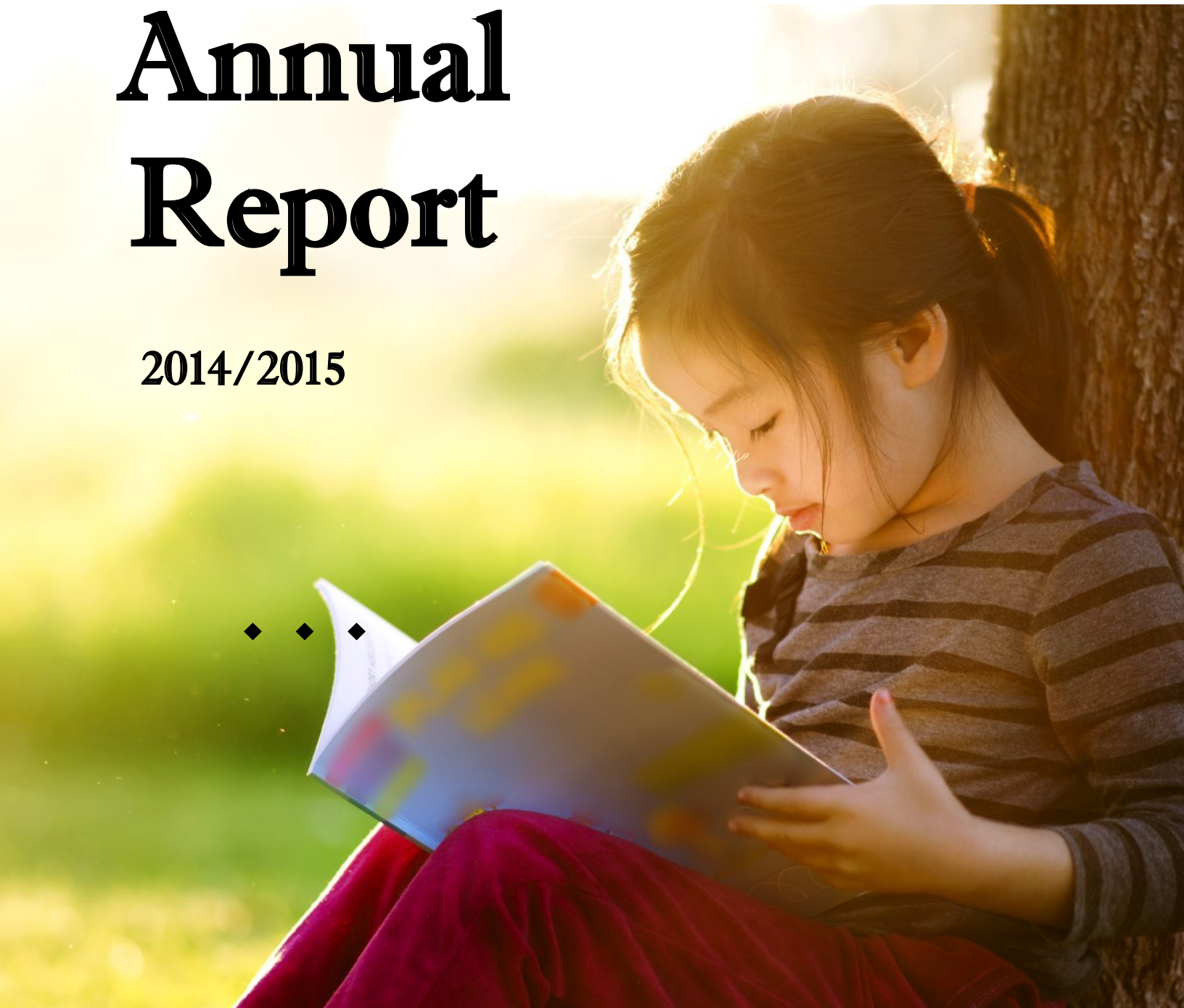


# Annual Report

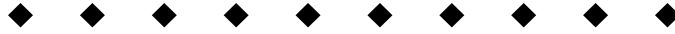
2014/2015



# WILD D

Wisconsin Institute for Learning Disabilities/Dyslexia, Inc.

