

Thrive

HADLEY INSTITUTE FOR THE BLIND AND VISUALLY IMPAIRED



Boosting Confidence,
Building New Skills:
Meet Lisa Smith

Where are they Now?
New Venture Competition Winners

2018 annual report issue

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Ways You Can Support Hadley Learners

- Make an outright charitable gift of cash, appreciated securities (stock) or a direct distribution from your IRA if you are 70 ½ years of age or older.
- Include Hadley in your will so future generations of visually impaired people can benefit from Hadley's programs and services. If you let us know about your decision, we look forward to thanking you and welcoming you to the Clarence Boyd Jones Society!

For more information, contact Brooke Voss at 847.784.2774 or Brooke@hadley.edu.

Use a QR Code to Hear Thrive's Learner Stories

Step One: Open the camera app on your iPhone or iPad

Step Two: Hold the device's camera up to the QR code

Step Three: No need to hit the shutter button, your iOS device will automatically recognize the QR code and provide you with an on-screen notification. (Make sure you have a mobile signal or you're connected to Wi-Fi.)

Step Four: Tap the notification to be taken to the destination of the QR code.





From the President and Board Chair...

We are delighted to share Hadley's 2018 Annual Report with you. We are in a period of significant change, as we retool our courses and prepare for a dramatic increase of vision loss in older adults due to age-related eye diseases. With 10,000 Baby Boomers turning 65 every day, the National Eye Institute estimates that by 2050, there will be 14.5 million older adults with low or no vision.

Hadley is responding and preparing for the increase in the number of people who will turn to us by transforming our traditional courses, webinars and videos into dynamic learning experiences that accommodate the way adults like to learn today.

For example, our braille courses will be reimagined into shorter, more engaging modules. Some

braille learners may choose to learn braille so they can continue to enjoy reading, while others may learn "everyday braille," just enough to use an elevator or public transportation. Either way, Hadley will help learners feel more confident and self-sufficient.

Last April we began renovating Hadley's 1950s building to address safety issues, replace obsolete mechanical systems, and support our ability to deliver this new content. It is slated for completion in late January. In addition to the Annual Report, this issue of Thrive will introduce you to this year's New Venture Competition winner Lisa Smith, whose confidence and skills grew through taking Hadley courses. Hadley's business courses helped her develop a business plan for her company, Forage Candle. Also included are updates on

past New Venture Competition winners and their businesses.

We extend special appreciation to our donors, whose generosity makes this and so much more possible for the people who learn from Hadley. Best wishes to you and your family for a wonderful holiday season and a healthy, happy 2019!

Sincerely,

Julie S. Tye, President

Louise A. Holland
Chair, Board of Trustees

our mission Hadley Institute for the Blind and Visually Impaired creates personalized learning opportunities that empower people to thrive—at home, at work and in their communities.



Boosting Confidence, Building New Skills

Beginning the transition from a love of teaching to the world of vision loss was intimidating for Lisa Smith, so she turned to Hadley. Today, Lisa is the owner of a thriving business, and Hadley couldn't be more proud.

This past June, Lisa Smith, owner of Forage Candle LLC (foragecandle.com), won the third annual Forsythe Center for Employment and Entrepreneurship's New Venture Competition. Her company produces high-quality luxury lotion candles made using only natural, locally-sourced ingredients.

Lisa was a high school chemistry and biology teacher who loved teaching. When she lost most of her eyesight, she left teaching and began a transition into the

world of vision loss. It was not an easy journey. Lisa says, "I did not become a blind person gracefully. I was miserable and terrible and horrible to everybody I knew."

When Lisa started taking life skills classes through Hadley, she explains, "These classes gave me the confidence to try something new and then the business started happening. Hadley gave me the confidence and skills. It didn't cost me anything other than believing in myself as much as my instructors at Hadley believed in me. Hadley

doesn't just help my business; they gave me my life back."

Forage Candle was born of a deep love for the Southern Appalachian Mountains, a moderately healthy obsession with candles, and an aversion to sitting on the couch feeling sorry for herself.

"As I started losing my vision, my school system and my principal were so supportive when I found myself needing to take extended leaves of absence. It got to the point where I knew it wasn't fair

YOU MAKE IT POSSIBLE FOR HADLEY LEARNERS TO THRIVE AT WORK

to my students anymore. So I came to the reality that I needed to find a new normal and leave the profession I loved so much.

