



2014 Annual Report



Friends of OSD (FOSD) is a non-profit corporation formed in November 2006 as a public charity to assist the Oregon School for the Deaf (OSD) by soliciting and distributing funds to enhance the state School's programs and projects.

A center of deaf culture for more than 140 years, OSD currently enrolls students kindergarten through age 21 with hearing impairments who receive a comprehensive level of service and school experience.

Friends of OSD

Board of Directors

In 2014 the all-volunteer Board of Directors
celebrated 8 years of support to the Oregon School for the Deaf.



Front row: *Linda Couoh*, Director; *Judy Lorenzen*, Director, *Roshani Shay*, President

Back row: *John Freeburg*, Director; *Charlotte Iliff*, Vice President; *Jamie Lafady*, Director;

Joe Sendelbaugh, Secretary; *Bill Moncsko*, Treasurer

(This Board photo was taken in OSD's *Deaf Panther Productions* studio, which Friends of OSD helped remodel and equip, thanks to a generous gift from a private donor.)

Friends of OSD would like to take this opportunity to thank the many family members, friends, foundations and corporations who have helped us support the students and staff of the Oregon School for the Deaf.

Without your assistance, in 2014 and in years past, we would not have been able to fund the innovative projects that have transformed lives.

We appreciate your support more than you know.

Dr. Roshani Shay

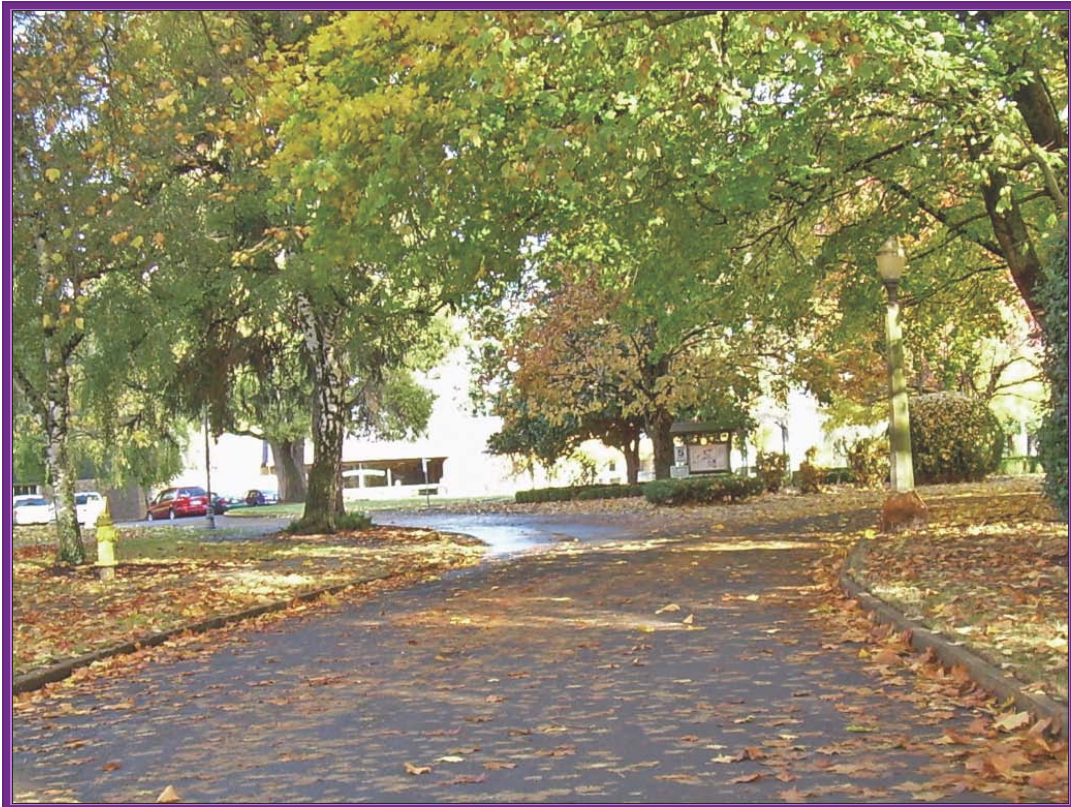
President, Board of Directors

Friends of OSD

2014

Friends of OSD (FOSD) is a 501(c)(3) nonprofit formed by a small group of committed individuals in November 2006 to assist the Oregon School for the Deaf (OSD). We believe the School has a vital part to play in the education of deaf and hard of hearing children in Oregon. Our mission is to support this unique school and the children it nurtures by soliciting and distributing funds to enhance the School's programs and projects.

