

Thrive

 Hadley

Thanks to
your support,
Hadley is:

- Helping People Move Forward
 - Making Healthcare Accessible
 - Empowering Learners with Technology and Braille Skills
-
- Special Issue:
Hadley 2022
Annual Report



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ON THE COVER: Hadley has helped Pat Kosmerl adjust to life with vision loss



Hadley Teen Board Makes the Holidays Sweet

This past holiday season, the Hadley Teen Board created and sold cookie jars. The jars, which included all the dry ingredients needed to bake delicious oatmeal chocolate chip cookies, made for great gifts and easy holiday treats. They were extremely popular and raised \$2,500 for Hadley.



Teen Board members have fun, give back and gain leadership experience planning and executing fundraising and community activities. The Teen Board is open to high school students. Monthly meetings are held at Hadley's Winnetka, Illinois, headquarters. For more information contact Sara Ridder at sara@hadleyhelps.org.





Letter from Julie Tye and Mark Stephan

How do we make sure that Hadley is doing the best job of helping adults with vision loss? By listening.

Everything Hadley offers is built upon the ideas and needs of people living with vision loss. Each workshop began as a request or suggestion. New workshop series are prioritized based upon survey results from Hadley advisors, a large panel of visually impaired volunteers. Then, once a workshop is launched, we closely watch reviews and ratings to incorporate learner feedback.

The success of Hadley's collaborative approach is evident in our exciting momentum and continued growth. As the annual report in the following pages shows, Hadley welcomed more than 25,000 new learners in Fiscal Year 2022. This is twice the number that signed up with Hadley in FY2021, the first year of our new Hadley 2.0 platform.

We have heard from thousands of people whose lives have been improved by Hadley.

Here are just a few recent reviews:

*"Spoke right to my heart. You really understand."
- Lee, Coming to Grips with Vision Loss*

*"These are some of the biggest issues that I face every day and I really appreciate this workshop."
- Mary, Tips for Soup and Salad*

*"I can't believe that this workshop hit this close to me! I am going through the very stuff mentioned! I can now move forward and have a decent life."
- David, Coming to Grips with Vision Loss*

*"Thank you very much. I never really had vision loss explained to me that way. I think it gives me a better understanding so I can explain to others. That way they will understand that I only have low vision and not the plague."
- Thomas, Degrees of Vision Loss*

*"It's pretty challenging to be a low vision technophobe! I'm glad you are there!"
- Mary, Getting Online*

The fact is that vision loss is—or will be—a reality for millions of older adults. Hadley's friendly, accessible approach makes it easier to find practical help to overcome the obstacles that can accompany diminished sight.

Helping people overcome obstacles is what Hadley does best. Since traveling can be challenging for many reasons, Hadley's help comes right to the learner. Content is delivered in the format that works best for the individual—online, audio, large print, or braille. And help from Hadley has always been free of charge, so ability to pay is never an obstacle either.

Last, but not least, there is another critical part of Hadley's collaborative model—**you**, our supporters. We are grateful for your generosity—it makes all this possible.

Thank you.

Julie S. Tye
President

Mark F. Stephan
Chair, Board
of Trustees



Hadley Helps Pat Kosmerl Move Forward



Pat Kosmerl

“I am very appreciative and want Hadley to be there to help others. I am happy to support Hadley to make someone’s life a little bit easier as they are dealing with vision loss just as I am.”

Pat Kosmerl prided herself on her good eyesight. So, she was not expecting it when her vision began to decline rapidly at the age of 70. It took months and many medical professionals to figure out what was happening. The fact that this was during the early days of the COVID-19 pandemic added to the time and frustration in finding the answers.

Finally, she received a diagnosis—occult macular dystrophy (OMD), a rare form of cone dystrophy marked by a progressive loss of central vision. OMD is considered an Inherited Retinal Disease (IRD) resulting from mutations to the RP1L1 gene. However, in some cases like Pat’s, no genetic cause was evident.

