

IMAGINE

the difference we will make together



LANDMARK
C O L L E G E



*We are experiencing a new
awareness of neurodiversity*

The Landscape Is Changing

Landmark College (LC) was founded with the unique mission to “transform the way students learn, educators teach, and the public thinks about education.” The imperative to fulfill that mandate has never been greater.

1

The workforce demands it. *More companies are recognizing the benefits and talents of neurodivergent thinkers. We must better prepare our students for tomorrow’s job opportunities and enlighten those already in the workforce.*

2

Acceptance of neurodiversity is increasing. *More individuals are identifying with learning differences than ever before and at younger ages. Our web-based programs must expand to serve the growing numbers of neurodivergent students seeking college credit in an online format, as well as the educators within the field.*

3

The competitive landscape is shifting. *Other colleges and universities may tout their accommodations for students with LD, no matter how meager or inadequate. We must maintain our comprehensive academic and social support that delivers true value and increase our ability to provide financial support for deserving, college-capable students.*

Our founders imagined fairness in education and seeded it through Landmark College. Your help is needed now to ensure the progress we are making endures for the benefit of future generations.

Since our founding 35 years ago, Landmark College has profoundly influenced how our culture values neurodivergent individuals. As institutions, industries, and laws shift toward our vision, we believe there is an opportunity in this moment to assume an even greater, transformational role.

Imagine, if you will:



Neurodivergent high schoolers across the United States taking Landmark College online courses for college credit. As they unlock their learning potential for the very first time, they also discover they are not alone.



Undergraduate students on LC's Putney campus thriving as never before without feeling encumbered by financial pressures as they pursue their degree.



LC alumni starting their career paths equipped with experience and strategies that help them succeed in the workplace, and supervisors who have the training and resources to support them.

With your support, we can work together to embrace this new era and continue to move society in a direction that better understands and utilizes the talents of all individuals.



“It takes an out-of-the-box school to train out-of-the-box thinkers. The way Landmark College approaches learning is needed now more than ever to help us meet 21st century work and life challenges.”

– David Lucchino '95

Co-founder/CEO of
Frequency Therapeutics (Nasdaq: FREQ)
and Semprus BioSciences
(M&A to public firm)

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Championing Student Success

Throughout our history, Landmark College has been a pioneer of change and support for students who learn differently. We offer a model where students can recognize, understand, and leverage their strengths as neurodivergent individuals; where they can advocate for their rights as learners and citizens; and where they can prepare for an ever-evolving world.

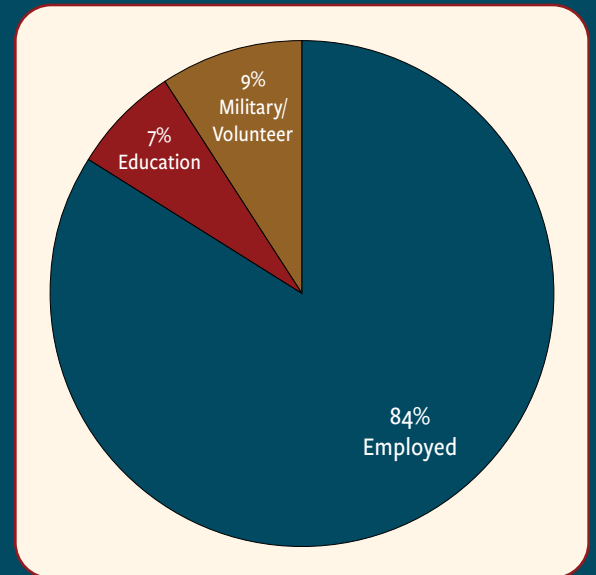
Our approach works. **Nationally, only 20% of college students with a learning difference earn a bachelor's degree. At Landmark College that statistic jumps to 65%, which is significantly above the national graduation average of 50% for all college students**, including those without an LD.

Our achievements are made possible by individuals who, time and again, connected their dreams with strategic, focused actions. Whether it was expanding the scope of LC programs, investing in capital projects, or increasing access for underserved families through scholarships, supporters have helped the College anticipate needs and pursue opportunities, leading to student success.

