

SPRING 2022

Thrive

Hadley Launches
New Braille Series

Discussion Groups:
Camaraderie and Kinship

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ON THE COVER: Hadley Learner Willie Patrick

New Partnerships Expand Hadley's Reach

Hadley is working with organizations across the vision community to leverage our scalable resources, broaden our reach and increase our impact. These initiatives include new customized web pages launched in partnership with the American Glaucoma Society and Vision-Aid India.

Professionals at these organizations use these co-branded pages to easily refer clients to Hadley. Individuals can also find these pages because Hadley is now listed as a recommended resource on the organizations' websites.

On the partnership landing pages, individuals choose from recommended Hadley workshops. Once they make a selection, they are sent directly to the

Hadley platform where they can easily register to get full access to Hadley's complete library of 700+ offerings.

Already, these initiatives are leading visually impaired adults to Hadley for help each day. Early results indicate that individuals coming to Hadley through these pages are engaged and enrolling in additional workshops, too.

These custom pages make it very easy for vision-related organizations to partner with Hadley. Given the success of this program, more will be rolling out in the coming months.



AMERICAN
GLAUCOMA
SOCIETY



Vision-Aid India





A letter from Julie Tye and Scott Dickes...

We believe William Hadley would be proud. Hadley remains true to his pioneering spirit and passion for helping people facing visual impairment later in life. Hadley is here when they need answers to critical questions such as, “What do I do?” and “Where do I start?”

Hadley 2.0 is making a greater impact than ever. Last year, more than 12,000 individuals signed up with Hadley to learn, and relearn, skills to navigate life with visual impairment.

Hadley was perfecting distance learning long before it was cool. For a century, we have been helping anyone, any place and at any time. Now, because our services are easily scalable, we are in the position to assist many, many more. With millions of baby boomers experiencing age-related vision loss and our recent enrollments outpacing even last year’s tremendous influx of learners, we are confident that we are prepared.

We are ready, but we aren’t finished. The same spirit of innovation and willingness to

rethink the way things are done that motivated William Hadley continues to drive us today.

For example, this January we launched a radical new approach to learning braille (see page 4). Our experts recognized the need to increase braille usage. So, they challenged past assumptions of what was possible in braille programming and the entire organization worked together to develop, build, launch, and deliver this exciting new program.

None of this would be possible without you. Your support allows us to continue innovating and delivering learning, programs and services that empower people with vision loss to thrive. Because of your generosity, this help is provided free of charge to anyone who needs it.