# WELCOME



Everyone deserves the gift of literacy, because to be able to read is to take a journey. From the first word we read, we start off on an adventure that will take us through the rest of our lives—through the fantastical world of literature, through our schoolwork, and then into our careers and beyond. But for some, this journey can be quite difficult, as twenty percent of the population struggles to cope with dyslexia—the most common of all learning disabilities. For that twenty percent of the population, the gift of literacy can feel unattainable, and always just out of reach. But it doesn't have to be.

Each year we meet with hundreds of people who are embarking on their own personal journey to literacy. We listen to their frustration—how they've tried everything, but still feel lost. We listen to their fear—wondering if they will never be able to learn as their peers do. But above all else, we listen to their unbreakable hope—their hope that someday their journey will begin.

This is where WILDD comes in. Now in our tenth year, WILDD has changed the lives of over 400 students that have come through our doors. Our academic therapy, developed out of decades of experience with dyslexia and other learning disabilities, is proven effective using the most current data-approved testing, and can be illustrated by our regular progress monitoring system. How we do this is that after each term of service, we can physically show our clients how far they've come on their journey by providing them with a progress report. This progress monitoring system is unique to WILDD as many similar services do not offer their clients the opportunity to watch their own substantial growth—and their growth is why we're here.

As we have said before, to be able to read is to take a journey—to start with the known and walk bravely into the unknown. WILDD is here to join our clients on that journey—to provide a map that will guide them out into a much brighter and more beautiful future. We thank you for your continued support in assisting WILDD to achieve its mission.

Sincerely,

Tim Mueller  
Board President

Ervin Carpenter  
Co-Founder, Executive Director

# Mission



WILDD's mission is to unleash the gifts of dyslexic children and adults so they may achieve the full potential they deserve and of which they are capable, through identification, remediation, support, outreach, community education and advocacy. WILDD works to move dyslexic children and adults from isolation and frustration to independence and equal footing with their peers.



**WILDD Clients Are  
our family members, co-workers,  
and neighbors!**

WILDD is a non-profit organization that provides one-on-one evidence-based academic therapy and resiliency-building for the twenty percent of U.S. children and adults with specific learning disabilities/dyslexia. The unique method employed by WILDD remediates language deficits and creates learning and living independence that allows people with dyslexia/specific learning disabilities to achieve success and compete with their peers in school, higher education, the workforce, and life.

# WILDD Programs

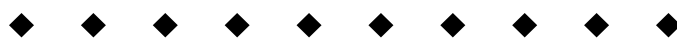
**WILDD meets our mission through four programs developed and sustained to meet the needs of the twenty-percent of the population affected by dyslexia.**

**1. Outreach Program** WILDD educates the public about dyslexia and learning disabilities, increasing knowledge about prevalence; myths; definitions; associated deficits; impact on individual, community and systems; and best scientific, research-based practices to alleviate the negative impact of dyslexia/specific learning disabilities while enhancing the positive impact of the unique learning style and capabilities of dyslexic/SLD individuals.

**2. Diagnostic Program** WILDD offers a complete diagnostic program to diagnose dyslexia and determine the best path of remediation and related services for the particular client.

**3. Academic Therapy Program** WILDD employs the CLASS™ methodology; a scientific, research-driven, evidence-based, academic therapy intervention, developed by a dyslexic special education teacher, to remediate clients' reading, spelling, written expression, and math deficits, to create self-awareness and build resiliency. The methodology creates new neurological pathways in the brain to remediate achievement deficits which progresses clients to independent language interaction commensurate with their intellectual ability. **WILDD Global™** enables this multisensory program to be delivered face-to-face, in real time, anywhere in the world where an Internet connection is available.

