
Touchstones™ Discussion Project Annual Report 2011



A Message from the President

Dear Touchstones Friend,

It is my pleasure to provide this annual report that captures the work done by the Touchstones Discussion Project in 2011. Such volume and quantity of accomplishments is only possible through the diligent efforts of the Touchstones' staff, the enduring support from the Touchstones Board of Directors, and the essential and growing involvement and contributions from friends and volunteers. Although any number of our endeavors in 2011 may qualify as exceptional, I am particularly proud of our reinvigorated and new partnerships in Haiti, our work with colleagues in the Department of Education in Manitoba to translate and implement seven core Touchstones volumes with their French speaking students, and the creation of a new Touchstones volume to cultivate middle school students' appreciation for civic engagement and community service on their path to adulthood.

Thank you to all who make it possible for us to realize our vision of a world where people of all backgrounds, beliefs, and ideologies engage in mindful and collaborative dialogue through respectful and engaged discussion-based programs.

Sincerely,



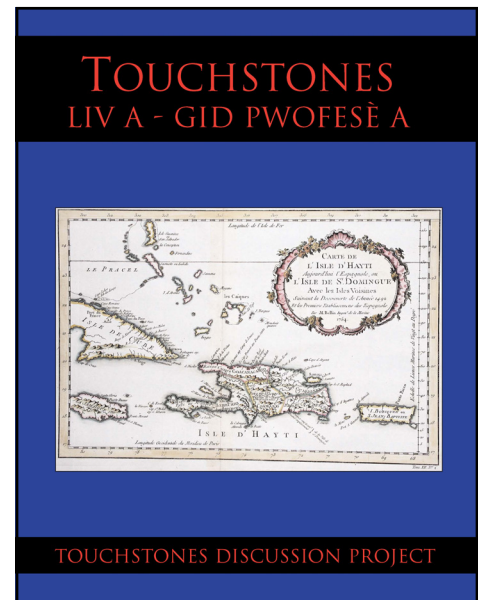
Howard Zeiderman
Co-founder & President

Touchstones: Building critical thinkers & collaborative leaders

Programming

In 2011, Touchstones delivered on the organization's vision and promise by remaining focused on its core long-term objective to be in every school and to make our programs available to all who seek them. Among many other gains in 2011, Touchstones

- **Engaged students in inclusive and collaborative discussions** in over 10,000 schools, including 97 schools new to Touchstones as well as 19 districts new to Touchstones.
- **Provided training to more than two hundred teachers**
- **Supplied more than \$45,000 in free programming and educational materials** to the public, including donated books and professional services to more than twenty public and parochial schools
- **Ran three open-enrollment teacher workshops locally and four in-service workshops**
- **Joined with Children's Place International** to translate *Volume A* to Kreyol for use after school in Cap-Haïtien, Haiti with impoverished children
- **Presented and ran workshop sessions at five K-12 educational conferences**
- **Partnered with the Province of Manitoba Dept. of Education** to begin translation of seven Touchstones volumes to French for use with their 25,000+ French-speaking students
- **Launched a six-month Community Engagement Program** exploring civic engagement with adult and youth leaders in Anne Arundel County
- **Gave more than 970 total staff and volunteer hours of pro bono programming or support** to non-profit organizations such as the local Light House Shelter, the Anne Arundel County Branch of the NAACP, the incarcerated at MCI-Jessup, the Annapolis Senior Center, and the Stanton Community Center



Detailed Program Growth

In 2011, Touchstones added 170 first-time customers to our twenty-seven year list of educators (numbering more than 14,000) who use Touchstones' proven educational programs and curricula. Those included:

- 97 schools and 19 school districts
- 48 individuals, many of whom are homeschooling their children
- 3 colleges and universities
- 2 churches
- 1 prison

In 2011, Touchstones completed the production of 5 new volumes, 3 in translation to French, 1 in translation to Haitian Kreyol, and a brand new community service volume for middle grades, *Courage to Care, Building Community through Service*.

Touchstones processed 322 orders for more than 8,266 volumes over the course of 2011.

Volunteer Engagement

Touchstones incorporated tremendous volunteer engagement in programming in 2011:

- Touchstones coordinated 59 volunteers, including 13 first-time volunteers.
 - 18 volunteers donated their time to programming with the incarcerated at MCI-J over the course of 62 discussion sessions attended by more than 90 prisoners in total.
 - 14 volunteers gave their time to help plant a garden at the Annapolis Light House Shelter.
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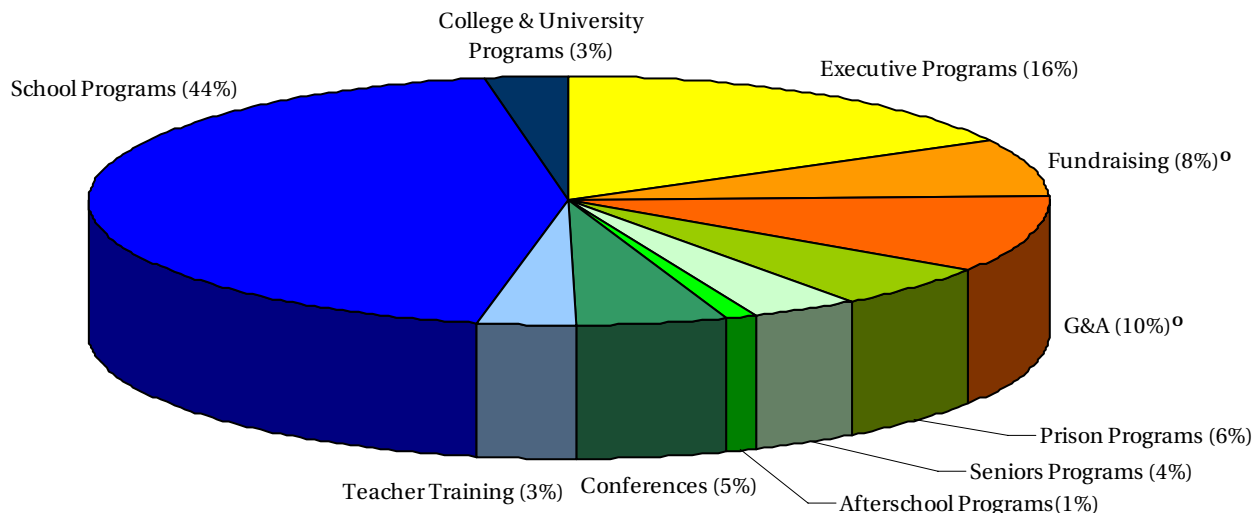
Services Received