Thank you,

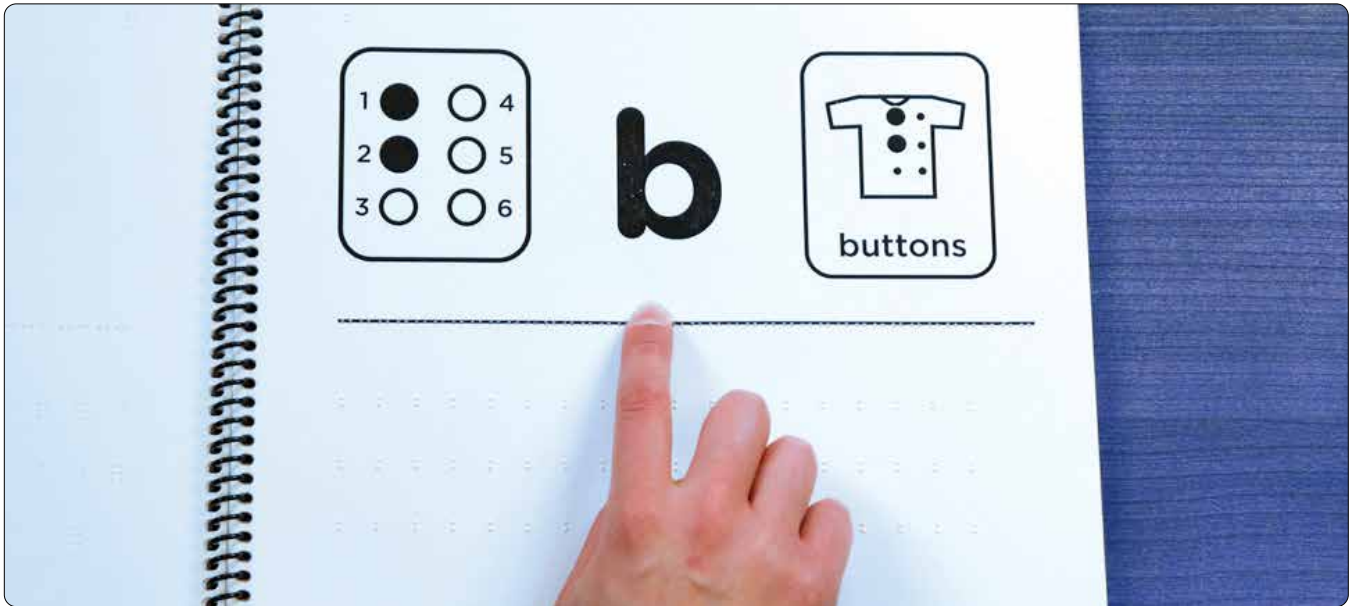
Julie S. Tye
President

Scott B. Dickes
Chair, Board
of Trustees

We are pleased to present you with the first annual report of Hadley’s second century. At this historic juncture, we recognize how rare it is for a not-for-profit organization to remain viable for more than 100 years. It is even more uncommon to be increasingly relevant after this length of time.

Hadley has done so by adapting to the needs of our visually impaired learners. Last year, Hadley executed its largest change to date with the launch of our new learning platform. This reimagined approach allows us to better help those in greatest need of our services—aging adults who are new to vision loss.

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.



Hadley Launches New Braille Series

“This has been such a boost to my confidence. Thanks so much, Hadley. You don’t know how much it means.” —Mary, Hadley Learner, Northern Ireland

The spirit of innovation upon which Hadley was founded continues today. Hadley Chief Program Officer, Ed Haines, explains, “One hundred years ago, no one thought braille could be taught by mail. William Hadley proved them wrong. A century later, we are following in his footsteps by challenging assumptions on what is possible for braille programming.”

The result of Hadley’s recent endeavor is Braille for Everyday Use, a new approach to braille. Designed to make braille learning more engaging, accessible and successful, the program is allowing us to better serve the growing population of older adults who are new to

vision loss and would greatly benefit from learning braille.

Learners can go as far as just the basics, which will help them stay safe and independent in their homes—such as labeling medication and confirming that the stove is set to “off.” With basic braille, they can better navigate the outside world, too, including elevators and room signs. Or they may continue to learn more advanced braille so they can return to reading articles and books at their own pace and convenience.

Already, more people worldwide learn braille from Hadley than any other organization. However, rather than resting on our past practices, Hadley experts set

out to continue increasing the use of braille. Too many people quit learning braille if it became difficult or overwhelming. When Hadley’s braille team took a closer look at what was going on, they found approximately 80% of adults enrolled in Hadley’s tactile braille course still had some residual vision and were preparing for future vision loss. With this in mind, Hadley’s team reimagined braille learning.

Maki Wiering, Hadley learning design practice leader, shares,

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

“The team thought hard about the emotional challenge of learning braille. As a result, the short workshops, a warm voice explaining the activities, easy-to-use audio, and visual appeal for those with residual vision all help welcome folks to learning braille. And the workshops are quickly achievable; folks not only learn new letters with each workshop, but also immediately gain a powerful skill for their daily living toolbox.”

This reimagined braille material combines large type and tactile braille elements so learners with a degree of usable vision can view the lesson in large print while comfortably transitioning to tactile skills.