Pat describes walking outside into her Chicago neighborhood “like walking out into the fog with a big gray ball in the middle.” Faces are unrecognizable, even just a few feet away. Her sensitivity to light continues to grow more acute. Tinted glasses help, and Pat’s sight improves some at dusk or in dimly lit environments. Color perception within her central vision is also diminishing. Because of being legally blind, she reads with the use of devices or technology. Pat hopes her vision will eventually stabilize, but there is currently no treatment to reverse or stop the decline.

Receiving the diagnosis “was quite crushing,” Pat recalls. It was especially difficult because medical professionals didn’t provide her with any advice or direction for where she could get help living with vision loss.

However, Pat is resourceful, a trait she honed during her 40-year career at IBM. “If clients had an issue, I knew I needed to track down the answers,” she states. “I approached my vision loss in this same way.” Pat contacted a close friend from Minneapolis who lost her eyesight as an infant who told her about the Lighthouse for the Blind and Hadley. Pat’s first stop was the Chicago Lighthouse, which set her up with useful tools, training and equipment. A few months later, in February 2021, Pat signed up with Hadley. She especially loves that Hadley’s offerings can be accessed online from anywhere, which she recognizes is especially helpful for those not living in areas with in-person support.

As soon as Pat logged onto the Hadley website and could customize her devices’ font and colors to better see the screen, she realized, “I’m dealing with an organization that gets it. They understand.”

Pat has more than 80 workshops under her belt, including technology, cooking, personal care, and safety. Much of the

learning is useful now, and she is grateful to have this information for the future, as her vision is likely to worsen. She finds the Resource Roundtable and Tech It Out discussion groups helpful and enjoys the topics and guests featured in the Hadley Presents podcast.

Most of all, “Hadley has been especially helpful with emotional and social aspects,” she states. This includes Hadley’s *Adjusting to Vision Loss* series that “hit the nail on the head.” Pat was reassured to know that the ongoing cycle of loss, adjustment and acceptance she was experiencing is normal. She has been inspired by other learners who have shared their journey in discussion groups and on the Insights and Soundbites podcast. “I feel validated. I know I am not alone.” Pat also recognizes that Hadley has helped her learn to ask for help when she needs it and to advocate for herself.

Reflecting upon her experience with visual impairment to date, she explains, “The first couple of years are really tough.” This transition was also difficult for Pat because of her passion for the visual arts. With a Master’s in Art History, she was active in artistic and cultural pursuits and mourned the loss of this important aspect of her life.



Pat and her brother, Richard, visited with Julie Tye at Hadley’s headquarters in Winnetka, Illinois

“While Hadley is respectful of the loss, it doesn’t dwell on it. It’s not about sadness and self-pity. Hadley is upbeat. The focus is on moving forward.”

Hadley helped her come to terms with this. “Hadley is saying you don’t have to give up things, you just need to do them in a different way,” such as asking to sit in the front row at a theater performance. She continues, “Hadley is a community of people who go through similar experiences and come out at the other end better.” She credits this to Hadley’s positive attitude. “While Hadley is respectful of the loss, it doesn’t dwell on it. It’s not about sadness and self-pity. Hadley is upbeat. The focus is on moving forward.”

Thankful for Hadley’s help, Pat is also a donor. A recent visit to Hadley’s Winnetka, Illinois, headquarters reinforced her belief in Hadley’s mission. “I am very appreciative and want Hadley to be there to help others. I am happy to support Hadley to make someone’s life a little bit easier as they are dealing with vision loss just as I am.” ■

Because **you** care,
Hadley learners are
thriving after vision loss.



Hadley Spoken Rx[®] Workshops Make Healthcare Accessible

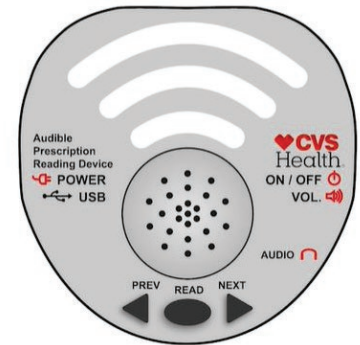
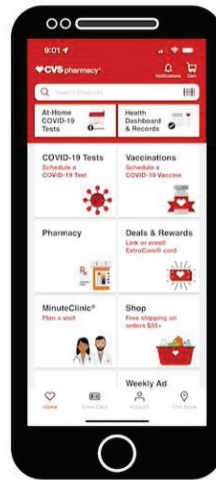
Vision loss puts people at a greater risk of error when self-managing prescriptions. The small writing on prescription bottles makes it impossible to read the name and dosage, and the medications themselves are indistinguishable if their color, shape or markings are not visible. Many people cannot or do not want to rely on someone else to assist.

