October 2004

Through the generosity of others, building on the past, bringing life-changing services to future generations

generations

THE HADLEY SCHOOL FOR THE BLIND - EST. 1920
This second issue of our redesigned donor newsletter, Generations, reflects the wide-ranging influence of The Hadley School for the Blind. It also reflects the school’s determined efforts to better serve more blind and visually impaired people throughout the world, in more varied and efficient ways. The stories within these pages cover a cross-section of the donors, students and organizations that touch Hadley.

The opening of this issue’s Development Update section says it all. “What Makes Our School Remarkable? Our heritage, our accessibility, our impact, our reach, our partnerships, our accountability—our unparalleled capacity to change lives around the world with dedicated teachers utilizing distance education, one student at a time.”

In this section, we thank our donors for their contributions, which are essential to keeping the school running efficiently. We provide:

• a financial update on these contributions;
• a report on donor recognition;
• the recently created President’s and Heritage Societies;
• plans for a student alumni organization.

As for our Annual Fund For A New Vision, we are happy to report a significant increase in support from trustees, non-trustee major gift donors and prospects, corporations and foundations, service organizations, Hadley students, staff and vendors.

Two donor profiles are also featured in this issue. The first profile describes the life of Floyd Schilling, a successful businessman and generous philanthropist who was a long-time Hadley student. Floyd never let his visual impairment prevent him from achieving his goals. In fact, at age 84, he completed our “Physical Fitness” course. The second profile focuses on Matt Lilek, a student who obtained his high school diploma through Hadley, and his mother Pat, who began donating to Hadley last year. Pat is more than happy to give because she knows her donations will be put to good use.

In addition, this issue includes a profile of Judy Castellini, president of our Woman’s Board, a group that, through the years, has been our largest donor. In fact, since the 1950s, the Woman's Board has had a major impact on the school’s growth. “My goal is to broaden Hadley’s reach,” Judy says. “I’ve considered the Woman's Board to be ambassadors to the community. The more we take on that role, the more it benefits the school.” With dedicated volunteers such as Judy, Hadley will indeed continue to expand its presence.

The theme, “expanding our reach,” is again reflected in the partnership article on the next page, which describes Hadley’s growing relationship with Lions Clubs International. Our relationship with Lions Clubs dates back to the early days of the school. Since then, Lions Clubs have helped us expand our educational offerings. Integral to our current partnership is a new program called “In Touch,” which will connect us to more people who need our services.

As another way to expand our reach, Hadley continues to embrace the Internet and online education so that our students may benefit. We are taking that initiative to the next level with e-Hadley, an ambitious plan to move the school into an e-learning environment. The article on page 4 describes some details of e-Hadley, which will be developed in four phases over the next three years. As part of our expansion into online services, we recently launched OASIS (Online Automated Student Information System) on our Web site. It gives students secured access to personal information and records, 24 hours a day, seven days a week.

These articles clearly show that Hadley’s influence is wide-ranging. With your ongoing support, we will continue to expand our offerings and, in the process, change lives.

Dr. Michael J. Bina, President
As part of our strategic goal to better serve more students, Hadley has developed key partnerships with other organizations that can help us expand our reach. Last year, for example, the school established a formal partnership with Lions Clubs International. Hadley’s relationship with Lions dates back to the early days of the school, as Lions Clubs were instrumental in supporting Hadley as it grew and expanded its distance education offerings.

Lions Clubs are an integral part of society, nationally and internationally, with 46,000 clubs in 193 countries. They reach into urban and rural areas, as well as small towns everywhere, with their motto, “We Serve.” And, with the charge they received from Helen Keller in 1925 to be Knights of the Blind, Lions Club members are in a unique position to touch the lives of community members who are coping with vision loss. In fact, Lions Clubs are often the first contact someone makes when he or she begins losing vision. Through local Lions Clubs and their members, Hadley hopes to reach increasing numbers of blind people worldwide who can benefit from our courses as they adjust to vision loss.

Through this partnership, Hadley had the privilege of addressing Lions’ international leadership last July in Detroit and at their U.S./Canada Forum this September in Reno, Nev. Hadley’s participation in these major Lions events allows us to deliver our message to individual Lions Clubs around the world and opens the door for future support. Hadley also participated in the Lions Illinois State Convention this year, where we had the opportunity to speak to Lions Club members from around the state. We have already seen an increase in students as a result of these events.

Integral to our partnership with Lions is a new program we have launched called “In Touch.” As Lions Club members put people in their communities in touch with Hadley, we will provide recognition for their efforts in the form of a lapel pin. It is our hope that Lions Club members will continue to utilize Hadley as a key resource in their home communities.

