Through the generosity of others, building on the past, bringing life-changing services to future generations.
From one generation to the next, donors like you give us the opportunity to continue to change the lives of so many people.

As you open our newsletter, you notice a change—a different feel and look and a new name. Welcome to Generations.

The new name was chosen because it truly applies to the Hadley story, reflecting a multitude of factors that make Hadley what it is today. Serving students since 1920, our impact has certainly crossed generations. As Hadley has always been supported by the generosity of others, our donors span generations, sometimes even within the same family. And, with your continued support, Hadley will have the sustainability to impact future generations. From one generation to the next, donors like you give us the opportunity to continue to change the lives of so many people.

Generations was also selected because, at Hadley, we generate hope in our students everyday as we re-generate:

- new ways to reach more of those who need our services;
- expanded ways to better meet the needs of visually impaired people;
- ideas to create further efficiencies and make even better use of the contributions we receive.

The newsletter has been scaled down to bring you Hadley news in a more economical, reader-friendly format. This redesign reflects Hadley’s strategic plan, which includes increased efficiency among its key points. As part of this initiative, we have reduced the costs of delivering our courses to students while improving the quality of our courses. Generations, our new-look newsletter, will significantly reduce the cost of production and represents another step in that direction.

I hope you will enjoy reading Generations. Within these pages, you will find important information letting you know how we put your contributions to work. We will share compelling stories about Hadley students, staff, donors and programs. We will continue to chronicle Hadley’s amazing journey. With your ongoing support, we can continue to honor the legacy of our founders, William A. Hadley and Dr. E.V.L. Brown. I welcome your feedback.

Dr. Michael J. Bina, President

hadley’s strategic plan calls for more students being better served in expanded ways with more efficiency. Specifically, the goal was set in 2001 for Hadley to reach twice as many students. We have made steady progress and will keep you informed of the specific steps we are taking toward this goal.

Partnerships with other key organizations allow Hadley to directly reach thousands of people who are visually impaired. In the summer of 2003, Hadley and The Canadian National Institute for the Blind (CNIB) formed such a partnership and we have already seen the benefits. The CNIB has a rich history, dating back to 1918 when Edwin A. Baker co-founded the group in response to a national need for rehabilitation services for returning veterans and others who were coping with vision loss.

Since its inception, the CNIB has grown from a handful of volunteers to a staff of 1,200 and nearly 20,000 volunteers. Approximately 104,000 clients in all nine provinces of Canada have access to services such as: career development and employment, counseling and referral, technical aids, orientation and mobility training, library services, rehabilitation teaching and sight enhancement. Hadley complements the excellent services provided by CNIB with distance education courses for adults who are blind, their families and service providers.

For more than half a century, Hadley programs have opened countless doors for CNIB clients,” says Jim Sanders, CNIB president and CEO. “Through this partnership, the benefits for Canadians who are blind or visually impaired extend well beyond the classroom, as such learning brings with it not only increased knowledge, but also increased opportunities, self-confidence and independence.”

While the alliance with the CNIB is still in the beginning stages, we are already seeing increased interest. In fiscal year 2002, Hadley had 380 active Canadian students. Since the partnership was formed, we now serve more than 500 Canadian students. Also, we have seen an increase in the volume of calls from people in Canada looking for information about Hadley’s programs.

“We realize that through this partnership we can do more together as we piggyback our efforts to assist each other in accomplishing our unique missions—all for the benefit of those we serve,” says Dr. Michael J. Bina, Hadley president. “We are keeping excellent company associating with the CNIB, which will help us become more efficient in better serving more students.”

It is the hope of Hadley and the CNIB that Canadians who are visually impaired will benefit from this newly formed partnership. With a great beginning, we are building a strong foundation to sustain productive outcomes for many years to come.
The Foods Series

New courses are always in development as we strive to better serve our students. Our new Foods Series features five individual courses.

The kitchen can be a very daunting place for a blind or visually impaired person. As a way to minimize those anxieties, our Foods Series not only gives practical solutions for the kitchen but also mouthwatering ideas. “These courses enable students to plan healthy and satisfying dishes while offering helpful tips and adaptive techniques for managing in the kitchen,” says Dawn Turco, Hadley’s senior vice president of educational operations.

The “Eggs and Dairy Products” course reviews food preparation and safe storage of these foods. Vegetables, canned or fresh. Also included are suggestions for casseroles and preparation tips.

“Meats, Poultry and Fish” explores various cuts of meat and how to cook them thoroughly. It also reviews different kinds of fish and provides cooking methods.

“Social Perspective” course helps students focus on entertaining guests properly and how to preserve foods.

