundation

Instagram: instagram.com/jedfoundation

YouTube: youtube.com/jedfoundation

LinkedIn: linkedin.com/company/the-jed-foundation

BRAND MESSAGING—ELEVATOR SPEECH

The elevator speech is language about JED that we can use to spark interest, engage and excite. Like the boilerplate, it can be repurposed across different contexts and applications for all audiences.

Young adulthood is a time of growth, learning and exploration. A time to start building a life of one's own, and to feel excitement about the future. Yet, for many of our nation's teens and young adults, transitioning into adulthood can be a time of significant changes and intense challenges.

We see the effects in the headlines every day: a death from binge drinking, an overdose, a suicide. These tragedies are complex and their warning signs often subtle, but with the right support and safety nets, many lives can be saved.

That's why JED was founded. We are the leading nonprofit dedicated to ensuring our country's teens and young adults get the emotional support they need to navigate life's challenges. We're partnering with high schools and colleges to strengthen their mental health, substance misuse and suicide prevention programs and systems. We're equipping teens and young adults with the skills and knowledge to help themselves and each other. We're encouraging community awareness, understanding and action for young adult mental health.

With your support, JED is helping more teens and young adults grow into thriving adults.



2
VISUAL
IDENTITY

INTRODUCTION

The JED visual system is engaging and uplifting, reflecting a brand that can unite communities, inspire conversations and drive action. The core elements—our dynamic system and logo, approachable typeface, vibrant colors and positive imagery—may be used in a variety of ways, offering both the framework and flexibility for a wide range of applications and audiences.

LOGO

Our logo signals who we are and what we stand for, which is why it's confident, relatable and inspiring. It captures our commitment to ensuring our nation's high school and college students grow into thriving adults.

Our logo consists of the "U" symbol and the "JED" logotype, which is based on our brand font, Source Sans Pro, and our full organizational name. Set in bold caps and customized with rounded corners, the logotype balances the strength and approachability of our brand. The "U" symbol represents "you" and "us"—the students, schools and communities we work with.

Placing "JED" at the center of "U," our logo forms a shield that supports, uplifts and empowers, capturing our determination to safeguard individual and community health. It also symbolizes the people and places we work with to create the foundation necessary for an emotionally healthy student life.

JED Logotype

The JED logo is the primary mark of the organization and should be used consistently across applications. In cases where the "U" symbol is used as a super-graphic that comprises 75% or more of the layout, use the "JED" logotype in lieu of the logo. The logotype can be applied separate from or within the super-graphic as part of messaging.

Reference pages 34, 36, 41 and 43 for design examples.

Full Organizational Name

Wherever space permits, use the full JED logo, including the organizational name, to drive awareness, understanding and action. Follow the recommendations here to ensure that the logo and organizational name reads consistently across all applications.

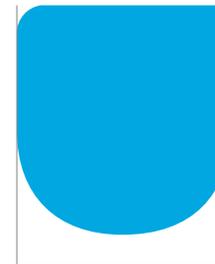
Name in Text

For first usage in text, we recommend leading with the full organizational name, The Jed Foundation. Thereafter, reference the communicative name, JED, for brevity, boldness and impact. In written form, the JED name is in all caps: **JED**.



The Jed Foundation

Logo



"U" Symbol



Logotype

The Jed Foundation

Organizational Name

LOGO STORY

Our logo is more than just a visual marker of our organization. It is a statement rich with meaning.

When speaking about the JED logo, use the following story to convey the purpose and intent behind the mark.

2



The Jed Foundation

Transitioning into adulthood should signify positive growth, a path filled with opportunities, a future rich with possibilities.

But, for many of our nation's teens and young adults, this can be a time of significant changes and intense challenges.

With the collective strength of our partners, people and programs, we're creating the foundation necessary for an emotionally healthy life and ensuring that more teens and young adults grow into thriving adults.

At **JED**, we see the possibility of **U**.
We see the power of **Us**.

LOGO COLOR VARIATIONS

Below are the only acceptable versions of our logo. Each version has a specific purpose and should not be used in ways other than listed.

Preferred Version

Full-color (PMS/CMYK/RGB)

The full-color version of the logo is the preferred version and, whenever possible, should be used on all branded materials.

Alternate Versions

Black + Grayscale

In certain contexts, only black and white or grayscale printing may be available. In these scenarios, we recommend that you use the black and white or grayscale versions of the logo to optimize legibility and impact.

Knockout (white)

The knockout versions are for use on dark backgrounds or photos—ensure they are dark enough to provide sufficient contrast for clarity and legibility.

Preferred Version



The Jed Foundation

Alternate Versions

Black + Grayscale



Knockout (white)



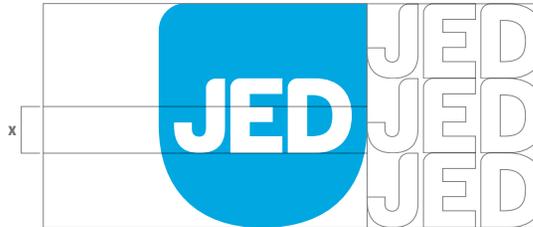
LOGO PROPORTION AND CLEAR SPACE

Follow the recommendations here to ensure that our logo communicates consistently across all applications.

Logo Symbol and Logotype Proportion

The JED logo symbol is equal to three times the height of the JED logotype. The distance “x” is measured from the top of the middle arm of the “E” in JED to the bottom of the lower base of the “E.”

