



2019 ANNUAL REPORT



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TO OUR EYE TO EYE COMMUNITY

As we reflect on and review another year, we want to take the time to **thank all of you** who have come along on this journey with us, and lent us your support. This movement would not be possible without all of you.

Despite an estimated 1 in 5 people having a learning or attention disability (LD/ADHD) in this country, learning disabilities are still deeply misunderstood, stigmatized, and inaccurately associated with low intelligence. Yet, numerous research studies prove that when students with LD/ADHD gain social emotional learning skills, they are empowered to be effective advocates for themselves, in their academic journey, and beyond.

Eye to Eye steps in because we know that these students have immense potential. We train young leaders with LD/ADHD in high school and college to mentor middle school students, provide continuing education for teachers, and engage the broader community in our work.

Our work is far from done. With the launch of our Amplify and Innovate plan, we are on a mission to expand Eye to Eye's reach to 25% of all middle school students with LD/ADHD by 2024. Through this effort, Eye to Eye will provide thousands of students with the tools and training to be effective leaders — in their schools, in their communities, and more broadly, in the world.

With the help of our ever-expanding community of students, alumni, parents, and allies, we know that achieving this goal is possible. We are grateful for your continued support to get us there.

For the good,



David Flink
Founder, **Chief Empowerment Officer**



Marcus Soutra
President



OUR MISSION

is to improve the life of every young person with a Learning Disability (LD) or Attention Deficit Hyperactivity Disorder (ADHD).

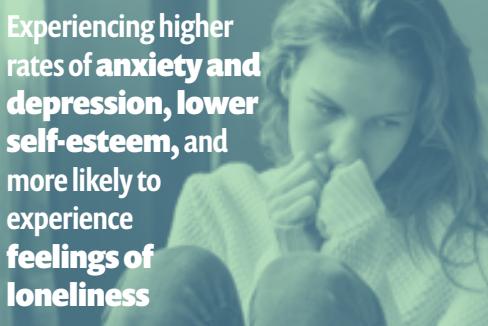
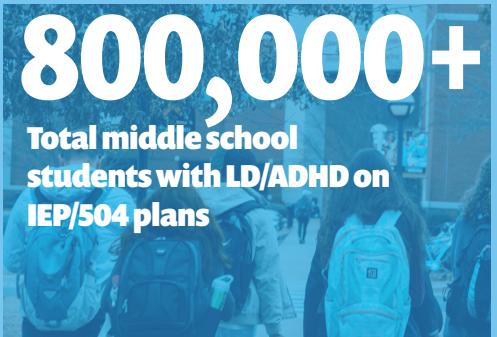
OUR VISION

is a world in which people with Learning Disabilities and ADHD (LD/ADHD) are fully accepted, valued, and respected — not just by society, but also by themselves — and that they live free from second thoughts or worry, instead ready, able, and eager to apply their unique strengths to whatever they encounter in life.

UNDERSTANDING THE NATIONAL PROBLEM

800,000+

Total middle school
students with LD/ADHD on
IEP/504 plans



Experiencing higher rates of **anxiety and depression**, lower **self-esteem**, and more likely to experience **feelings of loneliness**

33%

Have been **held back** a grade

44%

Perform **three or more** grade levels **below** peers in core academic skills

20%

Drop out of high school versus 8% of non-LD peers



THE ISSUE IS NOT THAT STUDENTS LEARN DIFFERENTLY...

BUT THAT THERE IS A LACK OF SUPPORT FOR THESE STUDENTS.

78%

of parents believe kids just need to try harder



THE SOLUTION

Our 20-year history of student-centered, evidence-based programming reveals three key factors for student success: **Strong social and emotional skills** for students with LD/ADHD, helping students to take active roles in creating **effective IEP/504 plans**, and creating **supportive learning and community environments**.



**STRONG SOCIAL AND
EMOTIONAL SKILLS**



**EFFECTIVE
IEP/504 PLANS**



**SUPPORTIVE
ENVIRONMENTS**

Eye to Eye's mentoring program is uniquely designed to provide students with these three key resources so that students can be successful, can feel confident, and can advocate for themselves and others in the LD/ADHD community.

