
IPad Proposal for Apple, Inc

Submitted by the
Valley Medical Center
Foundation (VMCF)

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Introduction

Since its introduction to the public on April 3, 2010, the Apple iPad tablet device has become a revolutionary teaching tool embraced by both the K-12 and higher education markets. With thousands of educational applications currently available and accessed through a simple user interface, the iPad represents a paradigm shift in teaching academic material.

The parental role in assisting with homework loads in today's school systems could not be more challenging. This is especially true of parents with special needs children who have intellectual disabilities such as Down syndrome.

With an already overtaxed and underfunded public school system, children with special educational needs barely receive the minimum accommodations and equipment needed for their success in an inclusive classroom environment. Therefore, parents of school children with Down syndrome can no longer expect any further assistance or tools beyond the minimum accommodations guaranteed under current equal education laws.

The iPad tablet device represents a viable answer to address and correct this problem. Parents of children with Down syndrome must take full ownership and control of their children's educational success. Moreover, parents need advanced tools to assist them in teaching essential academic subjects such as: math, reading, writing, and spelling. Having the power and limitless possibilities of the iPad can level the playing field for all children with intellectual disabilities as they learn alongside their typical peers.

Problem Statement

Children with intellectual disabilities learn much differently than typical children and require a more creative and innovative approach to help them grasp academic material. Specifically, children with Down syndrome are visual learners who are most successful when presented with stimulating, engaging, and participatory lessons. Many parents struggle to invent creative ways to teach their children with Down syndrome concepts and ideas. This effort consumes tremendous energy and resources and often requires expensive tutoring or therapists to help these children access academic material.

While most parents understand the benefits of using technology to better teach typical children, few fully understand the additional challenges of teaching children with intellectual disabilities academic subjects. As a result of this misunderstanding, these children are often overlooked, dismissed, or underestimated in their ability to grasp academic material.

While technology is beneficial in assisting children with Down syndrome learn, it is often expensive. Many parents today possess modest financial means and cannot afford the latest technology to help them teach their children. Technology is also complex and requires specific training for parents to maximize the benefits of these devices.

These issues have recently come to the attention of our organization the Valley Medical Center Foundation (VMCF). The VMCF currently serves as the fiscal agent for a Silicon Valley area support group called the Silicon Valley Down Syndrome Network (SVDSNet). As the fiscal agent for the SVDSNet, VMCF is responsible for the management of funds generated through fundraising activities.

In addition to fiscal management for non-profits, VMCF also possess the corporate and political connections and influence that are necessary to advance the needs of our clients. The VMCF is an

official non profit 501(c) 3 registered organization directly affiliated with the Valley Medical Center Hospital.

Some members of SVDSNet are actively exploring the benefits of using iPad devices to assist in teaching their school age children with Down syndrome. The age range of these children is 5 to 19 years. Most of these children are being taught in an inclusive classroom environment within the public school system.

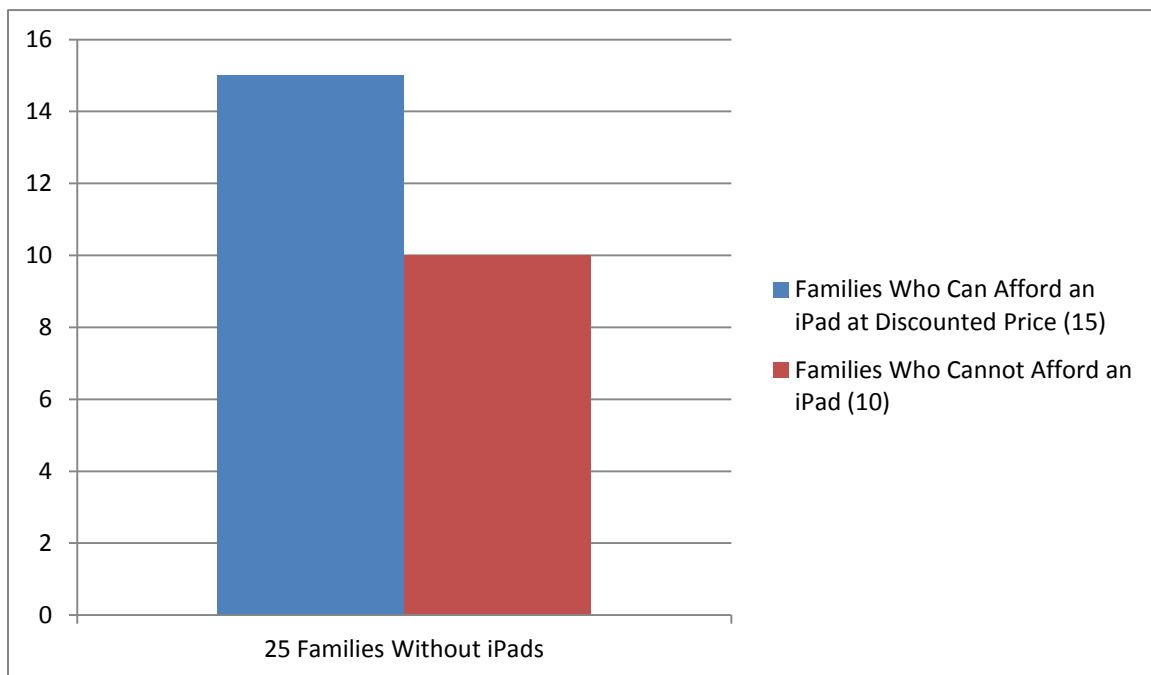
While some of the parents in this support group have already purchased iPad devices and have attended at least one training seminar, other parents within the group have been unable to purchase an iPad due to modest financial means and thus have been excluded from enjoying the benefits of using this device to assist in teaching their children.