Hadley has several workshops to help people manage their medications safely and independently. Recently, we added a new workshop series on Spoken Rx[®], CVS Pharmacy's proprietary audible prescription label solution, to these offerings.

Spoken Rx[®] was developed for people with visual impairments and people who cannot read standard print labels. It uses smart tag prescription labels that are affixed to the container and can be scanned using a



Hadley workshops provide guidance on enrolling in and using Spoken Rx[®], CVS Pharmacy's digital audio prescription label solution



Spoken Rx[®] can be used on a smartphone or Spoken Rx[®] reader

smart phone app or CVS's standalone Spoken Rx[®] reader.

Spoken Rx[®] gives CVS patients convenient access to key information about their prescription including the medication name, dosage, directions, expiration, and possible side effects. CVS offers the service at 10,000+ locations nationwide. It is free of charge and may be used by anyone. Patients can choose to listen to the information in either English or Spanish.

Hadley developed the Spoken Rx[®] workshops at the request of CVS Pharmacy. The series includes an overview of the service and instructions for using it across a variety of platforms, including Apple devices, Android devices and the Spoken Rx[®] reader.

These workshops are already making a difference. Since the series went live on the Hadley

website in January 2023, there have been more than 250 participations, with 100% rating the workshops as "helpful." Here is what some learners had to say:

- "Didn't know about this. Thank you!" - Carol A.
- "We will use this in our upcoming independent living class. Very good information." - Jessie J.
- "It's very helpful. Thank you." - Angela L.

Get started with Hadley's Spoken Rx[®] workshops here: <https://hadley.edu/workshops/cvs-pharmacy-spoken-rx-series>



Braille and Technology Skills Empower Yahye Osman

“ Learning to use the iPhone was one of the best things I could have imagined. Hadley taught me and it has changed my life.”

Yahye Osman was born in Mogadishu, Somalia. In 1991, when he was seven, the country erupted in civil war, and he was sent to live with his uncle in the countryside. He recalls that it took some time to adjust to this new place, where goats, camels and cows were plentiful, but clean water was scarce.

In 1997, Yahye lost sight in his left eye, but there were no medical resources nearby. By 1998, when he was able to travel across the country to see a doctor, glaucoma had progressed so far in his left eye that medical professionals deemed it inoperable. They did, however, operate on his right.

Sponsored by his cousin who lives in Ohio, Yahye immigrated to the United States in 2000. Here, with access to medical care, he has undergone multiple eye surgeries. Today, he can just see a little out of his right eye and only at close range.

In high school, Yahye was given special accommodations, such as taking his exams orally, to complete his work. However, braille was not an option. In fact, he never knew braille existed until 2016 when he found Hadley on the internet.

Yahye started learning braille with Hadley and is now working on contracted braille, a more advanced form that uses a series of special signs to represent common words or groups of letters. Writing by hand is no longer an option for Yahye, so he uses braille daily to take notes and make lists. Hadley learning experts are impressed by his perseverance, especially because he is learning in English, which is not his first language. Yahye appreciates that Hadley learning experts are there to help whenever he needs it.

Yahye recalls when he first found Hadley, “It was hard because I was at the lowest point without vision. Without Hadley, I would still be struggling.” He describes Hadley as “the best service for people who are blind or visually impaired and need help navigating the world.” He recognizes, “It is so hard to get that kind of service, especially because it is free of charge.”

In addition to braille, Yahye has completed more than 50 Hadley workshops. Many are focused on technology, including learning about Excel, Outlook, Word, and Zoom with



Yahye Osman

a screen reader. He also had some knowledge of these programs from classes at a local resource, Opportunities for Ohioans with Disabilities (OOD), and Hadley’s focus on using these programs with a visual impairment makes them more accessible. Yahye is now applying these computer skills to his daily life and to the business enterprise program he is taking through OOD.