Together, we can expand our educational model and realize unparalleled levels of success for neurodivergent students.

LC Outcomes

In a survey of all 79 bachelor's degree graduates from 2016 to 2019, 68 respondents reported successfully moving on to their next goal, whether that was employment, public service, or postgraduate study.





“High-production facilities like ours need people to follow strict protocols. William is very organized and his execution is excellent. He’s a part of things rather than just doing his job and going home.”

Lisa Lorimer and Meg Donahue

Co-founders of MamaSezz on the work performance of William Epifanio '19 and value of LC's PEERS® program

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Setting the Standard

U.S. News & World Report's 2020 college rankings recognized Landmark College in two prominent measures of performance: Best Undergraduate Teaching College and Most Innovative College. And, for the first time, we were ranked among the best regional colleges in the North.

Landmark College's success is directly attributable to the fact that we have one of the most aspirational yet operational missions in higher education that says in part "... to transform the way students learn, educators teach, and the public thinks about education." Our rigorous programs prepare students to enter the workforce or pursue postgraduate studies.

And because our neurodivergent students often see and understand the world differently, we offer them opportunities to apply their unique perspectives to achieve solutions in and out of the classroom. They engage in hands-on professional internships, compete for and develop funded start-up enterprises, and participate in discovery research with our faculty and staff.

No other college or university better prepares students with LD for their next step in life.



“At Landmark College, learning ceased being about mitigating my liabilities and started being about excellence. That really allowed me to tap into my creative side at Brown University and ultimately my life as an artist.”

Dave Cole '97
Artist



Dave Cole's *Knitting Machine* in the courtyard of MASS MoCA (Massachusetts Museum of Contemporary Art). The functional installation with acrylic felt and excavators knit the entire flag (approx. 500 stitches) in one week.

Photo credit: Arjen Noordeman

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Amplifying Our Influence

Increasingly, we are collaborating with businesses to nurture understanding of the thinking and solutions offered by individuals with LD. Our students successfully compete for internships and jobs at progressive and enlightened businesses like Hasbro, Inc.; our faculty and administration share LC's experiences and perspective with organizations like the Microsoft Inclusive Workplace Council; and we have **forged new partnerships with Fortune 500 companies that seek to advance their neurodiversity-based initiatives**, including JPMorgan Chase, SAP, and EY (formerly Ernst & Young).

In order to be truly academically innovative, we also reach beyond our own classrooms and campus. The online programs we provide—dual enrollment for high school and gap year students and postbaccalaureate certificate courses for educators—are now more important than ever. Online education is here to stay, **but students with LD would be at a disadvantage without the unique LC model that delivers our face-to-face teaching principles, scaffolding, and support in a web-based format.**

Imagine the many students whose lives have been truly transformed by Landmark College, and how many more lives are waiting for an opportunity to benefit from our programs.



In 2019, Landmark College was the first U.S. college to be designated a Neurodiversity Hub, joining a worldwide consortium of businesses, organizations, and institutions formed by DXC Technology with the goal of developing a pipeline for bright, educated, and highly competent neurodivergent individuals to enter the workforce.

“There are other schools that have spent hundreds of years establishing themselves as centers of academic excellence. We’ve had universities that established themselves teaching African-Americans before the era of civil rights and think how proud those schools stand today.”

“We have the opportunity to be that school for neurodiversity. To stand proud and say we are teaching those values because it’s so much more than disability accommodation; it is civil rights and it is culture.”

– **John Elder Robison**, best-selling author, member of the Interagency Autism Coordinating Committee of the U.S. Department of Health and Human Services, and advisor/guest lecturer to LC’s Center for Neurodiversity



John Elder Robison (left) visits campus regularly to meet with students as part of our comprehensive living-learning model that provides unparalleled support for students with autism.

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Your Support Generating the Tipping Point

The need for students to access our unique educational offerings grows daily. Even though **1 in 5 children in the United States have a learning difference**, less than 8% of America's colleges and universities offer structured support programs for those students.