Logo Symbol and Logotype Proportion



Logo Symbol, Logotype and Organizational Name Proportion



Logo Symbol, Logotype and Organizational Name Proportion

The width of the organizational name is equal to twice the width of the JED logotype.

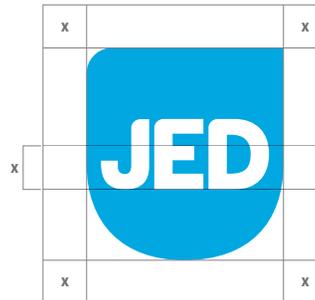
Clear Space

The full organizational name should sit below the logo with a minimum space that is equal to height from the top of the middle arm to the bottom of the lower arm of the “E” in the JED logotype, or “x,” on all sides.

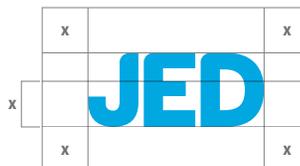
Keep the logo and organizational name clear of competing text, images, and graphics by maintaining the minimum amount of clear space, equal to “x,” on all sides.

When using the logo in small space, where the full organizational name may be omitted, keep the logo clear of competing text, images and graphics by maintaining the minimum amount of clear space, equal to or greater than the distance of “x” on all sides.

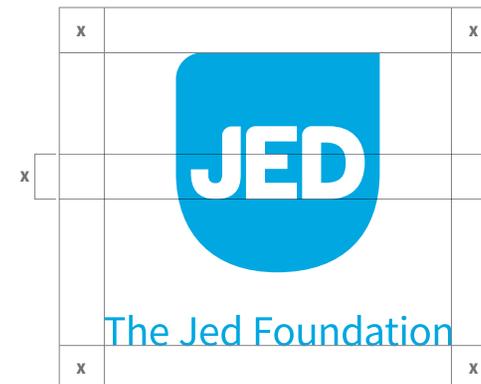
Logo Symbol and Logotype Clear Space



Logotype Clear Space



Logo Symbol, Logotype and Organizational Name Clear Space



LOGO MINIMUM SIZE

Keep the logo legible by always using it in sizes equal to or greater than 0.25" high for print, and 20px high for digital applications.

For the logo and organizational name, the lockup should be equal to or greater than 1.5" for print, and 150px wide for digital applications.

Print

Logo and Organizational Name



Logo



Logotype



Digital

Logo and Organizational Name



Logo



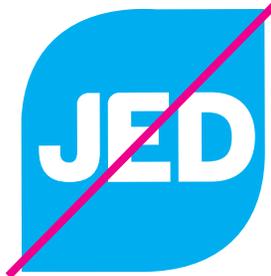
Logotype



LOGO DON'TS

Our logo stands for who we are. It is recognizable and purposeful. To protect its integrity as a powerful symbol of our organization, it should not be altered under any circumstances.

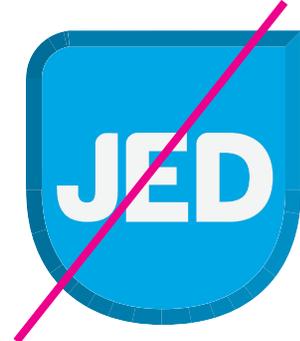
1. Don't reconfigure or change the logo elements.
2. Don't rotate the logo.
3. Don't create a bevel or emboss the logo.
4. Don't recolor the logo using colors that are not part of the color palette.
5. Don't crop the logo.
6. Don't present the logo as an outline only image.
7. Don't stretch the logo or change its proportions.
8. Don't add a drop shadow the logo.
9. Don't add artistic effects to the logo.



1. RECONFIGURE



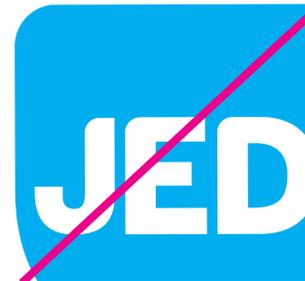
2. ROTATE



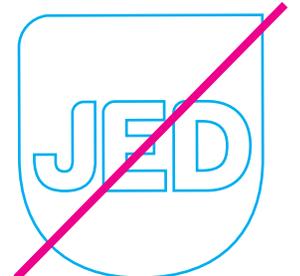
3. BEVEL/EMBOSS



4. RECOLOR



5. CROP



6. OUTLINE



7. STRETCH



8. DROP SHADOW



9. EFFECTS

WEB ICONS

For web and social media applications, use the JED logo to best represent the JED brand.

Favicon

Use the logo as the JED favicon—the small icon displayed in the browser’s address bar (sometimes in the history as well), and next to the page’s name in a list of bookmarks. The minimum size for favicon is 16 x 16px.

Social Media Icon

For social media such as Facebook and Twitter, use the logo. The minimum size for social media icons is 48 x 48px.



Social media icon for JED 48 x 48px



Favicon for JED
16 x 16px



MASTERBRAND AND SUB-BRANDS

The JED brand doesn't just need to represent the organization, but also our relationships and offerings.

Given the breadth and depth of our portfolio, it's important that we develop a clear and consistent architecture so that our audiences—whether they're professional or consumer—will be able to navigate our offerings with ease and, ultimately, take action.

