



HADLEY
• V I R T U A L •
CENTENNIAL
CELEBRATION

Presented by
The Hadley Woman's Board and
Board of Trustees

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WELCOME

Welcome to Hadley's Centennial Celebration

Thank you for being part of Hadley's Centennial Celebration. We are excited to mark this milestone and proud to recognize the tremendous accomplishments of Hadley's first century.

Much has changed since William Hadley taught his first "braille by mail" course in 1920. However, Hadley remains strong because we have continuously innovated and adapted to ensure we are providing the greatest assistance to the blind and visually impaired people who need our services. As a result, Hadley is the largest educator of braille and provider of distance education for people who are blind or visually impaired worldwide. In fiscal year 2019, we reached nearly 150,000 learners from all 50 states and in 65 countries.

Our mission remains constant: to create personalized learning opportunities that empower adults with vision loss or blindness to thrive—at home, at work and in their communities. Following William Hadley's lead, we take a personalized approach so our learners get the help they need, when they need it. People who are blind or visually impaired often feel isolated; at Hadley they are part of a community where they can find assistance from experts and also have the opportunity to connect with others, like themselves, who are living with vision loss.

As always, Hadley remains fully committed to maintaining our 100-year history of providing learning free of charge. Many people with vision loss are unemployed, underemployed or living on a fixed income. Thanks to the generosity of our donors, cost is not a barrier to Hadley learners.

2020 is also a significant year because we launched Hadley into the future. To best serve the growing number of older individuals with visual impairment, we reimagined Hadley learning and recently introduced a new learning platform. This will allow us to scale our services and expand our reach to help the millions of adults across the country, and around the world, facing vision loss.

Finally, to Hadley's incredible learners, staff, donors, trustees, and volunteers, thank you. It is because of you that we have reached this momentous milestone—and will continue to make history.

Julie Tye

President
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Congratulations!

To Hadley for 100 years
of seeing new possibilities

.....



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HADLEY CENTENNIAL CELEBRATION

Friday, October 2, 2020

Program begins at 6:00 p.m. Central Time

Please log on a few minutes before the program
to register for our live prize drawings.

Access the live event through our online portal at:
<https://donate.onecause.com/hadley100>

Welcome

Hadley Past, Present & Future

Call for Support

Champagne Toast

Prize Drawings

Tonight's Presenters:

Sara Ridder—President, Hadley Woman's Board

Scott Dickes—Chair, Hadley Board of Trustees

Julie Tye—President, Hadley

Master of Ceremonies: Ben Strong



A century of seeing
new possibilities

Hadley creates personalized learning opportunities that empower people with vision loss to thrive – at home, at work and in their communities.

CONGRATULATIONS

**on 100 years
of helping
people thrive!**

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100 Years Ago: The Story of William Hadley

"When your life's ambition has failed you, pick up a new thread of endeavor...make your renewal of effort count for other people...because when you think of the other fellow only and not yourself, your own problem fades into insignificance; in unselfishness lies the real thrill of being alive." —William A. Hadley

When William Hadley lost his vision in 1915 at the age of 55, it was a difficult adjustment. A teacher with a love of books and learning, he was frustrated by the lack of educational opportunities for blind people.

Over the next years, Mr. Hadley taught himself braille and learned to accept his vision loss. However, he was without a strong sense of purpose until 1919 when he set out to use his talents and experience as an educator to teach other blind adults by correspondence courses.

By 1920, word of his idea was spreading. A farmer's wife in Kansas wrote to him desperate to learn braille so she could read again, and "braille by mail" was born. She mailed her exercises to Mr. Hadley who corrected and returned them with notes of help and encouragement. This successful experience demonstrated how Hadley's distance-learning model was ideal for adults with visual impairment; they could acquire needed knowledge without traveling or disrupting their lives.

