

# AGM February 25, 2023

## Chair's Report

We are happy to report that our team has weathered another whole year with us! Laura, Paddy, Julie, Gisa, Tristan, Nadine & Sharon all continue to serve on our Board of Directors for 2023. Sharon is a Davis Autism Approach Coach and Nadine has just started her training.

This year was very different for the WDS. In January we put out an email to 6 people asking for \$25,000 to pay our Administrator part-time, and we were so blessed to receive the funding! This has made a huge difference, not only to Laura but to the Society. She has been able to set us up with solid foundations in terms of legal knowledge, social media skills, international banking, privacy plan, besides the regular admin tasks.

Our **4 Objectives** have remained as ever: Outreach, Bursaries, Prevention and Community. As ever, they rely on fundraising.

### **FUNDRAISING:**

We finished the year with \$17,501.56 in the General Account of which \$15,000 are restricted funds earmarked for our programs and operations.

2022 was the 20<sup>th</sup> Anniversary of our Incorporation and we launched a \$20 for 20 campaign, which seemed very modest and achievable, but in fact combined with Pins, TruEarth, Ed Roman, Giving Tuesday in fact we only raised \$1,617.16. Sharon created a wonderful brochure for a European Tour for Ontario, but no takers.

We received a little over \$1,300.00 from individual donors which we are ever so grateful for.

- The Davis Canadian Facilitators Association awarded us a bursary of \$1,500 for 2022. We dedicate these funds to the late Carole Ford, WDS Director. This year's recipient of the Carole Ford Memorial Bursary award went to a young student in Vancouver, grade 1. What makes this story so special is that her mother took the Davis Correction program in 2011 and has been thriving as a gifted Dyslexic ever since.
- Tru Earth Eco Products continued their partnership with us.
- Laura has created Canada Helps Giving and PayPal Giving platforms and a Donate a Car Fund.
- Nadine created very professional NeuroDiversity products, T shirts, hoodies, notebooks, mugs. We are grateful she decided to donate \$5 from each sale to the WDS.
- Gifted with Dyslexia PINS: Our pins were launched in 2021 ... orders have drifted in slowly.

- Sue made a connection with the previous Minister of Children and Families - who offered to help form a letter to the current Min of Ed and advised we need to come from a place of support.
- Grants: We applied to the Vancouver Foundation, (not heard yet). No success with Canada Post and the Accessibility Fund, but asked to apply again.

**BURSARIES:** We were able to award \$7,000 for 5 clients. Since our inception this brings our total to **\$107893.00 for 10 Facilitators for 75 clients**. We now have clients on our waiting list, the need is becoming greater because of the economic situation.

Laura created a wonderful bar chart to illustrate the growth of our bursary system. She is working on a Questionnaire format to improve the bursary interview. We need more interviewers.

**PREVENTION:** We paid out \$1,000 to a school in Vancouver where Facilitator Cala Dyck has been working. We awarded \$300 to 2 Davis Learning Strategies Workshop attendees.

Julie and Sue presented an online workshop to some Montessori teachers who also attended a DLS Workshop.

#### **OUTREACH:**

- We published a Newsletter pretty much every month and we posted on Facebook, Instagram, LinkedIn.
- Sue gave a free information talk in North Saanich in September.
- We didn't record a **Podcast** series this year, largely due to Sue having to move. The editing takes a long time!
- Sue continued with Toastmasters, passing Level 1.
- Sue's TEDx views rose from 2.8K to 7.6K.
- Sue and Nadine have created an Ampifire virtual campaign.
- Sue has created a Ted-Ed lesson.
- Laura has set us up on LinkedIn.
- Year End Summary:
  - Website: Search presence +5%
  - Facebook: Page reach, likes & Follows +30%
  - Instagram: Engagement +37%
  - YouTube: Views +171%, Watchtime +165%
  - Mailchimp (email campaigns): Subscribers +36% with a consistent approx. 50% open rate.