Touchstones gratefully acknowledges *pro bono* services received in 2011 from:

- Finnegan, Henderson, Farabow, Garrett & Dunner, LLP, Washington, D.C, for legal counsel (copyright and trademark)
 - Saidman DesignLaw Group, LLC, Washington, D.C, for legal counsel (trademark)
 - Osler, Hoskin & Harcourt, LLP, Toronto, Canada, for legal counsel (contracts and trademark)
 - The Mayor of the City of Annapolis and the Roger "Pip" Moyer Community Recreation Center for facility space for the community engagement program
 - KRM and Jesse Parks for facility space for workshops and Touchstones Board meetings
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2011 Expenditures

Touchstones' total budget in 2011 was \$260,000.*



*Financial data is unaudited.

°The National Center for Charitable Statistics quotes that the Combined Federal Campaign requires that participating organizations certify that their combined fundraising and administrative costs constitute no more than 25% of the organization's total revenues. Touchstones is proud that its combined fundraising and administrative costs total 18%.

**Touchstones
Board of Directors 2012**

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*Touchstones received financial support from 100% of its Board in 2011.

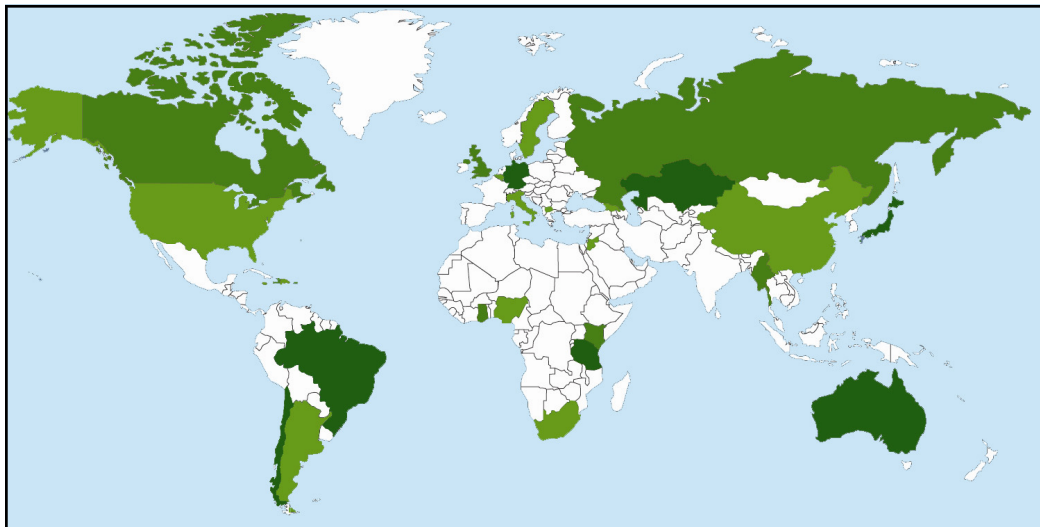
Additional Projects and Accomplishments

The Touchstones Discussion Project also launched the following projects in 2011:

- Filed and secured U.S. trademarks for Touchstones™ printed educational materials and initiated trademark registration for printed educational materials in Canada
- Relocated Touchstones' offices to the Chesapeake Bridge Office Complex in Stevensville, Maryland, saving the organization almost 7% on total overhead and facility expenses
- Presented the first annual Cynthia M. Barry Touchstones Teacher of the Year Award to Debra Wilkins, an elementary grades teacher in Wicomico County, Maryland. The award was featured in an article in *The Capital* in Annapolis.
- Honored John T. Andrews as the Touchstones Volunteer of the Year for the introduction and use of Touchstones to China and his many years running a volunteer group for senior citizens in northern California
- Partnered with the Anne Arundel County Branch of the NAACP
- Worked with a team of undergraduate and graduate students from the University of Virginia Student Entrepreneurs for Economic Development (SEED) program to identify strategic markets and develop marketing plans
- Launched a new donations page on the Touchstones' website to foster greater giving flexibility and ease

Touchstones around the World

Touchstones is in at least 29 countries: Argentina, Australia, Belgium, Brazil, Burma, Canada, Chile, China, the Dominican Republic, Georgia, Germany, Haiti, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Macedonia, Malta, Nigeria, Puerto Rico, Russia, Singapore, South Africa, Sweden, Tanzania, the United Kingdom and the United States of America.



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