Any gift, whatever the amount, will make a difference in the life of a Hadley student. Here are a variety of items your generosity can provide:

$2.20 Egg Rings – used for our “Independent Living” class for, yes, learning to cook eggs!
$8.00 Tactile Markers – (stick-on dots) for the “Braille Literacy 2” course.
$9.00 Slate Stylus, Slate Mate and Eraser – portable tools for braille writing in our braille courses.
$18.50 Abacus – used in Hadley’s “Abacus 1 and 2” courses, to teach students to add, subtract, multiply and divide whole numbers and decimals.
$20.00 Master Plan Address Book – a planning guide for parents of blind children, provided to parents enrolled in “Reach Out and Teach.”
$40.00 Braille Dymo Labeler – used to help visually impaired people differentiate between a can of green beans and chicken soup! Or, more importantly, to label the knobs on their stove, or bottles of medication.
$52.00 A chess set – modified for chess players who are visually impaired and used in Hadley’s “Chess for Beginners” course.
$150.00 Braille Textbook – in seven volumes for the “English Composition” course in Hadley’s High School Program.
$286.00 Braille Textbooks – in nine volumes for the “Basic English” course in Hadley’s High School Program.
$790.00 Braille Writer – a typewriter for brailling, used for Hadley’s more advanced braille classes.
$790.00 A chess set – modified for chess players who are visually impaired and used in Hadley’s “Chess for Beginners” course.
Embracing Change

The Hadley School is the primary provider of distance learning for blind and visually impaired people in the United States. Despite serving 8,500 students worldwide annually, Hadley is currently reaching only a fraction of those who could benefit from its services. To expand its outreach to more of those in need of its programs, the school aspires to serve twice as many students by 2006.

Contributors to Hadley make gifts of all sizes, ranging from several dollar bills placed neatly in a reply envelope, to estate gifts in which Hadley is named as the beneficiary. We also receive checks, credit card gifts and gifts of stock. If you would like to make a gift to the school, or discuss a planned giving opportunity, please call Donna Stonich, vice president and chief development officer, at (847) 784-2764.

Development Update

In order to accomplish this, Hadley has implemented a multi-year plan to reduce dependency on its endowment and ultimately preserve the long-term principal value of this resource. Because the school operates without any government assistance, and provides courses tuition-free, Hadley’s current endowment has been providing approximately 69 percent of its operating expenses, with the remaining 31 percent coming from individuals, foundations and corporations.

In support of the effort to reach more students, Hadley has embarked on the “Fund for a New Vision” program, which is expected to raise $1.7 million by June 30, 2004, with additional increases in 2005 and 2006.

Last fiscal year, the school raised $1.4 million. This year’s goal represents a 21 percent increase ($300,000) over last year. With one-half of the year behind us, as of January 12, 2004, the school has raised $846,000 toward its goal of $1.7 million.

The Development Committee of the Board of Trustees, led by Stace Hilbrant, chair, and Dorothy Speidel, assistant chair, has approved a development plan that includes fund-raising strategies and implementation plans for attracting funding from trustees, individuals, corporations, foundations and service clubs. Subcommittees focused on individual giving led by Joanie Kasten; planned and major giving led by Dorothy Speidel; and corporate and foundation giving led by Gwen McConnaughy will provide ongoing guidance to this committee.

Highlights of the campaign, thus far, have included a foundation gift from the Storer Foundation of $50,000 and a significant individual gift from Shirley Weismantel in honor of her mother-in-law, Myrtle Weismantel. (See profile on page 7.)

During the campaign, Development Committee members and staff will be making calls and arranging personal visits to talk with individual donors about the latest developments at the school. We hope that you will be interested in meeting with us—we are excited about learning more about you and your interest in Hadley.

People News

Donna Stonich recently joined Hadley as vice president and chief development officer, and is responsible for the school’s fund-raising programs. Donna has an MBA from Keller Graduate School of Management and a master’s degree from the University of Chicago. She came to Hadley from the University of California at Santa Barbara, where she was the major gifts officer for the Graduate School of Education. A resident of Hyde Park, Donna has also been a teacher and is a mother of five.
My gift to The Hadley School for the Blind was motivated by a need to have a meaningful memorial for my mother-in-law, Myrtle Weismantel, who died in November and struggled with macular degeneration during the latter years of her life. Because of all the direct ways that loss of sight has affected our family, it seemed most fitting for this donation to be made to Hadley.

Vision impairment has played a significant role in the Weismantel family for many years, both directly and indirectly. About 30 years ago, I had a braille bookmark from the Hadley School, which I used as a teaching tool in my Sunday school class to show different ways of communication.

As a child, my daughter, Marla, was fascinated by the story of Helen Keller and read numerous books about her life and struggles with being deafblind. For the last 25 years, Marla has worked as an optician, perhaps as a result of the impact Helen Keller’s story had on her life. My husband, Bob, had cancer of the retina and had to have his eye removed. Our closest cousin had a father who went blind, as did her father-in-law.