**COMMUNITY:** Sadly, no Summer Camps this year. We ran a Disability Tax Credit information session for parents with [TJ Firenze](#) who is kind enough to donate her services.

One thing we did not expect, but which is extremely exciting! Claire Ashmore and Rachel Barwell (New Zealand Facilitators) asked us to help support and partner with them on their

**Kakamega Project.** They will be presenting Richard Whitehead's Why Ty Parent Support Course to a school in Kenya! Laura was instrumental in creating a legal contract and a financial platform (Raisley) to facilitate this remarkable project.

## Looking back on 2022

I am grateful for the consistency achieved by us all staying on the Board; saddened that our fundraising was not as successful as hoped; our Outreach good if somewhat minimal; happy that we managed 5 bursaries and were able to support a school with DLS in Vancouver; sad there was no Summer Camp; pleasantly surprised that we discovered we can operate globally and thrilled that Laura was able to set us up with much improved resources, social media, legal knowledge etc.

## Looking forward to 2023

With all of the above in mind we can look forward to 2023 and improve our fundraising substantially. We can focus on even firmer administrative foundations, greater scope in our outreach, bring back community activities, and further DLS in schools. We enjoy the opportunity of supporting global projects in line with our objectives.

### PS: We have already:

- At Nadine's suggestion Sue has had conversations with all Board Directors re 2022 and 2023, which was very productive.
- Sue met with an experienced CEO from the non-profit world who has outlined steps to successful fundraising. We already know that Gala type events are maximum effort for minimum reward, and he suggested four areas: Government, Corporations, Philanthropists and then Events which also benefit the Community aspect.
- Sue has created a master copy for grant and philanthropic applications.
- Sue and Laura sent an application to the Government's Community Services Recovery Fund (\$400M) via the Victoria Foundation.
- Sent a capital fund ask to a philanthropist. The interest from a capital fund would guarantee a certain number of bursaries each year.
- Sue and Laura completed an application to Telus StoryHive for \$20,000 for a documentary.
- Checked in on the Vancouver Foundation
- Checked in on The Loyal Protestants - apply in September
- Gisa is approaching 100 Women Who Care in March (now June).
- Applications will be going to the Victoria Foundation, Canada Post, BC Inclusion, and BC Human Rights .. plus several philanthropists and corporations.
- We will check in on Amazon Smile for Canadian operations.

With regard to **Outreach** Sue is focussing on a NeuroInclusivity campaign. After much reflection and a University course on polarisation, she realised that 'di' means two creating a separation, 'dys' automatically implies there is something wrong. Her definition states that while honouring

our uniqueness we prepare students via programs and DLS to exist within the education system, with an equal cognitive opportunity to fulfill their potential.

- Laura and Sue have been making changes to the WDS website to ensure that it is as NeuroInclusive as possible.
- Sharon will be writing an article for the Newsletter re aspects of dyslexia. We are considering a live chat on that topic on the first of the following month, and creating a podcast from the live chat.
- Tristan is investigating Podmatch who puts us in touch with interviewers and interviewees.
- Sue connected with a cinematographer in Los Angeles re: a professional video.
- Sharon contacted Mads re an animation for the NeuroInclusive education campaign.
- Sue's article on NeuroInclusivity in Education was accepted for BC Parent Magazine – March 2023.
- Sue and Julie have been accepted for the Sooke School District Pro D on April 21,
- Their application to Making Tomorrow (pre-school conference) was declined.
- Paddy is creating a Questionnaire to send to Govt officials and School Districts to survey their awareness of the polarisation.

Re **Prevention** - Nadine is prepared to host an in-person DLS in Stratford in the summer, asking DDAI for dates.

Re **Community** - Nadine has already booked her Camping week in Stratford for August. Sue is planning an activity day on Vancouver Island and one on the North Shore for Vancouver students.

Re **Administration** - Laura is notifying bursary applicants that they are on a waiting list. She is checking into our communication systems and keeping in touch with the Kakamega project and a new one in Kazakhstan.

***Sue Hall, Chair***