"I had a wonderful case worker for the blind who was the first person to tell me about Hadley. That was my first 'aha' moment. There is life after losing your vision. You know when you lose your sight everyone starts treating you differently like you can't do things.

"That's why to have Hadley say 'We believe in you. We're confident in you. And we're confident in what you've put together in this business' is life changing. There are no words for it.

"My hope for the future for Forage Candle is that someday I can do for others what Hadley has done for me. I would love one day to teach other visually-impaired people how to make candles. It's not about making a candle. It's about making your own future. Sometimes it just takes someone believing in you to make you believe it. A lot of people say 'You can do anything!,' but until somebody gives you that chance, you don't know what you can rise to.

"Whether it's actually working for me making candles, or starting their own candle company, or even just gaining confidence by seeing that somebody else did it and they can do it too, I think that's one of the most important things that the company can do. Candles, yeah they're what we make, but I think it's a lot more than that."

In the three months since winning the competition, Lisa has used the award money to create a larger, more efficient space for candle production, renovated a space for a warehouse, and purchased commercial melters, a labeler and a barcode scanner/printer. The renovated warehouse space allows for bulk purchasing which saves in shipping costs each month. Lisa says, "The website is growing at a steady pace and our local community has been very supportive. We were mentioned in an article in High Country Living magazine and recently had a phone interview with the Johnson City Press. We have also been invited to appear on a local morning television talk show."

"One of the best things that happened is that I have been flooded with emails from other visually impaired people expressing their support and asking about Hadley. I think Hadley might be the best kept secret in the visually impaired world. What started as a tiny kitchen counter candle company is turning into an opportunity to connect with so many people. If even one person finds out about Hadley because of our candles, then every candle we pour is like a little miracle in a jar!" ■



Scan this QR code to watch Lisa's story.



Hadley Learning Helps Business Growth



Since winning the Forsythe Center's New Venture Competition last summer, Teresa Gregg's business, **Lumine Your Way**, is steadily gaining clients for her two lines of business—transformational life coaching and reflexology. Teresa continues to accrue reflexology student hours and has revised her business plan to focus more on life coaching until she completes her reflexology certification.

Theresa presented life coaching break-out sessions at the Iowa Educational Services for Blind and Visually Impaired and Iowa School for the Deaf Family Spring Conference. The session was on negative self-talk where the group came up with an "I am" statement to reverse the negative self-talk. Lumine Your Way will begin offering a new coaching package on Compassion-Focused Coaching to help clients explore heart-centered self-care through compassion.

This year, Teresa enrolled in several Hadley business courses, including Marketing, Customer Service, Business (Plan/Insurance/Taxes), and Networking Skills. Teresa says, "It was fun to strategize on how to implement more networking opportunities. The courses made a significant difference by helping me update my business plan with fresh ideas."

Theresa says, "Owning your own business is both challenging and thrilling. I love creating coaching content. Of course, maintaining a steady flow of income can be stressful at times, but at the end of the day it is a great feeling to know it is all mine."

Savanna Coffee to Teach Coffee's Origination

After almost a year, Olusegun Ogidan, a 2017 New Venture Competition winner, is closer to his dream of opening **Savanna Coffee** in Denver. The beginning of 2018 brought on many unexpected challenges, but Olusegun says he's ready to launch Savanna Coffee as an online coffee store. Savanna Coffee plans to open the Denver store in early 2019. Customers will be able to enjoy coffee while learning about the countries from which the coffee originated.

Olusegun has been blind since contracting measles at 18 months of age in Nigeria. He explains, "I honor my teacher, Pamela Field (right, with Olusegun and Mr. Field), who is like a mother to me



and was a great source of inspiration when she walked into my life at age 11." This year holds a great accomplishment—the incorporation of Savanna Coffee's parent company, Pamela Enterprises, LLC, named in honor of his teacher.

Olusegun says, "The Forsythe Center empowered me to reach for my dream. It is a great thing to impact peoples' lives, enabling them to utilize their talents and skills as they struggle to accomplish a chosen goal."



Scan this QR code to watch Olusegun and Teresa's (left) stories.

Workshops Engaging the Community

Since receiving the New Venture Competition award in 2016, Eileen Vasquez's business **Lovacore Thyme** brought organic food to the marketplace through the use of aquaponics. This year, Eileen began educating her community in St. Paul, Minnesota about eating organically, by holding private parties, events and workshops.

Eileen is a military veteran who was blinded from exposure to radiation while serving our nation in Iraq. She says, "My business is engaging the community and my personal experience is an interesting talking point when people learn that I'm visually impaired."