Objectives

The main objectives for this proposal are as follows:

- To present to Apple a total number of SVDSNet families with modest incomes who are interested in obtaining an iPad device either at a discounted price or through a donation.
- To persuade Apple to donate some of the devices to VMCF for a tax write-off while allowing VMCF to become eligible and purchase the remainder of the devices at a discount using Apple's Educational Pricing Program.
- To request Apple to conduct one training session on how to use the iPad and assist with downloading applications families have researched in advance.

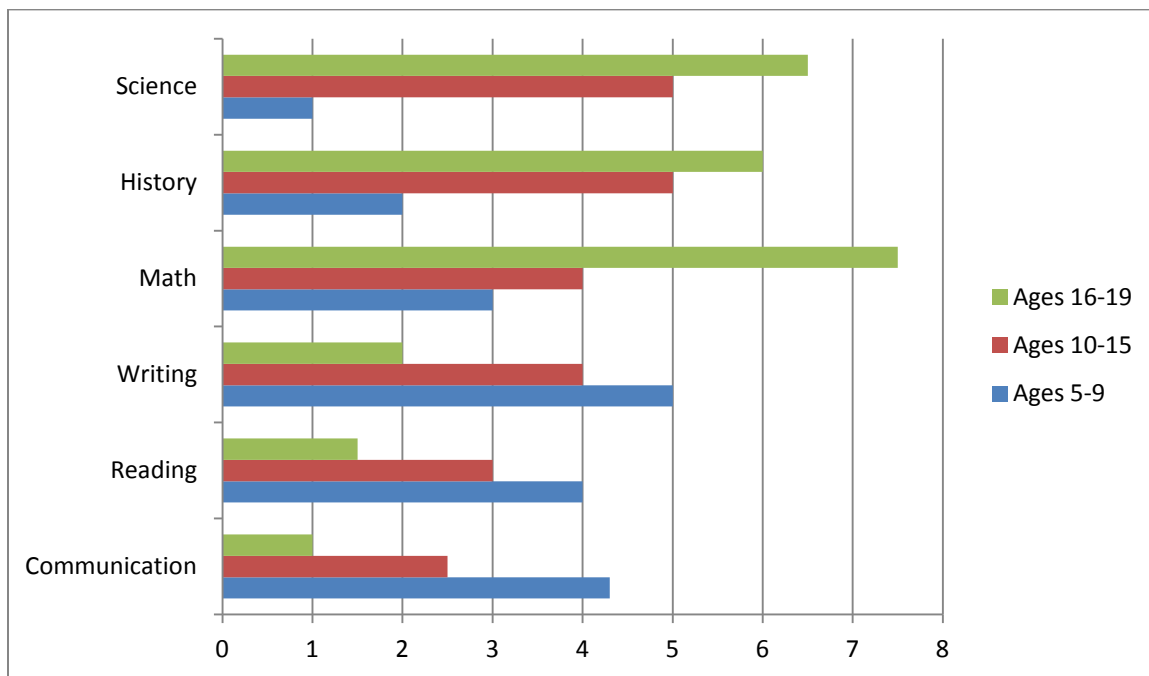
After conducting a comprehensive survey of interested parents within the SVDSNet support group who do not own an iPad device, the VMCF identified 25 families. The bar chart below illustrates the affordability breakdown of the 25 families:



Based on this data, VMCF is requesting that Apple donate 10 iPads and allow VMCF to purchase another 15 iPad devices through Apple's Educational Pricing Program. The iPad model being requested by the VMCF for the SVDSNet support group is the 16GB (Wi-Fi only) model.

