



ASDC Impact Report

How your donations have made a difference • 2020-2021



A background image showing several hands of different skin tones holding a large, crumpled red paper heart. The heart is the central focus, and the hands are positioned around its edges, suggesting a collective effort or support.

Staying Connected

When the pandemic hit, ASDC was relying on in-person classes and conferences to connect with parents and teachers of Deaf children. Your donations made it possible to begin offering **new ONLINE PROGRAMS** for adults, teens and children.



Online Classes

- 105 online classes, webinars & events
- 275 instructional hours
- 1728 participants
- \$9,747 in member discounts

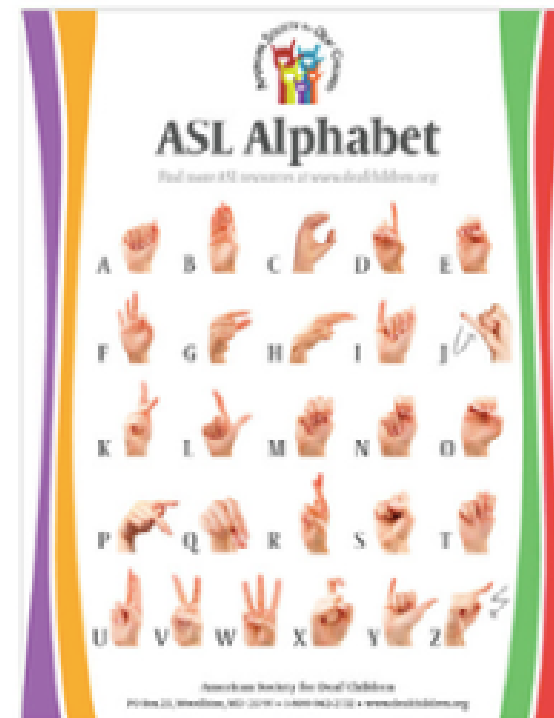
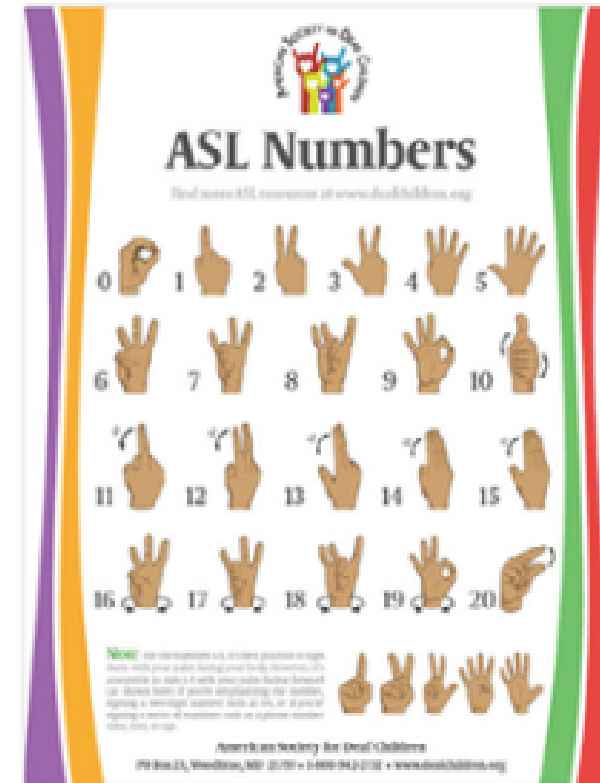
[See current classes](#)

SignOn / Friends Like Me

ASDC provided 2,125 free sessions of SignOn and Friends Like Me to new members. Through these programs, parents connected with Deaf Ambassadors to practice ASL and kids connected with Deaf peers in a safe, online platform.

[Learn more about SignOn](#)





Resources for Parents & Teachers

We created and shared fun, highly useful content on our website and email list. Our website visits **doubled** over the previous two-year period and we added more than 5,000 subscribers to our [newsletter](#) list.

[Join our email list](#)



Fingerspelling App

In 2021, ASDC partnered with Hello Monday to release a free browser app called Fingerspelling.xyz. The app tracks your hand movements and gives you instant feedback so you can increase both speed and accuracy.

[Play Fingerspelling.xyz](#)





Programs for Latino Families

In 2020, we hired a new outreach coordinator and began offering monthly Latino Parent Support Group meetings and other events in Spanish to support this important group of parents within our community.



A photograph of a man with a beard and mustache, wearing a white polo shirt, holding a baby. The baby is wearing an orange shirt with a graphic of three stylized Easter eggs. A woman's hand is visible in the foreground, pointing upwards. The background is a blurred outdoor setting with trees.

Growing Together

Since the pandemic started, ASDC membership more than doubled. Revenues actually increased during a time when many nonprofits were struggling.



Membership

2019 - 428

2020 - 920

2021 - 1064

[Join ASDC](#)

Revenue

2017 - \$36,836

2018 - \$87,981

2019 - \$190,572

2020 - \$200,290

2021 - \$296,985





Donations

Over the past two years, more than a thousand teachers, families, corporations, and allies donated to ASDC.

Those donors received a total of 7,157 clear **face masks** to make communication with Deaf children easier during the pandemic.

[Donate to ASDC](#)



A Brighter Future

We appreciate your generous donations. They helped open new doors during a time when we were shut inside! Moving forward, we will continue to offer new online ASL classes and webinars. In addition, we look forward to connecting with you again IN REAL LIFE!

In May of 2022, we are bringing back our popular [link ASL Weekend](#) program and putting on our first [Camp Belong](#) (for middle schoolers) in Michigan. And we'll resume our annual conference as well - watch your inbox for details.





Malibu Barron



Cheri Dowling

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AMERICAN SOCIETY
for DEAF CHILDREN

www.deafchildren.org