FOSD was created not to replace or supplant the responsibilities of the State of Oregon which has administrative responsibility for the School. Rather, FOSD operates as an independent nonprofit to assist OSD by *enhancing* the educational experience for students beyond the basic level of State funding, helping an already strong program reach even higher goals.



A center of deaf culture for more than 140 years, OSD registered over 120 students with hearing impairments for the 2014-15 school year (kindergarten through age 21). Students come from 43 different school districts across the state. About 60% are residential students who live in dormitories during the week. Students are provided the same subjects and diploma options as those offered in Oregon's public schools.

The Friends of OSD Board identified four initiatives as the focus of their efforts. We recently revised the brief explanations to better define each initiative:

- **Education** – Projects that enhance the education of students who are deaf or hard-of-hearing and their families: participation in the Academic Bowl and Space Camp; driver permit tutoring; and the Family Learning Program.
- **Cultural Activities** – Projects that relate to deaf culture and/or the arts: American Sign Language classes; artist-in-residence; and special speakers who are deaf, such as those who participate in the Middle School LIFE program.
- **Innovative Programs** – Projects that incorporate new learning methods or experiences: participating in robotics competitions and micro-lending experiences; new skills programs/equipment for special needs students; and a school-wide positive behavior reinforcement program.
- **Capital Improvements** – Minor projects that upgrade portions of dated facilities and which are not mandated State responsibilities: assisting in the installation of a lift for the swimming pool; professional-quality equipment and remodeling for the Career Technical Education approved TV broadcast studio.

In an effort to utilize board meeting time more efficiently, several work groups have been established:

Fundraising, Grants and **Public Outreach**

Board members voluntarily join groups that most closely match their areas of interest and expertise, and each group provides regular reports at board meetings. These work groups are expanded as needed by enlisting the help of others from the community.



FOSD has enlisted the services of a firm to handle day-to-day bookkeeping and provide reports for board meetings. The Board is pursuing a similar arrangement for clerical services, including producing meeting minutes. Utilizing these services allows the Board Treasurer and Secretary to participate more fully in board meetings, but still fulfill their duties as defined in FOSD By-laws.

Advisory Council

In 2014 an Advisory Council was formed to lend support and advice to the FOSD Board of Directors. Advisory Council members include:

***Larry Austin
Jill Bailey
Meredith Brodsky
Mary Bunn
Jerry Curtis
Verne Duncan
Lisa Heydemann***

***Rocky Jastak
Chad Ludwig
Kevin Marshall
Tom Pfaff
Pam Rimmer
Tim Roczak
Jill Ward***

While the Board of Directors has legal responsibility to make policy decisions that guide the work of FOSD, the mission of the Advisory Council is to:

- lend their names to endorse the work of FOSD;
- lend their expertise to advise FOSD when needed;
- participate in projects, events and activities according to their interests and abilities; and,
- meet once a year to consider FOSD's annual report and to respond with relevant comments, advice, guidance and suggestions for the good of the organization.

Advisors have neither the same authority nor the same legal responsibilities as the Board of Directors and can neither control nor compel the Board to act. They are considered as ambassadors of FOSD and are valued for their advisory role and support of the organization.

The First Annual Joint Meeting of the Advisory Council and Board of Directors of FOSD was held Thursday, April 17, 2014 at the School.