Because we know this approach is effective, we work everyday to expand the reach of Eye to Eye through awareness-raising events, speaking engagements, and now through the implementation of our Amplify and Innovate campaign, which will make Eye to Eye available to thousands more students.

PROVEN IMPACT

According to the statistically significant results of Dr. Fumiko Hoeft and Stephanie Haft from UCSF's BrainLENS Lab's three year study, our solution works:



Students' **self-esteem increased 20%.**



Students' **comfort identifying themselves with a learning/attention difference increased 19%.**



Students' **depressive symptoms decreased 16%.**



Students reported a **15% increase in feeling connected with their peers.**

When self-esteem, confidence, and feelings of connectedness increase, and depressive symptoms decrease, these students begin to achieve greater academic and personal success.

Impact Of Mentoring On Socio-emotional And Mental Health Outcomes Of Youth With Learning Disabilities And Attention-Deficit Hyperactivity Disorder, Journal of Child & Adolescent Mental Health, Haft, Chen, LeBlanc, Tencza & Hoeft of UCSF BrainLENS Lab (2019)

Learn More A black mouse cursor arrow pointing towards the bottom right corner of the slide.

OUR NATIONAL FOOTPRINT

86%

of Mentors feel more comfortable advocating for themselves to professors and teachers after participating.

90%

of students strongly agreed that being part of Eye to Eye helped them think differently about their strengths

89%

of Mentees would recommend Eye to Eye to a friend





1,250 ACTIVE VOLUNTEERS

**100,000
HOURS VOLUNTEERED**

ACROSS 23 STATES



YOUNG LEADERS ORGANIZING INSTITUTE

Class of 2019

[Learn More](#)



Training the Movement's Leaders...

Every August, our chapter leaders travel from across the country to Brown University for a week of training, leadership development, and community building. Survey data shows that after the OI:

93% Feel motivated to spread awareness on their campus

90% Feel stronger connection to their LD/ADHD community

93% Feel comfortable sharing their story after attending

87% Feel prepared to recruit peers to join the movement



MENTEE SPOTLIGHT



At 11 years old Aja Capel was in the 8th grade and had the chance to explore her “diffabilities” as she prefers to call them with Eye to Eye Mentors from the University of Illinois Urbana-Champaign. Before she met her Mentor, school was a question of ‘why should I’ for Aja. She shared, “I thought that it wasn’t going to be possible for me to go to college.” But a defining moment happened when the Eye to Eye Mentors shared their own “diffabilities” and Aja realized she had something in common with all of them.

Aja is now in a hybrid dual enrollment program with Urbana High School and Arizona State University. She is a member of the National Honor Society and a mentor herself to young girls wanting to learn about STEM and robotics.

When asked what she might say to her Mentor now Aja said, “Thank you for telling me it’s okay to stand up to the teachers and tell them what I needed to be successful. Thank you for telling me it’s okay to be me.”

MENTOR SPOTLIGHT

Each year at our Young Leaders Organizing Institute (OI), we recognize a student at the end of the week with the Jess Ettenger Award. We look for students that share Jess' enthusiasm for the program, a remarkably infectious energy that invigorated everyone around her. This year we presented the award to Faith Walker, a high school senior from the South Mecklenburg High School chapter, in Charlotte, North Carolina. The 2018-19 school year was the first for South Mecklenburg High School, and for Faith. This summer, she was thrilled to reconnect with old friends from across the country, and meet new friends.

“Eye to Eye creates bonds that you will never forget. This group means so much to me, it has helped me build self-confidence and realize my passion in life for helping others like me.”



DIPLOMAT SPOTLIGHT

JOSE MATOS

Fmr. Buffalo State University
Chapter Leader



As a child, Jose had a busy, structured life filled with sports, school, and family. Although he was a good student, he was often told he could have done better if he only tried or pushed himself harder.

Jose realized something was different when he entered college and the familiar structure he had come to depend on was no longer there. He found himself unable to focus and feeling lost. He was identified with ADHD as an adult and his struggles, as well as those of his youth, began to finally make sense. “I wish I knew back then,” Jose shares, “because I have been very hard on myself. I wish I had the courage to say something and let my counselor know I was trying my hardest but just couldn’t sit still and pay attention.”

