Inside on page 5! How Charlie Henault’s vision in 1980 became a reality
The year 2020 certainly provided challenges for all of us! In the midst of the unknown and uncharted waters, there was a lighthouse for all of us at The Dream Factory. It was the realization that The Dream Factory was 40 years old! Since 1980, we have been granting dreams to chronically and critically ill children between the ages of 3-18 and during the course of that time we have learned a lot from the children and their families. One lesson learned was persistence to overcoming obstacles and never accepting “no” or “it can’t be done” as answers — no matter the obstacle. These kids model it each and every day of their lives!! That lesson has certainly been our mantra for the past year! Initially, dreams stopped and fundraisers were cancelled. The light from the lighthouse had become surrounded in a fog. But as the months went on, the persistence and can do attitude of our dedicated volunteers took hold. They found safe and creative ways to grant dreams and raise funds. The fog was slowly beginning to clear. Nothing can keep our amazing volunteers down!

A significant chapter of our story in 2020 was the support of our incredible donors and supporters. Even through adverse conditions, they continue to support The Dream Factory. As we write this letter, we are hopeful to celebrate at our annual convention in September 2021. The prospect of opening up dreams in the near future is brighter. Dreams may look a little different, but one thing we know is that our volunteers will work overtime to make dreams happen! We know that The Dream Factory will be around to celebrate our 80th anniversary.
Dreams looked a little different this year

Jonnie was one of the first dreams fulfilled completely virtually during the COVID-19 pandemic. Starting with a Zoom family meeting and ending with an online shopping spree meant all the boxes containing a complete gaming computer set up, Virtual Reality goggles, and a set of headphone for his sister arrived right on his doorstep. So glad his mom captured the sheer joy on his face when the computer arrived and his dream came true!

Peter asked The Dream Factory for a laptop computer in the beginning of February 2020. His Doctor had suggested a computer program that would allow him to track his carb intake and report his insulin levels directly to his physician. Just over a month later, when Peter’s dream was assembled (a laptop, printer, mouse, carrying case, paper, etc.), NY State was “on hold” and Peter’s dream suddenly became the puzzle piece he needed to make learning from home successful. With a socially distanced porch drop off, we learned that dreams can still come true during a global pandemic.

In March 2020, Matthew came home to quite a surprise! He knew what he would be getting but had no idea that his whole room was also remodeled. Matthew was a big gamer and he loved being able to play on the Xbox with his brothers. He really wanted a nice gaming computer. Shortly after we found out what his dream was, he was admitted into the hospital. During this time, his bedroom was transformed into a true gamers’ room! After over a month-long hospital stay, Matthew came home to a totally different bedroom including a new gaming system. Needless to say, he was speechless!

Thanks to our amazing volunteers, just like the ones above from our Oregon Chapter, the Dream Factory’s mission never stopped. We truly have the best volunteers in the world!
Midway through our fiscal year, we were ahead of the prior year’s dream count and on pace for at least 275 dreams. But then, as we all know, COVID-19 changed all that.

Looking ahead, we are excited to start granting dreams again - for both the postponed dreams as well as new referrals. Consider making a donation to the Dream Factory, where 94.9% of donations go directly towards granting dreams!

https://donatenow.networkforgood.org/dreamfactory
How Charlie Henault's vision in 1980 became a reality

Charlie had a dream 40 years ago, and it was that dream that made countless others come true

If you want to find Charlie Henault you will need to search the rows of boats floating on a lake near Nashville, Tennessee. “Apparently it is a passion of mine,” says Henault with a chuckle. Charles, or Charlie as he prefers, shares “I do enjoy it. It simplifies things in a lot of different ways.”

Less than 100 miles from where his boat now drifts, on the other side of the Kentucky-Tennessee border, is the small town of Hopkinsville, Kentucky. That is where, under Henault’s leadership and vision, along with the aid of friends, they granted the very first dream. This dream would serve as the seed that would blossom into one of the world’s largest children’s wish granting organizations – The Dream Factory, Inc! He remained at the helm of the Dream Factory until approximately 2000.

