June 2021

Dear Colleague:

In recognition of the achievements of people who are DeafBlind, the Helen Keller National Center for Deaf-Blind Youths & Adults (HKNC) celebrates the last week in June as “Helen Keller DeafBlind Awareness Week.”

This national advocacy campaign has been held each year since 1984 when President Ronald Reagan issued a proclamation in recognition of this special week.

In 2021, we are celebrating Helen Keller DeafBlind Awareness Week from June 27th to July 3rd. The theme this year is: DeafBlind Employees Can Help Businesses Grow with Unique Insights and Perspectives. **TrailBlazer, BigThinker, GoGetter, DeafBlind**

The essence of the message is that 2020 was a landmark year for improvements in Diversity, Equity, and Inclusion (DE&I), and disabled individuals have seen benefits of this progress. Talented employees who are DeafBlind are more than doing their part to assist companies grow. A recent study provided by Accenture, Getting Equal 2018: The Disability Inclusion Advantage, found that businesses employing individuals with disabilities achieved, on average, 28% higher revenue, 30% greater economic profit margins and twice the net income of their industry peers. Learn more by visiting www.helenkeller.org/hknc.

Enclosed, is the 2021 poster designed pro bono by Wunderman Thompson Health, New York, celebrating this year's campaign. For a sample proclamation, suggested activities and other promotional materials, go to www.helenkeller.org/hknc/dbaw. Please share this information among your staff and/or with your many community resources.

HKNC is the only national agency that provides information, referral, support and a comprehensive vocational and rehabilitation program exclusively to youths and adults who have a combined hearing and vision loss, to their families and the professionals who work with them. Thank you for your support.

Sincerely,

Deborah Harlin
Acting Executive Director
Helen Keller National Center
141 Middle Neck Rd.
Sands Point, NY 11050

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Susan Ruzenski
Chief Executive Officer

www.helenkeller.org/hknc • hkncinfo@hknc.org • Please remember us in your estate planning.