While we know that no other college can approach our comprehensive educational and social development model, they can provide other financial incentives or programmatic opportunities to students who would truly benefit from attending Landmark College. This attracts students elsewhere, but they often don't succeed.

Your investment in the strategic priorities identified in this campaign will enable the College to surpass our current thresholds for providing financial and programmatic opportunities. **The combination of greater resources with our proven, dedicated model would allow us to advance our position as the recognized global experts in educating neurodiverse students.**

Imagine the difference you can make in partnering with us.

Areas That You Can Support

Increase our ability to offer financial access to all students

\$5M

Expand and focus our online programming to reach new and greater numbers of students

\$4M

Better equip our graduates for the challenges and opportunities of the workplace

\$1M

Grow and strategically expand our College endowment resources

\$4.5M

Prepare for unforeseen strategic priorities

\$500K



“At LC, I learned how I learn. I discovered that my dyslexia is a gift—a different way of seeing the world. It opened up my mind to what I could do.”

Lorissa (Keller) MacAllister, Ph.D. '91

Architect and founder/CEO, Enviah: Environments for Health

“The tools LC gave me helped me develop and accomplish what I wanted. They remain with me today in all facets of my life.”

Wes MacAllister '92

Strategist and turnaround specialist for distressed companies

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Increasing Student Scholarships

As the neurodiversity movement takes root and blossoms, more colleges and universities are advertising support for neurodivergent students. While none of them can claim to provide the same comprehensive approach as Landmark College, they frequently have a recruitment advantage through greater financial incentives.

While we provide over 70% of all LC students with significant institutional aid (with an average award of nearly \$25,000 annually), even with additional state and federal aid a **formidable financial gap still exists** for many who could benefit from attending.

Endowed scholarships play a critical role in determining whether or not a student is able to access and complete a Landmark College education. **With more resources, we can better serve a broad socioeconomic spectrum of families**, helping their students with LD achieve access to college and succeed in their academic careers.

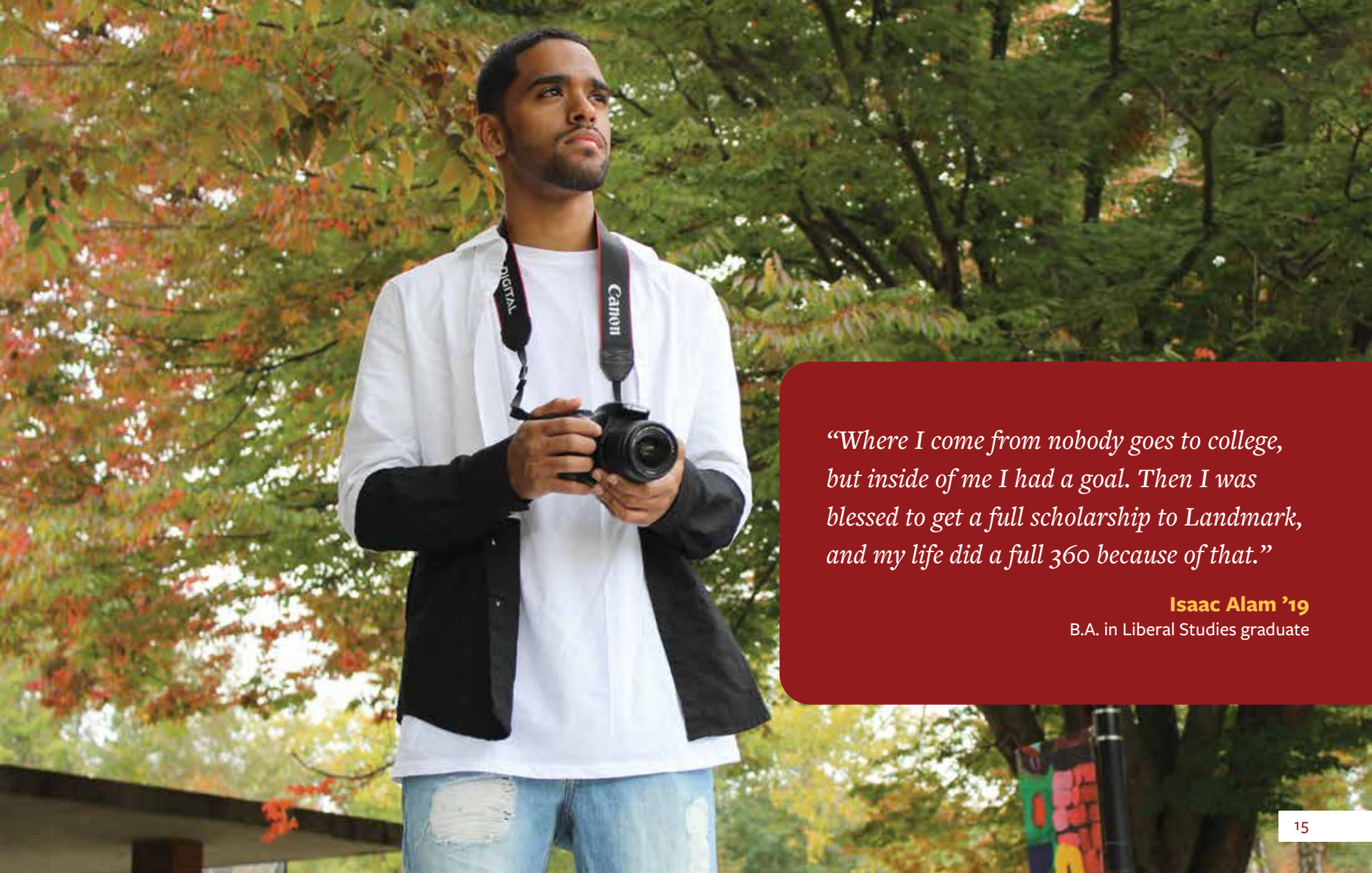
Affordability is often the only barrier to college for a deserving, neurodivergent student. You can help change that.