Eileen teaches rain barrel making. Attendees bring their own barrel and receive spigots and filters to complete the project.

Eileen's classes are designed to spotlight interesting topics around holidays and seasons. One of her most popular classes is for youth ages 6-10. Children learn about growing plants with fish waste by creating mini aquaponic environments to grow fish and plants together. At a Mother's Day class, she teaches attendees to create an assortment of edible flowers to give to their mother. In another class Eileen explains how to make pizza using locally grown fresh tomatoes, herbs and organic cheese.

This year Eileen was excited to add Edible Landscape Design to her business. Regardless of the size of their yards, clients who live in the suburbs or city learn how to transform their yards into landscapes with edible plants, bushes or trees.



Scan this QR code to watch Eileen's story.

Voiceover Tells the Story

Satauna Howery's background as a musician led to her voice acting business, **Satauna's Voiceovers**. Satauna used award money from the Forsythe Center's 2016 New Venture Competition to bring together a team to help her with bookkeeping, her website, updating YouTube and LinkedIn, and other tasks she didn't have time to do on her own. Satauna says, "The competition gave me a clear focus on my financial and overall goals of where I was going with my business."

You may have heard Satauna's voice as she's recorded hundreds of commercials, narrations, training videos, educational scripts, tutorials, e-learning projects, audiobooks and more. Additionally, she works with AudioEyes, a Los Angeles-based company providing audio description for broadcast television networks, streaming services and educational institutions. Most recently, she voiced the description for ABC's \$100,000 Pyramid and The Gong Show.

At the 2017 Society of Voice Arts and Sciences Awards (SOVAS), Satauna won the Outstanding Spoken Word or Storytelling: Best Performance for the video Wild Animal Sanctuary—You Felt Free (vimeo.com/channels/stage2/189779796).

Satauna says, "There's something magical about being able to say that I love what I do, and I'm the force behind what I do. I thank Hadley for helping me to grow my business."



Satauna at the SOVAS Awards.



Scan this QR code to watch Satauna's story.



Getting to Know Hadley's Volunteer Groups

In addition to the Board of Trustees and Life Trustees, Hadley has three other incredible volunteer groups. We are tremendously grateful to all Hadley volunteers for their dedication to helping people with vision loss.



Hadley's Woman's Board has been supporting the organization through its fundraising efforts since 1953. In fact, the group was founded in order to sustain Hadley during a challenging time. Each year they hold a series of events, both fundraising and "friend" raising, as well as sales of their legendary holiday cards. The Woman's Board has been critically important to Hadley, representing the organization in the community and providing more than \$5 million in support.



Hadley's Teen Board members are a dynamic group of local high school students who are dedicated not only to supporting Hadley, but to learning more about visual impairment. They meet at Hadley once a month, and typically plan two to three events throughout the year to raise funds for Hadley learners. This holiday season they are creating and selling jars of oatmeal chocolate chip cookie mix.

Established in February 2012, Hadley's Philanthropy Advisory Council (PAC) is comprised of Chicago area estate and financial planning professionals who lend their time and expertise to generate planned giving support. The PAC promotes the growth and strength of Hadley's planned giving program through providing counsel, writing articles for Foresight, our planned giving newsletter, and serving as ambassadors for Hadley's mission. **If you would like to receive the twice-a-year planned giving newsletter, please contact Brooke Voss, brooke@hadley.edu or 847.784.2774. ■**

Pictured above: Julie Tye, President, and Suzy Parks, Woman's Board President; Hadley Teen Board this November preparing for their holiday fundraiser; recent issues of Foresight.



