



## A Touch of Understanding<sup>®</sup>, Inc.

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### Report of Activities 7/1/09-6/30/10

#### Mission Statement

*“Building Empathy ~ Igniting Respect”*

The mission of A Touch of Understanding, Inc. is to encourage acceptance and respect for all individuals. Our educational programs are designed to enhance understanding of differences, thereby minimizing the discrimination and social isolation suffered by people who are perceived as different for any reason, but especially children and adults with disabilities.

#### Our Growth Despite Difficult Times

*New survey reveals program success*

As is true in homes and businesses across America, A Touch of Understanding has faced financial challenges and diminishing resources this year. Despite the fact that many nonprofits have had to close their doors, A Touch of Understanding is weathering the economic environment through the dedication of our donors, volunteers, and staff. We have benefited from 12,374 volunteer hours over the past school year, which allowed us to provide 108 presentations, the largest number in one school year, in the history of our organization. Although some schools cancelled presentations due to budget constraints, many new schools scheduled. This testifies to the growing reputation of our disability-awareness program and of the individuals who make it happen, our donors, our volunteers and staff.

Knowing that our donors deserve confidence in the value of their investment in A Touch of Understanding, we have been working with an independent evaluation consultant, Dr. Christina Borbely, to incorporate new tools to document the impact the ATOU experience has on school children. The results of the scientific surveys administered to 225 students during the past year, show more than two-thirds (67.5%) demonstrated overall improvement in feelings, intentions and beliefs associated with people with a disability. In addition, we know from the students' comments that their new respect for individuals with disabilities carries over and becomes respect for others who seem different from them in any way. As a sixth grade boy wrote, “The most important thing I learned [from A Touch of Understanding] was never to be prejudiced, not just someone with a disability, but to everyone around me.”

With bullying becoming a serious threat to school children, mutual respect - the antidote to bullying - is vital to child safety on our school campuses, and in our increasingly diverse communities. Children with autism are often the targets of bullying. Their social challenges can leave them open to being misunderstood, and to misunderstanding others. Our newly developed Autism component has been well received by students, parents, teachers, and administrators. It has become a key component of making full inclusion a reality for children with autism into the school community. The latest statistic from “Autism Speaks” says that 1 in 110 children will be diagnosed with autism. This new component is essential. See below:



Students listening to a CD explaining the challenges of having autism.

## **Our Challenge for 2010-2011**

*ATOOU seeking additional collaborative partners and donors to help us reach more children*

Our challenge this year will be to bring in sufficient revenue to meet the growing demand for our program. For the first time in our history, we have had to dip into our reserve to cover our expenses. This is due to a number of factors: (1) the diminishing grant revenue, (2) the increasing number of agencies requesting support, (3) smaller individual donations due to personal financial challenges, and (4) school budget cuts.

To deal with this financial challenge, A Touch of Understanding:

- has moved our office into two available classrooms at Olive Ranch School in Granite Bay, which lowered the cost of rent, while providing access to additional space for presentations and events. In addition, the new office location allows more collaborative relationship with the Eureka School District and the Placer County Board of Education.
- has expanded our collaboration with the University of Phoenix and California State University, Sacramento, increasing our number of student interns and the services they provide to ATOU.
- will continue the evaluation process being conducted by independent evaluation consultant, Dr. Christina Borbely, to document the success of our program.
- has convened a team of educators and business people to explore the possibility of expanding our program to reach a larger geographic area.
- applied for and was chosen as an affiliate agency of the Hope Productions Foundation to participate in the fundraising event, Walk 'N Rock for Kids event at Raley Field, West Sacramento, May 29, 2011.
- will continue to seek corporate, foundation and individual donors.
- will continue to seek additional collaborative partnerships to assure that our program is brought to the maximum number of school children at the minimum cost.