Hadley’s iPhone workshops have also been a highlight. Before, Yahye found it frustrating to make a simple phone call. Now, he is extremely proficient with its many capabilities—such as Siri, VoiceOver and text enlargement—and describes his smartphone as “my most important tool.” He shares, “Learning to use the iPhone was one of the best things I could have imagined. Hadley taught me and it has changed my life.” ■

Hadley HERO Expands Reach and Audience for Braille Learning



Maria Snow is helping Spanish-speaking adults learn braille

Maria Snow learned computer skills and braille through Hadley. Now, she is helping Spanish-speaking adults with braille using Hadley's Braille for Everyday Use workshop materials.

Maria's journey with vision loss began at the age of 16 when she was diagnosed with retinitis pigmentosa (RP). A genetic condition, RP causes the light-sensitive cells in the retina to fail, resulting in the loss of peripheral vision and, in some cases, total blindness.

Doctors in Venezuela, where Maria lived, did not provide her with much information about the disease. She remembers being scared and unable to participate in activities with her peers due to the loss of vision.

She also recalls that school became more challenging as her sight deteriorated. However, she continued to work hard and went on to study to become a teacher.

Vision rehabilitation resources were scarce in Venezuela, but Maria was determined to find assistance. Her search ultimately led her to San Juan, Puerto Rico, where she was granted a one-year visa for vision rehab services. While there, she learned orientation and mobility skills and began braille. When she returned to Venezuela, she put her skills, knowledge and passion for helping others to use by working at a boarding school for blind children in Caracas.

Over the following years, Maria stayed in touch with her friend

Chuck, a vision rehabilitation counselor whom she had met in Puerto Rico. Eventually, their friendship turned to romance. In 1987, they wed. Maria was also excited to gain a daughter, Marta Elena, through the marriage. Soon afterwards, they moved to Boston where Chuck, who was also visually impaired, worked for the Massachusetts Commission for the Blind.

A few years later, Maria gave birth to María Geraldine, and the family moved to Florida. Maria became active with the local Lighthouse for the Blind and, when she sought to improve her keyboarding skills for her job with Publix grocery stores, the Lighthouse recommended Hadley.

Maria went on to learn more with Hadley, including how to improve her computer skills. Continuing her braille learning through Hadley has been another highlight. "It is a beautiful feeling to be able to read," she explains. "I love to be able to read at night and to write notes." In addition, she wanted to do readings at church—which she now does monthly.

Maria also enjoys the Hadley Presents podcast. "I love this. It encourages me to do things," she shares. After listening to an episode about Well Connected, an organization that connects

“ There are so many people who need help but are unable to go someplace to get it. Hadley helps a lot of people who need support.”

older adult volunteers over the telephone around a central interest, Maria knew she wanted to get involved. She immediately contacted them and became active with their Spanish-language program, Well Connected Español.

As all Well Connected participants are over the age of 55, many have age-related vision loss. There was interest in forming a Well Connected Español group for braille, and the director tapped Maria to assist. For Maria, who is dedicated to learning and helping others, facilitating this braille group is an ideal role. “It is never too late to learn. We need it in our life to keep alive,” she recognizes.

After the sessions got underway, Maria shared what she was doing with a Hadley learning expert. Upon hearing that the group did not have a formal braille curriculum, the expert suggested that Hadley’s new *Braille for Everyday Use* workshops would be a great framework that would also translate across language barriers.

Since then, Maria has worked with Hadley to provide these materials to members of the Well Connected Español braille groups. This has been a wonderful solution. The beginning group that Maria helps facilitate is now on the fourth workbook of the series, and the advanced group has completed the eighth. Maria reports, “The

materials have been so good. It is a beautiful experience.”

