

Thrive

Special Issue:
2020 Annual Report

Introducing
Hadley H.E.R.O.E.S.

Learning to Live
Without Sight





Preparing for the Future 4

5 New Workshops Help Learners Adjust to Vision Loss

Hadley Introduces Alexa Series 6



Meet Hadley's New Trustees 7

Decades Later, Hadley Remains Relevant 8

Learning to Live Without Sight 9

10 2020 Annual Report

16 Meet Hadley's First H.E.R.O.E.S. Award Winner



ON THE COVER: Hadley learner Sarah Edwards with her grandson

Introducing Hadley H.E.R.O.E.S.

Hadley's Learner Awards program has been reimagined for the updated learning approach. Renamed Hadley H.E.R.O.E.S., these awards will honor achievement by learners and recognize those who help advance Hadley's mission across six categories:

Helping Hadley Be Our Best—Recognize learners who help improve the Hadley user experience.

Engaging with Peers to Help Them Thrive—Acknowledge discussion group participants who significantly contribute to the Hadley community.

Rating Workshops—Appreciate learners who take the time to provide valuable feedback.

Outstanding Workshop Participation—Distinguish learners for exceptional workshop participation.

Evangelists for Brand and Community—Thank learners who share their personal stories or promote Hadley across their own low vision groups.

Suggesting New Learning Objects—Reward learners who suggest fresh ideas for content development.

[Read about the first recipient of Hadley's H.E.R.O.E.S. award on the back cover.](#)





A letter from Julie Tye and Scott Dickes...

Together, they have taken more than 58,000 workshops. Their feedback has been overwhelmingly positive, with 97% “helpful” ratings. Meanwhile, Hadley’s podcasts and discussion groups continue to flourish, connecting experts and learners across Hadley’s broad community.

This is exactly the right moment to be able to help many more people. We are prepared for the oncoming tsunami of people experiencing vision loss, a result of the aging baby boomer generation. Innovative technology has made it possible to create this accessible and scalable solution so Hadley can help anyone, anytime, anyplace—and at very little incremental cost.

The timing was also fortunate. While no one could have predicted the events of the last 16 months, we were ready for COVID-19. The pandemic left many visually impaired adults more isolated than usual. It also forced other resources—such as senior centers and vision rehab agencies—to close. Through Hadley.edu, people facing vision loss continued to improve their lives and access help and

support from experts and one another.

The metrics we cite are exciting and serve as useful indicators of how we are doing. However, the most important way to measure impact is the difference Hadley makes in the lives of our learners. Recently, we heard from one who had a fire in his home. He told us that he is grateful he took Hadley’s safety workshop and credits what he learned for helping him, his wife and young granddaughter get out safely. The fire inspector also confirmed they did everything right to be protected and to minimize the damage done to their home.

Positive outcomes like this are made possible by your generosity. Thanks to your gifts, Hadley’s programs are free of charge to anyone who needs help living with vision loss. Because of you, they have a place to turn for information and support.

Thank You,

Julie S. Tye
President

Scott B. Dickes
Chair, Board
of Trustees

It has been a year since Hadley launched its new learning platform. When developing this, we knew we were on to something important. However, the results have exceeded expectations.

First, you, Hadley donors, were so generous in your support. Your contributions made it possible to research, build, pilot and launch this scalable, state-of-the-art educational platform. Then, our existing learners quickly adapted to this reimagined approach. At the updated Hadley.edu they readily found learner-friendly workshops with needed and relevant information. Now, new individuals continue to enroll every day. To date, more than 11,000 people have signed up as Hadley learners on the new website.

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.

Preparing for the Future



Jon Gorman and his wife, Colleen, on a tour of Lithuania

Jon Gorman lives between two worlds—the sighted and non-sighted. In 2013, at the age of 33, he was diagnosed with retinitis pigmentosa, a genetic eye condition characterized by a breakdown and loss of cells in the retina. While it is progressing more slowly than doctors first anticipated, he is preparing for life without vision. “My wife is wonderful,” he explains, “but I don’t want her to have to be a caregiver. I want to be as independent as possible.”