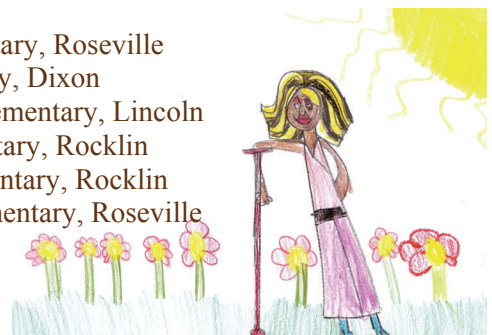
**Your support and financial investment, along with the dedication of our Board of Directors, our volunteers and staff members, have made it possible for us to weather the economic crisis this past school year and will help us reach more children in the future.**

## **2009-2010 Presentation Locations**

*4,405 Participants*

Antelope Meadows Elementary, Antelope  
Auburn Boys and Girls Club, Auburn  
Bannon Creek Elementary, Sacramento  
Blue Oaks Elementary, Roseville  
Bowling Green Charter, Sacramento  
Breen Elementary, Rocklin  
Bridgeway Homeschool Group, Rocklin  
C.W. Dillard Elementary, Wilton  
Caleb Greenwood Elementary, Sacramento  
Catherine Gates Elementary, Roseville  
Cirby Elementary, Roseville  
Cobblestone Elementary, Rocklin  
Coyote Ridge Elementary, Roseville  
Crestmont Elementary, Roseville  
CSUS Peak Adventure Group, Sacramento  
David Lubin Elementary, Sacramento  
Dry Creek Elementary, Roseville  
El Dorado High, Placerville  
Excelsior Elementary, Roseville  
Gold River Discovery Center, Gold River  
Greenhills Elementary, Granite Bay  
Heritage Oak Elementary, Roseville

Hiram Johnson High, Sacramento  
Maidu Elementary, Roseville  
Martin Luther King Elementary, Sacramento  
Martz Family Home, Roseville  
Oakhills Elementary, Granite Bay  
Olive Grove Elementary, Antelope  
PG&E, Concord  
Pioneer Elementary, Davis  
Placer County Nature Center, Auburn  
PRIDE Industries, Roseville  
Ridgeview Elementary, Granite Bay  
Sargeant Elementary, Roseville  
Sierra Elementary, Rocklin  
Sierra Oaks Elementary, Sacramento  
St. Rose, Roseville  
Stoneridge Elementary, Roseville  
Tremont Elementary, Dixon  
Twelve Bridges Elementary, Lincoln  
Twin Oaks Elementary, Rocklin  
Valley View Elementary, Rocklin  
Vencil Brown Elementary, Roseville



## Students' Corner

### *Students discover confidence and compassion*

"ATOU made me feel that I should never quit, even when life is at its hardest. It has also made me more confident and compassionate around people with disabilities." *Elementary school boy*

"I was uncomfortable because in a way I felt sorry for individuals with disabilities and didn't know how to respond to them without myself or them feeling uncomfortable. I understand more about them and realize they are just like me. Everything was an eye opening experience to what people with challenges face every day. And people who have a disability can fit in and do the same things just like us." *Elementary school boy*

"Walking a mile in someone else's shoes helps people who don't have disabilities to think outside the box and not to think about just themselves, but others. ATOU assembly made me feel that I should never give up even though life can seem difficult sometimes. It also made me feel that you shouldn't make fun of a person who has a disability because you never know if it could happen to you." *Elementary school boy*

"I was uncomfortable because seeing someone with a disability is hard. It makes me feel bad and it makes me feel weird. It would be easier because now you know almost exactly what they are going through so I am more comfortable." *Elementary school boy*

"I understand their situations and hardships better. I can show empathy, not just turn away or ignore someone with a disability. They are like us. I would be hurt to be shoved into a box not capable of reaching out to others and have others afraid to reach into the unknown." *High school boy*

### **Responses from Students' Surveys (364 students completed the survey, which is 9% of participating students.)**

- 93% said they would be more comfortable with people with disabilities following A Touch of Understanding.
- 98% responded that ATOU helped them understand more about the tools used by individuals with disabilities.
- 87% said it will be easier to make friends with someone with a disability.



Students at Sierra School in Rocklin who had a garage sale to raise funds to bring ATOU to their school.

