Welcome to Hadley’s Centennial Celebration

Thank you for being part of Hadley’s Centennial Celebration. We are excited to mark this milestone and proud to recognize the tremendous accomplishments of Hadley’s first century.

Much has changed since William Hadley taught his first “braille by mail” course in 1920. However, Hadley remains strong because we have continuously innovated and adapted to ensure we are providing the greatest assistance to the blind and visually impaired people who need our services. As a result, Hadley is the largest educator of braille and provider of distance education for people who are blind or visually impaired worldwide. In fiscal year 2019, we reached nearly 150,000 learners from all 50 states and in 65 countries.

Our mission remains constant: to create personalized learning opportunities that empower adults with vision loss or blindness to thrive—at home, at work and in their communities. Following William Hadley’s lead, we take a personalized approach so our learners get the help they need, when they need it. People who are blind or visually impaired often feel isolated; at Hadley they are part of a community where they can find assistance from experts and also have the opportunity to connect with others, like themselves, who are living with vision loss.

As always, Hadley remains fully committed to maintaining our 100-year history of providing learning free of charge. Many people with vision loss are unemployed, underemployed or living on a fixed income. Thanks to the generosity of our donors, cost is not a barrier to Hadley learners.

2020 is also a significant year because we launched Hadley into the future. To best serve the growing number of older individuals with visual impairment, we reimagined Hadley learning and recently introduced a new learning platform. This will allow us to scale our services and expand our reach to help the millions of adults across the country, and around the world, facing vision loss.

Finally, to Hadley’s incredible learners, staff, donors, trustees, and volunteers, thank you. It is because of you that we have reached this momentous milestone—and will continue to make history.

Julie Tye
President
Hadley

Scott Dickes
Chair
Board of Trustees

Sara Ridder
President &
2020 Benefit Chair
Woman's Board

curion provides world-class quantitative and qualitative product insights. Applying proven industry-leading, innovative methods to service over 65% of Global 100 companies, Curion works with its clients to determine not only what products consumers like, but why they are liked and how. As a result, Curion clients mitigate risk of marketplace failure by ensuring that only products of quality and character will be introduced to the market, providing repeatable delight to their consumers.
Friday, October 2, 2020
Program begins at 6:00 p.m. Central Time

Please log on a few minutes before the program to register for our live prize drawings.

Access the live event through our online portal at: https://donate.onecause.com/hadley100

Welcome
Hadley Past, Present & Future
Call for Support
Champagne Toast
Prize Drawings

Tonight’s Presenters:
Sara Ridder—President, Hadley Woman’s Board
Scott Dickes—Chair, Hadley Board of Trustees
Julie Tye—President, Hadley

Master of Ceremonies: Ben Strong
Hadley creates personalized learning opportunities that empower people with vision loss to thrive – at home, at work and in their communities.

CONGRATULATIONS

on 100 years of helping people thrive!

HADLEY

Hadley Capital invests to help small companies achieve their goals with a highly collaborative approach and a long-term view.

SPONSORS

Centennial Celebration Sponsors

Platinum—$10,000

Gold—$5,000

Silver—$2,500

Bronze—$1,500

SKALLA PORTRAITS INC
100 Years Ago: The Story of William Hadley

“When your life’s ambition has failed you, pick up a new thread of endeavor...make your renewal of effort count for other people...because when you think of the other fellow only and not yourself, your own problem fades into insignificance; in unselfishness lies the real thrill of being alive.” —William A. Hadley

When William Hadley lost his vision in 1915 at the age of 55, it was a difficult adjustment. A teacher with a love of books and learning, he was frustrated by the lack of educational opportunities for blind people.

Over the next years, Mr. Hadley taught himself braille and learned to accept his vision loss. However, he was without a strong sense of purpose until 1919 when he set out to use his talents and experience as an educator to teach other blind adults by correspondence courses.

By 1920, word of his idea was spreading. A farmer’s wife in Kansas wrote to him desperate to learn braille so she could read again, and “braille by mail” was born. She mailed her exercises to Mr. Hadley who corrected and returned them with notes of help and encouragement. This successful experience demonstrated how Hadley’s distance-learning model was ideal for adults with visual impairment; they could acquire needed knowledge without traveling or disrupting their lives.

With the help of co-founder, Dr. E.V.L. Brown, a renowned ophthalmologist and William Hadley’s neighbor, the school grew quickly. An advertisement for Hadley’s correspondence school led to replies from across the United States, and as far away as China, reinforcing the significant need for the services he was offering.

William Hadley soon expanded the course catalog to include more subjects, interests and past times. Using only the modest means of his teaching pension, he provided education to more than 60 students free of charge in the school’s first year. This policy of tuition-free education that Mr. Hadley established a century ago continues to underpin Hadley learning today.