The format of the workbook is consistent throughout the series to make learning easier and intuitive for everyone, regardless of their degree of vision. Lessons incorporate fun exercises with real-world applicability to strengthen understanding and include pre-printed braille stickers that can be used at home to reinforce learning.

Learners are guided through sections by an accompanying audio component. These recordings can be accessed in two ways, depending upon the learner’s preference, and both options allow learners to immediately contact a Hadley expert when they need help.

Learners comfortable online can find the audio recordings on the Hadley website. Also, here they can access a video that accompanies the lesson

should they want to watch or zoom in on the content.

For those who prefer the phone, Hadley introduced an entirely new system that allows learners to dial a number and use voice commands, hands-free, to access the workshops and receive guidance. This eliminates reliance on audio cartridges, which were often a barrier for beginners in the past.

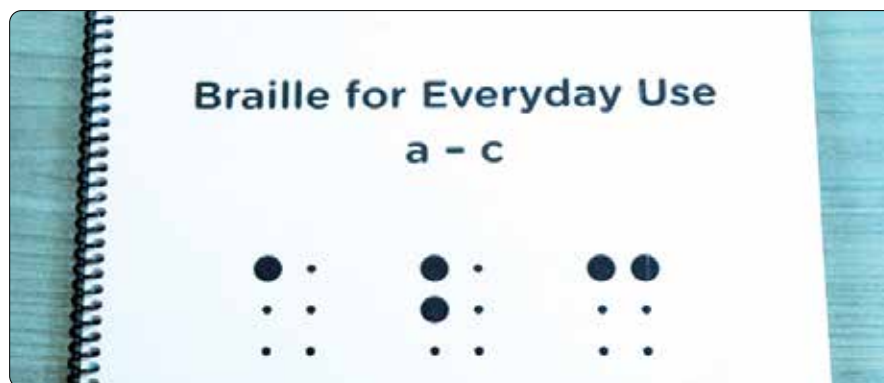
Learners benefit by talking together about their braille experience. The Embracing Braille discussion group meets regularly to offer tips, answer questions and create community. As more learners enroll, smaller groups focused on specific learning topics will be formed.

Developing, building and launching this new workshop series was a labor of love for Hadley staff. “Working on this project was so rewarding. Reimagining how we deliver tactile braille truly was a complete team effort. It literally took everyone at Hadley to make this happen,” shares

Douglas Walker, co-director of research and development.

Learners are also excited about this multidimensional and flexible approach to braille. Here are a few of the comments we have received so far:

- **“Very self-explanatory. The audio is very descriptive, and the visual pictures and video help.”** (Peggy, MD)
- **“Love the new format!”** (Becky, IL)
- **“Thanks for the stickers! My son helped me label the washing machine and thermostat so I can use them independently again. This has been such a boost to my confidence. Thanks so much, Hadley. You don’t know how much it means.”** (Mary, Northern Ireland)
- **“Loved this course! I am using the telephone and it worked out really well. Can’t wait to do more.”** (Trudy, NC)
- **“Encouraged that I am able to feel familiar with braille. Thank you for this great course.”** (Scott, NC) ■



The first workbook in Hadley’s new Braille for Everyday Use series covers letters A through C

Finding Camaraderie and Kinship through Hadley Discussion Groups



Hadley helped Sheri Robinson gain confidence and connect with others

In the fall of 2019, Sheri Robinson's eyesight started to get blurry and she had excruciating migraines. By mid-December she had lost the vision in both eyes. After weeks of testing, she was diagnosed with neuromyelitis optica (NMO), an autoimmune disease that attacks the optic nerve.

Sheri was planning to train to become an electroneurodiagnostic technician. Meanwhile, she worked at Walmart to pay the bills. However, her passion

is horses. She earned her BA in equine management and worked on Kentucky horse farms until a divorce, house fire and financial challenges prompted her to move near family in North Carolina. Sheri lives independently with her dogs and cats. Her mother and sisters reside next door.