Through her efforts, Maria has introduced many new people to Hadley and expanded the reach of the *Braille for Everyday Use* series. As a result of this and her unwavering dedication to helping others, Maria has been named one of Hadley’s HEROES. She is proud of this recognition and grateful to Hadley for helping her, and others, discover new ways to do things that have become more difficult due to vision loss. “Life is not easy; it is hard to ask for help,” she explains. “There are so many people who need help but are unable to go someplace to get it. Hadley helps a lot of people who need support.” ■

Hadley is now providing assistance in Spanish

Two bi-lingual staff members recently joined the Hadley Help Desk, so we are prepared to assist Spanish-speaking learners. With these capabilities, Hadley has the opportunity to greatly expand its reach and can support the Spanish content released last year in partnership with the National Eye Institute (NEI), part of the National Institutes of Health.

[Uso de cuchillos afilados](#)



To access Hadley workshops in Spanish, go to: <https://hadley.edu/vision-resources/serie-sobre-cocinar> or scan this code.



Statement of Financial Position

Years Ended June 30, 2022 and 2021

	2022	2021
ASSETS		
Cash and cash equivalents	\$695,540	\$430,119
Restricted Cash	\$30,000	\$30,000
Investments	\$89,010,479	\$103,614,248
Receivables:		
Contributions	\$187,394	\$531,500
Other	\$3,500	\$12,242
Prepaid expenses	\$237,503	\$39,299
Property and equipment, net	\$7,999,268	\$8,258,616
Website development	\$1,061,118	\$1,016,951
TOTAL ASSETS	\$99,224,802	\$113,932,975
LIABILITIES AND NET ASSETS		
LIABILITIES		
Notes payable	\$6,336,515	\$6,648,270
Accounts payable and accrued expenses	\$766,269	\$651,430
	<u>\$7,102,784</u>	<u>\$7,299,700</u>
NET ASSETS		
Without donor restrictions	\$85,915,311	\$99,771,138
With donor restrictions	\$6,206,707	\$6,862,137
	<u>\$92,122,018</u>	<u>\$106,633,275</u>
TOTAL LIABILITIES AND NET ASSETS	\$99,224,802	\$113,932,975

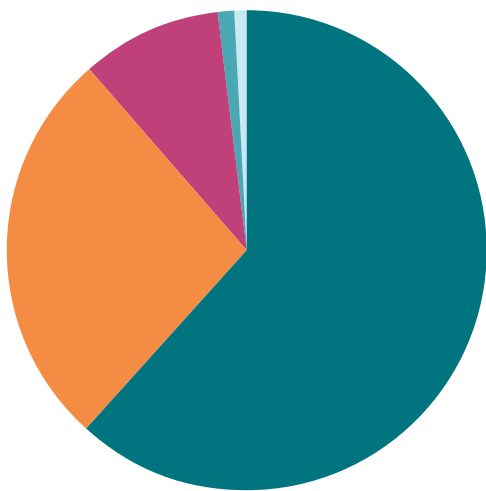
Statement of Financial Activity

Year Ended June 30, 2022	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND PUBLIC SUPPORT			
Total contributions (including bequests)	\$2,006,312	\$388,154	\$2,394,466
Release of net assets from restriction arising from satisfaction of program restrictions	133,055	(133,005)	-
Investment income (net of management fees)	1,534,435	126,424	1,660,859
Net realized gains on sales of investments	9,969,475	3,388	9,972,863
Net change in unrealized gain/loss on investments	(19,774,106)	(740,391)	(20,514,497)
Other	906,084	-	906,084
	<u>(5,224,795)</u>	<u>(355,430)</u>	<u>(5,580,225)</u>
EXPENSES			
Educational programs and public awareness	6,440,035	-	6,440,035
Fundraising	1,116,613	-	1,116,613
General and administrative	1,074,366	-	1,074,366
	<u>8,631,032</u>	<u>-</u>	<u>8,631,032</u>
WRITE-OFF OF PLEDGE RECEIVABLE			
		300,000	300,000
CHANGE IN NET ASSETS			
	(13,855,827)	(655,430)	(14,511,257)
NET ASSETS			
Beginning of year	99,771,138	6,862,137	106,633,275
End of year	\$85,915,311	\$6,206,707	\$92,122,018