As the years went on, the School’s enrollment, curriculum and staff grew. Mr. Hadley continued to develop, braille and teach many of the courses as well as braille personal letters of correction and encouragement to accompany each lesson he sent to students. Due to health issues, he had to scale back his teaching in 1936, at the age of 76.

The year before his death in 1941, Hadley reflected upon his life in an interview with the Chicago Tribune, remarking: “I had been a teacher all my life and my work was not done. I was idle several years, adjusting myself, but eventually I decided that my ability to teach had not left with my sight. Now I know that my most valuable work has been done in the last 20 years. I am not sorry that I was made blind.”

100 Years Ago:
The Story of William Hadley
A Century of Learning

For a century, Hadley has provided distance learning to help people who are blind or visually impaired read and write braille, manage everyday tasks, navigate a world only intended for sighted people, and master professional skills needed in their employment.

Since William Hadley began providing blind and visually impaired individuals with learning they could not find elsewhere, the institution that bears his name has continued to proactively identify gaps and develop learning solutions to address these needs. It would be impossible to include 100 years of Hadley learning in this small space, but here are a few highlights:

Soon after William Hadley began teaching “braille by mail,” it became clear there was a need for learning across a wide range of topics. So, the school taught classes on subjects including English grammar, bible study, math, languages, and history.

When the Depression prompted the need for more practical learning, classes such as insurance selling and poultry raising were added to the curriculum. In the 1940s, the school expanded with courses in economics, first aid, accident prevention, and bookkeeping.

In the 1960s, enrollment continued to grow exponentially, and Hadley began to focus on a critical problem for people with vision loss: finding employment. This greater emphasis on vocational training prompted new courses on blind medical transcription, secretarial occupations, computer science, music notation, and updated courses in business, sales and abacus.

In the 1970s, Hadley introduced the High School Program that was geared towards the millions of blind adults who had not had the opportunity to complete high school. This allowed visually impaired students to earn a high school diploma, either completely through Hadley or to supplement course credit from traditional schools.

While Hadley had always helped family members, it formally launched the Parent/Child Program in 1984 to focus on the special needs of parents and family members.

In 2014, Hadley launched the Low Vision Focus @ Hadley in response to the growing number of people who have low vision due to age-related conditions such as macular degeneration, glaucoma and diabetes. This initiative laid the groundwork for much of the new curriculum that has just been rolled out with Hadley’s new learning platform.
Hadley of the Future

It has been 100 years since William Hadley revolutionized learning for adults with vision loss. Now, we are doing it again.

Bringing together our experience in the field, our distance learning model, our scalable technology and our expertise in the areas of technology, braille, business and adjustment to vision loss, we have reimagined Hadley for the future.

Hadley’s new learning approach will enable us to help the growing number of adults who will be facing vision loss in the future due age-related eye diseases. According to the National Eye Institute, by 2030, this will include more than five million older adults.

Poor visual acuity is just the beginning of their challenges. Impaired sight can make everyday tasks, such as getting around, meal preparation and medication management, difficult and dangerous. The loss of independence and lack of mobility that accompany vision loss frequently lead to isolation, depression and a reduced quality of life.

As the leading provider of distance education for adults who are blind and visually impaired worldwide, Hadley is uniquely qualified to serve this growing population and provide the right training to mitigate the negative consequences of vision loss.

When someone turns to Hadley, they find the help they need. They have immediate access to our programming and experts to help navigate this difficult transition.

Instead of focusing on what they can’t do, Hadley shows them what they can do—and how to do it.

Hadley’s new learning platform makes it easier for people to access learning resources through online workshops, discussion groups and podcasts that can be completed at their own pace. Registration is fast and simple so learning can begin immediately. The website is welcoming, easy to navigate and can be customized to best suit a user’s specific vision issue.

The entire site is also screen reader compatible for those individuals without any usable vision. For those who need, or prefer, other mediums, the information can be accessed in large print, audio and braille.

When learners have questions or need assistance, help from Hadley’s knowledgeable instructors is close at hand. Hadley’s new platform and popular discussion group forums also allow learners to be part of a community where they can connect with one another to share experiences, information and interests.

While Hadley is forging ahead into the future, we remain true to William Hadley’s original vision—providing essential learning to help adults with vision loss thrive. Free of barriers. Free of boundaries. Free of charge. •
Hadley’s Volunteer Tradition

Hadley’s strong volunteer tradition starts at the very beginning—and continues today.

When William Hadley set out to teach braille by mail, his friend and neighbor, Dr. E.V.L. Brown stepped up to help. A renowned ophthalmologist and educator, Brown was pivotal in founding the school. He contributed essential management skills and galvanized business leaders from across the local area to support the endeavor. Brown remained devoted to the school for the rest of his life, serving as chair of the Board of Trustees from 1922 until his death in 1953.

