INCLUSIVE PHILANTHROPY

"Philanthropy works best when people from all races, genders, sexual orientations and abilities are served, including the one-in-five people who have a disability."
-RespectAbility

With few exceptions, we want to see our funding dollars benefit the greatest number of people.

DISABILITY CONTEXTUALIZED

Not all disabilities are visible: learning disorders, depression, anxiety, chronic illness, etc.

INCLUSIVE PHILANTHROPY

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DISABILITY CONTEXTUALIZED

Not all disabilities are visible: learning disorders, depression, anxiety, chronic illness, etc.

PEOPLE WITH DISABILITIES (PWD) MAKE UP

15%

Of the world's population

19%

Of the US population

Children under

15

Living with a disability worldwide

1

Billion People

56

Million People

93-150

Million Children

DISABILITY CONTEXTUALIZED

Not all disabilities are visible: learning disorders, depression, anxiety, chronic illness, etc.

20 PERCENT OF PEOPLE LIVING IN POVERTY IN DEVELOPING COUNTRIES HAVE A DISABILITY

20%

17%
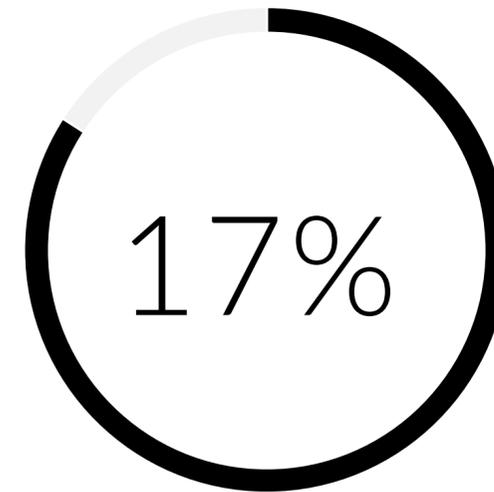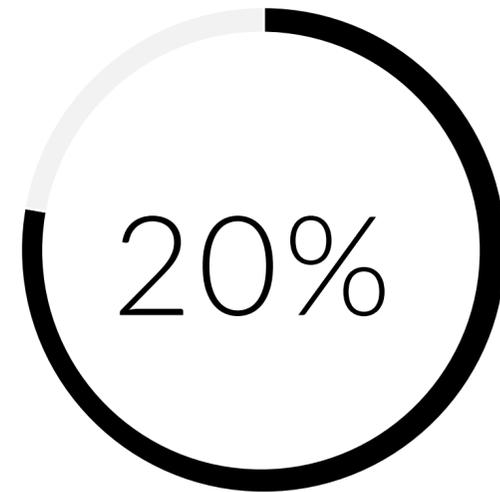
17 PERCENT OF PEOPLE AGE 21-64 IN THE U.S. HAVE A DISABILITY

35 PERCENT OF US ADULTS AGE 65+ HAVE A DISABILITY

35%

12
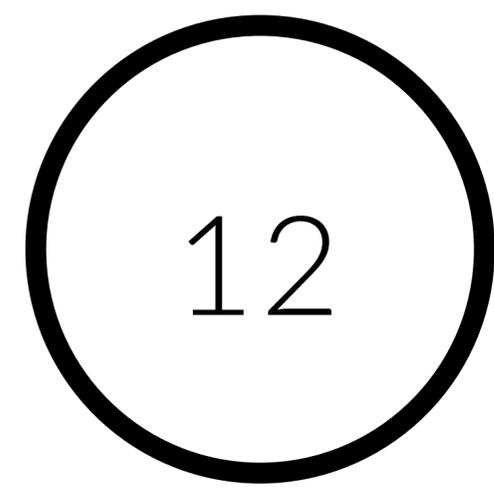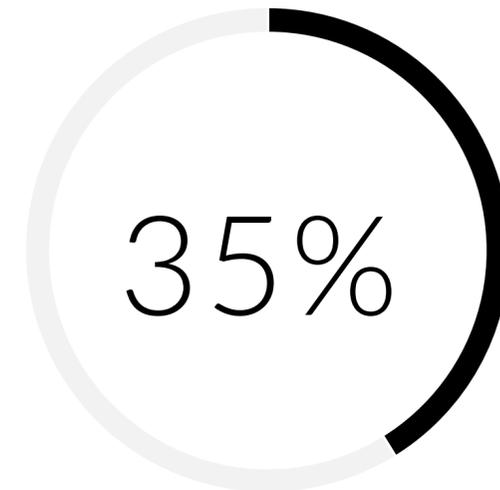
12 MILLION PEOPLE IN THE US REQUIRE ASSISTANCE OF OTHERS TO PERFORM 1 OR MORE ACTIVITIES OF DAILY LIVING

# DISABILITY CONTEXTUALIZED

Not all disabilities are visible: learning disorders, depression, anxiety, chronic illness, etc.

IN THE UNITED STATES:

8.1 MILLION

have vision problems – low vision or total blindness

3.6 MILLION

use a wheelchair

7.6 MILLION

have hearing problems

2.4 MILLION

have Alzheimer's, senility or dementia

DISABILITY CONTEXTUALIZED

Not all disabilities are visible: learning disorders, depression, anxiety, chronic illness, etc.

IN THE UNITED STATES:

▶ Disability is correlated with lack of education, unemployment and poverty

▶ **1/2** as likely to have a bachelor's degree

▶ **1/2** as likely to be employed

▶ **2x** as likely to live in poverty

DISABILITY MODELS

CHARITY MODEL
Disability is something people are "afflicted with."

MEDICAL MODEL
Focuses on the impairment, which requires fixing.

ECONOMIC MODEL
People are valued according to how productive they are.

SOCIAL MODEL
Responsibility for inclusion shifts from the individual being fixed to society.

HUMAN RIGHTS MODEL
PWD have a right to access all within their society on an equal basis with others.

BARRIERS PREVENT ACCESS

- Disability is recognized as the relationship between an impairment and environmental barriers.

- Impairments can become less 'disabling' if society is accessible and barriers to inclusion are removed.

- The specific identification and removal of barriers is the essence of accessibility as a guiding principle – and should help inform our grant making

WHAT ARE THE BARRIERS TO INCLUSION?

ECONOMIC SITUATION
Cannot afford care

POLICY ENVIRONMENT
Legislation that discriminates against PWD, and/or absence of legislation that might be enabling

PHYSICAL ENVIRONMENT
Buildings, schools, clinics, transport, etc. (limits mobility)

ATTITUDES
Negative stereotypes, social stigmas, discrimination

COMMUNICATION
Lack of access to information

If we incorporate a truly inclusive mind-set into our grant making, we can help to break down those barriers!