Before Covid-19, Shari was taking a two-hour bus ride to attend a weekly living skills class. It was here that she heard about Hadley.

"Hadley has been a big help. If I wasn't joining discussion groups and learning in workshops I might still be in my bed, crying into my pillow." —Sheri Robinson

Sheri began learning with Hadley in December 2020. Since then, she has completed over 90 workshops across all subject areas.

"I don't feel as overwhelmed as I did when I first went blind," Sheri states. Learning through Hadley has given her a sense of confidence that "you can get up and get out and do anything." Getting out for Sheri includes feeding her horses daily. A rope rigged from her gate to the barn guides the way and because she knows the animals and work so well, she has been able to continue caring for them herself. She's even resumed riding, with help from others.

Sheri is also a huge fan of Hadley's Discussion Groups. She attends them regularly and, because of her significant contributions to these forums, she has been named a Hadley HERO for "Engaging with peers to help them thrive."

"I've enjoyed the camaraderie and kinship. Knowing that these people are in the same boat, that they also are still learning how to deal with it is great," Sheri said. "I knew before that I wasn't alone but it really kind of stresses it when I can get on and talk to people who feel the same way." ■

Vision Rehab Professional Recommends Hadley

"The way Hadley executes its mission is terrific. I can't think of another resource available that covers so much." —Jonathan Gansfried



Jonathan Gansfried, a vision rehabilitation professional with the Connecticut State Department of Aging and Disability Services, works one-on-one with individuals adjusting to vision loss, helping them figure out ways to manage daily tasks. One of only six vision rehab teachers at the agency, which serves the entire state of Connecticut, staff availability can be limited while the need for services is great. Jonathan considers Hadley an invaluable resource to fill this gap, support his role and help people in need.

During the pandemic, Jonathan and his colleagues moved to a hybrid work model. "We see clients in person, but recognize the benefit of what we can do on the phone," he says. Hadley is ideal for this approach. "It is great to know distance learning materials are available for clients." Also, because Hadley offers so much, he can keep the recommended resource list short and simple for his clients, who are often overwhelmed as it is.

Jonathan's clients have given unanimously positive feedback about their Hadley experiences. "When I speak to them, I hear the excitement

in their voices. Based on their enthusiasm, I can tell Hadley is giving them more confidence to move forward as a person with a visual impairment."

Jonathan is a Hadley learner himself. In 1992, at the age of 22, he was diagnosed with Stargardt disease, a rare genetic eye disease. He retains some functional vision and relies on magnification. As reading can be tiring on his eyes, he uses a screen reader to ease the strain. He reports that Hadley has been his go-to source for getting up to speed on screen readers and his iPhone.

Jonathan turns to Hadley for his own professional development, too. He recently completed

several workshops to earn continuing education credits, and he finds it helpful to hear how other experts in the field explain and present information.

He appreciates that he can gain this knowledge while being fiscally responsible since Hadley does not charge for its services. However, he knows Hadley's free-of-charge learning is especially important for the people he serves. "Most of our clients are retired and living on a fixed income. The fact that the materials are there for free just makes it so much more accessible." He concludes, "For anyone who is looking for a good cause to support, Hadley is a great one." ■



Jonathan helps a client mark her microwave with bump dots

Hadley Learner Prepares to Pay It Forward

Three years ago, Willie Patrick lost his vision due to diabetic retinopathy. “I didn’t foresee this happening to me. You just never know what the future holds,” he shares.

Confused, scared and angry, he tried living in denial. Until one day, after stumbling over a chair at church, Willie realized he needed to make peace with the situation. “You have to make a decision. I choose to make my life better,” he declares.

Willie received some assistance, including a white cane, from South Carolina Commission for

the Blind (SCCB). He began using this to navigate his way around. He also started the Business Enterprise Program at SCCB, through which he can become licensed to run a food service operation in the state. This would be ideal for Willie since he wants to continue to work in food service management.