“I do find myself missing that part of my life,” Henault said, referring to his 20-plus years nurturing and developing a strong foundation that continues to serve as the bedrock of the Dream Factory to this day. “Our goal from the very beginning was always to grant as many dreams as possible which we proudly accomplished. Looking back, our focus was always, No. 1, how many dreams can we grant, and No. 2, how many chapters can we start. Early on, we always set goals that were nearly just out of reach, that were a stretch for us and that made us think bigger and bigger.”

Henault, then working at AT&T in Hopkinsville, was watching an early-morning television show in 1980 when something caught his eye. The host of the show was interviewing a police officer from New York City who had granted a child’s wish. That small child was sick and lived in the same neighborhood as the police officer, who had the idea to raise money to send the child on a trip.
“For some reason, that really affected me,” Henault recalled, with sincerity evident in his voice. “There are some things in life that just jump starts a person, and that did it right then and there. It was just wonderful. I just thought and thought about that story, and I knew it was something I wanted to do where I lived.”

Shortly after watching the show, Henault started to talk to others in his community about granting a similar wish for a local child. Henault recruited co-workers and friends to help in this new, exciting endeavor. The next step was finding their first child and they found Tammy Keel, a young local girl who was battling neuroblastoma. Within weeks, they raised the funds and Tammy and her family were on their way to Disneyworld for an amazing trip!

The foundation laid by Henault and others in the early days continues as the standard. There are currently 34 chapters across the country, from Oregon to Maine and 18 other states in between. The Dream Factory consistently earns a four-star rating (the highest possible) from Charity Navigator, and thanks to a very small staff, nearly 95% of all donations go directly to the mission – consistent with Henault’s vision from all those years ago.

Due to the world pandemic, more than 100 dreams were postponed, and many of the successful fundraising events were cancelled. A daunting challenge for the Dream Factory. But as Henault knows, perhaps better than anyone, there is light at the end of the tunnel. His advice is to continue to set goals that appear just beyond reach, and to strive to achieve them – just as he did all those years ago.
In speaking of the volunteers, Henault, reflecting on the Dream Factory’s past and the current challenges, shared “I know it is tough right now. We find ourselves in the middle of challenging times. But, for 40 years you all have been doing amazing, incredible things. Forty years…” After a brief pause, Henault continued, “And just know that you are all marvelous in what you do for these children.” He went on to share, “We cannot let what is going on right now get in the way of doing what it is that we do best – that’s putting smiles on so many kids faces.”

Thanks to Charlie Henault for the vision and mission which continues to serve as our foundation, and thanks to the hundreds of volunteers who have been tireless in their efforts to bring smiles to the faces of children throughout the country.

Left: This has been a common scene - a dream child posing for a picture in front of Cinderella Castle at Disney. Nearly 70% of dreams are to Disney! Below: A dream child meets Bob Barker.

**DID YOU KNOW?**

The first dream, for Tammy & her family to travel to Disney, cost around $2,000 and the money was raised within 2 weeks! Tammy’s family traveled to Orlando nearly 40 years later as guests for our National Convention.

The chapter that has the highest increase of dreams from one year to the next is now rewarded with the Tammy Keel Dream Award each September.
Who Gets a Dream?

A qualified Dream applicant must:

- be between 3 and 18 years old;
- have a medically diagnosed, treated and documented critical or chronic illness signed off by a treating physician;
- reside or be treated in an area where a Dream Factory chapter is currently located;
- and NOT have received services from any other wish-granting organization.
The Dream Factory began in 1980 in Hopkinsville, KY.

The National Headquarters is now located in Louisville, KY.

HQ Contact Info:
Dream Factory, Inc.
410 W. Chestnut St.
Suite 530
Louisville, KY 40202
(502)561-3001

The first dream was for 7-year-old Tammy Keel, who went to Disneyworld.

Did you know? 70% of dreams are to Disney!

The Dream Factory is the largest all-volunteer driven children’s wish-granting organization that does not limit its mission to children who have life-threatening illness.

The oldest chapter is in Clarksville, TN.

There are currently 34 chapters.

Missouri has the most chapters at 10

Did you know? 70% of dreams are to Disney!
Dream Spotlights

Olivia: Oregon Chapter
Olivia has Cerebral Palsy. Her dream was to go to Hawaii and go to a luau and swim with dolphins. She flew to Honolulu with her mom for a dream come true!