Jon works as a library information technology software programmer and server administrator at the University of Illinois, where he also earned his master’s degree in library and information

science. Because his role requires reading a lot of text, Jon knows braille is important to his future. This is what prompted him to begin learning through Hadley in



Jon feeds the giraffes at the Brookfield Zoo

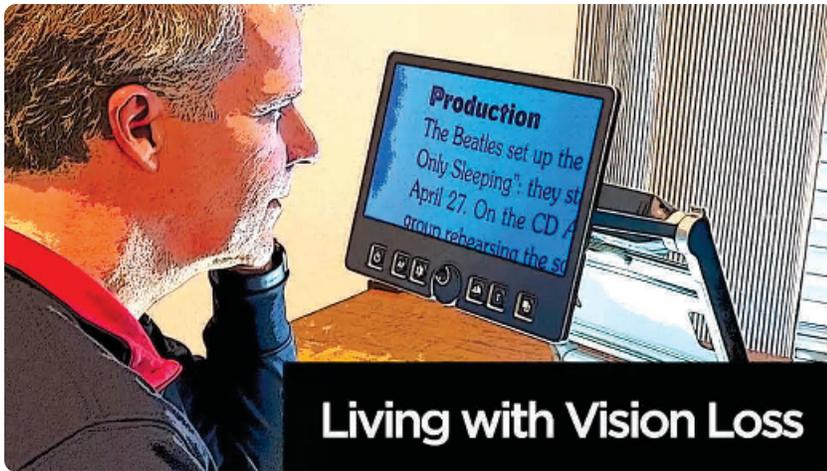
2016. “At first, it was hard to go back to reading slowly,” he admits, “but Hadley’s braille classes are excellent and provide great support.”

In addition to braille, Jon has found helpful information on Hadley’s website, such as news about low vision technologies and medical developments in the Hadley Presents podcast. “Hadley is a great resource on many aspects of vision loss. It gives people hope and a chance to interact,” he declares. Once time allows due to his busy work schedule, he plans to explore more Hadley workshops so he can continue the things he enjoys when his vision dims.

Jon feels lucky to have a career he loves and a regular paycheck, but he knows that many with visual impairment are not so fortunate. He also recognizes the stress that it brings and hopes to help alleviate this for others by supporting Hadley with a monthly donation. “Because Hadley is free, people don’t need to worry about payment or apply for scholarships. It is one less thing they have to deal with when they are facing vision loss.” ■

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

New Workshop Series Helps Learners Adjust to Vision Loss



Visual impairment is not just a physical hurdle, it is also a psychological one. People are likely to feel many emotions when facing vision loss including shock, fear, anger, helplessness, and anxiety. In the words of one Hadley learner, “most people want to just curl up in a ball and die when they realize what is happening.”

To guide people through the emotional aspects of this difficult transition, Hadley recently launched a workshop series titled Adjusting to Vision Loss. There is no simple or one-size-fits-all approach because everyone will have their own unique pathway and pace for this journey, but this workshop addresses common feelings and shared experiences that people are likely to face as vision fades.

“It is a loss, and when anyone experiences a loss, you need time to feel sad, mad, and grieve,” explains Douglas Walker, Hadley’s director of

research and development. As visual impairment progresses it can be felt as multiple losses. “Losing your vision cuts at you a little bit at a time. It cuts away at your emotional stability,” one learner explains.

Doug, who helped develop the workshop and is visually impaired himself, knows firsthand that accepting the reality of vision loss can be difficult. However, he emphasizes it is essential to do so to “move forward and avoid a negative loop of feelings that can become unhealthy.” With that goal in mind, the workshop helps learners understand that with patience and practice they can take back control of their life.

It is also common for someone with visual impairment to feel alone in their struggle. The series shares ways that Hadley can help them connect with others and find support. It also encourages people facing vision loss to include family and friends in this journey and

provides frameworks for having difficult conversations and asking for help.

Through this series, partners and caregivers gain a better understanding of what their loved one is experiencing. Within the series, a special module titled “Partner to Build Skills and Boost Confidence,” speaks directly to those who play a supporting role and provides strategies for knowing when to step in to help and when to step back to encourage independence.

Based on Hadley’s past Adjusting to Vision Loss course, this workshop will have greater reach and impact on Hadley’s learning platform where it is easily accessible to everyone.

The series was just recently launched but is already connecting with learners who value its warm, compassionate, honest and hopeful messages. Those who have gone through this journey understand its importance. “I could relate so much. I went through all of that!” states one Hadley learner. “If I had something like this at the beginning, it would have made things much easier.” ■



View Hadley’s Adjusting to Vision Loss workshop

series at hadley.edu/workshops/adjusting-to-vision-loss-series or scan this code.

