



TOUCHSTONES®

DISCUSSION PROJECT



These Touchstones Essential Skill icons were developed as part of the new Touchstones website and updated branding and marketing campaign.

ANNUAL REPORT 2022

Spotlight on Expanded Outreach

8,140

New K-12 students
impacted by
Touchstones

121

New teachers
trained to bring
skills to students

150

Hours provided to
educators for coaching
and development

62

Volunteers bringing
Touchstones to
people everywhere!

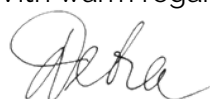
Dear Friends,

In 2022, we again significantly advanced our mission by engaging thousands of new people in Touchstones discussions. 121 new teachers and 8,500+ new K-12 and college students discovered and strengthened their voices through inclusive discussion, as more than 100 adult learners explored community and collaboration in free public programs. In addition, we completed a 4-year strategic plan and launched a \$5 million endowment campaign to complement earned income and charitable support for sustainable growth and greater reach. We also increased our new donor numbers by 10% and reaffirmed the board's and organization's commitment to diversity, equity and inclusion at all levels. We couldn't have done this without you.

To keep expanding access to our programs, we need all of you—donors and volunteers—to help bring Touchstones to new participants. Share your experiences and invite them to join the circle. Our combined efforts and outreach can bring the benefits of Touchstones to people all over the world.

There is much we are proud of accomplishing in 2022 and eager to achieve in 2023. We know these goals are possible only with your partnership and the dedicated work of our staff and volunteers. As I thank you again for your prior support, I ask that you continue giving generously to Touchstones. Together, we will help students of all ages develop essential skills to empower themselves as responsible and ethical leaders who advance the common good.