While some relationships and offerings will be very close to the JED masterbrand, others may require some distinction or distance to accommodate legal or business requirements. Irrespective of the circumstance, these offerings and relationships should be clearly communicated and feel connected and complementary to the JED masterbrand.

Masterbrand

Wherever possible and appropriate, we should drive equity and associations to JED, the masterbrand. For offerings that are wholly owned and managed by JED that do not require a special treatment to meet a legal, business or audience-specific need, we recommend the use of the masterbrand logo with the offering name communicated in text.

Overbrands

In certain circumstances, we may be able to communicate an offering in close association with JED, but might need to elevate the name of that offering to fulfill a legal, business or strategic requirement. In these circumstances, we recommend using an "overbrand." This means that the JED logo sits "over" the offering name, but the name of the offering such as "Academy" or "Campus Program" is visualized in close proximity to create an approved logo lockup.

The name of the offering, such as "Academy" and "Campus Program" should be treated in the brand font, Source Sans Pro, in bold and all caps. See page 25 for more information about our brand font.

Endorsed Brands

Offerings that require more distance or distinction from the masterbrand may have their own signature to visually express the difference. However, these offerings should adopt specific visual elements that visually communicate the connection to JED (such as the logotype treatment, curved edges and color). Additionally, they should have a consistent verbal connection through the use of the endorsement line, "A JED Program." This endorsement should be treated in the brand font, Source Sans Pro, in regular and all caps—except for "JED" in bold.



The Jed Foundation

Masterbrand



Overbrands



Endorsed Brands



* Recommended logo designs—not finalized

** Recommended symbols only

CO-BRANDING

Our partners and sponsors help drive our brand’s reach and awareness, thereby helping accomplish our goals and objectives. Therefore, it is important to showcase branded partnerships when applicable. Follow the recommendation here to ensure that co-branded relationships read consistently across all applications.

Proportion

The partner’s logo should not exceed the height of the JED logo. For the JED logo proportion, see page 16.

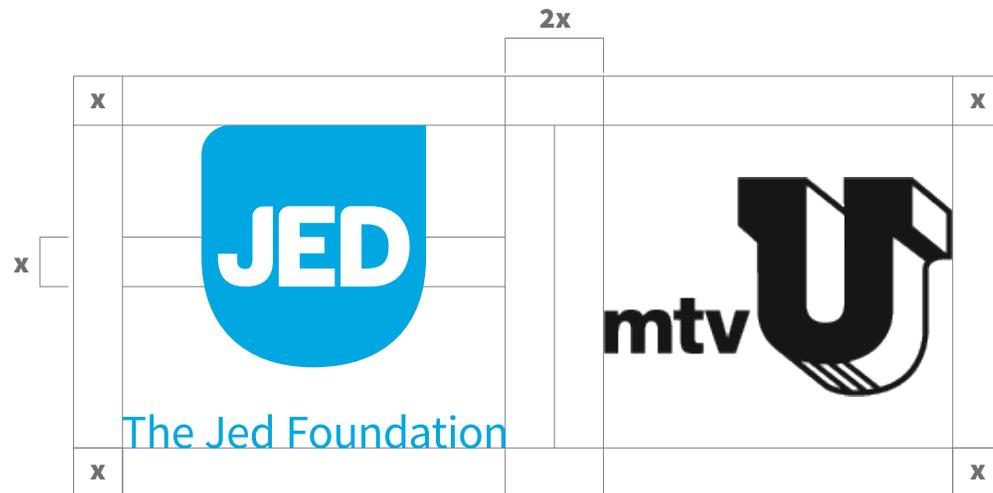
Clear Space

The recommended clear space between the JED logo and the partner’s logo is equal to “2x.”

The minimum amount of clear space around the co-branded lockup is equal to “x” on all sides.



The Jed Foundation



COLOR PALETTE

Color is a key element that visually expresses our brand story and how we're helping more teens and young adults thrive. Our color spectrum captures many different facets of the brand, each representing three crucial attributes. When balanced, these attributes contribute to an emotionally healthy student life.

Our brand color is cyan and should primarily be used to represent JED. Our system colors are red, green, yellow, navy, plum and lime and should be used to help express different parts of our brand. When using color in design, ensure it is reinforcing the intent and message of the application.

Each color can be represented in three different tint percentages—100%, 70% and 30%. Showcasing the different tints, from dark to light, in application helps convey growth, progress, transition and clarity.

It is important to be consistent and use only the colors that we've chosen as part of our brand. Pantone (PMS), CMYK, RGB and Web hexadecimal colors are provided here for reference.