**4. Training Program** WILDD trains teachers at 4 K-12 schools as well as community and technical colleges, four-year colleges and universities and institutional school settings, how to effectively employ the CLASS™ methodology with their students to gain the same results that WILDD's Academic Therapy clients gain. All trainees must master the methodology for certification, through a rigorous college-level course, and the methodology cannot be used without certification. WILDD also provides professional consultation services, including assistive technology assessment and training, as well as helping Wisconsin schools meet requirements of the SLD Ruling and mandated reading standards.



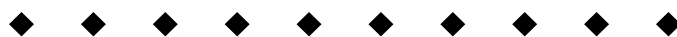


“Thank you again for believing that every child should have the opportunity to become a good reader. Your program has been a blessing in our life and one that we never take for granted. I know it is because of this opportunity my daughter can read—is there any greater gift?”

# Changing Lives

In fiscal year 2014-2015, WILDD provided **one-on-one academic therapy to 87 children and adults** from all walks of life. In an average service time of two years, meeting twice weekly, clients learn how to read, spell, and express themselves through written and oral communication; these are truly life-changing skills.

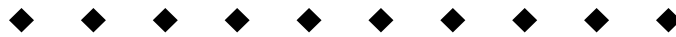
Clients come to us by word-of-mouth and by referral from friends, psychologists, pediatricians, schools, doctors, the Department of Workforce Development, the Department of Veterans Affairs, the Department of Vocational Rehabilitation, and the Department of Corrections.



# WILDD & Schools

## Partnering for Student Success

WILDD works in collaboration with schools to achieve a common goal of higher reading proficiency and academic equity.

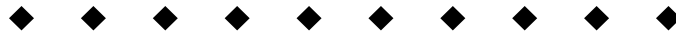


To date, WILDD has worked with students in the following school districts:

- Barneveld School District
- Boyceville Community School District
- Cuba City School District
- High Marq Environmental Charter School
- Indian Community School of Milwaukee
- Lake Mills Area School District
- Madison Metropolitan School District
- Mount Horeb Area School District
- Oregon School District
- Pecatonica Area Schools
- Richland School District
- Sauk Prairie School District
- Southwestern Wisconsin School District
- Washington Island School District
- Waunakee Community School District
- Whitnall School District
- University of Wisconsin-Oshkosh
- University of Wisconsin-Platteville



# Community Outreach



Adding the **Outreach Program** to WILDD's services has been one of the most important developments of our past decade of services. As we worked to collaborate with community agencies, schools, hospitals, youth programs, veterans

programs, criminal justice, juvenile courts, and so many other places where dyslexic individuals access services, we found that few people truly understand dyslexia and the impact it has on lives. Through an



open house, as well as numerous Dyslexia workshops, conferences, and several *CW57 Talk of the Town* appearances, we have connected with thousands of individuals and hundreds of organizations to raise awareness about dyslexia and what can be done to change the lives of this 20 percent of our population as well as the lives of others impacted by this common learning disability.

# Dyslexia 101 Workshops



## Conferences





# Open House/ 10th Anniversary



# WILDD News Partnership With



Jessica Edge & Ervin Carpenter - Coordinator/Director  
Wisconsin Institute for Learning Disabilities/Dyslexia Inc.

Overcoming Dyslexia  
<https://www.youtube.com/watch?v=UVhbtCYrfwU&app=desktop>

10th Anniversary Celebration  
<https://www.youtube.com/watch?feature=youtu.be&v=Ysz6HneJSNk&app=desktop>



Ervin Carpenter - Executive Director  
Wisconsin Institute for Learning Disabilities/Dyslexia Inc.

Teacher Training  
<https://youtu.be/asskEbZibBE>



News Partner  
Ervin Carpenter & Jessica Edge  
Wisconsin Institute for Learning Disabilities/Dyslexia Inc.