He found that courage as an Eye to Eye Mentor, and today, Jose continues to share his story and inspire audiences as an Eye to Eye Diplomat. Through the program, he and other accomplished students with LD/ADHD share the stories of perseverance and triumph through panels, seminars, workshops, keynotes, and media interviews. Armed with his own tools for success, such as self-advocacy and resilience, Jose was able to change career paths and pursue a lifelong dream of becoming a doctor.

[Learn More](#)

ALUMN'EYE SPOTLIGHT

Each year Eye to Eye awards two Alumn'Eye the Alumn'Eye Hero of the Year Award. The Alumn'Eye Hero of the Year Award goes to an alum who is an outstanding representative of the Eye to Eye community.

VANESSA MONTGOMERY



"Eye to Eye has shown me that I can do anything I put my mind to. I had no idea back in 2010 when I went to a random meeting for Eye to Eye at UC Santa Cruz that it would change my life as much as it has...Eye to Eye is more than just a community to me... it's like a family and I'm so honored and proud to be a part of something so amazing."

CARLY PRIEST

"With Eye to Eye, I found a career as an advocate for different learners and their accommodations. Though I've shared my story as an Eye to Eye Diplomat with many audiences, my experiences as an LD student, a mentor, and an educator lead me to believe that my most important audience might be the forty-four fifth graders with whom I share my story every day."



PARTNERS IN IMPACT

DR. FUMIKO HOEFT AND STEPHANIE HAFT

In 2019, Eye to Eye presented the Academic Achievement Award to Dr. Hoeft and Ms. Haft for their contributions to the LD/ADHD community — just as their research received publication in the Journal of Child and Adolescent Mental Health.

A moving conversation back in 2014 sparked our partnership with the UCSF BrainLENS laboratory.

A family approached Dr. Hoeft with gratitude for her work in the LD space. Their son, who has dyslexia, had been depressed and suicidal. With the support of Eye to Eye's community, that changed.



brainLENS

Dr. Hoeft and Ms. Haft recognized the importance and urgency of researching real-world solutions for the LD/ADHD community.

They knew they could make a significant impact by sharing with the academic and scientific community the social-emotional resilience Eye to Eye's programming was instilling in youth with LD/ADHD.

We hope to continue to make discoveries and push the field forward with them for the LD/ADHD community.



THE PEGGY A OGDEN COMMUNITY CHAMPION AWARD

Eye to Eye's Community Champion Award was named in honor of an outstanding founding board member, Peggy A Ogden, who gave generously of herself throughout her decade and a half involvement. Peggy's memory lives on in Eye to Eye's community and work daily.

This year, we presented this award to the Kawasaki and Kingsbury families at our annual Spring into Greatness events.

THE KAWASAKI FAMILY



Parents of four children, two of whom have learning differences, Beth and Guy Kawasaki are huge advocates for children with learning differences. Their embrace of a strengths-based approach to learning with all children, especially those with a LD/ADHD, is an inspiration to us all. This family believes in the potential of children who learn differently and has chosen to share their story publicly and broadly instead of hiding it.

The Kawasakis create powerful waves in the community to reduce the stigma surrounding learning differences. In doing so, they exemplify the deep value held by Eye to Eye that sharing our stories is the catalytic way to make a change.

THE KINGSBURY FAMILY

Nancy and Tom Kingsbury are passionate supporters of Eye to Eye and the entire field of learning disabilities. Their passion and dedication to the field is inspired by their children and grandchildren. Isabella, their granddaughter, has been actively involved with Eye to Eye and serves as an inspiring role model to the students in her Philadelphia community.

Nancy has served on several boards, advocating for education reform and reflected during the event: "The young people that Eye to Eye engages are the true change-makers and the ones who will carry this movement forward. We are so inspired to see so many young people share their passion for this community, it is truly a family."



SPEAKING UP SPEAKING OUT



Our responsibility is to bring our students' voices to the forefront of the movement.



