

# iTaalk Autism Foundation

Proposal for 2015 “Big Give”

## SUMMARY

### iTaalk Autism Foundation

#### CONTACT:

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ITAALK AUTISM FOUNDATION  
2040 W. Central Avenue  
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#### MISSION STATEMENT:

iTaalk Autism Foundation is a 501c3 Non-Profit, with a mission to provide assistive technology devices to individuals with autism, and educate the world on the latest technologies that benefit individuals with special needs.

#### PROJECT/PROPOSAL:


iTaalk “Big Give”

#### REQUESTED FUNDING:

\$25,000

#### PROJECT TIMELINE:

2 Months



Board member, Jerry Mitchell,  
and his grandson with autism.

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iPad recipient, Aidan,  
with board president, Brooke Olson

## Mission Statement:

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## PROPOSAL DESCRIPTION

In 2015, iTaalk will venture into five new regions in a program called “The Big Give.” This program is based on a model that we created in April of 2014 in the Roaring Fork Valley of Colorado. At this event, we provided approximately 30 children with autism their own individual iPads, cases and at least \$50 in apps and software. In exchange, all the families were also required to attend a full-day training on the most effective ways to introduce this technology to their children.

Our mission has never been to only “give” a free device. iPads alone are not the solution. It requires a team effort of parents, family, caregivers and educators to understand their children’s needs and to find the appropriate technological interventions for each child. This can only be done when the whole team has the knowledge of the apps and features that are available.

Since the Colorado “Big Give” and training day received such amazing reviews and successes, we decided to make this our model going forward. Each community’s “Big Give” will provide a minimum of 20 iPad grants to children with autism, and education for 150 or more autism professionals and parents. We plan to partner with five communities/regions across the United States.

Currently we have finalized two communities; Bradenton/Sarasota, Florida and Defiance/Lima, Ohio for the 2015 calendar year. We are looking to collaborate with three additional non-profits and their communities to provide more “Big Give” opportunities.

How does this work:

- We are seeking non-profits that want to make a meaningful, DIRECT, impact to families and children with special needs within their own community.
- If the non-profits cannot fund the full \$25,000 for the “Big Give,” we at iTaalk will work with the non-profit to meet with local businesses and individuals to secure additional funding.
- We work together to secure a date and find a location for a full-day training.
- A grant application is opened on our website at [www.itaalk.org](http://www.itaalk.org), and together with the local charity, we review the applications and select recipients.
- Awarded grant recipients arrive early on the day of the training to receive their iPad/device and participate in a full-day of training with other local parents, professionals and caregivers looking to increase their knowledge of assistive technology.



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## Applicant Organization

### iTaalk Autism Foundation

In January of 2010... the idea of iTaalk was born. The son of iTaalk President, Brooke Olson, received his first iPod® touch in August of 2009. Within the first four months his language blossomed and the results of his success were amazing his family, friends and therapists. If this success could be replicated for other children with ASD's, then it was imperative that all children be given the opportunity and access to these interactive devices, and thus the original vision for iTaalk was formed.

Local NW Ohio mothers, friends and family members of children with autism joined together and founded iTaalk, which stands for: Interactive, Technology, Assisting, Autistic, Little, Kids.

In June 2010, iTaalk received their IRS 501c3 designation, and shortly thereafter began it's first iPad Grant cycle providing over 35 devices to children with autism nationwide!

After our first grant cycle, the need within the autism community was not only for the devices, but for education on using them as well. iTaalk now provides nationally acclaimed full-day trainings for families and professionals. These trainings provide all the technical and educational knowledge necessary for using an iPad as an assistive technology tool with individuals with autism.

The incredible success stories and ideas on innovative ways to use the iPods®/iPads® with our children is what keeps us going. It is our dream to provide this training along with the interactive devices so that all children with an ASD can access this wonderful technology!

Since January 1, 2011, The iTaalk Autism Foundation has provided over 250 iPad/iPod grants to individuals with autism, and educated over 3000 families, service providers and caretakers on the beneficial uses of interactive technology with children with Autism and varying other special needs.



iPad recipient,  
Mason, with board  
member, Molly Long

## Funds Requested (Budget Narrative)

### iTaalk is requesting funds for:

1. A minimum of 20 iPads and funding for apps, cases/accessories.
2. Full-day training, lunch for participants and additional incentives to encourage professionals to attend (iPad raffle, free apps, Continuing Education credits, etc.)

### iPads, Apps and Accessories

- 20 iPads Minimum - \$10,000
- Apps for 20 iPads - \$2,000
- Safety cases for 20 iPads - \$1,000
- AppleCare for each device - \$2,000

**TOTAL: \$15,000**

### iTaalk Full-day Training

- Print Material - \$1000
- Travel and accommodations - \$2500
- Food/Lunch for 200 participants at training - \$5000
- Rental fees, if necessary - \$500
- Incentives for professionals - \$1,000

**TOTAL: \$10,000**

**TOTAL REQUEST: \$25,000\***

\*May be considerably less with in-kind donations of food, location fee, printing, etc. Wherever possible we try to work with local businesses to secure in-kind donations.



Photo of the Colorado Training iPad recipients at the Full-day training.

## iTaalk BIG GIVE Funds Request (Budget)

DEVICE GRANT	Quantity	Cost Ea.	ANNUAL
iPads	20	\$500	\$10,000
Apps/Software	20	\$100	\$2,000
Accessories/Cases	20	\$50	\$1,000
AppleCare	20	\$100	\$2,000
Device Grant TOTAL:			\$15,000

FULL DAY Training	QTY	Cost Ea.	ANNUAL
Print Material	200	\$5	\$1,000
Travel	5 (Staff)	\$500	\$2,500
Catering/Food	200	\$25	\$5,000
Rental Fee(s)	1	\$500	\$500
iPad for Raffle	1	\$500	\$500
Misc. Costs, CEUs, Apps for attendees	1	\$500	\$500
Full Day Training TOTAL:			\$10,000.00

**TOTAL REQUESTED FUNDS: \$25,000**



*“Thank you so much for  
giving children  
the ability to  
communicate”*

Maria Santarpia,  
Mother of iPad recipient





Amick Olson, at age 4.  
Amick provided the inspiration for the  
founding of iTaalk.

*“Independent living is not doing things  
by yourself, it is being in control of  
how things are done.”*  
- Judy Heumann

## 2014-2015 iTaalk Board of Trustees

Brooke Olson, President (Powell, OH)  
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Molly Long (Toledo, OH)

Executive Director: Drew Mitchell, Bradenton, FL

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