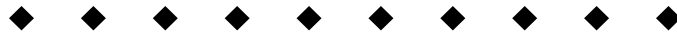
Adults Living with Dyslexia

<https://www.youtube.com/watch?v=0BfzaRALQp4>

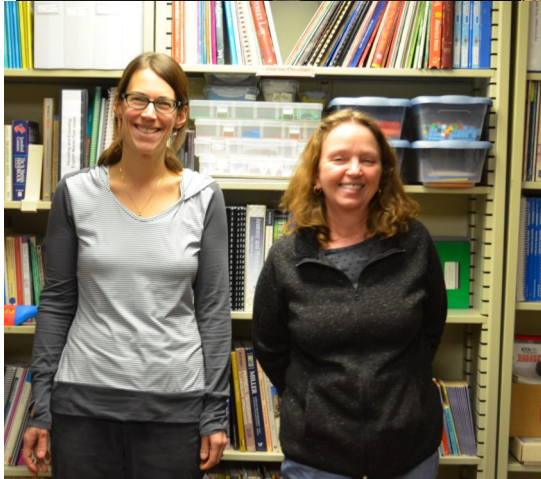
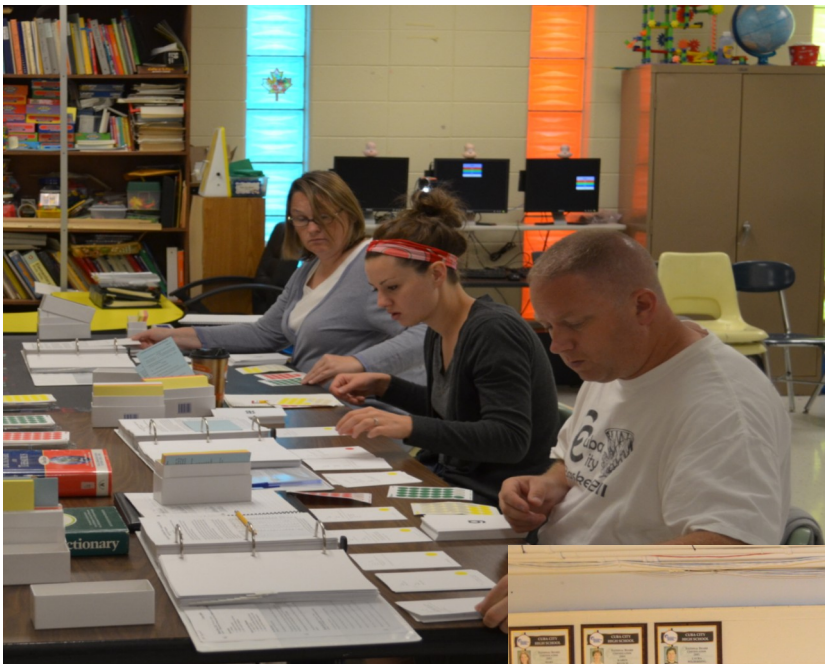


News Partner  
[www.wildd.org](http://www.wildd.org)  
Find us on Facebook

# Teacher Training



In an effort to reach more students and leverage its mission, WILDD provides instruction on its successful CLASS™ methodology to teachers in Pre-K through 12 schools as well as college-level instructors and professors. This fiscal year WILDD trained and certified 18 teachers, instructors, and other key personnel in schools.



*“Now my day is filled with symbols that make letters, that make words, that make sentences, that I can understand.”*



**Supporting Our  
Disabled Veterans**  
so they may support their families



WILDD has been working with disabled veterans since opening our doors in 2005. Co-founder Erv Carpenter is a disabled veteran who is highly committed to helping men and women in the military. We are now working with two states; Wisconsin and Illinois.

The military is a common place for people with dyslexia/specific learning disabilities to find a home—a place where they can, and often do, succeed. But if they become disabled in the line of duty and begin looking for work, they have a compounded challenge with their inability to read or write at a level commensurate with their intellect. WILDD works with the Department of Veteran’s Affairs to remediate the reading, writing, and sometimes, math deficits of our nation’s dyslexic disabled veterans—allowing them to engage in the life they deserve.