What’s new for Hadley students?

OASIS—An Online Link To Essential Information

Hadley recently introduced a new feature that gives students improved access to key information. Called OASIS (Online Automated Student Information System), this online system allows Hadley students to request personal transcripts, sign up for additional courses, and view current and historical grades—right on the Hadley Web site (www.hadley.edu). By simply logging on and using a password, students get secured access to their personal information and records, 24 hours a day, seven days a week.
During his life, which spanned 94 years, Floyd Schilling was a successful businessman. Yet, during those years, he never lost compassion for others or his commitment to community. These values are reflected in the following words, some of which were excerpted from the eulogy given by Floyd’s great nephew, Doug DeLong, at Floyd’s memorial service last April.

Born on December 12, 1909, Floyd spent much of his early years living and working on his parent’s 40-acre farm near Vandalia, Illinois. Floyd’s father, George, eventually purchased a grocery store, where Floyd also worked. Perhaps, it was on his parent’s farm and in their grocery store, that Floyd learned the importance of a hard day’s work and the significance of surrounding oneself with good people. During the eulogy, his nephew related one of Floyd’s quotes, “I am grateful for the many, many marvelous people who have passed my way resulting in very rewarding experiences.”

In the 1930s, Floyd started his own riverboat supply business in St. Louis, bringing his longtime and trusted friend, De Colburn, onboard as his partner. Their partnership lasted 40 years. Doug related in his eulogy, “Floyd appreciated a good handshake… I always knew he used this method to size up a man and I’m sure he could tell a lot about a person by the way they shook his hand.”
Doug continued, “Floyd’s vision was always poor. During his business career, Floyd attributed much of his success to organization and good record keeping, much of which was in braille. He kept 1,000 telephone numbers in his memory. He had memorized the price of every item in his store and he could do the arithmetic in his head to multiply out the totals.” Doug reflected on a comment Floyd once made when asked what it took to run a business, “I did everything! You know, an owner of a business must know what needs to be taken care of, to fill all the gaps.”

Floyd retired from his successful riverboat business in the late 1970s and spent time enjoying his many hobbies and loves. He was a ham radio operator and a dedicated listener to the Paul Harvey and Oprah Winfrey shows. He also shared his good fortune and success with family, friends and organizations in his community. Doug reflected, “Floyd was an extremely generous man. Through his kindness, my brothers (Brad, Jeff) and I were able to attend college. I graduated with an engineering degree and continue to work in that field, today – all thanks to Floyd.”

Floyd’s generosity did not stop with family and friends. The Hadley School for the Blind established one of its largest charitable gift annuities with Floyd in 1996. Not only was Floyd a generous philanthropist, but he told many of his friends about the work of the Hadley School and convinced others to get involved, too. And, as Paul Harvey would say, “And the rest of the story….”

If you would like more information on how you can assist The Hadley School for the Blind, please call Tom Tobin at (847) 784-2765 or (800) 323-4238 or via email at tobin@hadley.edu.
As soon as I learned I had been accepted to present at the China U.S. Conference on Educating Students with Special Needs in Beijing in June 2004, I contacted The Hadley School for the Blind. I wanted to meet with Chinese Hadley students to learn about their lives and to share my own experiences.

Hadley East meets Hadley West

By Christie Gilson

After receiving a tour of the Beijing School for the Blind, I met with some students. I was grateful for their English language abilities, since I can only say “hello,” “thank you,” “you’re welcome,” and count to 10 in Mandarin. Many of these students could read English braille, thanks to Hadley courses and instructors.

We Hadley students discussed our life aspirations and compared blindness techniques. I was intrigued to learn that none of the Chinese students use canes when navigating the school. My Chinese counterparts found my folding, slim-line, carbon fiber cane fascinating.

In China, students who are blind have two main vocational options: piano tuning and Chinese massage therapy. Since status is inextricably linked to one’s job, it is fortunate that massage therapist and piano tuner are both considered respectable occupations. Still, this occupational limit is in sharp contrast to the myriad of vocational options available to blind students in Western countries. I encouraged these students to “dream big” and try to enroll in college. In turn, they suggested that I learn Chinese massage techniques.

From these encounters, I have a renewed sense of awareness and appreciation. I have benefited so richly, not only from an American upbringing, but also from the encouragement, support and tuition-free education gained from organizations, such as The Hadley School for the Blind. It is up to those of us who have a wider variety of vocational opportunities to mentor and encourage our Chinese colleagues to use their skills and work ethic to achieve even more. In a similar vein, we who have been so richly blessed must continue to learn from our counterparts in the East, for their culture and tradition often far exceed ours in civility and antiquity.

