



National Association of the Deaf

www.nad.org

ANNUAL REPORT

April 1, 2017 – March 31, 2018

Education Advocacy

NATIONAL
CONFERENCES
ATTENDED

5

198

EDUCATION ADVOCACY INTAKES

VR, IEP, 504, interpreters, School Placement,
and more



GRADUATION
PRESENTATIONS

THE LEARNING CENTER
HAWAII

PRODUCTS

- Gift of Language Campaign
- Parent Advocacy app (pending release)
- National Deaf Education Conference 2017 in Indianapolis with 151 attendees including international presenters/visitors from 10 countries

6

STATE LEVEL TRAININGS

VIRGINIA
RHODE ISLAND
ALABAMA (2)
NEW YORK
KANSAS



Legislative Training

LEGISLATIVE TRAINING PROVIDED

OHIO
SOUTH DAKOTA
SOUTH CAROLINA
OKLAHOMA
IOWA
NATIONAL DGM

LEGISLATIVE TRAINING HOURS

44

CERTIFICATES GIVEN OUT

205

TOP 5 ISSUES

- 1 LEAD-K
- 2 EDUCATION
- 3 INTERPRETING
- 4 EMPLOYMENT
- 5 EARLY INTERVENTION

Federal / Policy

LAW AND ADVOCACY CENTER (LAC) INTAKES

(DATA IS APPROXIMATE)



1,372

LAC INTAKES



340

POLICY INTAKES

TOP 18 CATEGORIES

242

Healthcare

223

Employment & VR

117

General Inquiries & Other

123

Education

74

Jail/Prison

65

Police

53

Courts

48

Businesses and Companies

44

TRS Denial

37

Lawyer

36

Family Law/CPS

35

Events

30

Immigration

26

Criminal Law

25

Interpreters and Interpreter Agencies

22

Landlord/Tenant

20

Local Government

10

Housing

POLICY INTAKES

275

1 CAPTIONING

2 CDL

3 HR620

4 DATA PLANS

5 TRANSPORTATION

6 VRS

CITIES VISITED

GOLDEN, COLORADO
BERKELEY, CALIFORNIA

NUMBER OF INTERNSHIPS

4

= 1,424 hours

POLICY FILINGS

39

27 FEDERAL COMMUNICATIONS COMMISSION

1 DEPARTMENT OF TRANSPORTATION

1 TRANSPORTATION SECURITY ADMINISTRATION

6 CONGRESS

1 GOVERNMENT ACCOUNTABILITY OFFICE

3 DIGITAL-TO-ANALOG COMMUNICATIONS

Events

NAD LEADERSHIP TRAINING CONFERENCE – SEPTEMBER 2017

OKLAHOMA CITY, OK

NUMBER OF WORKSHOPS

27

192

NUMBER OF ATTENDEES



NUMBER OF
VOLUNTEERS

9

NAD GALA – NOVEMBER 2017

WASHINGTON, D.C.

AWARDS GIVEN



NFL SUPER BOWL LII – FEBRUARY 2018

MINNEAPOLIS,
MINNESOTA



BOARD MEETINGS

HARTFORD, CT
April 2017

OKLAHOMA CITY, OK
September 2017

HONOLULU, HI
January 2018

Described and Captioned Media Program

dcmp.org

Debut of a completely redesigned website



6

ONLINE
TRAINING
MODULES
OFFERED



911 NEW ITEMS ADDED to the collection of on-demand accessible, educational media. The DCMP collection currently has almost 7,500 titles.

430K

APPROXIMATE NUMBER
OF HOURS of accessible
content via various platforms.

6.2M

PAGE VIEWS

Distributed technical assistance and informational articles, captioning and description guidelines, and other media through the Learning Center and Gateway.

118

NEW
EPISODES
ADDED

With the continuation of the Accessible Television Portal, which provides access to accessible versions of children's television programming.