Brown’s dedication to Hadley was instilled in his daughter, Nancy, and her husband Clarence (Bud) Boyd Jones. Following Dr. Brown’s death, Bud Jones stepped in as board chair and worked tirelessly for sixteen years to raise Hadley’s profile, expand its operations and put the school on firm financial footing.

Following in their footsteps, many other men and women on Hadley’s Board of Trustees have brought to bear their expertise, skills and talents on Hadley’s behalf. With their support and guidance, Hadley has overcome challenges, grown and flourished to become the largest educator of braille and provider of distance education for people who are blind or visually impaired worldwide.

It was Nancy Jones, Dr. E.V.L. Brown’s daughter, who founded the Hadley Woman’s Board. In 1953, when the school was facing severe financial challenges, she recognized a solution “would require women, who keep their shoulder to the wheel.” Wasting no time, she recruited other talented and dedicated women from Chicago’s North Shore and got to work.

Since then, the Woman’s Board has been an important financial partner to Hadley, responsible for more than $5.5 million in contributions. This is thanks to the exceptional women who have contributed their creativity, energy and time to organize and execute many fun and unique events and fundraisers on Hadley’s behalf.

In addition to these groups, many, many others have devoted their time, resources and energy to Hadley. For example, no history of Hadley would be complete without the Lions Clubs International, which has raised significant funds and awareness for Hadley around the world.
JLL is proud to support the Hadley mission.

A facility is not just about bricks and mortar; it’s about fulfilling your mission. At JLL, we work with not-for-profit institutions, universities, schools, investors and developers to manage the design and construction of additions, alterations and new developments. We expand your mission through buildings.

To learn more please visit: us.jll.com
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### 2020 WOMAN’S BOARD MEMBERS

#### ACTIVE MEMBERS

- Jeannie Ashmore
- Nancy Bedwell
- Suzette Bernstein
- Jennifer Bisceglia*
- Kate Brower
- Teresa R. Cannon
- Judith B. Castellini
- Angela W. Connor
- Ashley Eckman*
- Betty Finken*
- Sandra C. Forsythe
- Susan R. Gould
- Julie Heldring*
- Louise A. Holland
- Donna Keller
- Shari H. Kvam
- Vickie L. Lockridge
- Kelly Lundin
- Susan Marren
- Connie McClain
- Lisa McGinnis
- Anne Merriman
- Tracie Roark Michalek*
- Lynne D. Montgomery
- Roni Moore Neumann
- Lori Mulhern*
- Mary Nelson*
- Susan Pelletier
- Anne O’Brien Prager
- Lisa O’Rourke
- Suzanne M. Parks*
- Meg Phelan*
- Carol Rasmus*
- Mindy Rendell
- Sara Ridder*
- Jessica Rosien*
- Beth Sawyer*
- Stacy Smith
- Katherine B. Stevens*
- Priscilla Swenson*

#### ASSOCIATE MEMBERS

- Jennifer Wainwright*
- Kristie Warden
- Maria Welch
- Mary Womsley
- Vicky Young

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Congratulations to Hadley on the occasion of its Centennial.

We are proud to work with you to meet your insurance needs.

Frank Haywood, Vice President/Partner
630.577.4424

Here are some of the ways that your donation will make a difference to Hadley learners:

— $5,000 —
Create a video that helps people with low vision live independently by learning how to fully utilize their smartphone, tablet or computer.

— $2,500 —
Provide a braille embosser for a Hadley Learning Expert to prepare materials and correspond with learners.

— $1,000 —
Sponsor community outreach to five support groups to discuss the needs and challenges of older adults with low vision—and how Hadley can help them.

— $500 —
Supply 20 Hadley learners with the tools they need to label and identify hard-to-see objects, like groceries, medications or appliances.

— $250 —
Provide a slate, stylus and eraser to help 40 people who are visually impaired to learn to write braille.

— $100 —
Sponsor one month of media hosting for instructional videos on the Hadley website. These videos received an average of nearly 1,100 views per month last year.
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(As of September 24, 2020)

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Sarah & Larry Barden
Lori & Michael Mulhern
Suzanne T. Smart
Jennifer & Allen Weaver

GOLD ($5,000+)
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Mrs. J. William Holland
Susan & Elisha Gould

SILVER ($2,500+)
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We are proud to support Hadley. We applaud the organization's mission to create personalized learning opportunities that boost confidence, build new skills, and empower people to thrive.

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thanks for all you contribute to the community!

Siguler Guff congratulates Hadley on 100 years of empowering the blind and visually impaired. We are proud to support Hadley’s 2020 initiatives, as they continue to bolster the blind and visually impaired to thrive at home, at work and within their communities.
We proudly support Hadley

Our warmest congratulations to Hadley and all attending the Spark in the Dark celebration — here’s to the next 100 years of seeing new possibilities!

Our Mission
Hadley creates personalized learning opportunities that empower adults with vision loss or blindness to thrive—at home, at work and in their communities.