I am grateful to Hadley for providing the educational opportunities that have encouraged me throughout the years. How lucky I am to have the confidence in myself to travel across the Pacific Ocean to clasp the hands of Chinese colleagues and, without needing to express it in words, to share a kinship and challenge because of our blindness.

Christie Gilson shares her experiences with other Hadley students in China.
Judy Castellini
President, Woman’s Board

As a young girl, Judy Castellini of Winnetka remembers the excitement she felt when she opened The Hadley School for the Blind’s holiday card for the first time each year. The bright colors and the brailled holiday message always sparked her curiosity as she surveyed the card. Now, many years later, Judy brings that same enthusiasm to Hadley as Woman’s Board president and, this time, she is thinking above and beyond.

“My goal is to broaden Hadley’s reach,” Judy says. “I’ve considered the Woman’s Board to be ambassadors to the community. The more we take on that role, the more it benefits the school.” Already, she has spread the “Hadley” word to her husband Jerry and their four children: Jenny, Tim, Julie and Matthew. “It really is a good thing for them to be a part of and has heightened their awareness.”

Visual impairment has personally touched Judy’s life. About 25 years ago, her father was diagnosed with retinal detachment and has fought through many surgeries to maintain his vision. “The subject of blindness is very close to my heart,” she reflects. Judy also remembers her blind neighbor who walked with her dog guide to ride the train every day. “I remember watching her go back and forth to the train each day with her dog guide and being amazed at her independence,” Judy says. “She was such a role model for me.”

Both of these moments have greatly impacted Judy’s life. Consequently, it was an easy decision for her to get involved with Hadley eight years ago. Born in Evanston and raised in Winnetka and Geneva, she graduated from DePauw University of Greencastle, Ind. In 1986, she and her husband settled back in Winnetka. In Judy’s spare time, she enjoys reading, golfing, running and horseback riding.

Looking ahead, Judy appreciates the different dynamics of the Woman’s Board and its members. She hopes to recruit new members, re-educate members on Hadley’s role and define board member roles. Judy also plans on continuing the success of Hadley’s fund raising. “What you give back defines who you are,” she adds. “I am always trying to give back to Hadley more than I receive from being associated with the school and the Woman’s Board. It is such a rewarding experience on so many levels.”

“We are in good hands with Judy Castellini serving as Woman’s Board president,” notes Hadley President Dr. Michael J. Bina. “She follows in the superb tradition of her predecessors in bringing warmth, sensitivity, energy and a very insightful perspective on our mission that’s focused on our students around the world. She is hardworking and has all the leadership traits. Again, we are in very good hands.”

Since the 1950s, Hadley’s Woman’s Board has had a major impact on the school’s growth. Its efforts have included an annual holiday card, galas and many other events, thus keeping Hadley in the public mind. The success of the Woman’s Board is evident, as it has consistently remained Hadley’s largest donor.
WHAT MAKES OUR SCHOOL REMARKABLE?

Our heritage, our accessibility, our impact, our reach, our partnerships, our accountability—our unparalleled capacity to change lives around the world with dedicated teachers utilizing distance education, one student at a time.

Thank you to all Hadley donors!
Thank you, Hadley donors! In fiscal year 2003-2004, our donors contributed $1,619,000 to The Hadley School for the Blind. This represents a 15 percent increase over the previous year. This significant increase in annual support for the Annual Fund for A New Vision came from trustees, non-trustee major gift donors and prospects, individuals, corporations and foundations, service organizations, Hadley students, staff and vendors. We are especially grateful for the success of the Woman's Board Benefit and Holiday Card Sale. (See page 10 and the back cover.) We are pleased that individual gifts totaled $674,182 compared to $443,726 last year at this time. In addition, non-trustee giving increased from $158,029 last year to $460,037 this year.

The Annual Fund for A New Vision supports Hadley’s teachers, students and staff, and provides resources necessary for the school’s day-to-day operations. Gifts to the Annual Fund enable Hadley to hire the most dedicated professionals, to purchase the latest technology, and to provide education and services for blind and visually impaired people all over the world. Your gifts to Hadley help the school achieve its goals so that more students can be empowered to take their places as contributing members of their communities for years to come.

