

MindsEye Impact Report and Appeal August 2022

Letter from the President & CEO

Photo: MindsEye President and CEO Jason Frazier sits at a counter audio describing a sporting event.

It is truly an exciting time for MindsEye, as this past year has brought unprecedented growth for our organization. Thanks to your invaluable support, we are serving more people in more ways than ever before across all our programs.

In the world of Broadcast Information, last fall saw the successful release of our much-anticipated MindsEye Radio iOS smartphone app. We also had the privilege of filling the void created when the Springfield, Illinois Radio Information Service went off the air last summer. We owe an outstanding debt to our volunteer readers who've made that community's unique MindsEye Radio broadcast stream a reality.

Our Audio Description programming set – and broke – many records in the past year. Thanks to the hard work of our incredible staff and volunteers, we audio described a staggering 111 events with 25 partners. New venues included The National Blues Museum, Ignite Theatre, New Jewish Theatre, and the St. Louis Symphony Orchestra. Regularly scheduled audio described Cardinals baseball was available to the public for the first time this season. As far as we know, this is a first for Major League Baseball.

We were thrilled to announce that MindsEye was chosen to co-host the 2024 AND 2025 Beep Baseball World Series right here in our community. Meanwhile, the Gateway Archers were busy leading community demonstrations and completing a second successful competitive season. Kyle Borah built upon an incredible 2021 rookie year and, now ranking 8th in scoring and 10th in defense, cemented himself as one of the best overall players in the league.

We're so grateful to the MindsEye family for all you do to make our mission a reality. I couldn't be more excited to see what our upcoming 50th Anniversary Year has in store. We can't wait to celebrate our long history with you and look forward to translating vision into audio in new and exciting ways for many years to come.

Jason Frazier, MindsEye President and CEO

Charging into the future...

Photo: A timelapse of Sara Govero swinging at a BeepBall and running toward third base.

In celebration of MindsEye's upcoming 50th Anniversary, former MindsEye Board Member and BeepBall enthusiast Sara Govero has made a generous donation to establish the MindsEye Endowment Fund. This fund will secure the future for our organization for generations to come. To make a contributing gift, please contact Lfoughty@MindsEyeRadio.org.

In the past year...

Photo: Tom and Jason pose with volunteer Marilyn Kramer in front of the MindsEye station. Marilyn proudly holds her Lifetime Achievement Award.

Nine volunteers were honored for their incredible service, including lifetime achievement awardee Marilyn Kramer.

Photo: A balcony view of MindsEye's 2022 Soiree

The 2022 Soiree raised over \$110,000 for MindsEye programs – more than any previous event in our history.

Photo: AD Quality Control Specialist Jessica and AD patron Nikki pose for a photo at an Audio Described Circus Flora show.

MindsEye hired Quality Control Specialists – contracted individuals who are blind or partially sighted – to evaluate our Audio Description Program and the overall accessibility of venues and events to ensure equitable and inclusive experiences. In quotation marks: Nothing about us without us.

Graphic: The logo for MindsEye's Arts and Culture Accessibility Cooperative

180 metro area cultural professionals attended A.C.A.C. meetups.

Photo: Leul McChesney listens to his iPhone with a pair of blue headphones at a St. Louis Metro station.

The MindsEye Apple iOS smartphone app was released, ensuring we can reach our listeners anytime, anywhere.

Photo: A Mary Bryant Home resident in Springfield listens to MindsEye on his Amazon Alexa.

MindsEye Radio expanded into Springfield, Illinois and now serves that community with their own unique broadcast stream.

Graphic: The logo for the NBBA 2024 World Series in St. Charles, Missouri.

Graphic: A pie chart breaking down MindsEye's expenses and revenue for Fiscal Year 2022

Fiscal Year 2022

Expenses \$709,894

Programming 64%

Administration 20%

Occupancy 9%

Contracted Services 7%

Total Revenue: \$731,552

Net Assets: \$354,258

Photo: A row of Gateway Archers players, with Kyle and Liam in the foreground, listen to audio description at a Cardinals game.

MindsEye audio described a staggering 111 events at 25 venues, including a record-breaking 29 described events in the month of June.

Photo: Jason Frazier stands on a pristine soccer field speaking with NBBA Head Umpire Jason Price and World Series committee member Demetris Morrow, who holds a white cane.

MindsEye and Lighthouse for the Blind – St. Louis were chosen to co-host the 2024 and 2025 National Beep Baseball Association World Series. This is the first time an organization, and not a city, has been chosen to host.

Photo: A child with a white cane grasps a beepball base and Gateway Archer Chad helps a young man wearing a blindfold swing a bat.

100+ students participated in BeepBall demonstrations with the Gateway Archers.

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Photo: A timelapse of Sara Govero swinging at a BeepBall and running toward third base.

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MindsEye: Translating Vision Into Audio

Values

Inclusion. Accessibility. Community.

Vision

MindsEye is committed to innovating accessible services to meet the evolving needs of our community.

Mission

To build a more inclusive community by translating vision into audio for individuals who are blind or have low vision.

Team

Board of Directors

Marge Sanders (Chair), Christy Herzing (Vice Chair), Michael Stein (Treasurer), Liz Hill (Secretary), Lauren Carro, Dan Denton, Chad Dillon, Aren Dow, Renee Goodenough, Andy Hannigan, Thomas Mihalczko III, Alexis Moore, Pete Shemetulskis, Paul Slocomb, Larry Spears, Debbie Andrews (Emeritus), Jill Sixon-Young (Emeritus)

Staff

Jason Frazier (President and CEO), Angela Banks (Chief Operating Officer), Mike Curtis (Director of Special Initiatives), Laura Foughty (Development and Communications Coordinator), Magan Harms (Arts and Culture Director), Tom Williams (Broadcast Director), Adam Clark (Administrative Assistant), Rodney Cotton (Program Assistant)

Photo: A man with a guide dog touches a bronze statue of a baseball player.

Photo: Ryan Schmidt stands at the Soiree podium and presents a MindsEye radio.

Photo: A screenshot of a news segment about one of MindsEye's Beep Baseball tournaments from Fox 2 News. Gateway Archer Ethan, wearing a blindfold, stands with a bat ready to receive a pitch.

Upcoming Events

MindsEye Fall Classic BeepBall Tournament

Saturday, September 10

Presented by Ameren Illinois and Mascoutah Eye Care

MindsEye Audio Description Training

Saturdays September 17, 25, and October 1

Savers FUNDrive

Saturday, October 8

Start gathering your gently used clothing and household textiles!

Arts and Culture Accessibility Cooperative Meetup: Disability Within the Immigrant and Refugee Communities

Wednesday, October 19 (Virtual)

Meetup: What we Mean When We Say IDEA

Wednesday, November 16 (Virtual)

Graphic: Against a solid black background, the MindsEye 2023 Soiree logo appears. The number 50 appears in gold with the 0 being a beeping beepball. An audio describer headset in white encompasses the 50. Below, the words “MindsEye Soiree 2023. A 50th Anniversary Celebration” appear in white and gold letters. To the right are the words, “Save the Date. Friday 4.14.23. For more information: Contact Laura Foughty. Lfoughty@MindsEyeRadio.org.

Proud Member of United Way of Greater St. Louis