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

INCLUSIVE PHILANTHROPY

Susan Olivo
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Billion People
15% Of the world’s population

Million People
19% Of the US population

Million Children
15 Living with a disability worldwide

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

PEOPLE WITH DISABILITIES (PWD) MAKE UP

PEOPLE WITH DISABILITIES (PWD) CONTEXTUALIZED
Not all disabilities are visible: learning disorders, depression, anxiety, chronic illness, etc.

20% of people living in poverty in developing countries have a disability.

17% of people age 21-64 in the U.S. have a disability.

35% of U.S. adults age 65+ have a disability.

12 million people in the U.S. require assistance of others to perform 1 or more activities of daily living.
IN THE UNITED STATES:

8.1 MILLION have vision problems – low vision or total blindness

7.6 MILLION have hearing problems

3.6 MILLION use a wheelchair

2.4 MILLION have Alzheimer’s, senility or dementia

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

Not all disabilities are visible: learning disorders, depression, anxiety, chronic illness, etc.
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.
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!
• “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!
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?

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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.
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.
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 all 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.
• 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.
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?

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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
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.
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
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?
In collaboration with Bridge Multimedia, we are now producing Cyberchase’s first accessible game.
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)
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

• 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

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

(draft design)
Color options:
- Include full color as well as blue/yellow and black/white options for colorblind users

(draft design)
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
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.

- More people benefit from our grant making
- Society benefits with each inclusive grant initiated
We also gratefully wish to acknowledge the following people who provided their time and expertise:

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Matthew Kaplowitz – President and Chief Creative Officer, Bridge Multimedia
Sandra Sheppard – Executive Producer, Children’s and Educational Media, Thirteen/WNET
Alex Truesdell – Adaptive Design Association

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
• The Bureau of Justice Statistics of the U.S. Department of Justice

THANK YOU!

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