DISABILITY – INCLUSIVE GRANT MAKING

- "A society that is good for disabled people is a better society for all." – L. Kauppinen (European Disability Forum.)

- The goal is to get to the point where the concerns and experiences of people with disabilities are an integral part of the design, implementation, monitoring and evaluation of grant programs.

- Although there are costs associated with including PWD in our grant programs, it's a common misperception that the financial or other resources needed to ensure inclusion of PWD is high.

- It is smarter, easier, cheaper and more effective to be disability inclusive from the start. It is significantly cheaper than the long-term economic impact of exclusion!

TWIN TRACK APPROACH

Disability-Inclusive Initiatives/Projects

Aim: Ensure that all development projects include a disability perspective and are fully accessible to all persons with disabilities (Disability as Cross-Cutting Issue)

Disability-Specific Initiatives/Projects

Aim: Increase the empowerment and participation of persons with disabilities (Disability Specific Action)

Persons with disabilities are included in all the development opportunities on equal footing with others

Adapted from "Make Development Inclusive. How to include the perspectives of persons with disabilities in the project cycle management guidelines of the EC.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

**Matthew Kaplowitz
President and Chief Creative Officer
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THINKING ABOUT THE DISABILITY COMMUNITY

More than meets the eye:

- Nearly 1 in 5 Americans have a disability, according to a 2012 report by the U.S. Census Bureau - about 56.7 million people — 19 percent of the population.

- 15.2 million Americans have a cognitive disability – 26.8% of the disability population.

- 10.4 million American adults have a serious mental illness.

Planning for inclusion helps your programs achieve maximum impact.

THINKING ABOUT THE DISABILITY COMMUNITY

Inclusive philanthropy begins with thinking inclusively, and then applying this broader perspective to your grant making initiatives:

- Inclusive grant making results in more innovative projects.

- Thinking inclusively means "pushing the envelope." Where can you take your grant making next?

- Making inclusivity fundamental to grant making does not divert funds. Rather, it expands reach.

- Inclusive philanthropy enables us to think beyond the WHAT of grant making and really consider the HOW.

Planning for inclusion helps your programs achieve maximum impact.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

EMERGENCY PREPAREDNESS

- Upgrade workplaces to safely accommodate persons with cognitive and sensory impairments and mobility limitations during emergencies.

- Provide public health and emergency preparedness planners with disability-related data and best practices to communicate health and emergency information to individuals with special needs.

- Establish emergency preparedness resources and information for senior citizens at community centers and houses of worship.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

EDUCATION; COLLEGE AND CAREER READINESS

- All of today's students are "digital natives"...including SWDs. 21st century digital learning needs to align with ALL populations:

- Design alternative instructional techniques to teach students who are cognitively "wired" for different styles of learning.

- Consider the Neurodiversity Movement's objectives to embrace neurological differences instead of struggling to "fix" them.

- Research promising practices in curriculum development.

- Develop social/emotional educational content to increase students' awareness and empathy towards their classmates with disabilities.

- Create test preparation materials geared specifically towards students with different cognitive styles.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

OPIOID CRISIS

- Over 20% of Americans receiving disability insurance, struggle with chronic opioid use. Inclusive philanthropy looks at treatment interventions that are nuanced to serve <u>all</u> members of the community.

- Establish initiatives to ensure treatment centers are physically accessible to individuals with disabilities and that their staff is both educated and equipped to provide treatment to those with special needs.

- Research into effective preemptive treatments and strategies to prevent individuals with learning disabilities and/or mental illness from becoming addicted to opioids.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

VETERAN AID

- Establish programs to make veterans' living spaces accessible to disabilities.

- Establish veteran centers at campuses to support their academic goals and successful transition into the workforce.

- Develop accessible kiosks at malls and community centers to serve as directories of local support services.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

HEALTH CARE AND TELEMEDICINE

- Telemedicine and Teletherapy are exploding. 48 states and the District of Columbia now provide some form of Medicaid reimbursement for telehealth services.

- Tremendous time and cost savings to perform routine monitoring procedures such as blood pressure and blood tests from home. Telemedicine significantly reduces missed appointments.

- Great need exists for telemedicine and teletherapy technology to be scaffolded to enable access by people with physical disabilities.

- Develop, test, and implement training programs for health care service providers to more effectively service those with intellectual disabilities.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

INCARCERATION SERVICES

- An estimated 40% of jail inmates reported having at least one disability. 3 in 10 jail inmates reported having a cognitive disability.

- Training materials and other resources for rehabilitation specialists to utilize for more successful outcomes when working with inmates with physical and cognitive disabilities.

- Develop cognitively accessible learning and job training materials to make information resources available to individuals with intellectual disabilities. Bilingual a big plus.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

THE ARTS

- Expand sensory-friendly theater performances and museum experiences for individuals on the autism spectrum as well as "touch tours" for blind patrons.

- Create multi-level learning materials to reach all visitors.

- Installation of multi-channel assistive listening systems to accommodate individuals with hearing loss, the visually impaired, English language learners, and foreign visitors.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

CLEAN WATER INITIATIVE

- Make piers and boats physically accessible to individuals with disabilities.

- Create a program that provides transportation to the accessible clean river sites to assist those with mobility challenges.

WHAT DOES INCLUSIVE PHILANTHROPY LOOK LIKE?

SERVICES FOR THE AGED

- Funding to make accessible special programs and activities utilized by senior centers.

- Grants to make available service animals, therapy and emotional support animals, and dissemination of content explaining their importance and effectiveness.

- Provide large-print and audio recorded information regarding services for the aged programs.

- Funding to ensure ADA architectural guidelines are being observed/maintained at senior residences, centers, and community locations utilized by seniors with disabilities.

GETTING YOUR GRANTEES ONBOARD

- Give your grant recipients what they need to succeed with inclusive philanthropy.

- Present inclusion as an **opportunity** to make grant funding available to the widest possible number of recipients.

- Set reasonable inclusion benchmarks. Set your initial goal for one or two scaffolds and expand from there. For example, when funding a video, include captions and audio description as deliverables.

- Present inclusion as an expectation. Require grant applicants to explain in their proposal how they will provide scaffolded resources for individuals with disabilities.

- Utilize the ADA National Network. ADANN provides free information, guidance, and training on accessibility. Contact your regional ADA center for more information.

- Request feedback from current grantees, who might have experience with the disability population. Disseminate these insights to increase awareness.

WHAT DOES INCLUSION IN EDUCATIONAL KIDS MEDIA LOOK LIKE?