Year Ended June 30, 2021	Without Donor Restrictions	With Donor Restrictions	Total
REVENUE AND PUBLIC SUPPORT			
Total 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>
WRITE-OFF OF PLEDGE RECEIVABLE			
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	\$99,771,138	\$6,862,137	\$106,633,275

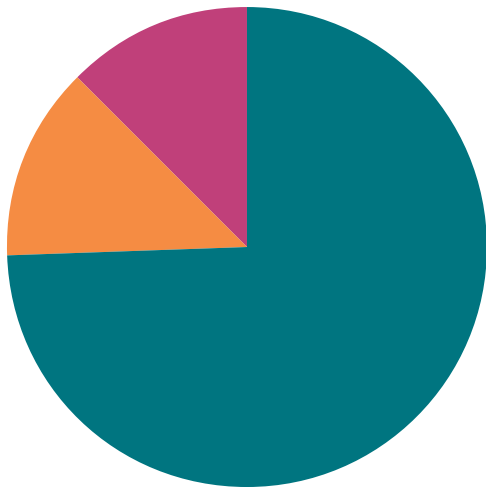
With your help, 100% of donations directly support services to people who are visually impaired

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

- 61.7% ■ INDIVIDUALS — \$1,114,163
- 27.0% ■ FOUNDATIONS — \$486,416
- 9.6% ■ WOMAN'S BOARD — \$173,250
- 1.1% ■ SERVICE CLUBS — \$20,450
- 0.6% ■ CORPORATIONS — \$10,553



Utilization of Operating Funds

- 74.6% ■ EDUCATIONAL PROGRAMS AND PUBLIC AWARENESS — \$6,440,053
- 12.9% ■ FUNDRAISING — \$1,116,613
- 12.4% ■ GENERAL AND ADMINISTRATIVE — \$1,074,366

\$284,379

Donated materials and services

\$133,255

Bequests in FY2022

\$5,994,189

Cumulative Woman's Board giving since 1953

2022 at-a-Glance

25,001

New learners enrolled

75,012

Workshop participations

11,941

Hadley Presents podcast listens

285,340

Unique website visits

6,238

Discussion Group attendees

What learners have to say...

“Through my experience with Hadley, I learned to see blindness as an opportunity to do things differently, not another disability in my life.” — Sandra Browne, California



.....

“Hadley has a lot of engaging, practical content that you just can’t find in other places.” — Eric Boklage, Illinois

.....

“There are many people who are waking up with vision loss. They are terrified, like I was, and have no available resources. Hadley really fills this gap.”

— Mona Huntley, Oregon



.....

“There is always something new to learn. I talk about Hadley to everyone I encounter each day.”

— Carol Mackey, Maine



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 lifetime donor, raising more than \$5.9 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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Tribute Gifts Honor Loved Ones

A tribute gift to Hadley is a wonderful way to celebrate important milestones, mark special occasions and honor a loved one’s memory. Your donation will support Hadley’s mission to create personalized learning opportunities that empower adults with vision loss or blindness to thrive.

Gifts can be made online at hadleyhelps.org, by calling 847.784.2825, or by mail to Hadley, 700 Elm St, Winnetka, IL 60093, Attention: Donations





700 Elm Street, Winnetka, IL 60093
800.323.4238 • hadleyhelps.org

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Winnetka, IL
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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.

Monthly Giving Can Help You Give More to Hadley

Monthly giving might be a great option to increase your support of Hadley’s learners. For example, if you usually give \$100 each year, you can increase your gift to \$180 by contributing \$15 per month.

Your monthly gift can be automatically charged to your MasterCard, Visa, American Express, or Discover.

To set up your monthly gift, visit hadleyhelps.org/donations.

For questions, call Cheryl Sundheim at 847.782.2874 or email cheryls@hadleyhelps.org.

Thanks to **YOU**, people facing vision loss can learn without barriers or boundaries.

How can you increase your support as a monthly donor?



If you usually give...	And give this amount monthly	Your annual gift will increase to...
\$50	\$5	\$60
\$100	\$10	\$120
\$150	\$15	\$180
\$200	\$20	\$240
\$300	\$30	\$360