Brand color

 **Cyan = Thoughtful/Accessible/Uplifting**
 PMS 2995 C / c 83 m 1 y 0 k 0 / r 0 g 169 b 224 / #00a9e0
 TINT 100% 70% 30%

 **Red = Passionate/Bold/Youthful**
 PMS 199 C / c 0 m 100 y 72 k 0 / r 213 g 0 b 50 / #D50032
 TINT 100% 70% 30%

 **Green = Vitality/Growth/Health**
 PMS 361 C / c 74 m 3 y 100 k 1 / r 66 g 173 b 71 / #42AD47
 TINT 100% 70% 30%

 **Yellow = Optimism/Clarity/Warmth**
 PMS 116 C / c 0 m 14 y 100 k 0 / r 255 g 214 b 0 / #FFD600
 TINT 100% 70% 30%

System colors

 **Navy = Trust/Dependable/Strength**
 PMS 287 C / c 100 m 75 y 2 k 18 / r 0 g 48 b 135 / #003087
 TINT 100% 70% 30%

 **Plum = Creative/Imaginative/Wise**
 PMS 2593 C / c 58 m 94 y 0 k 0 / r 132 g 50 b 155 / #84329B
 TINT 100% 70% 30%

 **Lime = Balanced/Neutral/Calm**
 PMS 382 C / c 28 m 0 y 100 k 0 / r 196 g 214 b 0 / #C4D600
 TINT 100% 70% 30%

 **Grey = Cool/Conserved/Composed**
 PMS Black 7 C / c 0 m 0 y 0 k 90 / r 64 g 64 b 65 / #404041
 TINT 100% 70% 30%

JED Annual Gala special use

 **Yellow**
 PMS Process Yellow C / c 0 m 0 y 100 k 0 / r 250 g 225 b 0 / #FAE100
 TINT 100% 70% 30%

COLOR AND LOGO VARIATIONS

JED is a dynamic organization that is always responsive to the needs of our students, schools and communities. That is why the colors of the JED logo can adapt as the context changes. Below are the only acceptable color variations for our logo. Each version has a purpose and should not be used in ways other than listed.

Primary Versions

Brand color

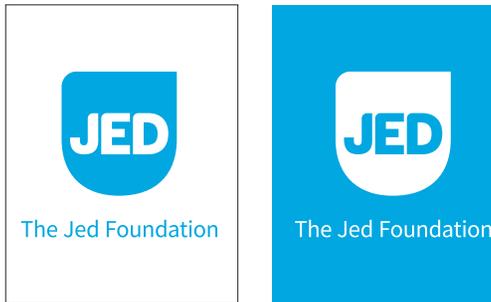
The cyan version of the logo should be used whenever possible to represent JED, particularly in more professional business-to-business applications.

Secondary Versions

System colors

For more consumer-facing applications where our system colors are prominent, the JED logo can adapt to the color of the design.

Primary Versions



Secondary Versions



COLOR AND PORTFOLIO

Our color palette plays a strategic role, helping differentiate and elevate the various brands within our portfolio. Each color helps visually express the characteristics associated with each of our branded programs and offerings.

Cyan represents our brand voice attributes—thoughtful, accessible and uplifting—and is the primary color of JED. See page 8 to read more about our voice attributes.

Navy and plum represent the more professional, education-driven brands within our portfolio like JED Campus Program and JED Academy.

Red, green, yellow and lime represent the more consumer-facing brands that serve to inspire, uplift and galvanize, such as Set to Go, Love is Louder, Half of Us and ULifeline.



Cyan = Thoughtful/Accessible/Uplifting



Red = Passionate/Bold/Youthful



Green = Vitality/Growth/Health



Yellow = Optimism/Clarity/Warmth



Navy = Trust/Dependable/Strength



Plum = Creative/Imaginative/Wise



Lime = Balanced/Neutral/Calm



Grey = Cool/Conserved/Composed



The Jed Foundation



**

LOVE IS LOUDER



SET TO GO
A JED PROGRAM



**

HALF OF US



CAMPUS



*

ACADEMY



**

ULIFELINE



*Recommended logo designs—not finalized

**Recommended symbols only

TYPOGRAPHY

Our brand font is Source Sans Pro. It is an approachable, human typeface that gives our words a distinctive look and feel even before someone reads our text.

As a Google font that is available on all computers and applications, it comes in a variety of weights, offering flexibility for a wide range of applications and audiences.

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

ExtraLight Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

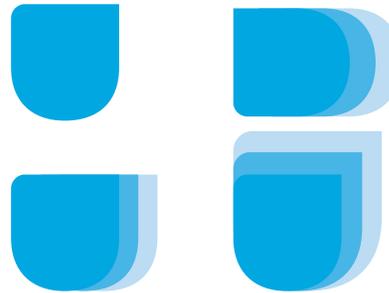
GRAPHIC STYLE

The “U” symbol in our logo is an important graphic element within our visual system. It can be used dynamically in different forms, colors and sizes across various applications and contexts. The “U” can be applied in three different ways:

1. As a graphic or super-graphic (as a singular “U” or compounded “U” to indicate growth, transition, impact) that can be an alternative to imagery
2. As a window for imagery or messaging
3. As an element within a message

The graphic elements can be designed in different colors. When using color in design, ensure it is reinforcing the intent and message of the application. Reference page 22 to learn more about our color palette.

1.



2.



3.



ICONOGRAPHY STYLE

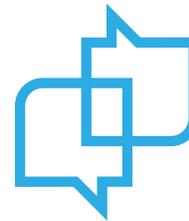
Iconography allows us to represent ideas and convey information with clarity and impact.

Our icon style is a simple line treatment, best represented by outlined symbols or graphics that incorporate the curves found in our logo. The icons can also be represented in solid colors when they are applied as a graphic element in design. Please reference pages 36 and 42 for design examples.

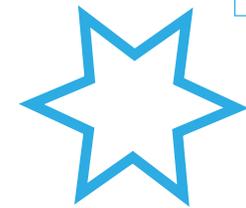
When creating icons, the recommended line weight is between 2 to 3 stroke points for a 1" x 1" or 72 x 72px sized icon.