Statements of Financial Position

Years Ended June 30, 2018 and 2017

2018

2017

| | Operating Funds | Endowment & Investment Funds | Total All Funds | Operating Funds | Endowment & Investment Funds | Total All Funds |
|---|--------------------|------------------------------|---------------------|--------------------|------------------------------|---------------------|
| Assets | | | | | | |
| Cash & Cash Equivalents | \$455,818 | \$520,659 | \$976,477 | \$302,395 | \$39,920 | \$342,315 |
| Investments | — | \$88,887,982 | \$88,887,982 | — | \$86,504,625 | \$86,504,625 |
| Interfund Accounts | \$513,979 | (\$513,979) | — | \$2,906,525 | (\$2,906,525) | — |
| Property & Equipment, Net | \$848,232 | — | \$848,232 | \$863,839 | — | \$863,839 |
| Construction in Progress | \$1,107,539 | — | \$1,107,539 | \$74,375 | — | \$74,375 |
| Total Assets | \$2,925,568 | \$88,894,662 | \$91,820,230 | \$4,147,134 | \$83,638,020 | \$87,785,154 |
| Liabilities | | | | | | |
| AP & Accrued Expenses | \$916,734 | — | \$916,734 | \$855,608 | \$26,252 | \$881,860 |
| Gift Annuities Payable | — | \$21,157 | \$21,157 | — | \$22,519 | \$22,519 |
| Total Liabilities | \$916,734 | \$21,157 | \$937,891 | \$855,608 | \$48,771 | \$904,379 |
| Net Assets | | | | | | |
| Unrestricted | | | | | | |
| Undesignated | (\$1,683,921) | — | (\$1,683,921) | \$413,888 | — | \$413,888 |
| Invested in Property & Equipment | \$1,955,771 | — | \$1,955,771 | \$938,214 | — | \$938,214 |
| | \$271,850 | — | \$271,850 | \$1,352,102 | — | \$1,352,102 |
| Board Designated | — | \$82,839,058 | \$82,839,058 | — | \$77,444,172 | \$77,444,172 |
| Total Unrestricted | \$271,850 | \$82,839,058 | \$83,110,908 | \$1,352,102 | \$77,444,172 | \$78,796,274 |
| Temporarily Restricted | | | | | | |
| | \$1,736,984 | \$711,701 | \$2,448,685 | \$1,939,424 | \$832,331 | \$2,771,755 |
| Permanently Restricted | | | | | | |
| | — | \$5,322,746 | \$5,322,746 | — | \$5,312,746 | \$5,312,746 |
| Total Net Assets | \$2,008,834 | \$88,873,505 | \$90,882,339 | \$3,291,526 | \$83,589,249 | \$86,880,775 |
| Total Liabilities & Net Assets | \$2,925,568 | \$88,894,662 | \$91,820,230 | \$4,147,134 | \$83,638,020 | \$87,785,154 |

Statements of Financial Activity

| Year Ended June 30, 2018 | Unrestricted | | Total | Temporarily Restricted | Permanently Restricted | Total All Funds |
|---|------------------|---------------------|---------------------|------------------------|------------------------|---------------------|
| | Operating | Board Designated | | | | |
| Revenue and Public Support | | | | | | |
| Contributions | \$1,354,803 | \$1,971,687 | \$3,326,490 | \$222,553 | \$10,000 | \$3,559,043 |
| Investment income (Net of Management Fees of \$68,141) | — | \$1,595,632 | \$1,595,632 | \$260,893 | — | \$1,856,525 |
| Net Realized Gains (Losses) on Sales of Investments | — | \$1,527,342 | \$1,527,342 | — | — | \$1,527,342 |
| Net Change in Unrealized Gain (Loss) on Investments | — | \$4,187,832 | \$4,187,832 | (\$166,391) | — | \$4,021,441 |
| Investment Return on Endowment and Investment Funds Designated for Operations | \$3,887,607 | (\$3,887,607) | — | — | — | — |
| Release of Net Assets from Restriction Arising from Satisfaction of Program Restrictions | \$640,125 | — | \$640,125 | (\$640,125) | — | — |
| Tuition | \$108,824 | — | \$108,824 | — | — | \$108,824 |
| Other | \$441,971 | — | \$441,971 | — | — | \$441,971 |
| | \$6,432,530 | \$5,394,886 | \$11,827,416 | (\$323,070) | \$10,000 | \$11,514,346 |
| Expenses | | | | | | |
| Education and Public Awareness | \$5,770,350 | — | \$5,770,350 | — | — | \$5,770,350 |
| Development (Fundraising) | \$661,589 | — | \$661,589 | — | — | \$661,589 |
| General and Administrative | \$1,080,843 | — | \$1,080,843 | — | — | \$1,080,843 |
| | \$7,512,782 | — | \$7,512,782 | — | — | \$7,512,782 |
| Changes in Net Assets | (\$1,080,252) | \$5,394,886 | \$4,314,634 | (\$323,070) | \$10,000 | \$4,001,564 |
| Net Assets | | | | | | |
| Beginning of year | \$1,352,102 | \$77,444,172 | \$78,796,274 | \$2,771,755 | \$5,312,746 | \$86,880,775 |
| End of Year | \$271,850 | \$82,839,058 | \$83,110,908 | \$2,448,685 | \$5,322,746 | \$90,882,339 |