Our Objective

To build an endowed student assistance fund that will enable us to create a foundation of perpetual, reliable support for future generations of LC students and assist us in efforts to:

- Increase overall enrollment
- Enhance student diversity
- Reward students who persist in their studies
- Promote retention of students toward graduation



“Where I come from nobody goes to college, but inside of me I had a goal. Then I was blessed to get a full scholarship to Landmark, and my life did a full 360 because of that.”

Isaac Alam '19

B.A. in Liberal Studies graduate

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Expanding LC's Online Programs

The vast majority of college-capable students with dyslexia, ADHD, and autism are academically underserved. Although our traditional residential education is the answer for many students with LD, many more could experience our unique approach via online learning—from focused studies to, eventually, full degree programs.

Colleges were once largely defined by their campuses and surrounding communities. Today, online learning offers institutions the ability to extend their identity and serve students anywhere in the world. That potential is especially ripe for Landmark College: **as yet, no institution of higher education has established itself as the leader in online, postsecondary education for neurodiverse learners and the educators who serve them.** With growing online offerings in dual enrollment for high school and transition program students and postbaccalaureate certificate programs, your gifts not only sustain the College now, but help us build for the long-term future. We are poised to seize that position.

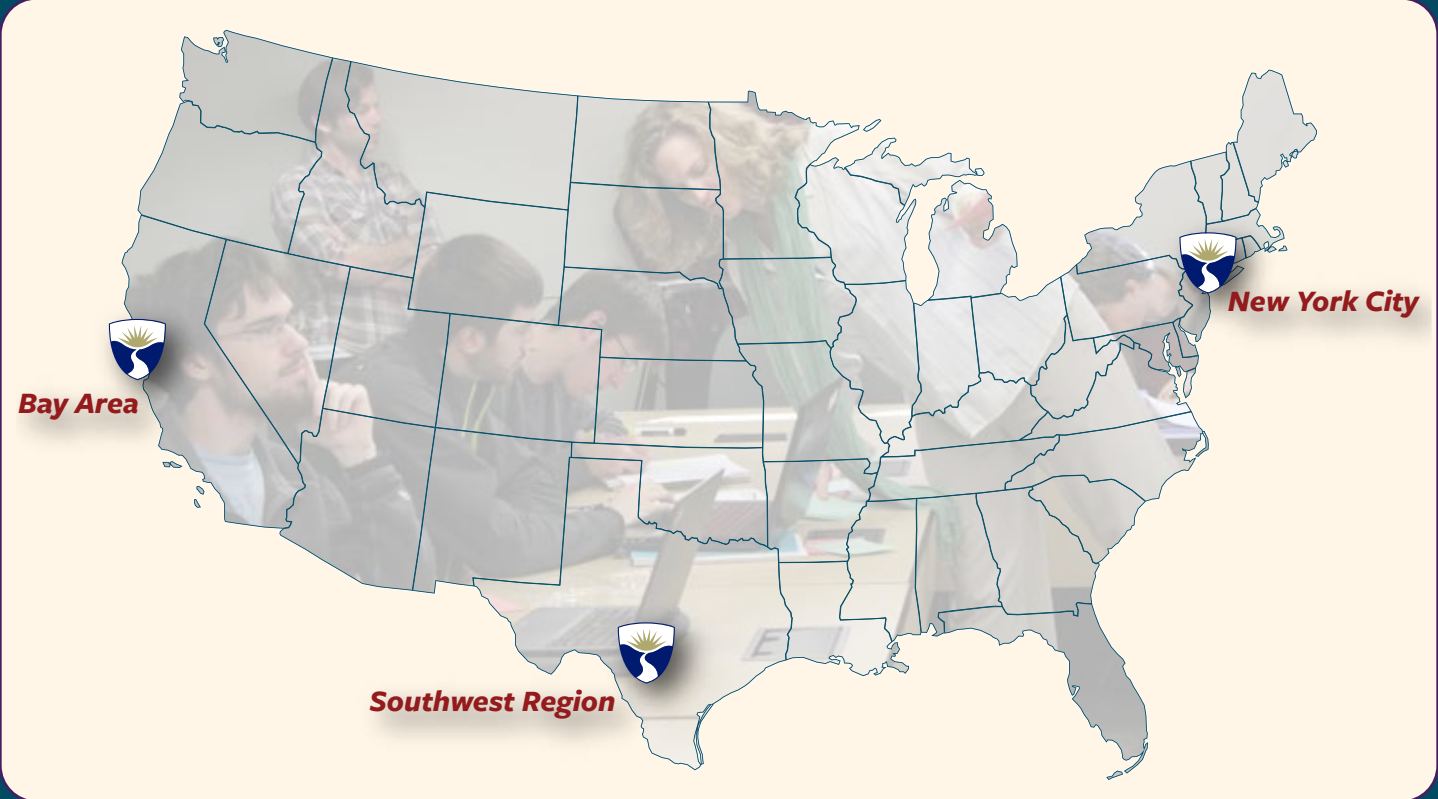
We aim to become the leading online option for students who learn differently and the educators who serve them in primary, secondary, and post-secondary levels and in all educational environments (e.g., public, private, and homeschooled).



Our Objectives

- Create a scalable infrastructure that ensures quality offerings through additional staff and technology
- Develop content that expands the breadth of our programs and courses
- Increase capacity for marketing, recruiting, and partnership development
- Create microcampus locations in key regions to expand support for dual enrollment students
- Expand online learning opportunities to include transition and early college programs

Developing microcampus locations in targeted areas around the United States will allow us to offer regionally the face-to-face support component for neurodivergent students enrolled in online programs.



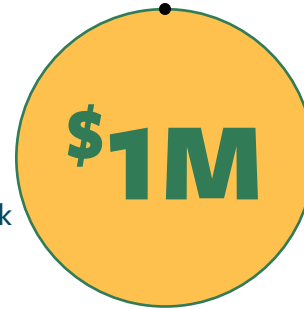
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Enhancing Career Readiness

As the *Boston Globe* noted in its November 2018 article titled “Companies tap into an underused but highly capable workforce,” businesses large and small are actively recruiting neurodivergent workers because of their “unique abilities to see patterns” and “think creatively,” among other talents.