Evaluate and Enhance



Develop and Partner



Educate and Empower



Punctuate and Highlight



Question and Answer



Express and Note

Note: Icon designs shown here are illustrative examples only.

PHOTOGRAPHY STYLE

Our photography helps express our brand and showcase the teens and young adults we serve. Imagery should be of individuals and/or groups that feel positive, hopeful and authentic.

Images that feel like a captured moment create a more genuine look and feel. Candid snapshots of people engaged in activities that are relevant and resonant to teens and young adults are ideal. Avoid using images that feel too composed or contrived. Dynamic perspectives and croppings are recommended.

Images should always be full-bleed—not silhouetted. When possible, select images that contain colors from the JED color palette to reinforce the brand story and complement design layouts. Reference page 22 for more information about our color palette.





3
**DESIGN
INSPIRATION**

INTRODUCTION

The notional applications on the following pages demonstrate our visual identity system across a spectrum of communications. Use these examples as inspiration for bringing our distinct brand story to life.

STATIONERY

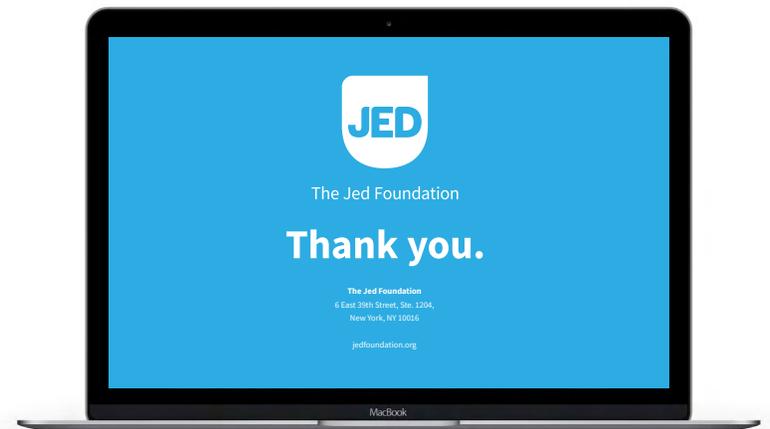
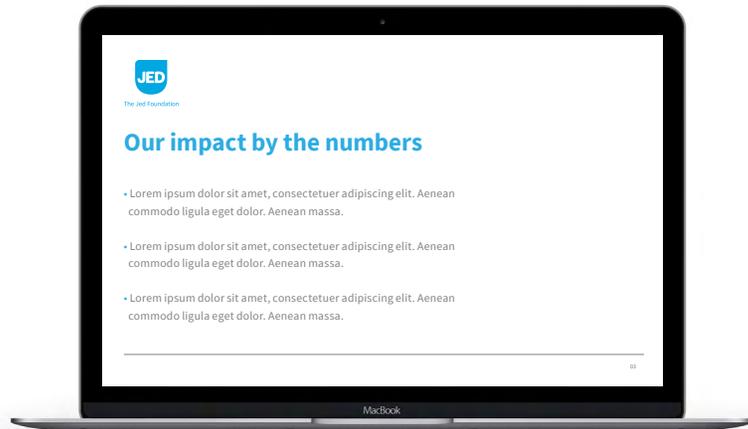
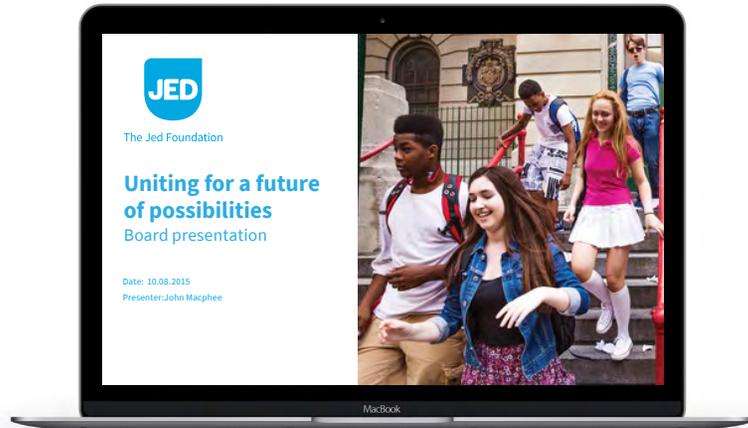