Through an instructor at SCCB, Willie found out about Hadley.

Getting Started with Hadley
Willie began with Hadley’s Low Vision workshop series in July 2021. He remembers thinking, “Wow, this is cool. It was only

five minutes, and I did another one and another one.” Since then, he has taken more than 100 workshops across topics such as technology, safety, personal care, home organization and repair, and adjusting to vision loss. Because of his commitment to learning and completing an outstanding number of workshops, Willie was named a Hadley HERO.

Willie likes how easy it is to access Hadley’s online learning. “The fact that I can do Hadley with zoom text, that can magnify my screen or downsize it to where I can see it, that’s made a world of difference.” Plus, he adds, “None of the workshops are rushed, and they are thorough. They are right at your fingertips, and you can go back to them again and again.”

Willie still relies on some vision; in bright outdoor light he can see the outline of shapes, but not details—such as faces. However, with the possibility that his condition will continue to worsen, he is eager to learn as much as possible to be prepared. “Hope for the best and prepare for the worst,” he believes. “Whether I apply it now or apply it later, it doesn’t hurt to learn everything.”

Married with three sons, ages 11, 13 and 18, Willie is aware of the impact his visual impairment has on his family. “Just because it is my vision doesn’t mean the whole house is not affected.” He

“Life is what you make it. There’s life after blindness and I’m learning that more and more.” —Willie Patrick



Hadley helped Willie gain confidence to walk independently around his neighborhood

is concerned about their livelihood. “After working thirty years, it was scary. How am I going to take care of my family?” He shares, “I feel like it’s my responsibility to be the doer of the house instead of needing all the extra help, but I do what I can.”

How Hadley is Helping

“Thanks to Hadley, I’m thriving daily at home with much more independence,” he reports. Hadley workshops provide him with useful information about practical things like labeling items in the home, shaving and cleaning. Simple strategies, like doing the “penguin shuffle” when you drop something on the floor, have been very helpful. “I always called someone to help me pick up what I dropped, but it is aggravating to have to call someone for every single thing. It feels good to do things on my own,” says Willie.

Willie has made great strides, but admits, “I still have my days where it gets overwhelming. I walk around like I’m all brave and put on a brave front, but it is scary. In the end, I realized I have to keep pushing. That’s really where I’m at right now.”

Hadley helps keep him going. “Hadley has taken a lot of weight off my shoulders. It’s made a very big difference in my life.” Willie is grateful for the access to Hadley’s learning experts, too. “It’s good to know there’s someone at the other end to respond,” he shares. “It’s all just amazing.”

Hadley’s discussion groups and podcasts are also set on his calendar. He likes their



Willie with with two of his sons

“Hadley has taken a lot of weight off my shoulders. It’s made a very big difference in my life.” —Willie Patrick

“awesome vibe,” and appreciates these opportunities to connect with others who share his challenges. “It makes all the difference to know you’re not alone and hear their stories.”

A discussion on international travel inspired Willie to venture further out. He explains, “I’m not traveling the world, but now I don’t mind walking outside in the neighborhood. If you don’t take a chance, you don’t know what you can do. That’s what I take from that.” Another recent Hadley Presents podcast episode that featured a visually impaired judge helped Willie realize he doesn’t have to set aside his goals and ambitions because of his vision loss.

Paying It Forward

“Life is really what you make it. There’s life after blindness and I’m learning that more and more,” he states. For Willie, a large part of this is found in helping others. “Now that I have a second chance, I’m going to use my voice every chance

I get. Anything I get from Hadley, anything I learn on my own, anything I pick up, I try to pass on to whoever may need it. That’s what I try to do now.” ■

Willie continues to work towards his BEP certification with the goal of operating his own food service facility. As a business owner, he would employ others with disabilities, understanding the challenges they face. “I learned since losing my vision, there’s a stigma that comes with it.” He shares, “It’s hard to find a decent job when nothing is wrong with you. Imagine trying to find a job when in the same breath you say, ‘I’m blind’. The tone of the conversation changes. You already know the outcome, but you have to try anyway. At least I do.”