Myrtle was a native Chicagoan, born on the South Side to parents who owned a dairy. I wanted to assist a Chicago-based charity that worked with blind people. After some thought and rediscovering that Hadley braille bookmark from so long ago, I knew that The Hadley School for the Blind was where I wanted to make my gift.

I learned about the school’s new course designed to assist individuals and families impacted by macular degeneration, which, of course, had made the last few years of my mother-in-law’s life very difficult. Blindness is something she had always feared as her brother had lost his vision from diabetes.

Because of macular degeneration, Myrtle’s life changed. She gave up playing cards, the enjoyment of television and serving ice cream to residents of the nursing home where she lived. She would only accept minimal help and only allowed me to read her mail and take her grocery shopping. Each year she attempted less and less and, at 94 years old, resorted to wearing only big red earrings so she could find them by touch.

When I discovered that Hadley was developing a study course on macular degeneration, I knew that would be a wonderful way to memorialize Myrtle. My hope is that this contribution will help many others who have that condition adjust to sight loss and live full and productive lives.

For more information about how you can honor a family member or friend and, at the same time, assist The Hadley School for the Blind, please call the school at (847) 446-8111 or toll-free at (800) 323-4238.
The Culver family business, which moved from Long Island to Indiana in 1959, processes about 2 million ducklings annually! The business encompasses breeding farms, a hatchery, grow-out farms, a research and development plant and a processing plant. Herb is closely involved in the company’s daily operation.

Before he made a connection to Hadley five years ago, however, Herb’s visual impairment prevented him from entering the world of computers, a necessity for running any business today. Hadley helped open up this world to him by offering the course, “Introduction to Personal Computers”—since renamed “Access Technology: Beginnings.” This course helps students understand what a computer is as well as the pros and cons of using text-enlarging software, refreshable braille displays and speech output to read the screen. “Before taking this course, I didn’t know anything about computers, not even the keys on the keyboard,” Herb explains.

Linn Sorge, Herb’s Hadley instructor, was a big help to him in the selection of computer hardware and software that best fit his needs. In fact, Linn, who is blind, acted as an advisor to the technical people at Culver and helped them set up systems for Herb at work and at home. As a result, Herb now uses programs such as Kurzweil and WindowEyes on a daily basis to run his business. Kurzweil is used for spreadsheet analysis and WindowEyes for basic computer operation. “Herb just amazed me,” Linn reflects. “Here he was in his mid-70s still willing to give this a whirl. If he was willing, I was certainly willing to spend a few extra hours helping him out.”

Herb says Hadley has truly changed his life. “Even though I am blind, I can still use my computer, which is a great help,” he says. “I can even send and receive email. I love storing electronic files. We scan them right into the computer. Even more important, Linn—by her example—has been an inspiration to me. She has inspired me to accept vision loss, to persevere and accomplish new things in life.”

Linn is typical of Hadley faculty members who help our students improve their lives through distance education, often going that extra mile. Linn offers individualized attention and a personal touch. “I always try to bring at least one smile per call and come up with something worth chatting about — something that happened that particular day. It seems to give students a lift,” she explains. “In Herb’s case, he seemed so eager to strive toward more independence in an area in which his vision loss had put up barriers. So, why not give him a bit of a hand? That type of thing is not necessarily part of the instructor’s job, but we try to help out, if we feel a student will truly benefit from the extra assistance.”

To meet Herb Culver, one would not think he is legally blind. Herb walks with an air of confidence and, at the age of 78, embraces life and looks forward to new challenges. As president of Culver Duck Farms, Middlebury, Ind., Herb maintains a busy schedule. Loss of vision has not slowed his pace.
Donate To Hadley While You Shop

How would you like to help Hadley and its students by simply shopping at Target, one of the nation’s largest retailers? You can, thanks to Hadley’s participation in Target’s “Take Charge of Education” program, which so far has provided $100 million to schools throughout the nation. You simply need to make purchases using a Target Visa or Target Guest Card.

Here are the details. Target donates 1% of your purchases made at its stores (including target.com) directly to Hadley. In addition, Target donates ½% of purchases made anywhere else if you use a Target Visa Card. To get started, you need to register at any Target store at the customer service desk and provide Hadley’s school ID: #120639. Anyone can take part, so tell your family and friends about this great opportunity to help Hadley grow.

If you have any questions, please contact Fran Stedronsky, Hadley director of development, at (847) 784-2766 or fran@hadley-school.org.

SAVE THE DATE

Woman’s Board Benefit
May 8, 2004
High School Graduation
June 17, 2004
Woman’s Board Luncheon
October 2004
Biennial Faculty Meeting
October 2004
Annual Meeting and Student
Awards Presentation
October 2004

The Hadley School for the Blind
700 Elm Street
Winnetka, IL 60093-2554 USA

Change Service Requested