Amiya & Alianna: Rochester Chapter
Amiya and Alianna are twin 8-year olds from Rochester, NY who were diagnosed with Type 1 diabetes before they were 2 years old. Combining their favorites together led to a family trip to Orlando. Amiya loved the idea of roller coasters, Rapunzel, Frozen, and Ariel. Alianna wanted to go to a waterpark and ride all kinds of rides. Her favorite characters are Belle, Ariel, Aurora, Cinderella, and like her sister- Rapunzel and the Frozen Princesses. Being able to enjoy a smile-filled week with their parents and siblings also gave the girls the opportunity to visit relatives in the Orlando area who they had not seen in several years.

Cassidy: Arizona Chapter
Cassidy’s dream was to go to Kona, Hawaii “The Big Island” and enjoy all the adventures the Island has to offer. The 11-year-old with Ehlers Danlos Syndrome enjoyed a traditional luau, hiking Volcanoes National Park, and a night snorkel with Manta Rays. Cassidy ate pineapple every day and many of the Island’s specialty treats.
Dream Spotlights

Mia: Arizona Chapter
Mia loves cruises and all things Disney. The 9-year-old with Type 1 Diabetes had the dream to take a Disney Cruise with her mom, grandma, and aunt. Mia and her family set sail on a Halloween Disney cruise from San Diego to Baja and enjoyed all the beautiful views and the ship’s shows. They all got pampered in the onboard spa for some fun “girl” time.

Seleemah: Rochester Chapter
Seleemah is a 13-year-old from Rochester, NY who is on daily medication to avoid the incredibly challenging and painful symptoms of her chronic condition. Seleemah loves art, fashion and travel, and the kid in her loves Mickey Mouse, Princess Jasmine and The Little Mermaid movie. Seleemah was able to bring her older sister and her cousin with her to Give Kids The World. It was a wonderful week of reward for years of fighting a chronic illness.

Claire: St. Louis Chapter
In December 2019, Claire’s Dream of meeting all of the Disney Princesses came true! She was most excited about getting to meet her favorite princess: Princess Tiana. Claire, her older sister, and parents flew to Orlando Florida during Christmas week to see her dream come to life. They arrived at Give Kids the World and their condo was even decorated for Christmas and had a Christmas tree for Santa to deliver presents under their tree. Claire and her family had a blast and it was the best Christmas for them! Claire was able to meet all of the princesses, was a princess for a day, and was able to see what the castle looks like all lit up during Christmas time.
Chapter Recognition

Each year at the Dream Factory National Convention, the people who make our work possible are recognized through an awards program.

Volunteer Service Awards

30-year:
Virginia Avery, York Maine Chapter
Ralph Coldiron, Lexington Chapter
Melanie Graves, Lexington Chapter
Darrell Ishmael, Lexington Chapter
Kathy Ishmael, Lexington Chapter

25-year:
Stephanie McKenzie, Lexington Chapter
Debbie Tudor, Lexington Chapter
Mary-Alicha Weldon, Lexington Chapter

20-year:
Traci Avery Pardoe, York Maine Chapter

15-year:
Beth Mendenhall, Lexington Chapter

10-year:
Rebecca Allen, Audrain County Chapter
Ashlee Harris, Lexington Chapter
Jackie Lemieux, Lexington Chapter
Vincent Lemieux, Lexington Chapter
Valerie Lerch, Audrain County Chapter
Brett McGarack, Kansas City Chapter
Todd Wallace, Lexington Chapter

5-year:
Heather Anschutz, Nebraska Chapter
Krystal Culbertson, Southeast Missouri Chapter
Lindsey Downey, Kansas City Chapter
Lyndsey Mullin, Nebraska Chapter
Deb Poole, Nebraska Chapter
Erin Shiley, Nebraska Chapter
Sara Sommer, Kansas City Chapter
Jamie Spangler, Kansas City Chapter

At left is the most recent picture of our volunteers, taken during our 2019 National Convention in Rochester, NY.

