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Edvocracy Secures Funding, Launches National Campaign for Literacy!

Edvocracy Research Corporation, a Massachusetts 501(c)(3) non-profit corporation, has secured nearly a quarter-million in capital and is launching a national campaign designed to build awareness and advocate on behalf of children with language-based learning disabilities, including dyslexia.

"The number of children whose lives are effected by these issues is astounding," says Edvocracy co-founder, Geoff Cronin. "For example, it's conservatively estimated that about 15% of school-aged children struggle with dyslexia. Yet, fewer than 1 child in every 100 is properly diagnosed, much less provided with the remedial help they need to overcome their challenges." Cronin emphasizes, "The real tragedy is that, even for kids who eventually get help, it often comes only after years of academic failure."

Edvocracy will continue development of **dpad**—an early warning system which tests for the presence of dyslexia in children grades K-3. Dpad will be deployed in school systems across the nation. "Our goal is to make this test available to everyone," says Carmen Reitano, inventor of dpad. "This system will allow large numbers of children to be tested at very little cost. We'll catch these kids before they have a chance to fail!"

On other fronts, Edvocracy has recently launched a broad-based fundraising campaign and is reaching out to literacy foundations across America. By securing grants from these foundations, Edvocracy can complete development of dpad and to move into clinical trials. The current plan calls for pilot deployments in school systems by the end of 2003.

Edvocracy Granted U.S. Patent for **dpad**Technology

Early Warning System for Dyslexia Targets Grades K-3

Edvocracy Research has been granted a US patent for dpad—an innovative, computer-based early warning tool which identifies dyslexia and other language-based learning disabilities in children grades K-3. Dpad allows parents and teachers to effectively identify those children who may require help and, consequently, will significantly improve their chances of meeting their academic potential. Dpad will be scheduled for clinical trials within months, and deployed in school systems by the end of the year.

QUOTE OF THE MONTH

"No one has yet realized the wealth of sympathy, the kindness, the generosity hidden in the soul of a child. The effort of every true education should be to unlock that treasure."

Emma Goldman

Anne Caldera, Thomas Byrne Join Edvocracy Executive Team

Edvocracy recently announced that Anne Caldera and Thomas Byrne have joined the company's core team. Anne Caldera brings years of successful fundraising and technology experience, recently leading a consulting firm focusing on development information systems for non-profit organizations. Anne's previous assignments include positions with Harvard University's Kennedy School of Government; The Joslin Diabetes Center; and Concord Academy. Thomas Byrne is a business development executive with nearly 20 years of experience building and directing sales and operations for technically sophisticated service organizations. Most recently, Tom managed a private practice consultancy specializing in business process effectiveness. Previously, he serves in executive roles with Chadwick Martin Bailey; Micrografx; and spent several years with Pitney Bowes Management Services.

Edvocacy Spotlight Co-founder **Carmen Reitano,** Inventor of **dpad**

Carmen Reitano knew as early as age seven that he was "different." He had great difficulty trying to read, would transpose spoken words when trying to write them, and finally started tuning out his teachers' voices, struggling through grade and high school in a system that had labeled him a "problem" student. While he was very comfortable with information presented in drawings and graphics, and while he gradually figured out how to cope and progress by working around the traditional teaching environment and develop his own system of learning, it was not until after a tour of duty on the U.S.S. Midway that he was finally told he was dyslexic. He was a bright, social, experienced adult who, at the age of 21, discovered that there was a reason he could barely read. For many years, Mr. Reitano dreamed of creating an "early warning system" that could identify a language-based learning disability at the earliest possible stage, in order to give a dyslexic child a fair chance to learn, compete and contribute like any of his or her peers. With dramatic and cost-effective advances in software, hardware, and networking, Carmen has finally made that dream come true with dpad, as well as his work to co-found Edvocacy Research Corporation.

Email Carmen at: Carmen.Reitano@adelphia.net

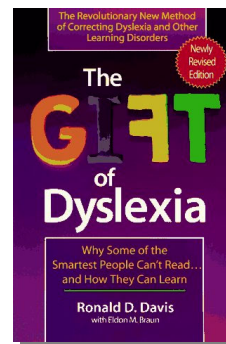
Dyslexics Kids Are In Good Company!

- Albert Einstein
- Winston Churchill
- Leonardo Da Vinci
- Walt Disney
- Pablo Picasso
- Muhammad Ali
- Alexander Graham Bell
- George Patton
- Fred Astaire
- Thomas Jefferson
- Sir Richard Branson
- Charles Schwab

Edvocacy Lobbies for Mandated Testing For All, Targets Congressional Funds

A sweeping education reform program was signed into law on 8 January 2002. The revised Elementary and Secondary Education Act (ESEA), also known as Public Law 107-110 and as H.R. 1, was dubbed the "No Child Left Behind Act" by President Bush and the bill's sponsors. This legislation is an historic advance, and is focused on new standards of achievement and accountability aimed at improving student performance. Edvocacy leaders travel to Washington DC this month to meet with congressional staffers and to begin the process of incorporating mandated testing in to the next version of ESEA, as well as lobby for Congressional funding to help cover the costs of outreach and development. If successful, we as a nation can be assured that, indeed, no child is left behind!

RECOMMENDED READING



The Gift of Dyslexia: Why Some of the Smartest People Can't Read and How They Can Learn

by Ronald D. Davis, Eldon M. Braun
(Contributor), Joan M. Smith

CONTACT US!

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