Hadley Introduces Technology Workshop Series: Alexa



Technology can significantly improve life for people with visual impairments. However, as Hadley Learning Expert Ricky Enger acknowledges, “There is so much going on with technology, and it can be challenging to learn things.” This is where Hadley comes in. Hadley’s workshops guide learners step-by-step through tools and programs that can make things better and easier. Recently, a new workshop on digital assistants was added to Hadley’s collection of technology resources.

A digital assistant, such as Siri or Alexa, can help someone with vision loss in many ways.



To learn about digital assistants, check out

Hadley’s Alexa Series at hadley.edu/workshops/alex-series or scan this code.

By just speaking a question or command, a person can listen to the news, get the weather forecast, look up things on the internet, find recipes, make lists, play music or podcasts, call friends or family, and even order groceries. When connected with smart home devices, digital assistants allow for voice control of the home environment, like lights and the thermostat, which can be very handy for someone with limited sight.

Digital assistants are not only useful they are also approachable. As Ricky explains, “digital assistants are even great for people who don’t love or feel comfortable with technology. They are intuitive and you interact with them in a natural way, just like you are talking to another person. There is also a low barrier to entry because there are many affordable models.”

The workshop was developed around the Amazon Alexa because it is the most widely used digital assistant on the market. However, the learning can be applied across other platforms including Google and Apple products. It includes six modules: Setting Up, Talking to Your Assistant, In the Kitchen, Listen Reminders, Music and Podcasts, and Introduction to Skills. Once a learner completes this series, they will have a solid foundation and can apply their knowledge and skills to their specific interests and needs. ■

Here’s what Hadley learners are saying about the new Alexa workshop series:

- “Full of useful information.”
- “Alexa can do so many things I was unaware of.”
- “A great time saver for simple tasks in the kitchen.”

BECAUSE YOU CARE,
HADLEY LEARNERS THRIVE
IN THE COMMUNITY



Meet Hadley's New Trustees

Hadley is grateful to its Board of Trustees for the support, expertise and insight they bring to the organization. We invite you to meet some of the individuals who are making an impact.



ANDREW CITTADINE

Andrew Cittadine is Chief Operating Officer of Monopar Therapeutics, a clinical-stage biopharmaceutical company developing drugs to extend life or improve the quality of life for cancer patients. He has a proven track record identifying, founding and building successful healthcare technology businesses and also applies these talents to his volunteer work. He is co-founder of MATTER, a non-profit healthcare innovation center and startup incubator, and a member of ChicagoN-EXT, a council of executives focused on driving inclusive growth and opportunity for Chicago's technology economy and innovation ecosystem.

Andrew is a graduate of Stanford University. He earned his MBA from Northwestern University Kellogg School of Management, where he also serves as an adjunct professor. Andrew, his wife and two sons, live in Winnetka, IL, where Hadley is headquartered.



MICHAEL GOLD

Michael Gold's relationship with Hadley began in 2017, when he set out to learn braille to encourage his daughter, Marissa, who lost her sight at the age of 33 due to an illness. As a result of his dedication to his studies, Michael was named Hadley's 2019 Family Learner of the Year.

Through his experiences Michael gained a "great appreciation for the accomplishments of people with visual disabilities," as well as an understanding of the role that Hadley plays. "If it weren't for organizations like this, people would not have independence. That's key for people with disabilities."

Michael is an attorney with Gold and Gold, specializing in Medicaid crisis planning and trust and will planning. He earned his J.D. from Albany Law School and lives in Niagara Falls, NY.



ALYSSA HAYES

Alyssa Hayes is an accomplished data and insights professional with a demonstrated history of leading data efforts and providing insights that are used to drive decisions throughout organizations. She is senior vice president of data and consumer insights for Curion, a Chicago-based company that is a leader in sensory evaluation and consumer product research. Alyssa applies innovative approaches and techniques using data for both clients and for operational excellence purposes. She graduated from Kalamazoo College in Michigan and earned her MBA from the Kellogg School of Management.

Alyssa has a passion for data-driven decision-making, collaboration, building cross-functional relationships, and establishing strong teams. She is looking forward to applying this passion to further support Hadley's mission.



Decades Later, Hadley Remains Relevant



Sarah Edwards

"I am very thankful for Hadley. It has really made me into who I am now." —Sarah Edwards

At the age of 23, Sarah Edwards was involved in an accident. The shock it caused her body took her sight.