Volunteer of the Year

The Volunteer of the Year Award is presented each year in memory of Stephen Douglas, the founder of the Memphis Chapter who died of cancer in his late twenties. Stephen exemplified the qualities most desirable in a volunteer: he was dedicated, positive, energetic, and able to motivate others to do whatever was necessary to see that every dream requested of his chapter was granted. The same things can be said about this year’s Volunteer of the Year. Volunteers are the backbone, heart and face of our organization. It is the honor of all of us at HQ to present this award to every Dream Factory volunteer who has kept our organization going during the most difficult year in our 40-year history. Congratulations and thank you, to all of all volunteers, for the 2020 Volunteers of the Year.
Chapter Recognition

Outstanding Fundraising Event Under $10,000
For one kind and generous young lady in Rochester, NY, her 11th birthday was a little different. Through research, Teresa and her mother found The Dream Factory, who was currently working to fulfill a dream for Isabella, a 10-year-old girl who wanted to go to Orlando, FL. Teresa wanted to help and let her birthday guests know she would not like to receive any gifts herself, but would like her friends and family to bring donations for the Dream Factory of Rochester. The $230 donated in honor of Teresa’s birthday will be used to purchase a Gift Card to the American Girl Doll Store for Isabella’s trip. Congratulations to the Rochester Chapter for winning the award for Outstanding Fundraising Event Under $10,000.

Outstanding Fundraising Event Over $10,000
On New Year’s Day, the Mississippi River played host to the waterskiing Ski-Freeze fundraiser that ended up bringing in $25,000 in cash and over $20,000 more through in-kind contributions. Congratulations to the Memphis Chapter for winning the award for Outstanding Fundraising Event over $10,000.

Most Unusual Dream
The category of Most Unusual Dream is of high regard to the Dream Factory as it often exemplifies the hard work from our volunteers and also the importance of a dream. And this could not be truer with this year’s winner. A 13-year-old boy was referred to the Dream Factory in January 2020 under unique circumstances. He was an extremely smart teenager from Rwanda who spoke five different languages and was in the United States on an academic visa. He was a very engaging young man who never met a stranger. But, severe headaches led to the discovery of a brain tumor, which led to two brain surgeries. After the second surgery, his condition declined rapidly and he was told there was nothing more that could be done. This completely derailed his academic plans and left him without his family as he remained in the United States, and is what led him to the Dream Factory. When he was asked his dream, he simply stated, “that he wanted to go home.” Obviously, with his very fragile medical state and his home being more than 7,000 miles away, this was going to be a challenge. Time was also a very big concern of the doctors – his ability to tolerate such a long flight was quickly fading. On Jan. 16, just a few weeks after the Dream Factory was first contacted, this 13-year-old boy, along with a flight nurse, boarded a plane and more than 17 hours later, that plane landed in Rwanda to the waiting arms of his three sisters, mom and dad. On that day, his final dream had come true. Unfortunately, he passed away just a few weeks later, but he was surrounded by his family and those he loved most. If it were not for the Dream Factory, this 13-year-old child would have never seen his family again. Congratulations to the Lexington Chapter for winning the award for Most Unusual Dream!
Chapter Recognition

Best In-Kind Dream
COVID-19 has impacted all of us in many ways. Chapter finances have taken a hit from canceled or postponed fundraising events. This has made in-kind gifts so much more important. When the local motorcycle club heard financial difficulties could cause a dream to be postponed, they insisted on stepping in. The club obtained, delivered and assembled a backyard play set for six-year-old Israel, and even added a basketball hoop. Congratulations to the Jersey Shore Chapter for winning the award for Best In-Kind Dream.

Best Virtual Event
This year has been unusual to say the least. So unusual that we created a new category for Best Virtual Event. Transitioning in-person live events to virtual streams is no easy feat but thanks to a coordinated effort by volunteers, sponsors and a local production company, the fourth annual Rockin’ for Dreams fundraiser was a first class, wildly-successful virtual concert. Congratulations to the Greater Kansas City Chapter for winning the award for Best Virtual Event.