By creating targeted and meaningful experiences and opportunities to support career readiness, Landmark College will help our students realize their potential as powerful agents of change. Our graduates carry with them the awareness, compassion, and understanding they have gained, contributing to the greater good of society as young professionals.

We know that where our students intern and work can nurture their growth and confidence. Our students also educate and enlighten those around them. For this reason, our College is forging strong partnerships and alliances with businesses, organizations, and agencies where students can fully realize their talents and abilities.



Our Objectives

- Employment Readiness: Develop increased on-campus employment experiences, workshops, career counseling, and courses to prepare students to meet and exceed employer expectations
- Employment Integration/ Internships: Foster relationships with and provide training to organizations offering internships for our neurodivergent students
- Career Placement: Create a comprehensive network of support to help students search

Recent Internship Sites and Employers

BioTek • BroadFutures • C&S Wholesale Grocers • EY • Hasbro, Inc. •
SAP • The Greenwood School • The Wolf School • Vermont Genetics

What employers say about the Landmark College students they hire:

for and secure employment after graduation

- Partnerships/Outreach: Promote LD-focused hiring practices in the workplace and advance public understanding of the benefits of a neurodiverse society through staff outreach, national networking and presentations, and development of workplace networks and training

“[Brian] is doing great so far! I can’t express how happy I am we were able to make this work.”

Jamell Mitchell

EY (formerly Ernst & Young) NCoE chief talent/strategy leader, Americas ASA

“Jenna’s work was accurate and consistently error-free. She had great respect for her work and remained super focused on her task until completion.”

Rick Holloway

Facilities and equipment manager, Chroma Technology

“Last week, Anais gave an excellent presentation to the lab group about the techniques she has been using. I was really impressed; she gave such a clear and easy-to-follow presentation on a rather difficult subject.”

Dr. Jana Kraft

Associate professor of Animal and Veterinary Sciences, University of Vermont

Brian Ramsaur '19, hired by EY a month after his graduation ceremony.

Jenna Pavucek '20, interned at Chroma in 2019 and was then hired in fall 2019.

Anais Sidonia '19, currently a bachelor's candidate at Northeastern University.



JPMorgan Chase

Network

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Growing the Principal Endowment

Since our founding, donors have consistently and generously understood the value of investing in Landmark College's endowment. These funds are an enduring foundation for our future, built by past and present donors who believe in sustaining our unique mission.

Judicious financial management and prudent stewardship of funds have enabled LC's endowment to steadily grow through investments.

Yet, at \$22 million, our current endowment fund remains modest. If LC is to keep pace with an ever-changing educational environment, ensure the relevance and impact of our academic programs, meet the growing educational needs of our students, and ensure access, we must increase the endowment base.

Financial resources (earnings) generated by LC's endowment help provide a reliable operating income stream that allows our College to plan and act with confidence during times of challenge and opportunity. And, as original gifts are preserved as principal, our endowment keeps growing, thus giving from one generation to the next.