Help Us Form Hadley’s First Student Organization!
For the first time in the school’s history, students were asked to contribute to the Hadley Student Fund to provide support for additional students to take Hadley courses, free of charge. We sent solicitations in braille, large print and audiocassette to students who had completed a course within the last three years or who were currently enrolled in a course. The response was overwhelming, and we continue to receive gifts from students on a daily basis. To date, 477 students have contributed $15,476 for an average gift of $32.24, which represents a 7.61 percent response rate. We will be holding a focus group with our student award winners who are speaking at the Annual Meeting to discuss the creation of a Student Advisory Council. Eventually, we would like to create a student organization so that Hadley students around the world will have a forum and a network for exchanging ideas and information. Our goal is to plan one event this spring in a central location (accessible to students, their families and potential friends of Hadley in the community) to meet Dr. Michael J. Bina, Hadley’s president. We hope this will be the beginning of many such events scheduled in other locations around the country.

Have You Seen the Donor Wall?
For many years, the Hadley School has gratefully acknowledged donors’ cumulative giving on the school’s Donor Wall. Different societies recognize donors who have contributed over the life of the school at different levels—William A. Hadley Society ($100,000 and above), E.V.L. Brown Society ($50,000 and above), Founders Society ($25,000 and above), Kinney Circle ($15,000 and above), and Clarence Boyd Jones Society for individuals who have made estate commitments or life-income arrangements. Names are updated annually. There is also a plaque honoring individuals who have remembered Hadley in their estate. These gifts are extremely important because they provide important financial resources for strengthening and sustaining the school’s future. The Wall is a living tribute to donors who have seen the school begin, grow and expand; it is also a demonstration of Hadley’s stewardship of donors’ legacies.

New Ways to Recognize Donors to the Annual Fund
This year, Hadley created the President’s Society and the Heritage Society—new ways to honor individuals who support the school on an annual basis. These gifts strengthen and sustain the school’s annual operations.
and have an immediate impact on students, their families and blindness professionals. Founding members were welcomed through June 30, 2004—$1,000 or more for the President’s Society and $5,000 or more for the Heritage Society.

To acknowledge and honor these donors, the school has established an annual recognition event, issues invites to special functions honoring donors and students, provides special recognition in the Annual Report, and presents donors with a special commemorative thank you. When members’ giving reaches $5,000, they become members of the Heritage Society. Donors who make annual gifts of this size have a profound impact on our ability to bring lifelong learning and greater independence to our students.

What is e-Hadley? “A New Thread of Endeavor…."
William A. Hadley
As a donor, you know how the computer has revolutionized our lives. Did you know that blind and visually impaired people have been utilizing computer “assistive technology” for many years? Hadley plans to make learning even more accessible and interactive by developing e-Hadley, an ambitious plan for moving the school into the e-learning environment. Hadley is preparing to make a significant investment to convert approximately 25 of its courses to a completely new online format at a significant cost to the school. The result will be interactive online courses for people who are blind or visually impaired and who are able to use state of the art technology. Throughout this process, Hadley is committed to ensuring only the highest quality in curriculum and instruction. As we embark on this project, we hope to have the support of our donors. As you learn more about e-Hadley, we think you’ll want to be involved in transforming the school and changing the future for many of our students!

Your Gift Can Have a Profound Impact

Through distance education programs, Hadley students:

• Overcome the challenges resulting from vision loss
• Learn how to help an aging loved one cope with macular degeneration
• Discover the best way to support a visually impaired child
• Earn a high school diploma
• Access educational opportunities through the Internet
• Become better prepared for employment
• Achieve independence

HOW YOU CAN MAKE A GIFT

Gifts of all sizes have immediate impact on students, their families and blindness professionals. Contributions and multi-year pledges to the Hadley School can be made through cash, credit card or securities. If you would like to make a gift to Hadley:

• Please call Jacque Sabian at (847) 784-2762 or;
• Go to Hadley’s Web site, www.hadley.edu, and click on “online donations” or;
• Mail your check to the Hadley School, using the return envelope enclosed in this issue of Generations.

Thank you to our vendors –

Beck’s Heating and Air Conditioning – Highwood
Northern Printing and Systems – Wheeling
Institutional Capital – Chicago
John J. Matsock and Associates – Naperville

who are sponsoring Hadley students through their contributions to the Annual Fund for a New Vision.

In fiscal year 2003-2004, our donors contributed $1,619,000 to The Hadley School for the Blind.
The Hadley School for the Blind greatly appreciates the donations that many of its students and their families have made over the years. In a sense, these students and their families are giving back to Hadley so that other blind and visually impaired people will benefit from its services in the near future. By giving from the heart, these donors, who have achieved greater independence for themselves through Hadley, are helping the school expand its influence.

The Lilek Family of Milwaukee, Wis., represents just one of these many student donor families. Matt Lilek, age 37, is a veteran Hadley student who earned his high school diploma through the school in 2003. In fact, Matt, who has been visually impaired since an early age, was honored during Hadley’s high school graduation ceremonies in Winnetka last summer.