Sandra Sheppard
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THIRTEEN/WNET New York Public Media
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OUR GOALS:

- Expand minds, ignite curiosity, and help children become confident and caring people
- Create video and interactive projects for multiple platforms, infusing fun with curriculum-based content
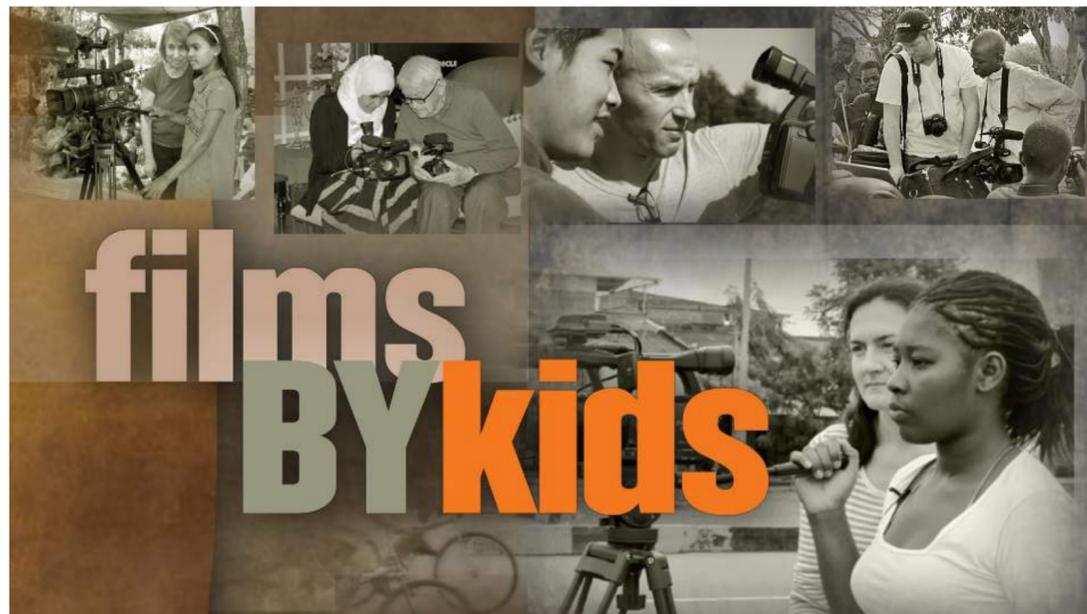
REACHING KIDS EVERYWHERE

OUR MISSION:

- To impact the broadest possible audience of children
- Inclusion and diversity are major priorities on all of our projects

THOMAS AUTISM RESOURCES

- Built on the appeal of trains for children on the autism spectrum
- Developed a *Thomas & Friends* toolkit and online collection of materials for educators who work with special needs children
- Hosted several events for autistic children and their families
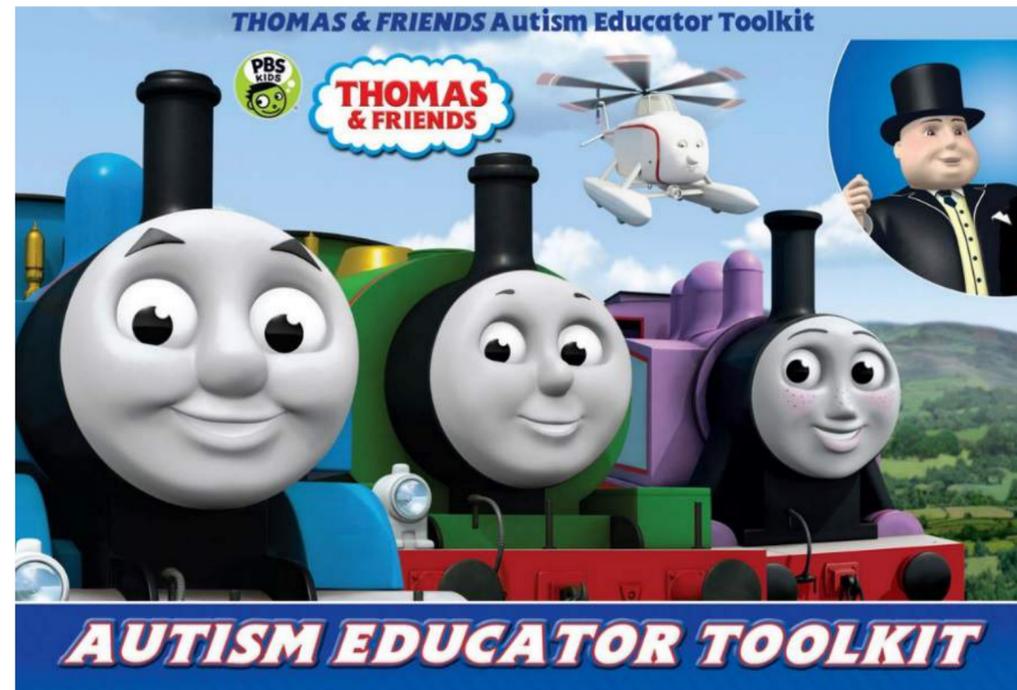
- *Mission US* interactive role-playing games immerse more than 2 million middle school students in history learning
- Include vocabulary supports and text-to-speech for struggling readers and English Language Learners
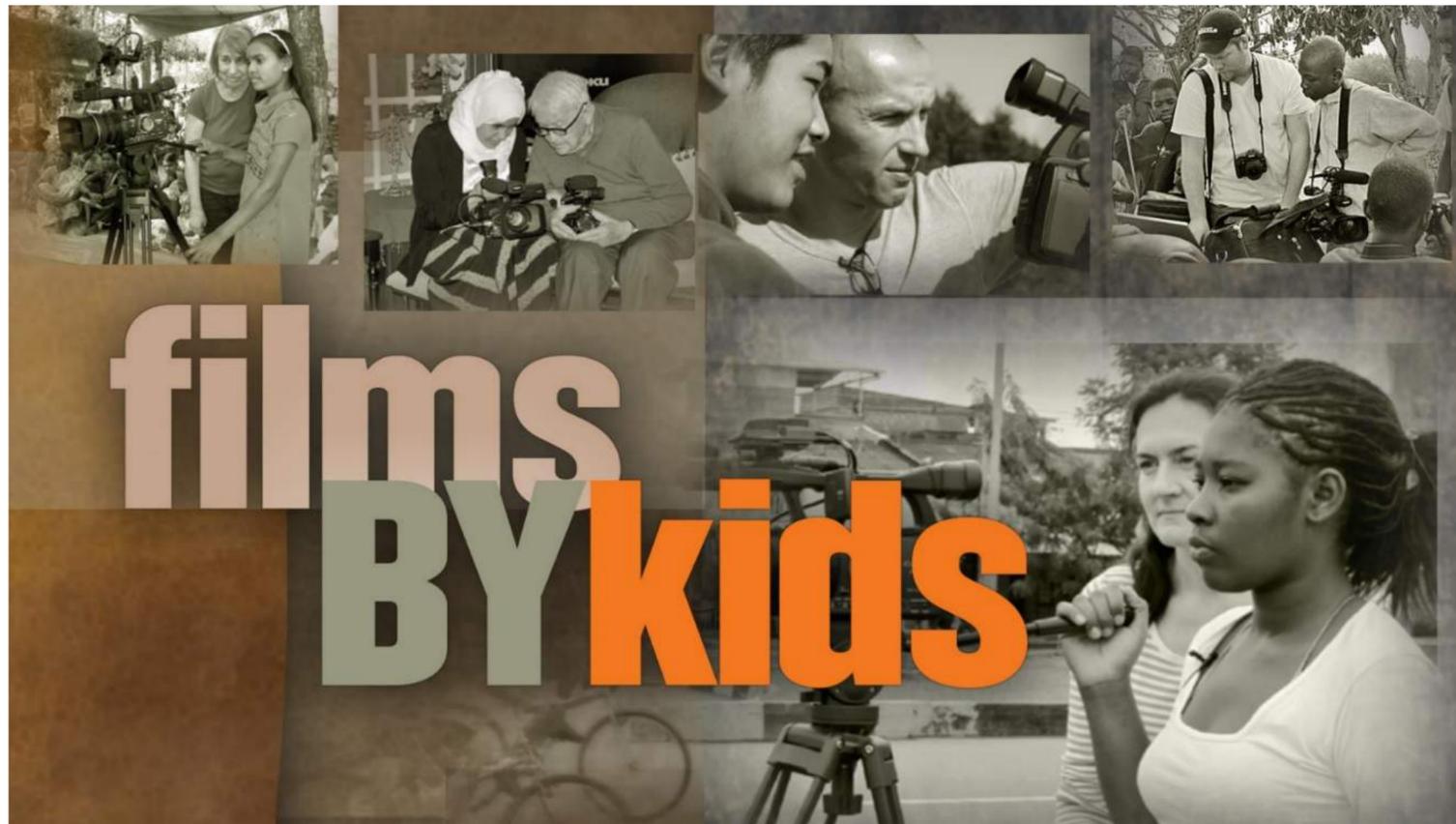
- Series of youth-directed documentaries tells stories that focus on themes and issues relevant to diverse populations
- Upcoming film focuses on a teen's experiences with the juvenile justice system