Statement of Financial Position

Years Ended June 30, 2021 and 2020

	2021	2020
ASSETS		
Cash and cash equivalents	\$430,119	\$1,201,474
Restricted Cash	\$30,000	-
Investments	\$103,614,248	\$85,414,960
Receivables:		
Contributions	\$531,500	\$582,500
Other	\$12,242	\$5,250
Prepaid expenses	\$39,299	\$43,044
Property and equipment, net	\$9,275,567	\$9,039,466
Website development in progress	-	\$901,469
TOTAL ASSETS	\$113,932,975	\$97,188,163
LIABILITIES AND NET ASSETS		
LIABILITIES		
Notes payable	\$6,648,270	\$7,428,886
Accounts payable and accrued expenses	\$651,430	\$578,419
	<u>\$7,299,700</u>	<u>\$8,007,305</u>
NET ASSETS		
Without donor restrictions	\$99,771,138	\$81,999,159
With donor restrictions	\$6,862,137	\$7,181,699
	<u>\$106,633,275</u>	<u>\$89,180,858</u>
TOTAL LIABILITIES AND NET ASSETS	\$113,932,975	\$97,188,163

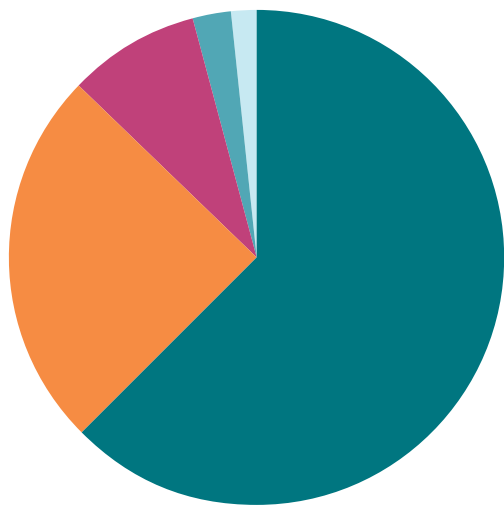
Statement of Financial Activity

Year Ended June 30, 2021	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and Public Support			
Contributions (including bequests)	\$2,090,088	\$149,703	\$2,239,791
Release of net assets from restriction arising from satisfaction of program restrictions	714,440	(714,440)	-
Investment income (net of management fees)	1,149,767	138,870	1,288,637
Net realized gains on sales of investments	1,272,548	49,135	1,321,683
Net change in unrealized gain/loss on investments	20,897,908	57,170	20,955,078
Other	83,850	-	83,850
Gain from sales of property and equipment	563,600	-	563,600
	<u>26,772,201</u>	<u>(319,562)</u>	<u>26,452,639</u>
Expenses			
Educational programs and public awareness	6,765,908	-	6,765,908
Fundraising	1,096,733	-	1,096,733
General and administrative	1,137,581	-	1,137,581
	<u>9,000,222</u>	<u>-</u>	<u>9,000,222</u>
Change in Net Assets	17,771,979	(319,562)	17,452,417
Net Assets			
Beginning of year	81,999,159	7,181,699	89,180,858
End of year	<u>\$99,771,138</u>	<u>\$6,862,137</u>	<u>\$106,633,275</u>

Year Ended June 30, 2020	Without Donor Restrictions	With Donor Restrictions	Total
Revenue and Public Support			
Contributions (including bequests)	\$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 gain/loss 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)
Other	79,199	-	79,199
	<u>6,011,354</u>	<u>411,944</u>	<u>6,423,298</u>
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
	<u>9,293,616</u>	<u>-</u>	<u>9,293,616</u>
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	<u>\$81,999,159</u>	<u>\$7,181,699</u>	<u>\$89,180,858</u>