The OSD Middle School Choir opened the meeting by singing and signing *The Star Spangled Banner*. OSD Director, Sharla Jones, provided a brief introduction to programs and services available to students as well as an update of recent happenings affecting the School. Board members shared information about FOSD financial resources and fundraising activities and gave examples of how proceeds have been used to support OSD. At the request of the Board President, Advisory Council members suggested names of individuals who might be interested in serving on the FOSD Board of Directors. They also provided ideas for increasing community awareness and support for FOSD. We are grateful for their involvement and input.

Enhancing the Educational Experience of OSD Students

Educational Enhancement Awards

The Educational Enhancement Awards (EEA) Program provides funds for projects and activities that are outside the budget responsibility and/or capability of the School.

FOSD was able to continue making Educational Enhancement Awards during 2014

***thanks to a grant from the
O.C.F. JOSEPH E. WESTON PUBLIC FOUNDATION
and
fundraising efforts of Friends of OSD.***

Open to all OSD staff, instructions and application forms can be accessed from the FOSD website. There now are three types of EEA applications:

- “Expedited Awards” of \$500 or less.
- “Board Review Awards” of \$501-\$1,500, which require a more detailed proposal narrative with emphasis on the purpose, goal, benefit and evaluation component.
- “Special Projects” for projects or activities that exceed \$1,500.

Board members individually reviewed and scored all applications against established criteria and approved the following proposals during 2014:

- **Purchase of equipment and supplies to enhance the *Deaf Panther Productions* studio**



Due to the availability of special private funding earmarked to support *Deaf Panther Productions* ("Panther" is the School's mascot), FOSD purchased studio remodeling materials, professional-level television cameras, lighting, monitors and other equipment and accessories that will allow students to experience and learn from OSD's enhanced professional-level broadcast studio.

Panther TV is an enrichment offering for high school students. They plan, produce, direct and broadcast news events and happenings of all age levels and interests at the School. Guided by OSD staff, students use professional equipment to film short videos, edit them, plan a broadcast, write a script and do a live weekly broadcast to the OSD audience. Then they post the finished product on the OSD website. Panther TV broadcasts provide families and friends the opportunity to keep in touch with activities and events at the School and encourage communication. These broadcasts have become cultural events, not only for students and their families, but also for the greater community—both deaf and hearing.

- **Purchase of digital single-lens reflex (DSLR) camera for Yearbook Program**

FOSD purchased a Nikon D3100 Cameral Kit, including 5 lenses, memory card, bag, flash, lens cleaning kit, reader, strap and tripod, to be used by the OSD Yearbook Program. This Program allows students to photograph and document each year in their educational history. Combining art, literacy and history, the Yearbook Program instills lifelong learning by exploring student potential in photography, digital design and journalism career fields; or, simply the joy of creating memories in their lives as an amateur photographer.

The camera was put to use immediately. Because most Seniors could not afford the traditional senior pictures this year, Yearbook students stepped up and provided high quality individual photos to Seniors without cost.



2014 Yearbook Cover

- **Purchase of occupational therapy equipment**



Responding to a request from OSD's Occupational Therapist, FOSD purchased a suspension system and other adaptive equipment designed to help about 10% of the OSD student body who interpret sensory information in unique ways that result in challenges which interfere with learning. Use of this equipment has been found to improve their behavior, focus and attention for greater academic success.