9,053

NEW DCMP MEMBERS

Community

Facebook



33.5K
FOLLOWERS

"Ask Howard Anything" video released in September 2017 had more than 66,000 views

Instagram



16K
FOLLOWERS

TOP VIEWS

- 1 Singer Leslie Odom signs "I support ASL" 7,428 views
- 2 Jr. NAD members discuss how workshop topics apply to their everyday lives 7,055 views

Twitter



18.5K
FOLLOWERS

TOP 3 POSTS

- 1 "The Silent Child" Wins an Oscar March 2018
- 2 House of Reps to vote on ADA Education and Reform Act of 2017 February 2018
- 3 Eleven Deaf and Hard of Hearing lawyers sworn in and admitted to the Bar of the United States Supreme Court January 2018

YouTube



1,282
VIDEOS

4,197
SUBSCRIBERS

TOP 3 VIDEOS

- 1 ALERT: EHDI Is Up for Re-Authorization April 2017
- 2 Ask Howard Anything 2017 April 2017
- 3 Deaf History That – "Education" April 2017

Youth



Youth Leadership Camp 2017 STATTON, OREGON

63

CAMPERS

23

STAFF

YOUTH AMBASSADOR TANEA BROWN

6

Total Visits



192

Total Hours of
Community Service

26th Biennial Jr. NAD Conference OMAHA, NE

PARTICIPANTS:

82

DELEGATES &
OBSERVERS

38

ADVISORS

23

JR. NAD
CHAPTERS

9

Total Guest
Presenters



Financial Activity

\$3.5M

TOTAL REVENUE

\$2.5M

TOTAL PUBLIC
SUPPORT

\$432K

TOTAL PROGRAM
REVENUE

\$544K

TOTAL OTHER
REVENUE

Revenue

PUBLIC SUPPORT:	
FEDERAL GRANTS/CONTRACTS	1,863,560
MEMBERSHIP	124,752
BEQUESTS	219,420
OTHER CONTRIBUTIONS	329,764
TOTAL PUBLIC SUPPORT	2,537,496
PROGRAM REVENUE:	
LEGAL CONSULTING AND COURT AWARDS	177,401
YOUTH PROGRAMS	157,081
CONFERENCES	97,630
TOTAL PROGRAM REVENUE	432,112
OTHER REVENUE:	
INVESTMENT INCOME	489,277
OTHER INCOME	55,536
TOTAL OTHER REVENUES	544,813
TOTAL REVENUES	3,514,421

Expenses

PROGRAM SERVICES:	
FEDERAL GRANTS	1,863,560
LAW AND ADVOCACY	474,011
YOUTH PROGRAMS	228,869
MARKETING	132,628
MEMBERSHIP	81,731
CONFERENCES	54,969
TOTAL PROGRAM SERVICES EXPENSES	2,835,768
SUPPORTING SERVICES:	
MANAGEMENT AND GENERAL	274,053
FUNDRAISING EXPENSES	28,610
TOTAL SUPPORTING SERVICES EXPENSES	302,663
TOTAL EXPENSES	3,138,431
CHANGE IN NET ASSETS	375,990
NET ASSETS, BEGINNING OF YEAR	6,687,440
NET ASSETS, END OF YEAR	7,063,430

Where We Are Now



\$109,750
CORPORATE
DONATIONS

\$4,940
"IN-KIND"
DONATIONS

\$87,062
INDIVIDUAL
DONATIONS

\$201.7K

TOTAL DONATIONS

SPONSORS

Alternative Communication Services
AMC Networks/Sundance Now
Anderson Family Foundation
Brown Goldstein Levy
CBS
CIA
ClearCaptions
Comcast/NBC Universal

Eisenberg & Baum
Gallaudet University
Lyft
JP Morgan Chase & Co.
Microsoft
NFL Foundation
NTID/RIT
Purple Communications/ZVRS

Renaissance Washington D.C.
Downtown Hotel
SLRS
Sorenson Communications
Sprint Relay/Federal Relay
TracFone Wireless
Verizon
VOTEC