Today's Case Study:
CYBERCHASE & ACCESSIBLE GAMING

- *Cyberchase* is America's longest running math series for children ages 6 to 9, now in Season 11
- In every episode, three curious kids – JACKIE, MATT, and INEZ – are challenged by a dastardly villain and use math and problem solving to save the day
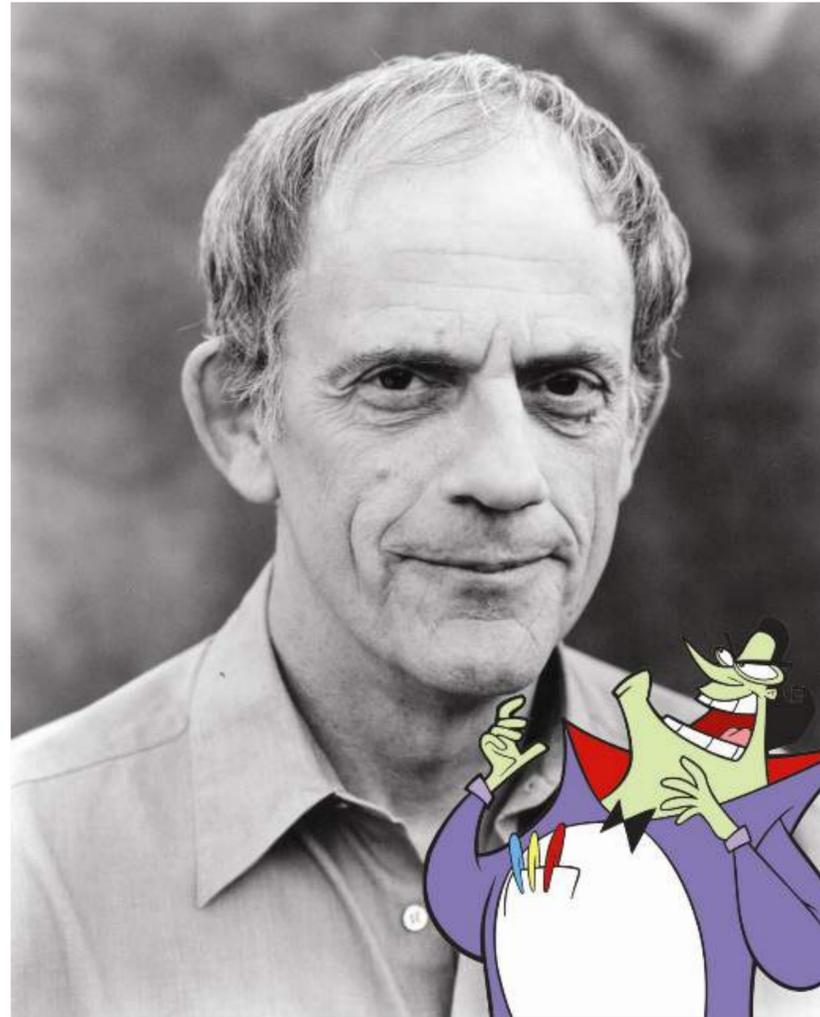
- Our villain, Hacker, is voiced by the brilliant Christopher Lloyd

- Digit, the lovable cyber-bird is voiced by the comedian, Gilbert Gottfried.