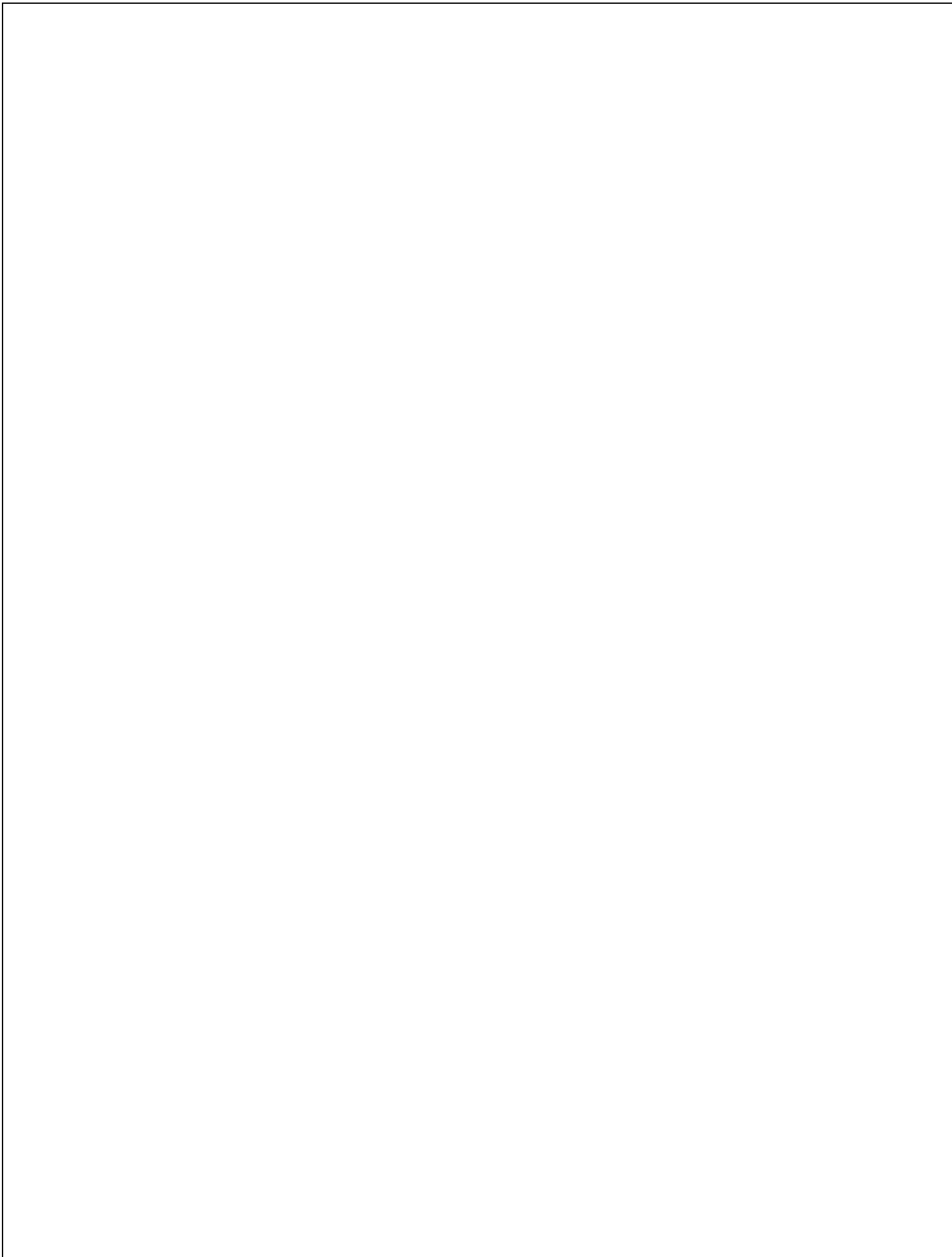
- **Purchase of greenhouse for the Garden Program**



FOSD paid for the construction of a new greenhouse for the School Garden Program which provides a cross-curricular education experience in reading, writing, math, science, history and art. In addition, the Garden Program promotes the environmental, social and physical wellbeing of the School community and fosters a better understanding of how the natural world sustains us.

A “spin-off” Helping Hands Program raised nearly \$1,200 in matching funds for greenhouse construction. Based on a business model, this program provided fresh produce for use in the School cafeteria and to sell at local farmers' markets and to School employees. Students develop skills in the areas of business, food production, nurseries and nutrition as possible future careers.





Fun(d)-Raising 2014

FLOWER POWER

For the second year, we partnered with [Flower Power Fundraising](#) to sell spring flower bulbs and vegetable seeds.

Our friends and families benefit from the beautiful blooms and tasty produce, and FOSD raised about \$400 to support programs and activities at OSD.