| Year Ended June 30, 2017 | Unrestricted | | Total | Temporarily Restricted | Permanently Restricted | Total All Funds |
|---|--------------------|---------------------|---------------------|------------------------|------------------------|---------------------|
| | Operating | Board Designated | | | | |
| Revenue and Public Support | | | | | | |
| Contributions | \$863,766 | \$528,636 | \$1,392,402 | \$709,975 | \$10,000 | \$2,112,377 |
| Investment income (Net of Management Fees of \$40,164) | — | \$1,583,533 | \$1,583,533 | \$261,207 | — | \$1,844,740 |
| Net Realized Gains (Losses) on Sales of Investments | — | \$1,352,062 | \$1,352,062 | (\$136,112) | — | \$1,215,950 |
| Net Change in Unrealized Gain (Loss) on Investments | — | \$6,793,598 | \$6,793,598 | \$443,077 | — | \$7,236,675 |
| Investment Return on Endowment and Investment Funds Designated for Operations | \$3,841,351 | (\$3,841,351) | — | — | — | — |
| Release of Net Assets from Restriction Arising from Satisfaction of Program Restrictions | \$948,411 | — | \$948,411 | (\$948,411) | — | — |
| Tuition | \$90,004 | — | \$90,004 | — | — | \$90,004 |
| Other | \$284,769 | — | \$284,769 | — | — | \$284,769 |
| | \$6,028,301 | \$6,416,478 | \$12,444,779 | \$329,736 | \$10,000 | \$12,784,515 |
| Expenses | | | | | | |
| Education and Public Awareness | \$6,075,413 | — | \$6,075,413 | — | — | \$6,075,413 |
| Development (Fundraising) | \$568,529 | — | \$568,529 | — | — | \$568,529 |
| General and Administrative | \$995,169 | — | \$995,169 | — | — | \$995,169 |
| | \$7,639,111 | — | \$7,639,111 | — | — | \$7,639,111 |
| Changes in Net Assets | (\$1,610,810) | \$6,416,478 | \$4,805,668 | \$329,736 | \$10,000 | \$5,145,404 |
| Net Assets | | | | | | |
| Beginning of year | \$2,962,912 | \$71,027,694 | \$73,990,606 | \$2,442,019 | \$5,302,746 | \$81,735,371 |
| End of Year | \$1,352,102 | \$77,444,172 | \$78,796,274 | \$2,771,755 | \$5,312,746 | \$86,880,775 |

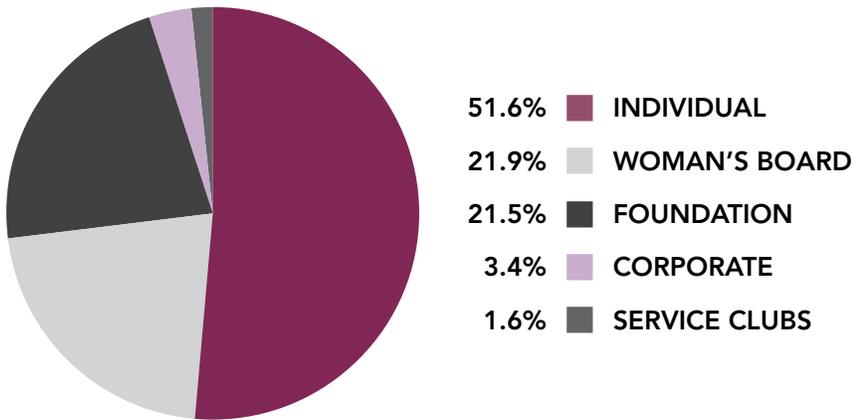


100% of donations directly support education and services.

Operating expenses decreased 1.7% over the prior year.

As a result of generous donors and prudent financial investments, Hadley's endowment covers all administrative and fundraising expenses.