THE NEED
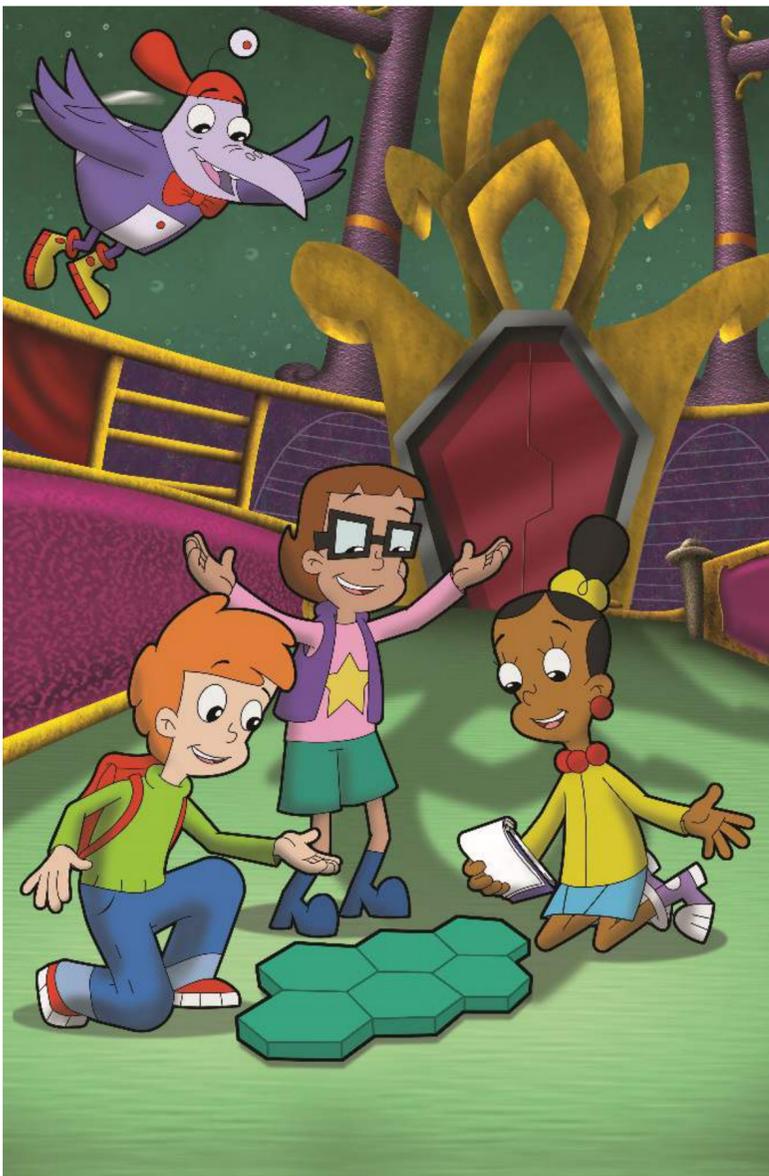
When developing *Cyberchase*, research found:

- No other math series on TV

- Gender, race, and income gaps in math performance

- Drop-off in math performance in 4th grade

THE CAST

Cast includes diverse group of ordinary kids, reflecting Howard Gardner's work on multiple intelligences

Jackie

Organizer, planner
Visual thinker: uses diagrams,
charts, graphs, and pictures

Matt

Spontaneous
Hands-on learner
Uses trial and error

Inez

Analytical thinker
Cautious, methodical, logical
and precise

AUDIENCE DEMOGRAPHICS

Cyberchase has a broad viewership including:

- 60% household income < $40K

- African-American (22%) and Latino (38%)

Nielsen National Ratings

VIEWER SUPPORTS

- Closed captioning

- Descriptive video (DVI)

- Spanish language track (SAP)

COMMUNITY OUTREACH

- Partnerships with schools and organizations that serve high needs communities, including Boys & Girls Clubs and YMCA's

REACHING MORE KIDS THROUGH ACCESSIBLE GAMES
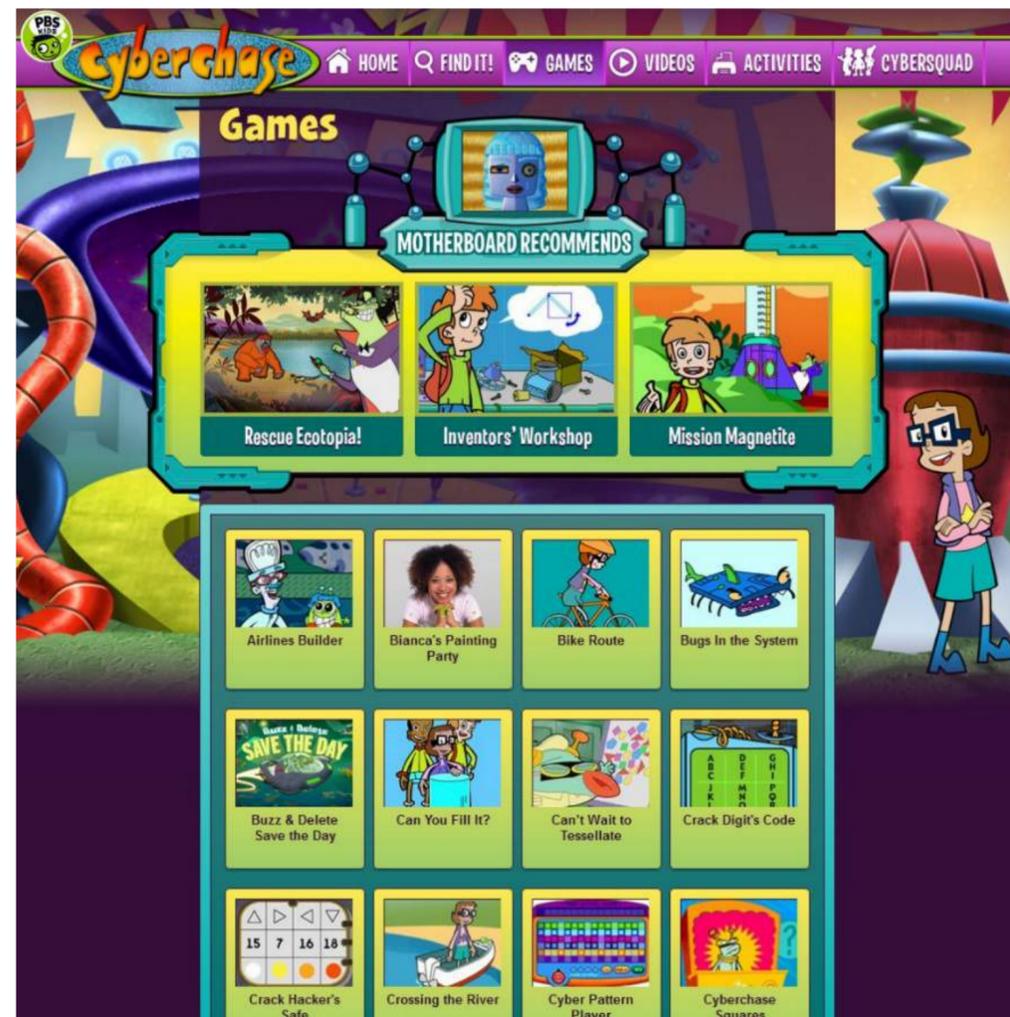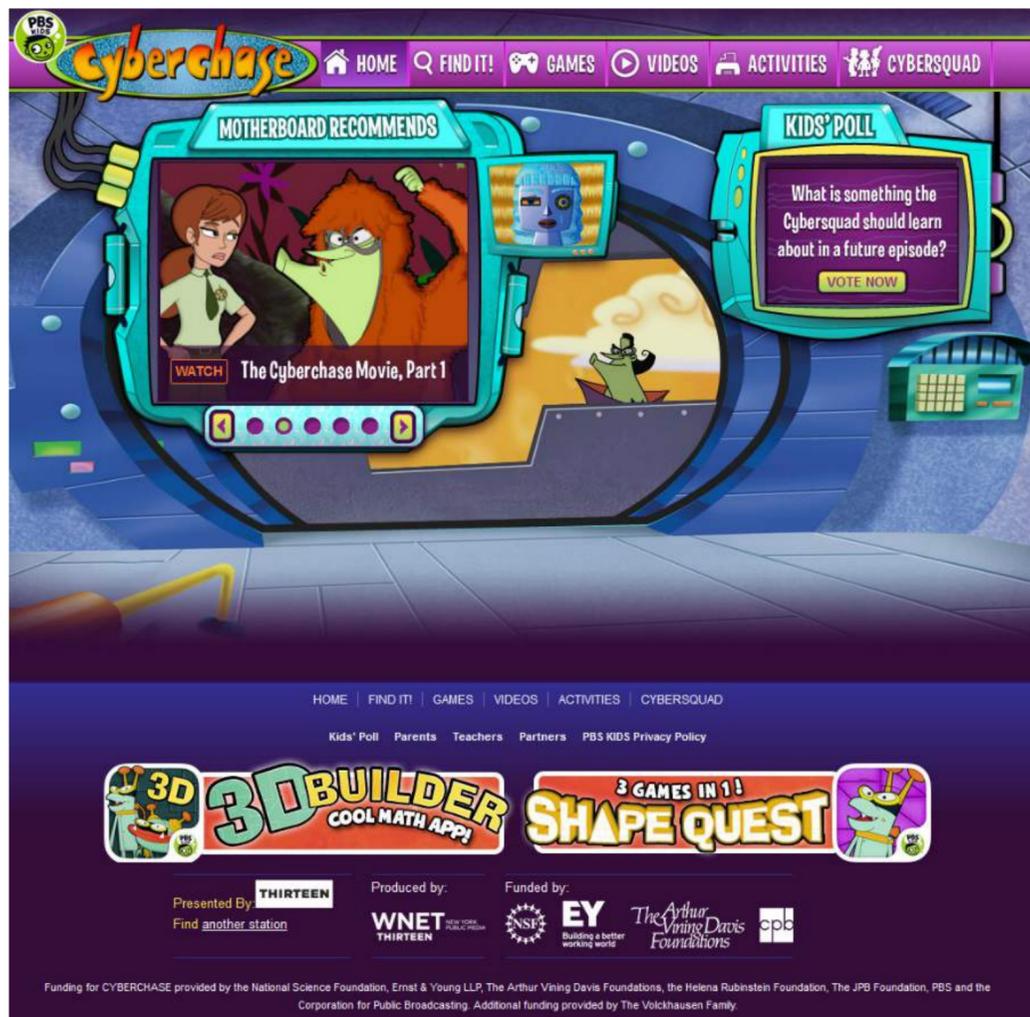
- Over 40 math learning games online and on mobile
- Anecdotal feedback that our content works well for different cognitive abilities/learning styles
- What if we designed a *Cyberchase* game with accessibility as a goal from the ground up?