STATIONERY



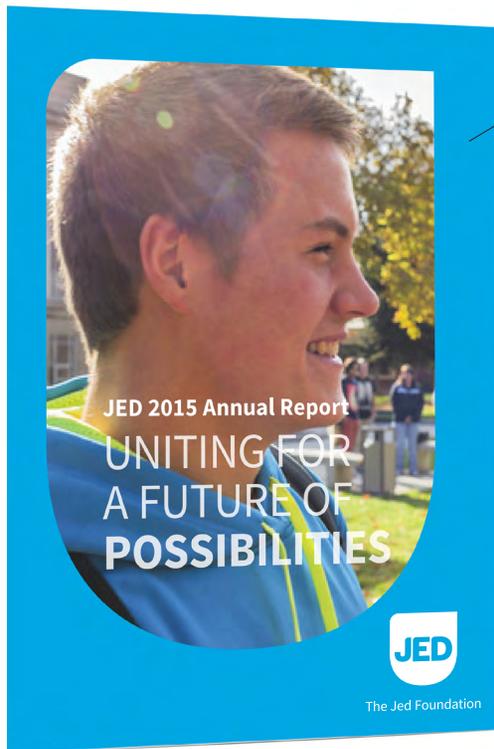
POWERPOINT

3



ANNUAL REPORT

Cover

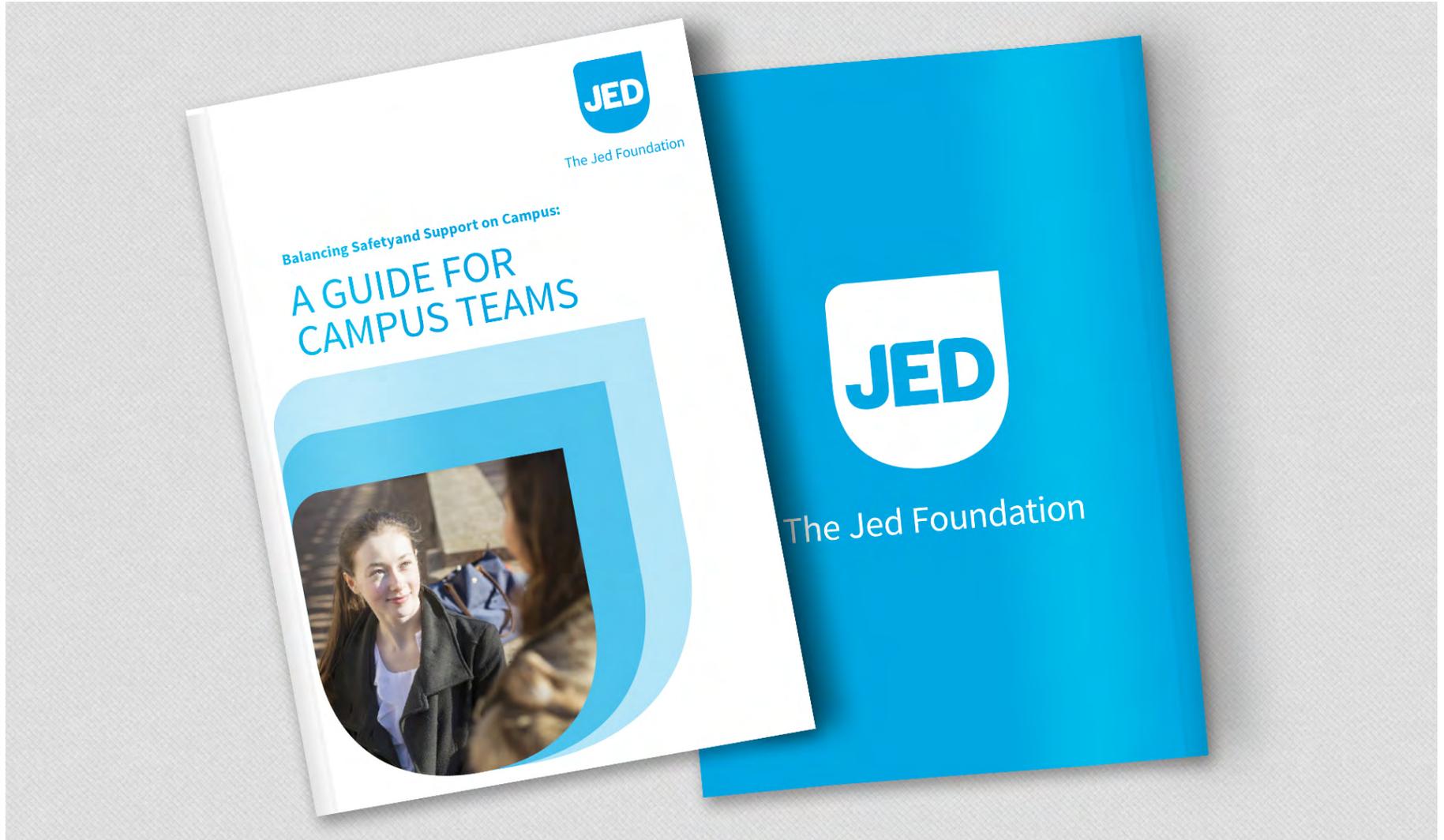


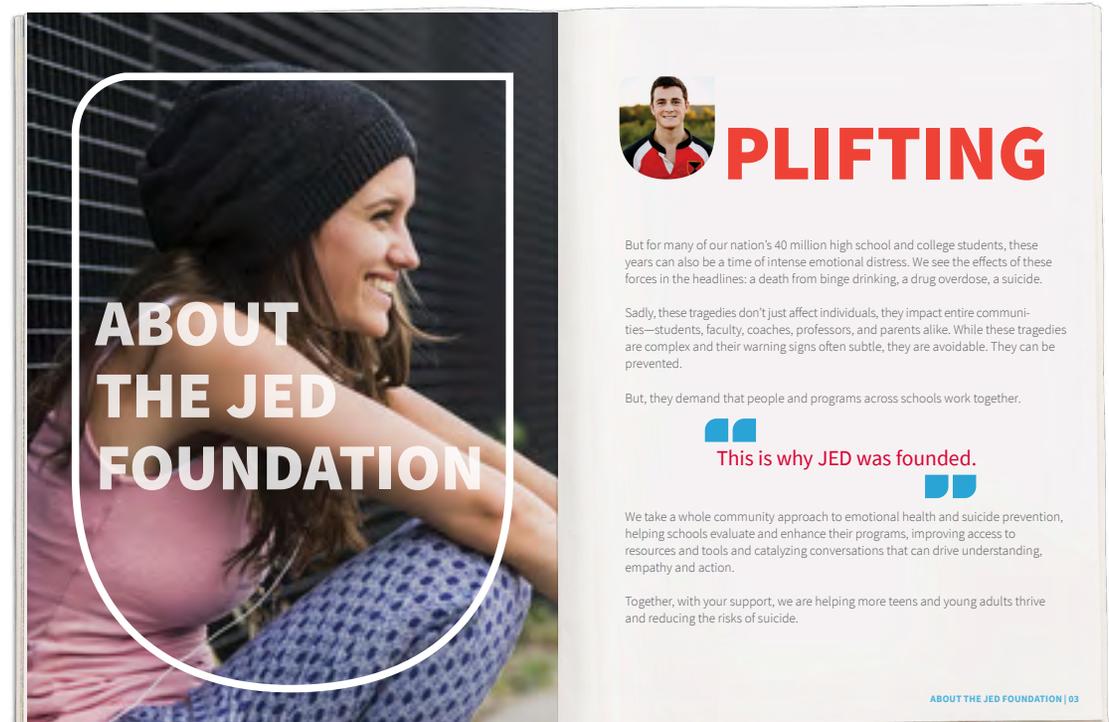
window die cut

Spread