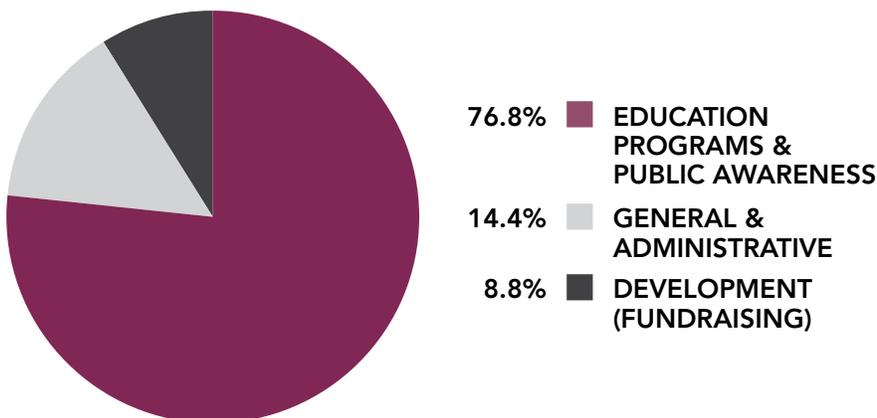
Sources of Contributions to Operating Funds



\$1,577,359
Contributions in FY2018

\$1,981,687
Bequests in FY2018

Utilization of Operating Funds



\$5,364,018
Woman's Board cumulative giving since 1953

\$832
Average cost to teach one learner

2018 at a Glance...

Gifts of **\$1,577,359** empowered **144,798** learners to THRIVE—at home, at work in the community

”

Hadley's parenting courses gave me the confidence I needed to raise my sons."

—Cliff Hembree,
Hadley learner



Academic & Leisure courses empowered
9,027 learners

Instructional Videos empowered
62,484 learners



Seminars empowered
3,305 learners



2,509 *braille learners*
126 *Spring into Braille* readers
with 230,149 total pages read.



299
seminars on our website



197 *active courses*



68,982
views on YouTube

*“Hadley’s self-esteem course forced me to look deep inside myself.
Since then, I have come to love and accept the challenges in my life.”*

—Teresa Mealer, Hadley learner

Hadley learners were from **50** states
and **65** other countries around the world.



hadley renovation



The Hadley renovation is about 12 weeks away from completion! We can walk through the building without getting too much mud on our shoes, now that the roofs and walls are sealed.

The photo to the left was taken on the 2nd floor, looking north. You are looking at a portion of the Technology Department addition which is directly over our conference room. The platform at the front of the photo shows the floor of the glass-walled conference room. You see beyond our beautiful "curtain-wall" which is the floor-to-ceiling glass wall on the north end of the addition.

Beyond the curtain wall and the Mary Lou Hayford Sensory Garden, is our new Marketing Department, the addition built

over the Everitt Room. The fall colors of our neighbors' trees add to the beauty.

So much is happening: HVAC contractors running ductwork, electricians laying conduit, masons finalizing the brick veneer. The masons have done a beautiful job matching old brick to new. Office framing in all new areas is being installed. And, our elevator is in!

We have already begun to plan for a series of Open Houses to welcome our friends and the community to our new home. ■

woman's board

The Hadley Woman's Board is the organization's single largest donor, raising more than \$5 million since its founding in 1953. The group generates funding and awareness through its Braille Holiday Card Sale, annual Benefit and various fundraising events throughout the year.

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* deceased



board of trustees

Hadley Trustees provide the governance and leadership that has kept Hadley in the forefront of learning for the blind and visually impaired. They help provide the financial support and oversight that allows Hadley to continue to grow and remain fiscally strong.

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|---|---|---|---|

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|--|--|--|---|

philanthropy advisory council

Hadley's Philanthropy Advisory Council promotes the growth and strength of Hadley's planned philanthropy program through counsel, written articles and serving as ambassadors for our mission.

| | | | |
|--|--|--|--|
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It's Never Too Late to Learn...

Jody Ianuzzi has been legally blind her entire life. Now at age 65, she recalls having graduated high school with a second grade reading speed which kept her from completing college. She learned braille in order to label items in her home, saying, "I tried to continue to learn braille on my own and realized how foolish it was, so last year I enrolled in a braille course at Hadley. I finally finished and now I am a braille reader! I feel free and empowered and can write and read like never before! I feel I have made up for 50 years of lost time. I did it!"

Jody says, "It's never too late to learn. Hadley helped me feel free and empowered! I want to express my heartfelt gratitude to Hadley for this free service. Donor support is priceless to Hadley learners!"

Charitable gifts make it possible for people like Jody to learn braille and so much more. Please consider a gift today to help realize the hopes and dreams of visually impaired people. Visit hadley.edu/donate today.

GENEROUS DONORS LIKE *YOU* MAKE IT POSSIBLE FOR HADLEY LEARNERS TO THRIVE AT HOME, AT WORK AND IN THEIR COMMUNITIES.



Scan this QR code to watch Jody's story.