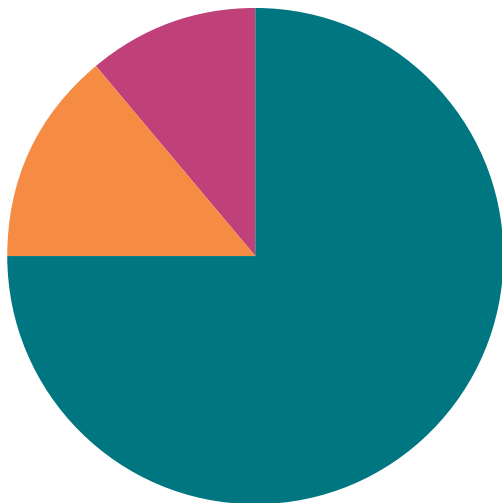
100% of donations directly support education and services

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

- 66.4% INDIVIDUALS — \$898,286
- 19.7% FOUNDATIONS — \$266,983
- 11.6% WOMAN'S BOARD — \$156,950
- 1.4% CORPORATIONS — \$19,420
- 0.8% SERVICE CLUBS — \$10,774



Utilization of Operating Funds

- 75.17% EDUCATIONAL PROGRAMS AND PUBLIC AWARENESS — \$6,765,908
- 12.64% GENERAL AND ADMINISTRATIVE — \$1,137,581
- 12.19% FUNDRAISING — \$1,096,733

\$349,177

Donated materials & services

\$114,362

Bequests in FY2021

\$5,820,939

Woman's Board cumulative giving since 1953

2021 *at-a-Glance*

12,335 New learners enrolled

Workshop participations 59,697

15,274 Hadley Presents podcast listens

Discussion Group attendees 7,792

223,320 Unique website visits

What learners have to say...



“Hadley has so much to offer. Hadley can lead you on an incredible journey, and it is there for all of us, all over the world.” —Linda Sue Wilder, Washington

“I fell in love with the Hadley website. It opened up a whole new world. It has made me realize there are still things that I can do.” —Randy Ott, Canada



“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.” — Jon Gorman, Illinois



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



Board of Trustees

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

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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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The Hadley Woman's Board is the organization's single largest donor, raising more than \$5.8 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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Braille for Everyday Use was made possible by the generosity of Hadley donors, including a grant from Reader's Digest Partners for Sight Foundation

"Reader's Digest Partners for Sight Foundation (RDPFS) has a long history of supporting literacy. It was one of the reasons DeWitt Wallace founded the Reader's Digest magazine 100 years ago. As he lost his vision later in life, DeWitt remained committed to providing materials that would allow people living with vision loss to continue to experience the joy of reading, culminating in the launching of large print editions of Reader's Digest magazine and condensed novels. Today, the board and staff members of RDPFS continue to advance the goal of creating solutions that allow persons living with vision loss to have access to information conveyed through the written word—a goal also exemplified and advanced by Hadley. Therefore, we are proud to form our most recent partnership and support Hadley in our mutual quest to preserve literacy within the blind and vision impaired community." —Jason Eckert, RDPFS Executive Director





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Let's Make a Match and Double the Impact!

Many companies support the causes that are important and meaningful to their employees. This means the impact of your gift to Hadley may be doubled or even tripled!

To find out if your employer matches your charitable contributions, visit www.hadley.edu/match-your-gift. If they do, simply request a matching gift form from the company and send it to Hadley completed and signed with your gift. We will do the rest. Also, keep in mind that some companies match gifts made by retirees and/or spouses as well.



Double Your Donation
with a Matching Gift



Scan this QR code to be brought to a company match search engine.

For questions or for more information, contact Cheryl Sundheim, Hadley annual giving manager, at 847-784-2874 or email cheryls@hadley.edu.