A Hadley student since 1987, Matt completed 36 courses, ranging from math and metrics to literature and astronomy, on the road to earning his diploma. “I didn’t plan on getting a high school diploma at first but Hadley was so encouraging. After working with my instructors for awhile, I felt that I really could obtain a diploma if I worked a little harder.”

Pat Lilek, Matt’s mother, says that Hadley has helped him live more independently and increase his self-confidence, especially as he enters the job market. Matt’s high school diploma, she notes, represents one of his major accomplishments in life. “Hadley’s method of instruction is great. It allows Matt to work at his own pace,” she remarks. “Also, Hadley’s High School Program is terrific. I don’t think there is another school with instructors who are as patient and caring, who would have helped him achieve this lifelong goal.”

Pat, a real estate broker in the Milwaukee area, began donating to Hadley last year, thanks to the strong urging of her son. She has always donated a certain percentage of her income to charitable organizations. When she saw the joy in Matt’s face upon receiving his diploma, Pat knew that Hadley was an organization worthy of her support. “I’m so glad to be able to donate to Hadley because I know my donations will be put to good use. Touring the school during graduation day just reinforced that in my mind. The staff is so caring and helpful, so ‘right on’ in their mission,” she reflects.

Pat acknowledges that her donations, although important, are only a small part of the total support the school needs to continue its work. Thus, she plans to encourage family and friends to contribute to “this wonderful program” as well.

The Lilek Family has truly benefited from Hadley’s distance education offerings while, at the same time, giving back to the school through financial support. This positive relationship will continue to bear fruit in the years to come, as Matt plans to take more Hadley courses and follow the path of lifelong learning and independence.
**Woman’s Board Benefit**

**All That Jazz**

In May, the Hadley Woman’s Board hosted *Hadley and All That Jazz*, an annual benefit for The Hadley School for the Blind. More than 300 guests attended the fun-filled evening, held at Michigan Shores Club in Wilmette. The event explored three cultural elements: wine, music and art. Hadley supporters bid on local artists’ paintings, tickets to various events and wine as The Dan Cray Band, a jazz trio from Evanston, provided music for the evening. Local artists collaborated to create a collection of art pieces inspired by Henri Matisse.

The event generated $150,000 and proceeds will help fund 11 new and revised courses in Hadley’s High School Program.

“Our High School Program provides blind and visually impaired adults of all ages the opportunity to earn a high school diploma,” notes Hadley President Dr. Michael J. Bina. “For many, this is the culmination of a lifelong dream that seemed unachievable for so long. Through its support of this program, the Woman’s Board continues to demonstrate its commitment to Hadley’s mission.”

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**We all know shopping can be fun**

**Now it can be philanthropic too!**

Because The Hadley School for the Blind is involved in Target’s “Take Charge of Education” program, you can make shopping at Target, one of the nation’s largest retailers, a charitable activity.

Here’s how the program works: Just keep shopping, using either a Target Visa or Target Guest Card. Target donates 1 percent of purchases you make at its stores (including target.com) directly to Hadley. In addition, Target will donate 1/2 percent of purchases made anywhere else you shop if you use your Target Visa Card.

Here’s how to get involved: Go to [www.target.com/tcoe](http://www.target.com/tcoe), sign up, designate Hadley as your preferred school and provide Hadley’s school ID #120639. Or apply at the customer service desk at any Target store. Anyone can participate, so tell your family and friends about this great opportunity to help Hadley. If you have any questions about the program, visit the Target Web site at [www.target.com](http://www.target.com) or call (800) 316-6142.

Whether you shop at Target with the Target Guest Card or shop at any of 21 million merchant locations with the Target Visa Card, the purchases of thousands of Hadley supporters and their families, and thousands of students and professionals, could make a difference – could help us “take charge.”
SAVE THE DATE

Woman’s Board Holiday Card Sale
Starting September 27, 2004

Woman’s Board Tribute Luncheon and Student Awards Presentation
October 7, 2004

Biennial Faculty Meeting
October 7-9, 2004

Annual Meeting and Student Awards Presentation
October 7, 2004

Tour of Hadley for Spouses of the International Board of Directors of Lions Clubs International
October 11, 2004

Woman’s Board Book Fair at The Book Stall at Chestnut Court, Winnetka
December 1-2, 2004

WB Holiday Card

The Woman’s Board annual Holiday Card Sale continues until December 16. This year’s card is truly exceptional. Artist Susan Underwood provided the watercolor for the card, which features a holiday topiary with vibrant colors. As always, the message inside is in both print and braille. Cards can be ordered at Hadley, by contacting the school at (800) 323-4238, or online at www.hadley.edu.

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