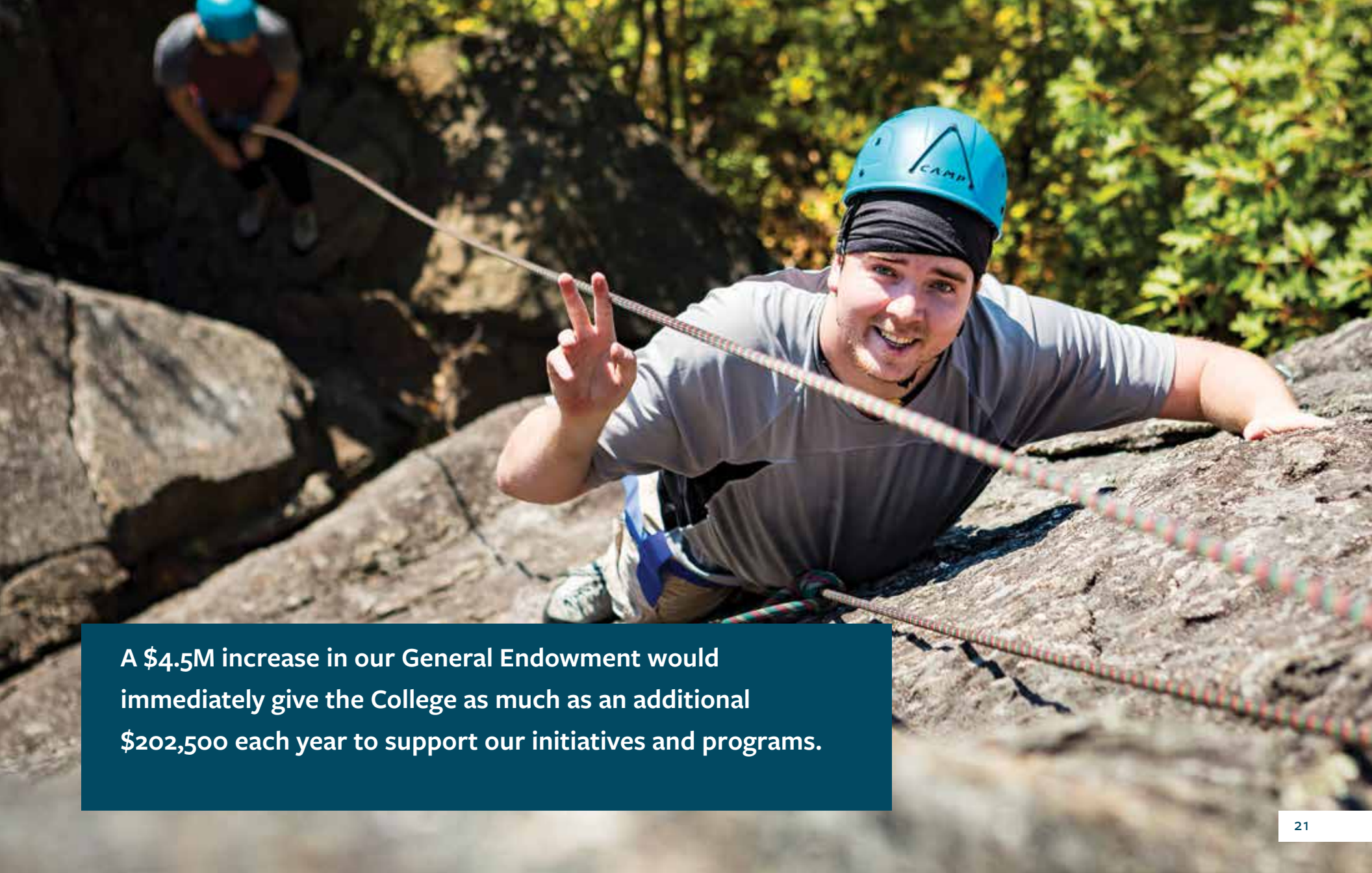
Your gifts help us sustain the College now and build for the long-term future.



Our Objectives

Building our endowment will provide greater resources to:

- Fund institutional priorities, both short- and long-term (Study Abroad, Social Pragmatics, etc.)
- Manage challenges that arise from external conditions that adversely affect funding, competitive balance, or demographic shifts
- Capitalize on opportunities that emerge in higher education
- Continuously innovate in our model and offerings



A \$4.5M increase in our General Endowment would immediately give the College as much as an additional \$202,500 each year to support our initiatives and programs.

IMAGINE THE DIFFERENCE

“Your support of the Campaign for Landmark College taps into our intrinsic human motivation to do good so others may do well. Your gift will have a powerful cascading effect as we work to advance public understanding of learning differences, advocate for the rights of neurodivergent individuals, and serve as a multi-modal educational model that changes lives for those who think and learn differently.”

– Dr. Peter Eden
President, Landmark College



HOW TO GIVE

Outright gift

Securities or mutual funds

Bequest in a will or trust

Life insurance policy or pension



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