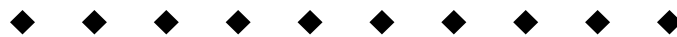
As of July of 2015 we have the support of the Secretary of the Wisconsin Department of Veterans Affairs, Mr. John Sococs, and the head of his administrative staff, Mr. Ken Grant. Secretary Sococs’s letter of support for WILDD shows the importance the State Veterans Administration places on assisting Veterans who struggle with Dyslexia.

# WILDD Global™

WILDD loves working with children and adults in Madison and across the globe through its one-on-one, real time, on-line program, WILDD Global™.



*Dyslexic learners are known for their ability to see possibilities; a different way of doing things. That's why so many successful entrepreneurs and business owners are dyslexic.*

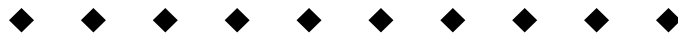


WILDD's own dyslexic leader envisioned a world where everyone who has access to the Internet can tap into WILDD's successful CLASS™ method of academic therapy so he designed the WILDD Global™ system. Created in 2007, and used then by only a handful of clients, the WILDD Global™ system is now used by more than 90 percent of the agency's clients. WILDD instructors "travel" with clients on vacation, semester's abroad, through their move to another state or country, work trips, and after-school programs. WILDD Global™ is used by students in their school, or after school at home, and is used by adult clients from their home or office.

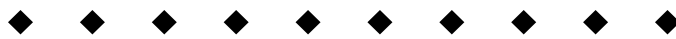
WILDD loves working with children and adults in Madison and across the globe through its one-on-one, real time, on-line program, WILDD Global™.

# Thank you WILDD supporters

for your commitment to changing the lives of  
people in our community!



*How beautiful a day can be  
When kindness touches it!  
~ George Elliston*



Adams Outdoor Advertising ▪ Janell Narveson ▪ Tim Mueller ▪  
Terry Campbell ▪ Shelley & Benjamin Beere ▪ Charles Carpenter  
▪ Stacy Killinger ▪ Ronald Jansen ▪ Dr. William Kitz ▪ John and  
Maria Townsend ▪ Charles & Eileen Campbell ▪ Erv Carpenter ▪  
Kim Carpenter ▪ Jeffrey and Carolyn Emmanuelli ▪ Benevity Com-  
munity Impact Fund ▪ United Way of Dane County ▪ Pete Cym-  
balak ▪ Madison Community Foundation ▪ Envision IT ▪ Alyssa  
Martin ▪ Jody Jacobson & Company LLC ▪ Darcy Luoma ▪ Diane  
& Ray Maida ▪ Greg Markle ▪ Maureen, Steve, Maggie & Walter  
Marshall ▪ Julie & Thomas McCarthy ▪ Lori Meddings ▪

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# 2014-2015 Board of Directors