## Parents' Corner

### *Parents grateful for their children's new understanding and acceptance*

"She is now more understanding of those with disabilities and is able to have empathy for them. She knows they don't want to be stared at and want to be treated equally. This was by far the best assembly our school has ever had and should be held at every school possible every year." *Mother of a sixth grade girl*

"I definitely believe this type of presentation leaves a real, positive and lasting impression on kids. It helps them understand the challenges others face on a daily basis and encourages kids to be understanding, giving and kind to others who may need help. They can make such a difference in someone's life." *Mother of a fourth grade boy*

"I want to thank you so much for giving Tyler the opportunity to be a part of the Touch of Understanding assembly at Dillard Elementary. The assembly has had a big impact on Tyler. There is a lot more understanding from the other children of why he has certain motor and vocal tics. The sixth graders do not stare at him and are more accepting of him. Tyler feels more comfortable at school knowing the children understand and are aware that he has Tourette's syndrome. Thank you so much for bringing this wonderful program to the Sacramento area. It is so important that at, an early age, children are taught tolerance and understanding of people who have disabilities." *Mother of a fifth grade boy with Tourette's syndrome.*

### **Responses to Parent Surveys (335 parents responded, which is 8% of parents of elementary students who participated.):**

- 91% responded that their children were eager to share about their experience with ATOU.
- 97% think A Touch of Understanding will be helpful in encouraging their child to accept and include individual with disabilities in their life.
- 92% anticipate A Touch of Understanding leaving a positive, lasting impression on their child.



## **Teachers' and Administrator's Corner**

### ***Teachers and administrators applaud ATOU long-term success***

"A Touch of Understanding has a proven record of improving social interactions for children with disabilities in the Greater Sacramento area. Children who were otherwise isolated are now more involved in activities and social groups. A Touch of Understanding helps make full inclusion a reality in our schools." *Judy Holsinger, Executive Director Sacramento County SELPA*

"A Touch of Understanding has proven to increase respect for diversity of all types, which is essential at Hiram Johnson High School where our student body reflects our diverse community." *Vlastimil Krbecek, DVM Health Careers Academy Coordinator*

"I loved that every volunteer was willing to answer 'any and all' the questions that our third graders had. In addition, I was so impressed with how they encouraged our youngsters to work hard in school and not let anything stand in their way of success. Its such a powerful presentation, and one that truly has a lasting impression on everyone who participates." *Tanya Roberts, Third Grade Teacher*

## **Our thanks to Our Program Sponsors and Donors**

### **Service Clubs**

Carmichael Emblem Club  
Carmichael Lions Club  
Kiwanis Club of Granite Bay  
Soroptomist International

### **Grants**

Auburn Community Foundation  
City of Roseville Citizens Benefit Fund  
CPS Human Resources Services  
Jonas Family Foundation  
Mercey Springs Foundation  
PASCO Foundation  
Placer Community Foundation  
Ronald McDonald House Charities,  
Northern California  
Wells Fargo Foundation  
Yocha Dehe Community Fund

### **Corporate Gifts**

Big Spoon Yogurt  
Bill McAnally Racing Promotions  
Cristando House, Inc.  
GoodSearch  
Macy's West  
Travelers Foundation

### **Corporate Employee Campaigns**

PASCO Foundation  
United Way  
Wells Fargo Community Support  
Campaign

### **Event Sponsors**

Ability Center, Sacramento  
Access Leisure-City of Sacramento  
Autism Speaks  
Bonney Plumbing, Inc.  
Brian Wyatt Law Offices  
Brothers Home Improvement, Inc.

### **Event Sponsor Cont.**

Capital Allergy & Respiratory  
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Developmental Disabilities Service  
Organization-DDSO  
Denio's Roseville Farmers Market  
& Swap Meet  
Eagle Accessibility Solutions  
Fuqua Physical Therapy  
Hartford Insurance  
My Friends-Specialized Daycare  
Services, Inc.  
Nor-Cal Mobility, Inc.  
Pacific Autism Learning Services  
Richard Fathy  
Sierra Health Foundation  
Sierra View Company, Inc.  
Slone Chiropractic  
Stanford Hirata, First Allied  
Securities, Inc.  
Sutter Neuroscience Institute  
The Elie Family  
The Foster Family  
The Wilson Family  
UC Davis MIND Institute  
Warren G. Bender Co.  
Wells Fargo Bank, N.A.