(draft design)

- In collaboration with Bridge Multimedia, we are now producing *Cyberchase*'s first accessible game

bridgemultimedia
universally accessible media

REBUILD EXISTING GAME
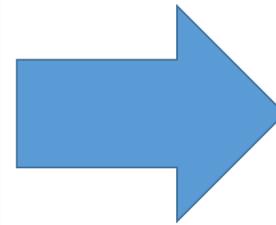
- Rather than starting from scratch, we decided to rebuild *Railroad Repair*, a classic Cyberchase game that was ready for a reboot

(draft design)

AUDIENCE PARTICIPATION!

What are the "must-have" accessibility features for this game?

"MUST-HAVE" FEATURES

- **Customizable screen display options:** text size, contrast, colorblind mode
- **Audio description**
- **Voiceover support for text**
- **Keyboard-only controls**
- **Audio level controls:** music, sound effects, voiceover
- **Closed captioning**
- **Cognitive supports**

CYBERTRAIN DASHBOARD

(draft design)

- Integrated narratively into the game: You can set the train controls just how you like them
- All kids can customize their experience
- Different controls serve multiple needs

CYBERTRAIN DASHBOARD

(draft design)

Keyboard controls:
- Critical for blind children
- Also key for kids with physical disabilities who have difficulty with touchscreens or mouse controls

CYBERTRAIN DASHBOARD
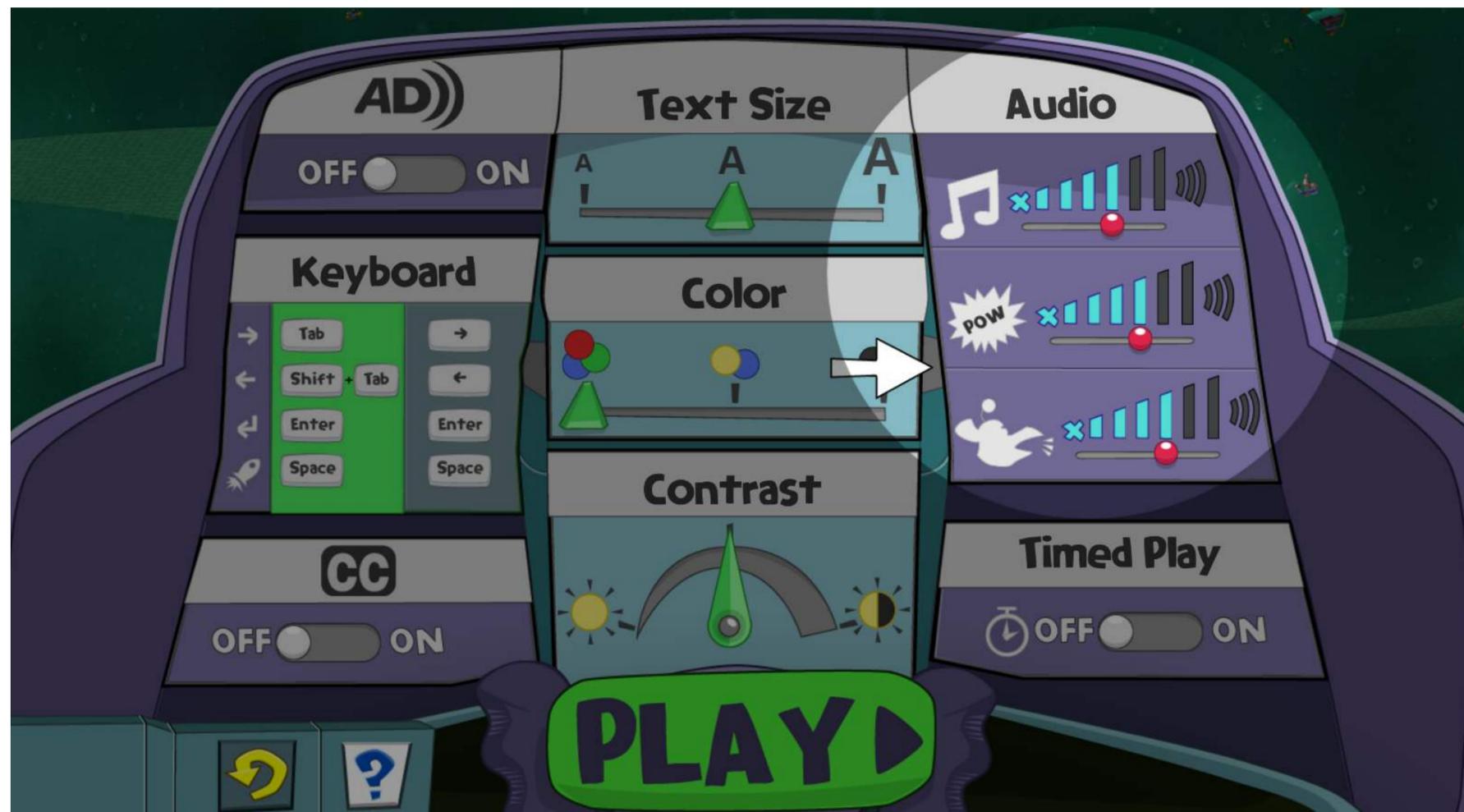
(draft design)