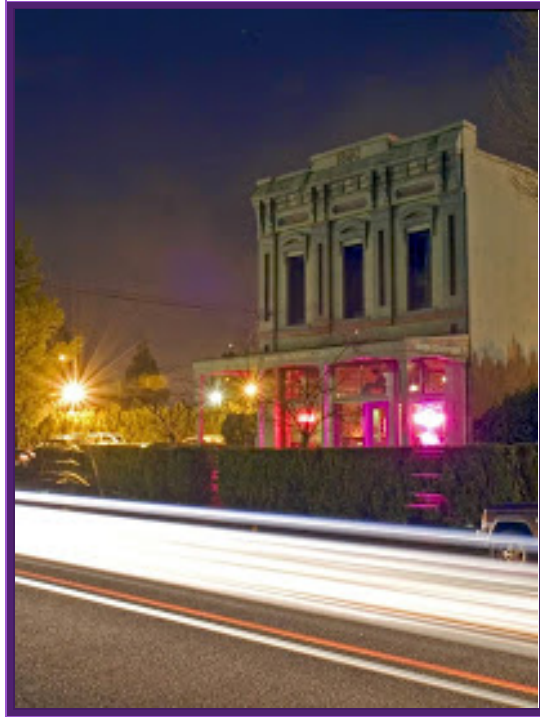
VINE GOGH

In January, the Vine Gogh Artist Bar and Studio in the Sellwood District of Portland partnered with FOSD for an artistic fundraiser. Local artist, Jenny Schildan, Vine Gogh colleagues and ASL interpreters led about 40 would-be artists in creating their own version of “Moon Over Mount Hood” which they took home at the end of the afternoon event. This fun event raised nearly \$650, and we look forward to a repeat opportunity to add to our art collections in 2015.



Some participants display their finished artwork

FAMILY & FRIENDS NIGHT



This historic building that houses ***Boon's Treasury (McMenamins)*** sits on the northern edge of downtown Salem and features delicious pub food and handcrafted ales, wines and spirits.

For the second year Boon's hosted a fall "Family and Friends Night" with a portion of the profits going to FOSD to support projects such as the Family Learning Program, Educational Enhancement Awards, and other innovative programs at OSD.



From 5:00 p.m. to closing, nearly every table was full as families and friends gathered to support FOSD, partake of menu items and just enjoy time together. Boon's management presented FOSD with a check for more than \$1,300 and invited us to come again in 2015--and we already have made plans to do so!

SO EASY!

During 2014 Board President, Roshani Shay, registered FOSD for a number of "passive" fundraisers whereby users generate donations to FOSD simply by taking advantage of corporate giving opportunities.

- ***Fred Meyer Community Rewards Project***

Fred Meyer donates \$2.5 million per year to non-profits in Alaska, Idaho, Oregon and Washington, based on where their customers tell them to give. Users can go to www.fredmeyer.com/community_rewards and link their Fred Meyer Rewards Card to Friends of OSD by searching for our name or our nonprofit number (93165). Each time the customer shops at Fred Meyer and uses their Rewards Card, a percentage of their purchases will be sent to FOSD. Customers continue to earn their own Rewards Points, Fuel Points and Rebates. In just 6 months, this fundraiser has earned \$330 for FOSD. Rewards Cards are available at the Customer Service desk of any Fred Meyer store.



- **GOOD Projects**

After signing up at www.goodsearch.com, Friends of OSD will receive a 1¢ corporate donation each time users search the Web with **Goodsearch**.

Go to www.goodshop.com and use **Goodshop** for online shopping and FOSD will receive a percentage of every purchase. In addition, users can access over 100,000 money-saving coupons.

Likewise, by signing up at www.gooddining.com, a percentage of your restaurant bill from thousands of participating restaurants will be sent to FOSD.

It's really easy, it's free, and it turns simple everyday actions into a way to make the world a better place!

- *Amazon Smile*



Amazon shoppers can help support FOSD just by linking their online purchases at smile.amazon.com (search for **Friends Of Osd**--note specific capitalization), and Amazon will donate a percentage of purchases to FOSD.

Friends of OSD also is registered for online donations at

<http://www.gofundme.com/friendsofosd>

and

<https://www.crowdrise.com/friendsofosd>.