### **Individual Donations**

Roy & Jan Abriani  
John & Doris Adams  
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### **Individual Donations Cont.**

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Monte & Susan Whitefield  
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Janice Wofford  
Rod & Charlene Yamanaka  
John & Louise Young  
Michael & Debby Ziegler



### Memorial Contributions

#### **In memory of**

Chad Mallo  
Claud Ihly  
Corwin Vansant  
Justin Baker  
Lauris Ennis  
Lauris Ennis  
Lauris Ennis  
Linda Leachty  
Richard Gundersen, Jr.

#### **Given by**

Art & Annmarie Mallo  
John & Margret Hardwick  
Erik & Grace Stavrand  
John & Margret Hardwick  
Ed Ennis  
Erik & Grace Stavrand  
Jackie Callahan  
Lee Kercher  
Erik & Grace Stavrand

### Honorary Contributions

#### **In honor of**

Becky Hensley  
Braden Paul DeDora  
Edward Ennis  
Jeanne Culhane  
Joyce Beeman  
Laura Beeman  
Pam Gehrts  
Rich & Les DeDora's  
36th anniversary  
Wes Shore  
Wesley Shore's Birthday

#### **Given by**

James & Anne Cashman  
Jackie Callahan  
Erik & Grace Stavrand  
Dawn Eger  
Wendy Slepian  
Richard & Suellen Beeman  
Dorothy Abercrombie  
Jackie Callahan  
Emily Leonard  
Wesley Shore

### In-kind Donations

7UP Bottling Company  
Bill's Donuts—Granite Bay  
Cabo's Restaurant—Granite Bay  
Colleen Hendon—Roseville  
Correct Direct—Roseville  
Corrina's Dessert & Coffee—Roseville  
Costco—Roseville  
Danielle Stocker—Roseville  
Daphne's Greek Care—Roseville  
Darlene O'Brien—Sacramento  
Denio's Farmers Market & Swap Meet  
Dominick's Italian Market & Deli—Granite Bay  
EmbroidMe—Roseville  
Ginger Adrian—Colfax  
Granite Bay Golf Club  
Hawk's Restaurant—Granite Bay

Heritage Hotel Group—Roseville  
Jeanne Culhane—Granite Bay  
Paradise Signs, Larry Marlatte—  
Newcastle  
Randy Peter's Catering—Citrus  
Heights  
Rocklin & Roseville Today, Todd  
Schofield—Rocklin  
Safeway—Roseville  
Sam's Club—Citrus Heights  
Sierra Graphics, Dennis Welsh—  
Mission Viejo  
Sierra Nevada Brewing Company  
Sierra Nursery—Roseville  
Sierra Style Magazine—Folsom  
Stanford Hirata—Roseville

Steve Teer and Disc Dogs of the Golden Gate  
Susie Glover—Granite Bay  
The Elie Family—Granite Bay  
The Foster Family—El Dorado Hills



## Financial Statements

Statement of Income  
July 2009-June 2010

Balance Sheet  
As of June 30, 2010

### INCOME

Corporate Donations	\$2,000
Fundraising	20,075
Contributions	14,648
City of Roseville	30,000
Grants	52,863
United Way contributions	1,290
Program Fees	41,740
Interest	<u>833</u>
<b>TOTAL INCOME</b>	<b>163,449</b>