Audio level controls:

- Fun for any kid who enjoys mixing music
- Helpful to hearing impaired players
- Also useful for kids on the autism spectrum who can experience sensory overload

CYBERTRAIN DASHBOARD

(draft design)

Color options:

- Include full color as well as blue/yellow and black/white options for colorblind users

Black & White (DRAFT):   **Blue & Yellow (DRAFT):**

USER TESTING IS KEY

TAKEAWAYS

- Design for all kids

- Build on models and processes you know

- Involve the right partners, specialists, advisors from the start

- Define your scope and expectations

- User testing and iteration are key
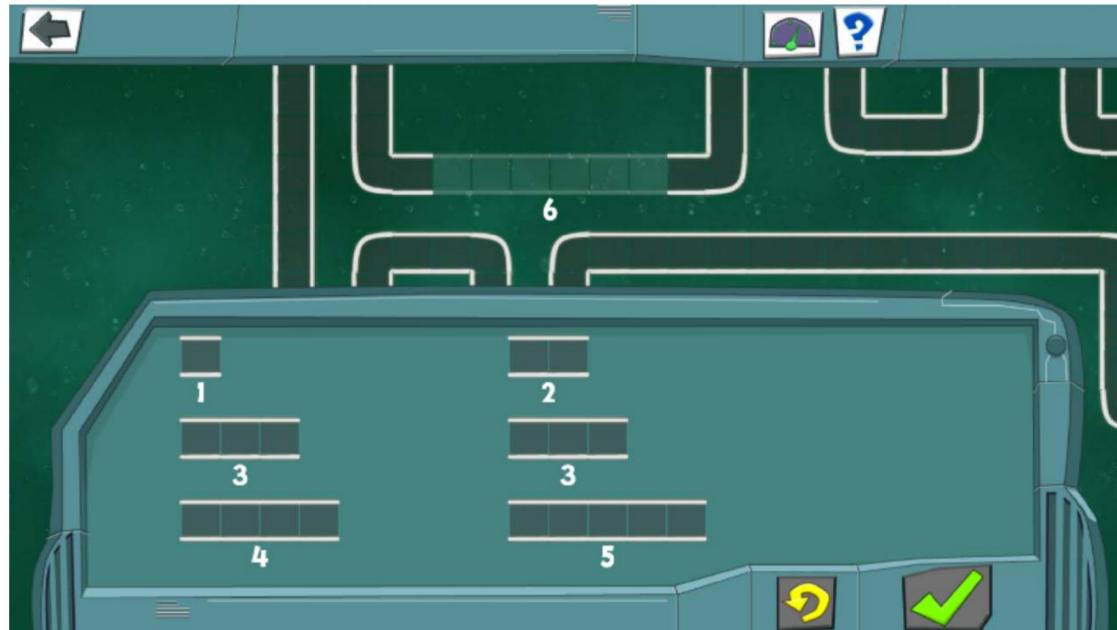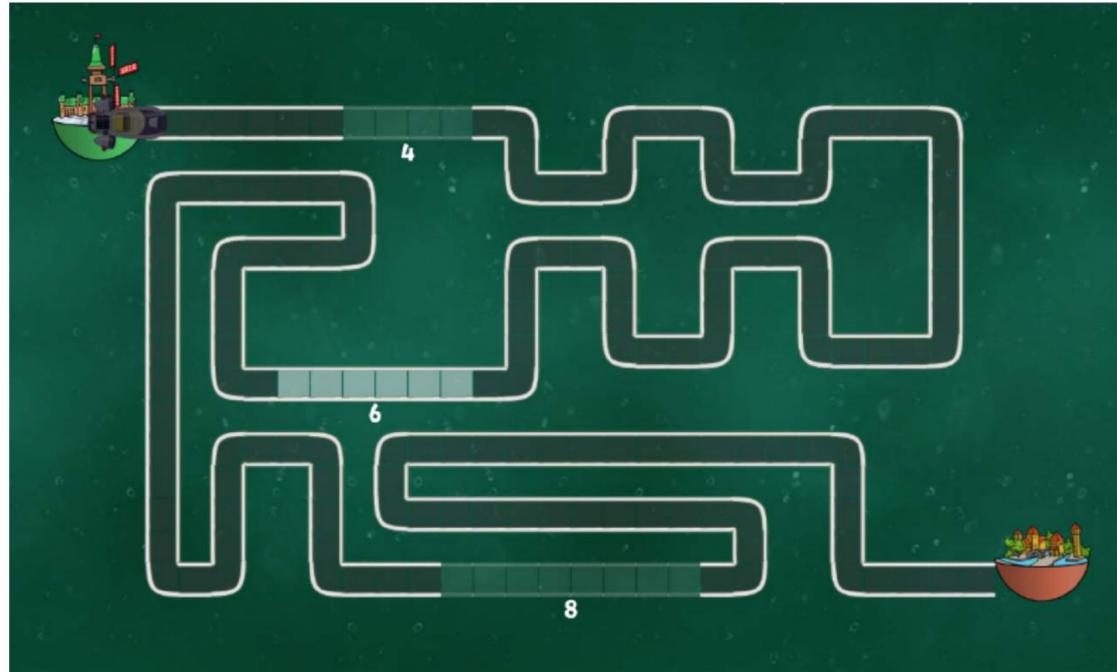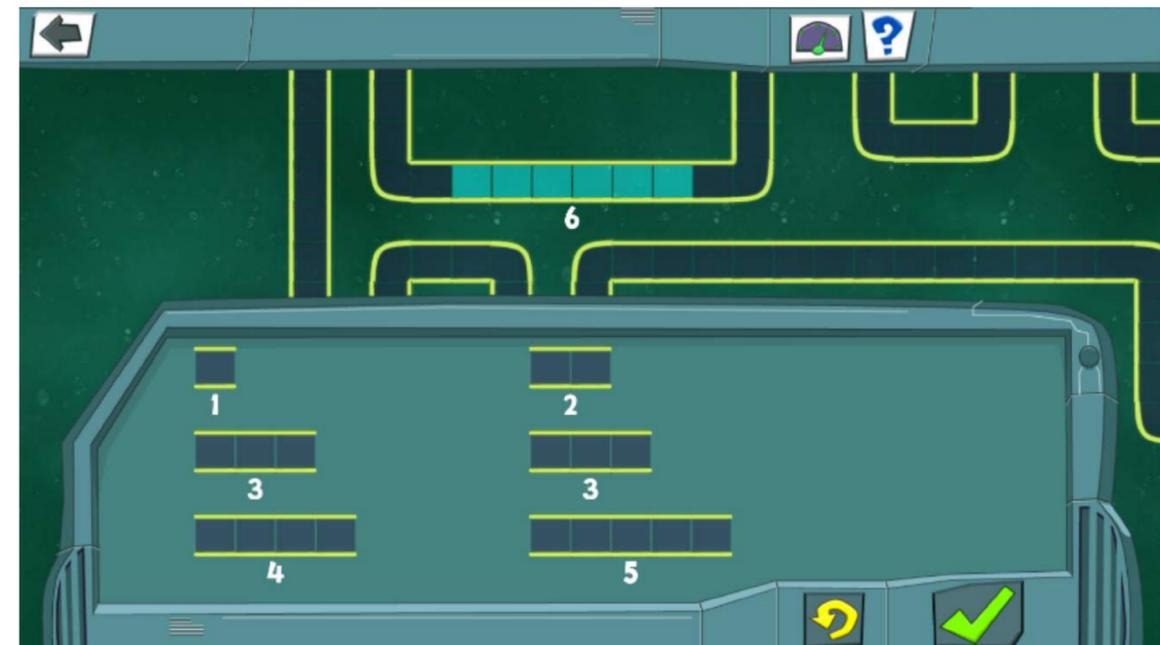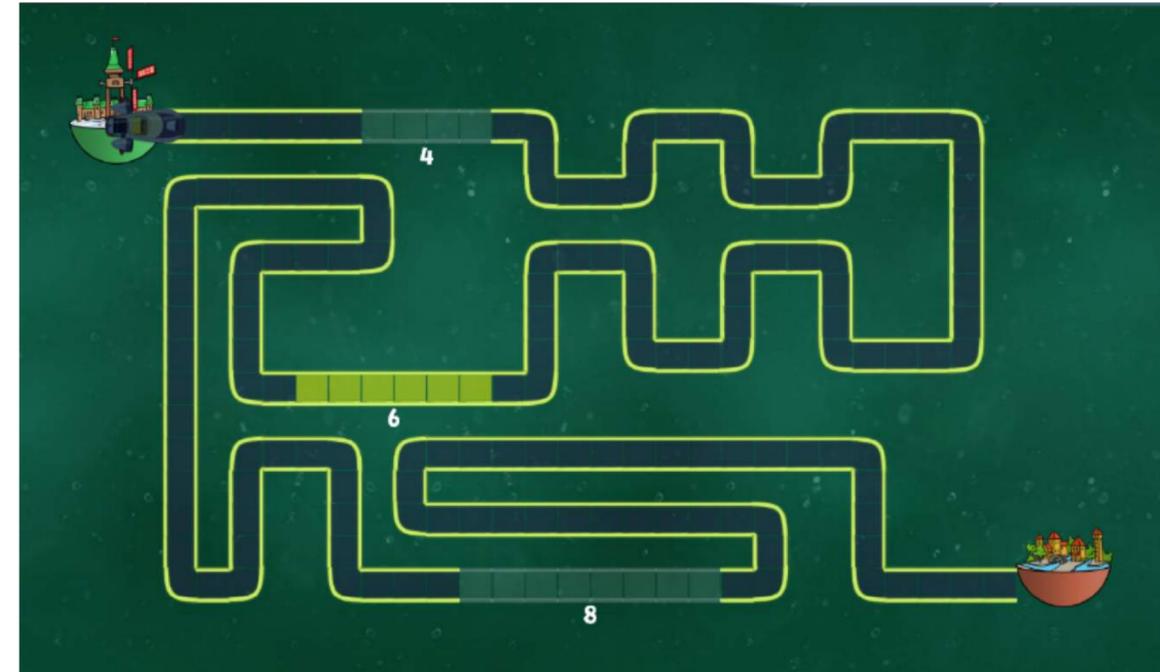
Cyberchase

pbskids.org/cyberchase 🐦 @cyberchase 👍 /cyberchase

RAILWAY HERO
accessible game
launches Summer 2018
at **pbskids.org/cyberchase**
and on the
PBS KIDS Games App

DISABILITY-INCLUSIVE PHILANTHROPY– THE VALUE PROPOSITION

- PWD should be included equitably in all aspects of society – including programs supported by our grant making.

- As philanthropists, we envision societies and communities that value and support people of all abilities, and provide equality of opportunity and equitable outcomes.

- Disability-inclusive grant making respects the diversity that disability brings and appreciates that it is an everyday part of the human experience.

As philanthropists, we should "learn how to welcome, include, serve and benefit from the talents of people with physical, learning, sensory, intellectual, mental health and other disabilities ----- who often are left out of the diversity discussion."
                                                                    -RespectAbility

ADDING A DISABILITY LENS TO OUR GRANT MAKING ENRICHES AND ENHANCES THE GOOD WORK WE ARE CURRENTLY DOING.

DiSABiLiTY

- More people benefit from our grant making
- Society benefits with each inclusive grant initiated

SOURCES

- The World Report on Disability released in 2011
- RespectAbility
- CBM – Inclusion Made Easy
- U.S. Census – 2010
- National Institute of Mental Health
- National Conference of State Legislatures
http://www.ncsl.org/documents/health/telehealth2015.pdf
- The Bureau of Justice Statistics of the U.S. Department of Justice

We also gratefully wish to acknowledge the following people who provided their time and expertise:

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