With the help of co-founder, Dr. E.V.L. Brown, a renowned ophthalmologist and William Hadley's neighbor, the school grew quickly. An advertisement for Hadley's



correspondence school led to replies from across the United States, and as far away as China, reinforcing the significant need for the services he was offering.

William Hadley soon expanded the course catalog to include more subjects, interests and past times. Using only the modest means of his teaching pension, he provided education to more than 60 students free of charge in the school's first year. This policy of tuition-free education that Mr. Hadley established a century ago continues to underpin Hadley learning today.

As the years went on, the School's enrollment, curriculum and staff grew. Mr. Hadley continued to develop, braille and teach many of the courses as well as braille personal letters of correction and encouragement to accompany each lesson he sent to students. Due to health issues, he had to scale back his teaching in 1936, at the age of 76.

The year before his death in 1941, Hadley reflected upon his life in an interview with the Chicago Tribune, remarking: "I had been a teacher all my life and my work was not done. I was idle several years, adjusting myself, but eventually I decided that my ability to teach had not left with my sight. Now I know that my most valuable work has been done in the last 20 years. I am not sorry that I was made blind." •



A Century of Learning

For a century, Hadley has provided distance learning to help people who are blind or visually impaired read and write braille, manage everyday tasks, navigate a world only intended for sighted people, and master professional skills needed in their employment.

Since William Hadley began providing blind and visually impaired individuals with learning they could not find elsewhere, the institution that bears his name has continued to proactively identify gaps and develop learning solutions to address these needs. It would be impossible to include 100 years of Hadley learning in this small space, but here are a few highlights:

Soon after William Hadley began teaching “braille by mail,” it became clear there was a need for learning across a wide range of topics. So, the school taught classes on subjects including English grammar, bible study, math, languages, and history.

When the Depression prompted the need for more practical learning, classes such as insurance selling and poultry raising were added to the curriculum. In the 1940s, the school expanded with courses in economics, first aid, accident prevention, and bookkeeping.

In the 1960s, enrollment continued to grow exponentially, and Hadley began to focus on a critical problem for people with vision loss: finding employment. This greater emphasis on vocational training prompted new courses on blind medical transcription, secretarial occupations, computer science, music notation, and updated courses in business, sales and abacus.

In the 1970s, Hadley introduced the High School Program that was geared towards the millions of blind adults who had not had the opportunity to complete high school. This allowed visually impaired students to earn a high school diploma, either completely through Hadley or to supplement course credit from traditional schools.

While Hadley had always helped family members, it formally launched the Parent/Child Program in 1984 to focus on the special needs of parents and family members.

In 2014, Hadley launched the Low Vision Focus @ Hadley in response to the growing number of people who have low vision due to age-related conditions such as macular degeneration, glaucoma and diabetes. This initiative laid the groundwork for much of the new curriculum that has just been rolled out with Hadley’s new learning platform. ●

Hadley of the Future

It has been 100 years since William Hadley revolutionized learning for adults with vision loss. **Now, we are doing it again.**

Bringing together our experience in the field, our distance learning model, our scalable technology and our expertise in the areas of technology, braille, business and adjustment to vision loss, we have reimagined Hadley for the future.

Hadley's new learning approach will enable us to help the growing number of adults who will be facing vision loss in the future due age-related eye diseases. According to the National Eye Institute, by 2030, this will include more than five million older adults.

Poor visual acuity is just the beginning of their challenges. Impaired sight can make everyday tasks, such as getting around, meal preparation and medication management, difficult and dangerous. The loss of independence and lack of mobility that accompany vision loss frequently lead to isolation, depression and a reduced quality of life.

As the leading provider of distance education for adults who are blind and visually impaired worldwide, Hadley is uniquely qualified to serve this growing population and provide the right training to mitigate the negative consequences of vision loss.

When someone turns to Hadley, they find the help they need. They have immediate access to our programming and experts to help navigate this difficult transition.

Instead of focusing on what they can't do, Hadley shows them what they can do—and how to do it.