Outstanding Project
The Outstanding Special Project award is meant to acknowledge the chapter that does an outstanding job with any program, outing, special event or project that promotes the mission of The Dream Factory, whether it is for the children, for donors, volunteers or the general public. Sometimes dreams need to be postponed, but COVID changed things for everyone. When a child cannot travel for a dream, our volunteers bring a dream to them. Thanks to networking and wonderful planning from a dedicated team, Hudson was treated to his very own drive-by parade consisting of over 800 vehicles spanning three hours! Congratulations to The Dream Factory of Greater Kansas City for winning the award for Outstanding Special Project.

President’s Award
The Daniel Forrest Presidential Award is given to the person who had a significant impact on our National Organization. This award is named after Daniel Forrest, who served for the Dream Factory for 14 years in a variety of leadership positions, including as our national President at the time of his passing. This year’s Daniel Forrest President’s Award recipient is Charles Henault. Charles founded the Dream Factory in Hopkinsville, KY in 1980 and is the reason for so many dreams have come true. Coinciding with our 40-year anniversary, Charles fittingly is the winner of this year’s Presidential Award. (Read more about Charles on page 5.)
The Dream Factory, Inc. is governed by an all-volunteer National Executive Committee and an all-volunteer Board of Directors that consists of one representative from each chapter.

Executive Committee Officers
- Virginia Avery - President
- Tim Bach - Vice President
- William O’Bryan - Treasurer
- Laura Walitsky - Secretary

Executive Committee Members
- Vicki Damron
- Cheryl Jackson
- Gayla Lane
- Jereme Miner
- Carole Olivarri
- Bob Pennington

National HQ Staff
- Mike McKenzie, National Director/CEO
- Tommie Kendall, Director of Program Services
- Ellen Wilson, Director of Administrative Services

Cindy Klinge, Arizona
Helen Golden, Audrain County  
Staci Talley, Bowling Green  
Brett Jackson, Brooklyn  
Chuck Jackson, Central Illinois  
Shannon Silvey, Central Missouri  
Mary Kay LaLonde, Central NY  
Lori Abernathy, Clarksville  
Jo Beth Cook, Dyersburg  
Natasha Murdock, Iowa  
Luanne Wood, Jersey Shore  
Lisa McIntire, Kansas City  
Angela Uxa, Lake of the Ozarks  
Vince Lemieux, Lexington  
Stacie Brown, Louisville  
Brian Juengling, Memphis  
Lyndsie Mullin, Nebraska  
Rita Hook, Northwest Missouri  
Kasi Grzebielski, Oregon  
Rick Genoni, Pennsylvania  
Amy DeKruif, Phoenix  
Chris Chapin, Portland ME  
Joey Danzing, Rochester  
Melanie Vale, San Antonio  
Jim Aubrey, Sedalia  
Lynn Mayfield, South Central Missouri  
Toni Harmdierks, South Dakota  
Laura Glueck, Southeast Missouri  
Shelly Horch, Southeast Ohio  
Alyssa Ingle, Southwest Missouri  
Mike Gaterman, St. Louis  
Kelly Ledward, Utah  
Melanie Aitken, Western Illinois  
Tracy Avery Pardoe, York ME
Major Donors & Contributors

$100,000+
- Give Kids the World

$50,000-$99,999
- Odyssey Group Foundation
- Cynthia Shaw Estate

$10,000-$49,999
- Best of Clarksville
- Glenn's Commercial Service
- Paul Ogle Foundation, Inc.
- Sam Swope Family Foundation
- Stephens Instruments
- Terry & Diane Carter
- Veterans United Home Loans
- FOP Golf Tournament
- Diane Miller Bowling Tournament
- Red Spokin' Riide
- Buchanan Family Foundation
- June Beaver
- Caesar's Horseshoe Foundation of Floyd Co.
- Primalyn Enterprises, Inc.
- PinStripers
- Government Employee Health Association
- Jamaganza
- John Robinson
- Tim C Crummett Family Charitable Foundation

$5,000-$9,999
- Cantor Fitzgerald
- Collierville Ski Club
- Columbia Bank
- Crews Family Foundation
- Derby City Camaro
- Eagle Mold
- Elliot Curwin Golf Tournament
- Emery Sapp & Sons Inc.
- Gates Toyota
- Jared Coones Pumpkin Run
- Kentucky Coal Association
- Love Conquers Cancer
- McCullough Family Foundation
- ReeceNichols Real Estate
- Sundt Foundation
Major Donors & Contributors