Two years later, Sarah moved with her family from Korea to the United States. She felt pressure to succeed and prove herself but lacked hope, encouragement and resources. Language was also a barrier and, before she could get services for blindness, she was told she needed to be "teachable and trainable." In

1979, a tutor told Sarah about Hadley. Once she enrolled, she immediately felt "comfortable, supported and very welcome."

"Hadley worked for me," Sarah states, "It allowed me to continue my education." After taking many Hadley courses across a range of subjects, Sarah earned her computer science degree from a two-year college. Following graduation, she went to work for the Social Security Administration as a computer coder.

After 30 years on the job, Sarah is ready to retire. She and her husband are looking forward to moving from Maryland to North Carolina, where they will be close to their son and

seven-year-old grandson. It has now been more than 40 years since Sarah first found Hadley. She continues to be active as a learner, advocate and donor.

She recently completed Hadley's iPhone workshop series, which has made a huge difference in her life. Sarah explains, "To call friends in Korea, I used to have to go buy a phone card, remember the number and then place the call. Now, I can easily message or call on my iPhone and talk for free. I just say, 'Hey Siri.' I love it!" Sarah is also excited to take additional Hadley technology-focused workshops including Windows and Seeing AI.

Participating in Hadley discussion groups is not always possible after a full day's work, but she visits the Hadley website to catch up on past sessions. Because English is her second language, Sarah finds it helpful to be able to read and replay the material. "It makes it easier to revisit the concepts if I need to." The groups are also valuable because, "it is reassuring to hear from others who are going through the same things."

Sarah is very active in the Korean American blind community and encourages others she meets to learn from Hadley. "It is a great program. You can take workshops from Hadley to find out everything you can do as a blind person." ■

THANK YOU
FOR HELPING HADLEY
LEARNERS THRIVE.

Learning to Live without Sight



Larry Carlson

Larry Carlson began wearing glasses at age four. When he went for cataract surgery in 2015, at the age of 55, the doctor diagnosed his underlying vision issues. Torn and detached retinas had left him with three percent of the vision in his right eye and limited sight in his left.

Larry spent his career as a journeyman electrician and light signal technician. He continued to work despite his declining vision. Then, when his vision problems became serious enough that he had difficulty doing his job safely, he was referred to the Nevada Department of Employment, Training and Rehabilitation (DETR). Once prone to falling because he cannot see obstacles on the sidewalk,

“There’s a lot to learn when losing your sight. Hadley has filled in a ton of the gaps for me so I can get better at things and don’t have to struggle.” —Larry Carlson

DETR taught him how to use the white cane. He now moves around safely and walks more than 15 miles each week.

DETR also provided him additional training but he admits, “I am sure I learned many useful things, but I was still shell shocked about the fact I was losing my sight and don’t remember.” In 2015, after a 27-year career, Larry’s vision problems forced him to retire early. Today, he considers learning to live with vision loss his primary job.

His sister, who teaches disabled children, had taken braille with Hadley. She suggested it to Larry and, in 2020, he began learning braille himself. Since escaping to the Wild West through the books of Louis L’Amour in his youth, Larry has been hooked on reading. Audio books have not filled this void and he is excited that braille will allow him to, once again, read on his own.

Through Hadley, Larry has taken more than 25 workshops on subjects including home repair, guided walking, home organization, magnifiers, and bird songs. He shares that it is often the simple, common sense things that are the most helpful, because “I am looking to learn how to go blind gracefully and without hurting myself.” So, learning how to

get in the car without hitting his head on the door, knowing to always keep a pocket flashlight with him, and discovering how to label appliances with bump dots so he can do things around the house have been invaluable.

“Losing my sight is an adjustment and I hate asking for help. I was the guy who helped other people,” he confides. However, through Hadley he has learned how to ask for and accept assistance when he needs it. Nina, his wife of 40 years, has been beside him on this journey and participates in many of the workshops as well. This has given her an understanding of what he is going through and she is better prepared to support him.

“I have lost my sight, but I haven’t lost who I am,” he states. This includes his affinity and talent for fixing things. “After doing things one way for 60 years, I have had to relearn how to do them without vision. Patience is the biggest thing I’ve had to learn.”