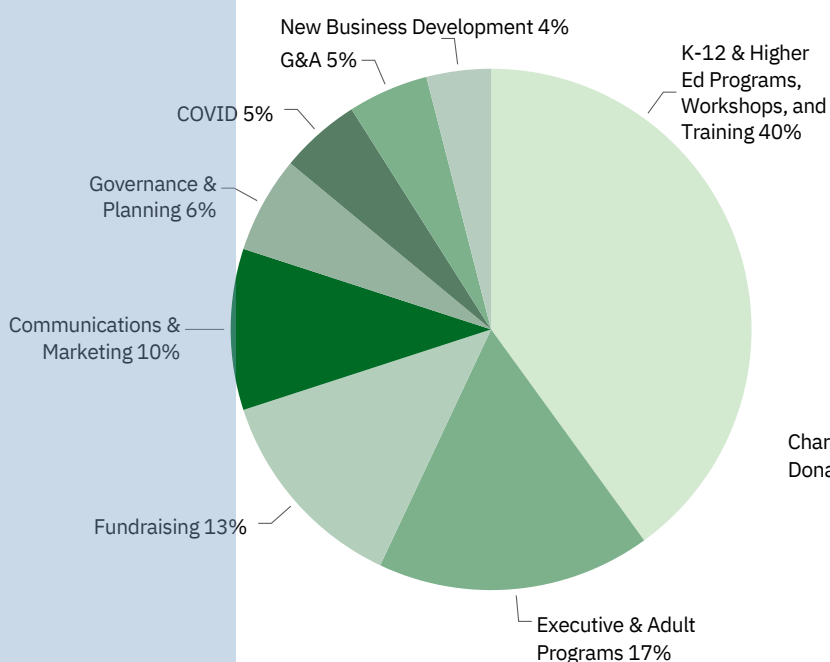
With warm regards,



Debra Valentine, Board Chair

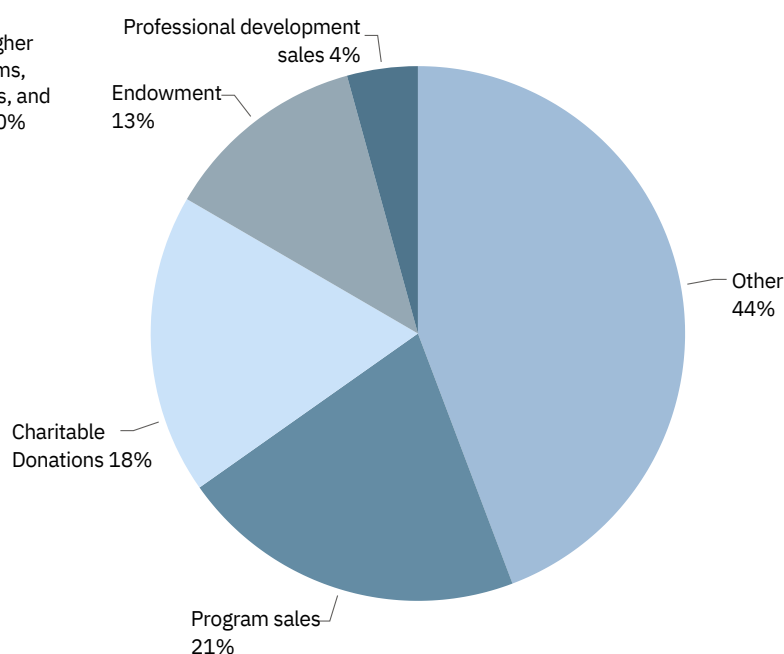
Functional Expenses*

Total: \$428,430



Revenue*

Total: \$424,000



*These figures are not audited. Touchstones uses an accrual basis for accounting.

School Programs

K-12

Outcomes

- Engaged 54 teachers and 1747 students in Touchstones Week and other free discussion programs.
- Launched Family Engagement Pilot Program to strengthen school community.
- Initiated Data Tools Pilot Program to enhance data-driven support for educators.
- 20 teachers in 3 new schools and their students thanks to generous support from The Chichester duPont Foundation and Jack R. Anderson Foundation.

Higher Education

Outcomes

- Digital discussion program sales tripled.
- 30+ new instructors at University of Nevada, Las Vegas and University of Rhode Island used Touchstones in their classes.
- Ed.D candidate Kevin Topper features the Touchstones method in his dissertation, encouraging Touchstones in college general education courses to help students and instructors learn how to discuss and collaborate in higher level courses.

"The best moment is when after we finish Touchpebbles, you feel empowered and strong, like a gust of wind."

- Emily D., Learning Community Charter School, Jersey City, NJ – grade 5



2022–2025 Strategic Plan Priorities

In 2022, we put together our strategic plan for our goals over the next three years. Here are some highlights:

- Continue building K-12 reach to triple annual student engagement.
- Grow an endowment that complements earned and charitable income for long-term sustainability.
- Expand Board membership to increase representation and diversity.
- Update and enhance digital marketing and brand elements.
- Ensure copyright and trademarks are protected, with thanks to Brett Heavner, partner, *pro bono* asel Finnegan, DC.

Spotlight on Educators

50+

New educators attended interactive Touchstones presentations at education conferences in Wisconsin and Florida

11

New K-12 school partnerships

900

New students engaged in Touchstones at UNLV and URI

Hear what students have to say!



"Touchstones fast-tracks the ability to create community and to make a space where it's safe for everyone to speak."

Keith Eaton
2022 Touchstones Teacher
of the Year and High School Social
Studies Teacher

Spotlight on Community

100+

People participated in more than 45 hours of collaborative discussion through Touchstones community programs.

30

New donors added to Touchstones annual fund circle

1576

Engagements across our social media channels, including an increased following of **6%** on Facebook; **13%** on Twitter; **60%** on Instagram; **57%** on LinkedIn.

4540

Clicks on the Touchstones website in the past year

Community Programs

- Saturday community discussions and the Touchstones prison program at Maryland Correctional Institute for Women transitioned to volunteer engagement, with volunteers leading half the discussion meetings.
- Launched partnership with In Character Productions, LLC to facilitate veteran-led discussions in upcoming production of *Grounded*.
- Kick-started volunteer re-engagement with an online open enrollment for 14 current and prospective volunteers from 8 states.

Advancement

- Launched endowment campaign to raise \$5,000,000 for planned growth and long-term sustainability.
- Hosted Elliott Zuckerman Art Exhibition with 100+ guests, thanks to special friends Craven and JD Engels.
- Generated the highest number of gifts ever received, at 264 gifts!

What We're Serving Up In 2023

- Hosting our first-ever Educator Summit in Winter Harbor, Maine.
- Expand the Advisory Council to increase access to experts in education, leadership development, and marketing, as part of our 2022-25 strategic plan.
- Offering new workshops, including a Touchpebbles intensive for elementary teachers.

Building critical thinkers and collaborative leaders for a more inclusive world.

Help us grow
the circle!



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