**Tim Mueller, Chair**

*President, Office Furniture Used & New LLC  
Since 2008*

**Steve Porter, Vice Chair**

*Attorney, A. Steven Porter Attorney at Law  
Since 2006*

**Joe Zaffino, Treasurer**

*Retired Bank Executive  
Since 2010*

**Shelley Beere, Secretary**

*Account Supervisor, Knupp & Watson & Wallman (KW2)  
Since 2013*

**Pete Cymbalak**

*President, Empowered Financial Group  
Since 2009*

**David Mahoney**

*Dane County Sheriff  
Since 2013*

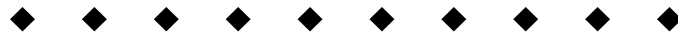
# Agency Leadership

**Erv Carpenter, B.S.**

*Co-Founder  
Executive Director*

**Kim Carpenter, M.S.E.**

*Co-Founder  
Clinical Director, and Director of Diagnostics & Research*



**2014-2015**

# Advisory Board

**Boris Frank**

Boris Frank Associates

**Dr. Jed Hopkins**

School of Education, Edgewood College

**Darcy Luoma**

Darcy Luoma Coaching and Consulting, LLC

**Lori Meddings**

Partner, Intellectual Property Practice,  
Michael Best & Friedrich

**Beau Smithback**

President and CEO, EnvisionIT



# Marketing/Fundraising Committee

**Shelley Beere**

*Chairman*

**Tim Mueller**

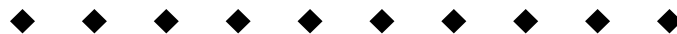
**Charles Carpenter**

**Kyle Edge**

**Brian Unitan**

**Arthur Upham**

**Erv Carpenter**



## Volunteers

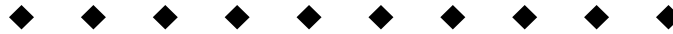
*Unselfish and noble actions are the most radiant pages  
in the biography of souls. ~David Thomas*

*We are Grateful for our Volunteers:*

▪ Tim Mueller ▪ Shelley Beere ▪ Collleen Polglaze ▪ Kyle Edge ▪ Deb Stephens ▪ Gale Kooistra ▪ Cait Schulze ▪ Hilary Schwartz ▪ Barb Domer ▪ Charles Carpenter ▪ Mike Poland ▪ Laura Butrick ▪ Elizabeth Johanna ▪ Emelia Carpenter ▪ Arthur Upham ▪ Brian Unitan ▪ Lori Meddings ▪ Boris Frank ▪ Jed Hopkins ▪ Darcy Luoma ▪ Beau Smithback ▪

# Financial Highlights

## Fiscal Year End August 31, 2015



### SUPPORT and REVENUE

Contributions—direct appeal, unsolicited, corporate sponsorships	1,200.00
Program Fees— Gov. & School Contracts	112,980.00
Program Fees— Private	347,491.00
Discounts Given	-2,700.00
Interest	77.00
Scholarships Given	-22,500.00
<b>Total Income</b>	<b>436,548.00</b>

### EXPENSES

Program Services	354,119.56
Supporting Services	66,018.80
<b>Total Expenses</b>	<b>420,138.36</b>
<b>Net Income</b>	<b>16,409.64</b>

#### Board Meetings

All meetings were held in the Madison Center,  
636 Grand Canyon Dr. Meetings were held on:

September 22, 2014

October 20, 2014

November 24, 2014

January 25, 2015

February 24, 2015

April 27, 2015

June 22, 2015

July 27, 2015

August 24, 2015

The Annual Meeting December 14, 2015.

# Your Contribution:

## A High Dividend Investment in Our Communities



WILDD is a sliding-scale, fee-based, non-profit organization that relies on charitable donations from individuals, corporations and foundations to meet the needs of the 20 percent of the population who are challenged by dyslexia/specific learning disabilities. We have worthy and anxious people on our waiting list who are in need of a partial or full scholarship. Please help them start their new life!



**Please accept my gift to support WILDD's Scholarship Fund:**

\$25  \$50  \$100  \$250  \$500  \$1,000  \$5,000  other \$\_\_\_\_\_

Please charge my credit card:  MasterCard  Visa

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name \_\_\_\_\_

*(Please indicate how you would like to be recognized.)*

In honor of (optional) \_\_\_\_\_

Your address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel # \_\_\_\_\_ Email \_\_\_\_\_

Please mail your contribution or your credit card information to  
WILDD, 636 Grand Canyon Dr., Madison, WI 53719.

We'll send you a receipt for your tax-deductable donation.

***THANK YOU!***



**The 2014-2015 Annual Report is available on the WILDD website at [www.wildd.org](http://www.wildd.org). If you wish to have a printed copy, please email [madison@wildd.org](mailto:madison@wildd.org) and we will gladly send you one.**



**Wisconsin Institute for Learning Disabilities/Dyslexia Inc.**

636 Grand Canyon Dr. ♦ Madison, WI 53719  
608-824-8980 ♦ [www.wildd.org](http://www.wildd.org) ♦ [madison@wildd.org](mailto:madison@wildd.org)