### EXPENSE

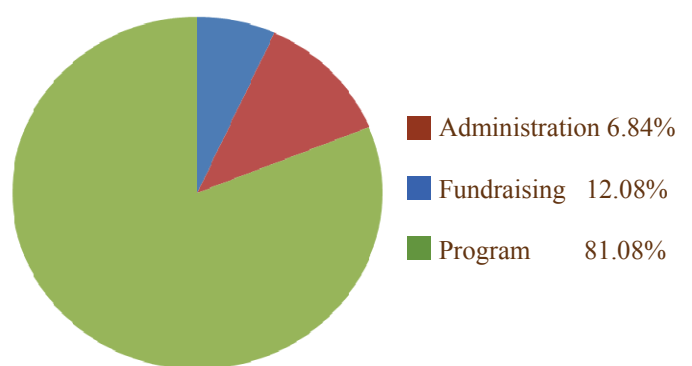
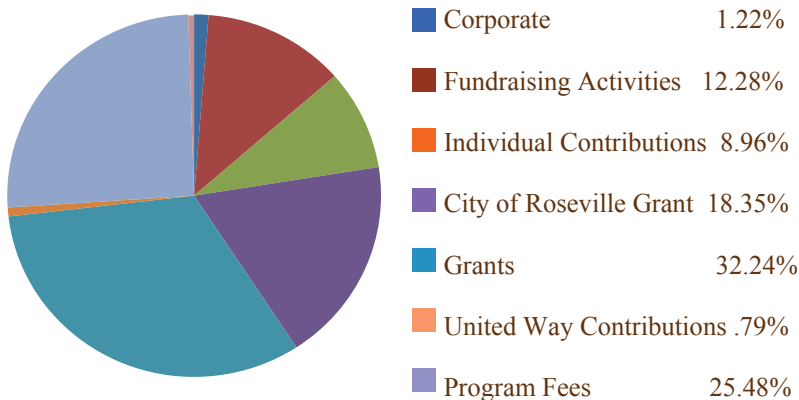
Promotion	\$658
Automobile	1,013
Duplication	9,745
Depreciation	4,949
Dues, Filing Fees, Licenses	149
Insurance	6,368
Payroll	105,421
Postage	952
Professional Fees	31,504
Rent	15,850
Supplies	7,743
Utilities	4,144
Travel	7,355
Seminars	<u>785</u>
<b>TOTAL EXPENSE</b>	<b>196,636</b>
<b>NET INCOME</b>	<b><u>-33,187</u></b>

### ASSETS

•Current Assets	
•Checking/Savings	\$80,495
•Accounts Receivable	<u>1,600</u>
•Total Currents Assets	82,095
•Fixed Assets	
•Vehicle	24,077
•Equipment Trailer	3,428
•Accumulated Depreciation	-13,113
•Furniture/Equipment	<u>9,744</u>
•Total Fixed Assets	<u>24,136</u>
<b>TOTAL ASSETS</b>	<b><u>\$106,231</u></b>

### LIABILITIES & EQUITY

Liabilities	
•Current Liabilities	
•Accounts Payable	<u>\$7,484</u>
Total Liabilities	7,484
Equity	
•Fund Balance	7,004
•Unrestricted Net Assets	124,930
•Net Income	<u>-33,187</u>
Total Equity	<u>98,747</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>\$106,231</u></b>



## Volunteers are our biggest asset!

Total hours volunteered = 12,375  
 Total number of people who volunteered for the year = 403  
 Total number of consistent volunteers = 80  
 43 volunteers received the President's Volunteer Service Award-

John Adams	Jackie Callahan	Jordan Heald
Dan Adragna	Joe Crisando	Lavena Heald
Ginger Adrian	Cindy Elie	Colleen Hendon
Hope Adrian	Greg Elie	Stanford Hirata
Jeannie Austin	Ed Ennis	Anna Hoban
Joyce Beeman	Debbie Foster	Jack Kennedy
Karen Beer	Pam Gehrts	Dean Martins

Kimberly McManus	Steven Sanchez
Brian Merkle	Melinda Sayers
Paul Mitchell	Tukey Seagraves
Jill Nantz	Pam Spanier
Darlene O'Brien	Danielle Stocker
Karen Parsegian	Rosa Umbach
Mike Penketh	Chuck Warren
Sue Peppers	Katrina Wilson
Christina Perez	Michael Wilson
Jennifer Putnam	Jenny Zimmer
Judy Rogers	
George Rooks	