CAMPERSHIPS



In 2014 an anonymous donor generously contributed a sum of money to Friends of OSD for the purpose of providing a summer educational and respite opportunity for OSD students. With input from the donor, it was agreed that Camp Taloali would be an ideal location. The FOSD Board developed an application process; and, in conjunction with OSD, a selection committee was established.

Camp Taloali is located in the foothills of Oregon's Cascade Mountains about 20 miles east of Salem. The Camp borders the North Santiam River and encompasses 111 acres of beautiful pine and fir forestland.

Programs are specifically designed for Deaf, Hard of Hearing, Children of Deaf Adults, siblings and signing friends. Activities provide campers with a variety of challenges and achievements: soccer, softball, Frisbee, volleyball, basketball and archery. Also included are arts and crafts, theater and communication, camping and outdoor skills, horseback riding, nature study, rope courses, environmental awareness, campfires and totem pole building.



For more information about Camp Taloali, go to www.taloali.org

In 2015, 2016 and 2017, FOSD will award up to 10 one-week Camp Taloali “camperships” to students currently enrolled at OSD from ages 6-18, thanks to our very generous donor.

All interested students are encouraged to apply.

TECH TALK

www.friendsofospd.org

FOSD launched its first website in 2009, designed by a West Salem High School student and maintained by Board members. After 5 years, it was apparent that improvements could be made to update and enhance our presence on the Web, and in 2014 the Board approved funds from the Operations budget to be used for that purpose.

Eight website development vendors were identified; four submitted proposals; and three made personal presentations to the Board. A Salem firm, Joshua Lindley Consulting, was selected.

Board members provided input to ensure the re-designed site will be welcoming, accessible and user-friendly. A launch date for the new site is set for April, 2015.



In addition to our website re-design, Board President, Roshani Shay, developed a Facebook page for FOSD, and we have 232 “likes”. This has proven to be a quick and fairly easy way to post activities and events as well as photos, announcements and other information for our followers.



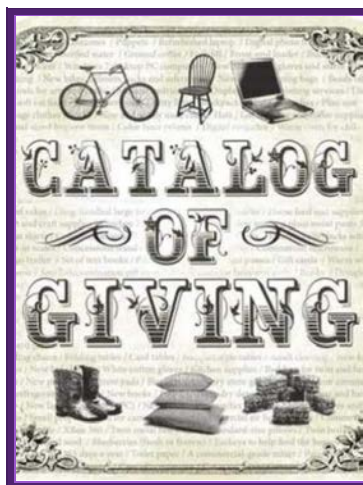
Thanks to the Board's Public Outreach Committee, we now have a PowerPoint presentation that Board members and others can use to help spread the word about Friends of OSD. We are always looking for service clubs, community organizations and other groups who would give us a few minutes on their programs to provide information about who we are, what we do, and why. If you know of such opportunities, please contact us through our website (above).

FRIENDS OF OSD FEATURED

The *Statesman Journal*, Salem's daily newspaper, regularly publishes information about local nonprofits. In June, 2014, Friends of OSD was featured in the "Causes" section as an organization that makes a difference in the community. Besides giving an opportunity to provide basic information about FOSD, our Board President was invited to include a message to readers, which she did as follows:

"Oregon School for the Deaf has changed the lives of many deaf and hearing-impaired children from all over Oregon. It takes more than the basics to help OSD's students become successful and contributing members of the community. Friends of OSD was established to raise awareness of OSD's special needs and to help fund innovative projects such as: a Family Learning Program; a CTE-certified TV studio; student participation in the Academic Bowl; a Life Skills curriculum; a Middle School Leadership Conference. It is our hope that the Salem community in particular will step up to support this amazing school, its staff and students."

For the second year, the *Statesman Journal* solicited "wish lists" from local nonprofits. On Thanksgiving Day, November 27, 2014, while many of us were enjoying a delicious holiday meal in a warm house, surrounded by family and friends, many others in need rely on nonprofits for assistance. The *Statesman* compiled and published a *Catalog of Giving* to ask the community to help meet those needs through donations.