Hadley's new learning platform makes it easier for people to access learning resources through online workshops, discussion groups and podcasts that can be completed at their own pace. Registration is fast and simple so learning can begin immediately. The website is welcoming, easy to navigate and can be customized to best suit a user's specific vision issue.

The entire site is also screen reader compatible for those individuals without any usable vision. For those who need, or prefer, other mediums, the information can be accessed in large print, audio and braille.

When learners have questions or need assistance, help from Hadley's knowledgeable instructors is close at hand. Hadley's new platform and popular discussion group forums also allow learners to be part of a community where they can connect with one another to share experiences, information and interests.

While Hadley is forging ahead into the future, we remain true to William Hadley's original vision—providing essential learning to help adults with vision loss thrive. Free of barriers. Free of boundaries. Free of charge. •



Hadley's Volunteer Tradition

Hadley's strong volunteer tradition starts at the very beginning—and continues today.

When William Hadley set out to teach braille by mail, his friend and neighbor, Dr. E.V.L. Brown stepped up to help. A renowned ophthalmologist and educator, Brown was pivotal in founding the school. He contributed essential management skills and galvanized business leaders from across the local area to support the endeavor. Brown remained devoted to the school for the rest of his life, serving as chair of the Board of Trustees from 1922 until his death in 1953.

Brown's dedication to Hadley was instilled in his daughter, Nancy, and her husband Clarence (Bud) Boyd Jones. Following Dr. Brown's death, Bud Jones stepped in as board chair and worked tirelessly for sixteen years to raise Hadley's profile, expand its operations and put the school on firm financial footing.

Following in their footsteps, many other men and women on Hadley's Board of Trustees have brought to bear their expertise, skills and talents on Hadley's behalf. With their support and guidance, Hadley has overcome challenges, grown and flourished to become the largest educator of braille and provider of distance education for people who are blind or visually impaired worldwide.

It was Nancy Jones, Dr. E.V.L. Brown's daughter, who founded the Hadley Woman's Board. In 1953, when the school was facing severe financial challenges, she recognized a solution "would require women, who keep their shoulder to the wheel." Wasting no time, she recruited



Photos: Hadley has always been supported by a wonderful community of volunteers--including individuals, the Board of Trustees, Teen Board, Lions Clubs International and Hadley Woman's Board.

other talented and dedicated women from Chicago's North Shore and got to work.

Since then, the Woman's Board has been an important financial partner to Hadley, responsible for more than \$5.5 million in contributions. This is thanks to the exceptional women who have contributed their creativity, energy and time to organize and execute many fun and unique events and fundraisers on Hadley's behalf.

In addition to these groups, many, many others have devoted their time, resources and energy to Hadley. For example, no history of Hadley would be complete without the Lions Clubs International, which has raised significant funds and awareness for Hadley around the world. •

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**Here are some of the ways that your donation
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—\$5,000—

Create a video that helps people with low vision live independently by learning how to fully utilize their smartphone, tablet or computer.

—\$2,500—

Provide a braille embosser for a Hadley Learning Expert to prepare materials and correspond with learners.

—\$1,000—

Sponsor community outreach to five support groups to discuss the needs and challenges of older adults with low vision—and how Hadley can help them.

—\$500—

Supply 20 Hadley learners with the tools they need to label and identify hard-to-see objects, like groceries, medications or appliances.

—\$250—

Provide a slate, stylus and eraser to help 40 people who are visually impaired to learn to write braille.

—\$100—

Sponsor one month of media hosting for instructional videos on the Hadley website. These videos received an average of nearly 1,100 views per month last year.

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Siguler Guff congratulates Hadley on
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the blind and visually impaired to thrive at
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Our warmest congratulations to Hadley and all attending the Spark in the Dark celebration — here's to the next 100 years of seeing new possibilities!



Hadley 2020
A century of seeing
new possibilities

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.



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