Larry donates to Hadley, encourages friends to contribute through AmazonSmile, and tells others about Hadley’s services. He is grateful: “Hadley has given me a lot of hope. It opened a world I didn’t know I needed—without ever charging me a penny! You don’t know how much this means to people losing their sight. I can’t say ‘thank you’ enough.” ■

Statement of Financial Position

Years Ended June 30, 2020 and 2019

	2020	2019
ASSETS		
Cash and cash equivalents	\$1,201,474	\$1,103,877
Investments	\$85,414,960	\$89,444,051
Receivables:		
Contributions	\$582,500	-
Tuition	\$5,250	\$9,950
Prepaid expenses	\$43,044	-
Property and equipment, net	\$9,039,466	\$920,842
Construction in progress	-	\$8,508,058
Website development in progress	\$901,469	-
	<u>\$97,188,163</u>	<u>\$99,986,778</u>
LIABILITIES AND NET ASSETS		
LIABILITIES		
Line of credit	-	\$5,874,001
Notes payable	\$7,428,886	-
Construction payable	-	\$1,399,553
Accounts payable and accrued expenses	\$563,075	\$642,939
Gift annuities payable	\$15,344	\$19,109
	<u>\$8,007,305</u>	<u>\$7,935,602</u>
NET ASSETS		
Without donor restrictions	\$81,999,159	\$85,281,421
With donor restrictions	\$7,181,699	\$6,769,755
	<u>\$89,180,858</u>	<u>\$92,051,176</u>
	<u>\$97,188,163</u>	<u>\$99,986,778</u>

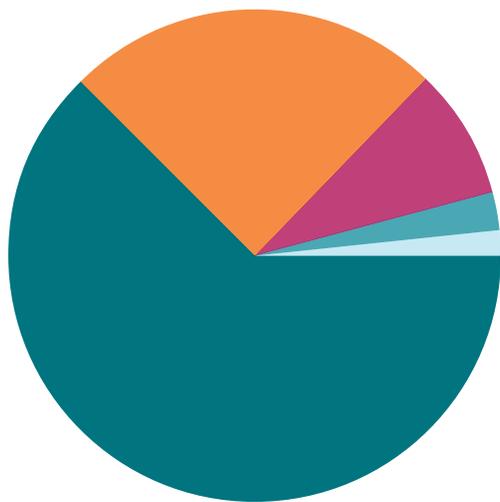
Statement of Financial Activity

Year Ended June 30, 2020	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and Public Support			
Contributions	\$5,533,123	\$986,543	\$6,519,666
Release of net assets from restriction arising from satisfaction of program restrictions	562,235	(562,235)	-
Investment income (net of management fees)	1,582,241	269,683	1,851,924
Net realized gains on sales of investments	2,790,217	(559,633)	2,230,584
Net change in unrealized gain/loss on investments	(4,535,661)	277,586	(4,258,075)
Tuition	79,199	-	79,199
Other	-	-	-
	6,011,354	411,944	6,423,298
Expenses			
Educational programs and public awareness	7,296,236	-	7,296,236
Fundraising	1,050,025	-	1,050,025
General and administrative	947,355	-	947,355
	9,293,616	-	9,293,616
Change in Net Assets	(3,282,262)	411,944	(2,870,318)
Net Assets			
Beginning of year	85,281,421	6,769,755	92,051,176
End of year	\$81,999,159	\$7,181,699	\$89,180,858

Year Ended June 30, 2019	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and Public Support			
Contributions	\$3,871,999	350,328	\$4,222,327
Release of net assets from restriction arising from satisfaction of program restrictions	1,599,512	(1,599,512)	-
Investment income (net of management fees)	1,710,751	368,956	2,079,707
Net realized gains on sales of investments	2,411,886	-	2,411,886
Net change in unrealized gain/loss on investments	692,288	(121,448)	570,840
Tuition	81,120	-	81,120
Other	6,578	-	6,578
	10,374,134	(1,001,676)	9,372,458
Expenses			
Educational programs and public awareness	6,162,680	-	6,162,680
Fundraising	895,341	-	895,341
General and administrative	1,145,600	-	1,145,600
	8,203,621	-	8,203,621
Change in Net Assets	2,170,513	(1,001,676)	1,168,837
Net Assets			
Beginning of year	83,110,908	7,771,431	90,882,339
End of year	\$85,281,421	\$6,769,755	\$92,051,176