Friends of OSD was invited to participate, and we listed these ongoing needs for students:

***** Hoodie sweatshirts—all sizes *****

***** Toiletries of all kinds for both girls and boys *****

***** Gift cards to local stores *****

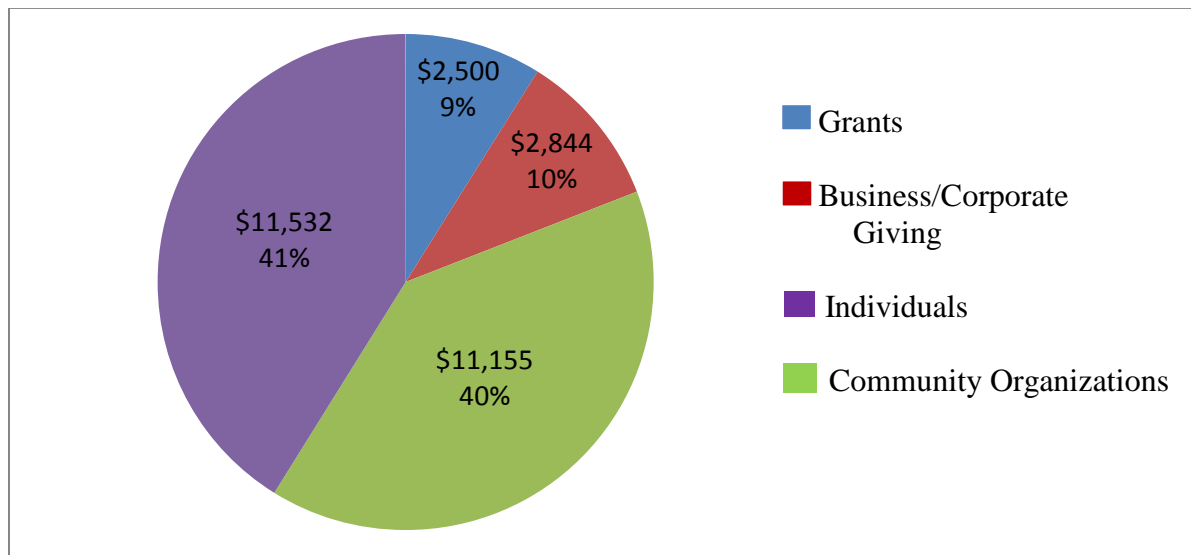
We sincerely appreciate the support and assistance demonstrated by our local daily newspaper.

Funding to assist the Oregon School for the Deaf

The sole purpose of Friends of OSD is to assist the Oregon School for the Deaf. FOSD started the year with \$28,320.89 in the bank and ended with a balance of \$35,052.59.

95% of all grants and donations go directly to programs that benefit students. A modest 5% administrative assessment covers the expenses of doing business as a nonprofit (office supplies, postage, annual fees, interpreters, insurance, etc.).

Although our efforts to obtain grants from foundations were not successful during 2014, through new, innovative fundraising efforts, we were able to broaden our donor base of individual, community organization and business-corporate giving.



End-of-year Account Balances

(December 31, 2014)

Education	\$245.84
Cultural Activities	28.82
Innovative Programs	13,057.52
Capital Improvements	- 0 -
Fundraising	9,828.18
Operations	7,992.23
Restricted Grant Funds	<u>3,900.00</u>
TOTAL funds available	\$35,052.59

WE ARE A WORKING BOARD

During 2014, in carrying out the work of Friends of OSD, Board members contributed



459 hours of service valued at \$10,162

(an increase of \$1,827 compared to 2013)



\$5,018 in unreimbursed out-of-pocket expenses

(an increase of \$4,979 compared to 2013)



drove 3,225 miles valued at \$452

(an increase of \$164 compared to 2013)

Thank you, volunteer Board members for 2014 in-kind contributions totaling

\$15,633



Memorial & Honorary Donations

Friends of OSD provides an opportunity to remember and honor individuals through charitable giving. Significant events have included graduations, birthdays, deaths, employer matching programs, and a variety of other special recognitions. Using information from a completed donation form, available on our website, we send an appropriate acknowledgement to the person or family being remembered.

Please visit our website at

www.friendsofosd.org