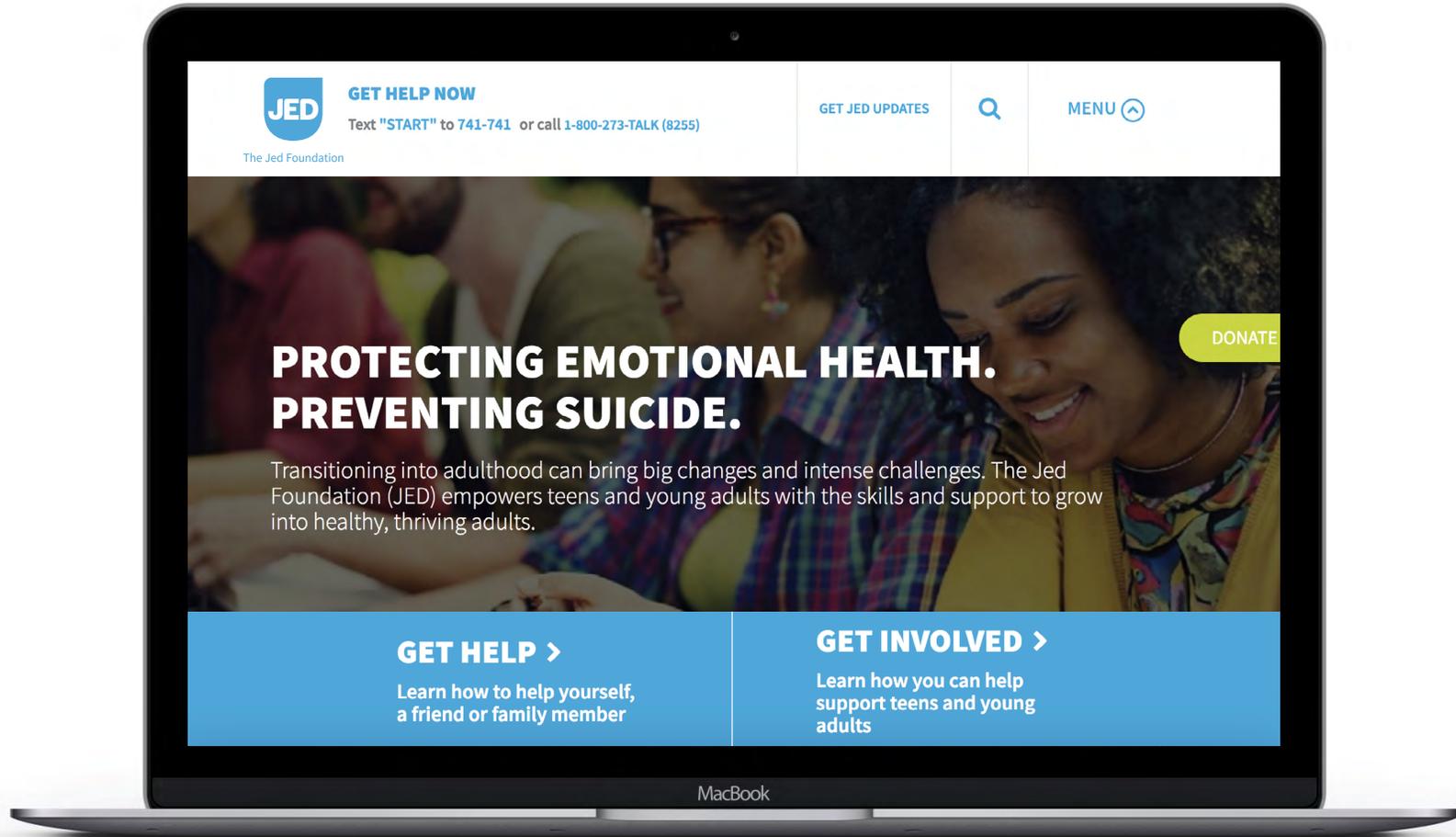
PROGRAM GUIDE

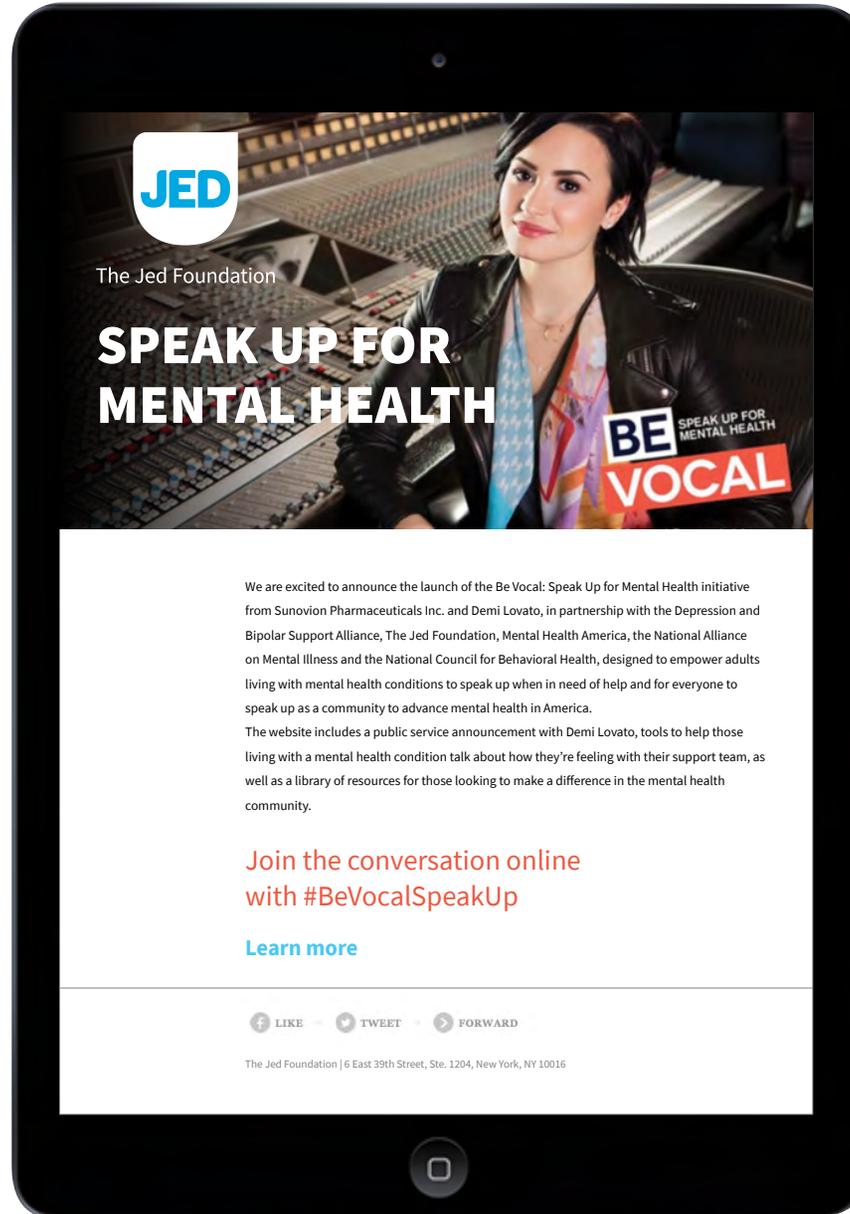




WEBSITE HOMEPAGE

3





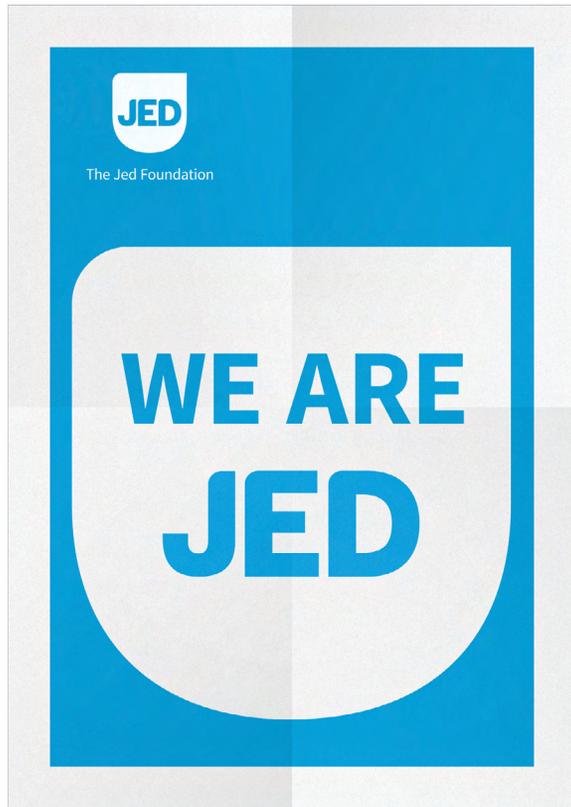
ADVERTISEMENT



CAMPUS SIGNAGE



POSTERS



PROMOTION



PROMOTION



PROMOTION





The Jed Foundation

For more information contact:

Katie Cunningham

Chief Programs and Operations Officer

212.647.7544

katie@jedfoundation.org