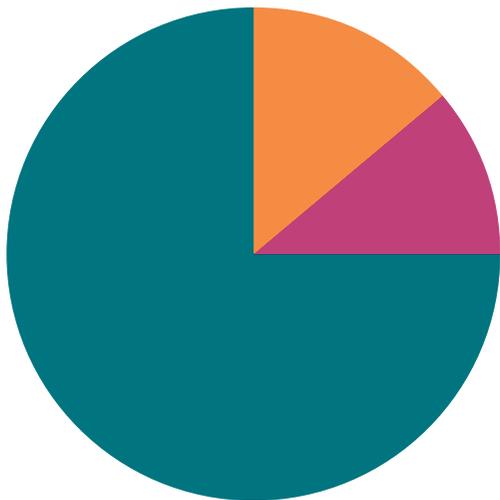
100% of donations directly support education and services

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

- 58.9% ■ INDIVIDUALS — \$741,240
- 23.4% ■ FOUNDATIONS — \$293,750
- 11.8% ■ WOMAN'S BOARD — \$148,200
- 3.8% ■ CORPORATIONS — \$48,066
- 2.1% ■ SERVICE CLUBS — \$26,340



Utilization of Operating Funds

- 78.5% ■ EDUCATIONAL PROGRAMS AND PUBLIC AWARENESS — \$7,296,236
- 11.3% ■ FUNDRAISING — \$1,050,025
- 10.2% ■ GENERAL AND ADMINISTRATIVE — \$947,355

\$334,089

Donated materials & services

\$3,644,262

Bequests in FY2020

\$5,657,618

Woman's Board cumulative giving since 1953



The key measure of success is how Hadley helps individual learners.

2,597 New learner admissions

New course enrollments 5,426

7,027 Discussion group participants



"Hadley has improved every part of my life: my interests and hobbies, safety, health and well-being."

—Rhonda Lee, WI

"Other organizations treat you like you are different, but at Hadley you are treated as a normal person, like you are just as valuable as anyone else." —Miriam Huff, OH

"I was depressed and didn't believe anything was possible. Now, I'm starting to see the light at the end of the tunnel." —Dawn Bilpuch, NY



"Hadley's online education platform gave me a remarkable opportunity to learn subjects that help me tackle the problems I face daily due to my own low vision. Beyond that, I am finding it very useful in training others." —Krishka Pachauri, India



"Hadley is very critical to me. It has really supported me and my learning." —Rabbi Lenny Sarko, PA



board of trustees

Hadley Trustees provide the governance and leadership that has kept Hadley in the forefront of learning for people who are 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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philanthropy advisory council

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

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woman's board

The Hadley Woman's Board is the organization's single largest donor, raising more than \$5.6 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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Presenting Hadley 2021 Braille Holiday Cards

The Hadley Woman's Board is pleased to continue a beloved 64-year tradition of supporting Hadley through its annual holiday card sale.

This year's card, created by artist Sarah Sheridan, features a cheerful winter village scene. For tactile effect, some of the elements have been embossed. Inside, the message reads: "Wishing you peace, happiness and the spirit of the season," in both print and braille.

The card measures 5.5" x 8". A pack of 25 holiday cards and envelopes is \$35.

The card can be imprinted with your name or customized with your company logo and/or signature for an additional fee.

To order your cards, visit:
brailleholidaycard.hadley.edu. For more information, contact Hadley Woman's Board at: holidaycard@hadley.edu or 800.323.4238.



Meet Angie Lauderbach, Hadley's First H.E.R.O.E.S. Award Winner



Angie Lauderbach

After a 40-year distinguished career in nursing specializing in hospice care, Angie Lauderbach, 81, of Arlington Heights, IL, was planning to spend her later years with her grandchildren, traveling the country and giving back to her community through volunteering. That all changed three years ago following a failed corneal transplant surgery that left her legally blind.

"I became terribly depressed, particularly after I could no longer make out faces and had to stop driving. I lost my eyesight and freedom all at the same time," shares Angie. "I spent my career as an RN helping others through their grief and loss, and here I was with no idea what to do."

When searching for resources to help her, Angie found Hadley. The timing coincided with the reimagining of Hadley's learning approach, and Angie volunteered to be one of Hadley's very first advisers. In this role, Angie provided valuable input and perspective on workshops and what kinds of topics would be most helpful to someone like her who is new to vision loss. Her early participation served as the model for engaging future learners for feedback on the new Hadley.edu.

In recognition for her contributions, Angie has been named the recipient of Hadley's inaugural H.E.R.O.E.S. Award for helping Hadley to be our best.