Socket Telecom LLC
Toyota of Nicholasville
Walmart Foundation
Greater Cedar Rapids Community Foundation
Honorable Order of Kentucky Colonels
Kent Ford
Nicklies Foundation, Inc.
Reardon Pallet Company, Inc.
TRK Enterprises
NewTKG StorageMart Partners Portfolio LLC
UK Healthcare
Nationwide Services, LLC
LBX
Steve Red Polston Memorial Golf
Danny and Margaret Igo
Lynn Mayfield
Southern Knights of Central Kentucky Car Club
United Way of West Tennessee
KECO Coatings

Under $5,000
Fifth Third Bank
AZ Mediation Center
Gene Stanton
Headfirst Performance Services, LLC
John A Marshall Co
John Betlem Heating & Cooling
Moly-Cop USA LLC
Raymond G. Smith
Ron Lear
Ryan Schmuhl
Vision Diesel
Andy Reynolds
Allen & Stacey Kim
TKG StorageMart Partners III, LP
Gary & Nancy Dodge
IIDA 25
Brandon Clark
Dan Gasser
Greater Cedar Rapids Community Foundation
Morgan Family Foundation
Thermech Engineering Corp.
TJ Berry
Tucson Cabinets and Stoneworks
Wendy and Justin Hughes
Marsha Hinkebein
Knuckleheads, Inc.
Phil & Gail Rengel
My Home Gives
William Boscheinen, Jr.
AI Cummings
KEMI
NexGen Aviation
Parker Industrial Supply
The Allen Co.
John Hunter
Affinity Office Furniture LLC
Baird Wealth Management
Baron BMW
BHP Donation
Major Donors & Contributors

Nike
PennyMac
Peterson Family
Point Blank Distributing
Russell Capital
The Steel Technologies Foundation
VanMeeter Insurance
Adidas
Layne & Sharon DeLapp
Walters and Mason Retail, Inc.
Jim & Trish Strauch
Nick Barker & Kasi Grzebielski
Curtis & Andrea Ellyes
Lar Matson
Jennifer & Kraig O’Connor
Louisville Hungry Turkey race
Brandywine Explosives
Cliff Earp
Daniel Ogg
Davis H Elliott
Grantham University
Kentucky American Water
McWane Ductile
Merrill Lynch

Piper Jaffray
Sharon Spencer
Bob Hook Chevrolet
Eagles Ladies Auxiliary
Belefonte Ice Cream & Dairy Foods Co.
Bennett Packaging
Blake Weisenfelder
Christopher Metzler
DuBois Chemical
Lightspec LLC
Jeff & Emily Gillis
Derek & Leah Hamill
Russell & Melody Walker
Hyvee Grocery
Scott & Lisa Bailey
Nolan and Claire Farr
Mark & Jean Johnson
TKG StorageMart Partners Portfolio LLC
Bartlett Fire Pancake Breakfast
Monique Johnson

Thank you to all supporters of The Dream Factory! Your contributions of any amount of time or money are vital to our success. We could not continue to grant dreams without each and every one of you!

On behalf of staff and all of our volunteers!
# Consolidated Statement of Activities

The Dream Factory fiscal year runs from September 1st to August 31st.

<table>
<thead>
<tr>
<th>Assets</th>
<th>FY 2019-2020</th>
<th>FY 2018-2019</th>
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## Support & Revenue

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<td>Special Events</td>
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<td>Donations In-Kind</td>
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## Other Revenue

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<td>Investment Income</td>
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<td>Gain (loss) on Investments</td>
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<td>Total Support &amp; Revenue</td>
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## Expenses

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Figures above are taken from consolidated financial statements. The full audit is available on our website: [www.dreamfactoryinc.org](http://www.dreamfactoryinc.org)
# Current Chapters

The Dream Factory chapters are run by volunteers and therefore can only grant dreams in areas where chapters are located.

<table>
<thead>
<tr>
<th>State</th>
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