[Learn More](#)

In 2018-19, our students traveled to Capital Hill to meet with our nation's representatives to make their presence known and share the mission of Eye to Eye.

Our students' call to action, which was heard across 30+ media mentions, including podcasts, radio interviews, television broadcasts, and magazine and newspaper articles, helped our students and the broader Eye to Eye community share our story to more than **160 million people**, actively changing the conversation on LD/ADHD across the country.



GET INVOLVED

BRING EYE TO EYE TO YOUR SCHOOL

College, High School, and Middle School students gain invaluable skills setting them on a path of achievement for life.



eyetoeyenational.org/diplomat-speakers



eyetoeyenational.org/getstarted

BOOK AN EYE TO EYE DIPLOMAT

Our Diplomat speakers inspire audiences with success stories and strategies for success.

Our nationwide community of those who are #LDProudToBe, along with their supporters and allies, is filled with passionate and determined people who embrace a strengths-based approach to learning with all people, and especially those who learn differently.



DOWNLOAD EYE TO EYE EMPOWER

Empower your student to articulate and share their learning needs and plans for success.

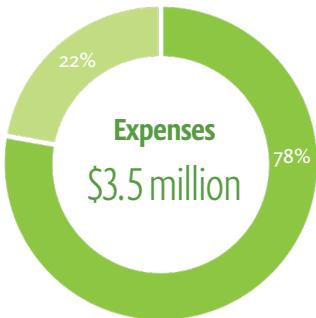
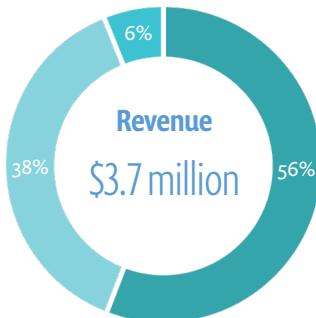
MAKE A DONATION

Bring more students stuck in self-doubt into our supportive community and into a lifetime of success.



ACCOUNTABILITY

Our promise to our students is to be here for them when they need us. Our primary financial objective is to create a sustainable financial model that makes good on that promise. As Eye to Eye expands to serve more students, sustainability requires diverse sources of funding and a watchful eye on expenses to ensure a high return on your investment — more students with learning differences achieving their full potential.



REVENUE

Foundation & Corporate Grants	\$2,063,813
Individual & Family Gifts	\$1,390,150
Program & Partner Fees, In-Kind, & Other Income	\$235,532
Total revenue	\$3,689,494

ASSETS

Cash & Investments	\$658,542
Pledges Receivable	\$2,679,268
Furniture & Equipment, Net	\$33,446
Total assets	\$3,371,256

LIABILITIES & NET ASSETS

Accounts Payable & Accruals	\$12,606
Net Assets	\$3,358,650
Total liabilities & net assets	\$3,371,256



WHAT'S NEXT?

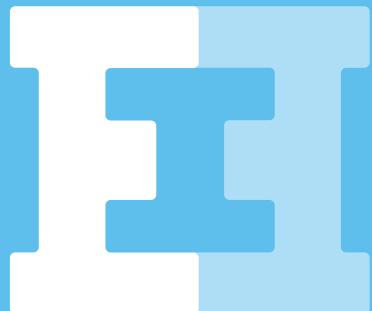
JOIN THE MOVEMENT TO REACH 25%

Eye to Eye is launching its Amplify and Innovate campaign, and embarking on an ambitious five-year growth plan to reach 25% of all middle school students with LD/ADHD on Individualized Education Plans (IEP) or 504 Plans.

We are amplifying proven-effective interventions, launching new financially-sustainable program extensions, and investing in continued innovation to achieve impact at a much grander scale in order to reach more students.

This will mean amplifying the reach of our mentoring program, expanding our partnerships with supportive organizations, launching our club-based model, making our curriculum available to teachers in the classroom, and investing in technology and innovative learning.

**WANT TO BE PART OF THIS NEXT STAGE OF GROWTH?
LEARN MORE AT EYE TO EYE NATIONAL.ORG/E2E25**



EYE TO EYE

**Unlocking Greatness in
the 1 in 5 who Learn Differently**

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