Our survey also queried the 25 families about how they would best use the iPad device with their children with Down syndrome and what academic areas they feel would improve the most from using a device like the iPad.

The bar chart below illustrates which academic subjects might benefit the most by using the iPad with 0 being no improvement and 8 being most improved:



Lastly, VMCF is proposing that Apple conduct a one day training session at the VMCF offices in San Jose. The purpose of this training session is twofold. The first part of the training will focus on learning the features and functionality of the iPad device. The second part of the training will focus on iPad applications. We have asked each of the 25 families to research different academic applications that would benefit their child most and requested that they bring this information to the training session.

Solution

Once the parents receive their new iPad devices and complete a one day training class, we believe they will immediately receive the following benefits:

- They join other parents within the SVDSNet community as they explore, research, and utilize the remarkable educational benefits of using this assistive technology.
- They become empowered and equipped to better teach academic subjects at home without the frustrations of inventing clever ways to accomplish this. Homework sessions can become shorter and more enjoyable.
- They save money by not having to hire specialists and tutors.

Over the last several months, SVDSNet support group members have made tremendous progress in researching applications and attempting to teach their children using the iPad device. Parents report reduced homework times and an overall more enjoyable home schooling experience. Teaching and learning should be fun and not a burden. This is especially true for children with intellectual disabilities who struggle with traditional teaching methods. Parents have often reported the need for frequent negotiation with their children over shared use among all family members.

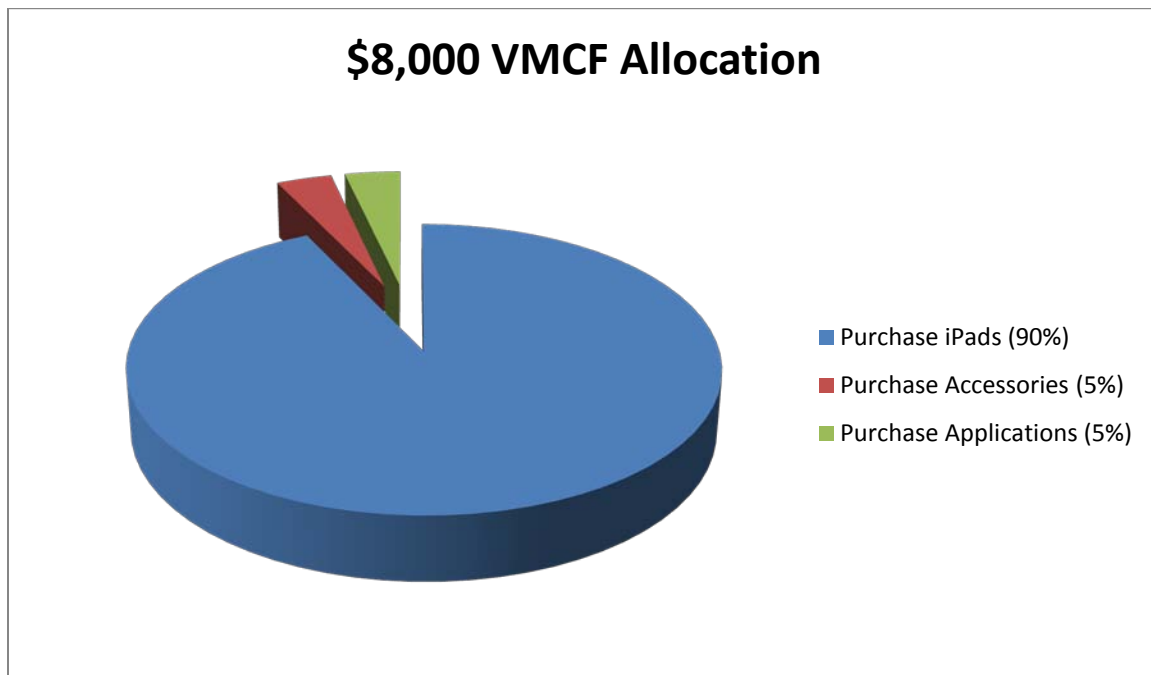
One of the most important benefits of using assistive technology is empowerment. Many parents with special needs children frequently report frustrating and exhausting homework sessions with their children. Homework sessions often require prep time, props or charts, markers and whiteboards, and costly supplemental services from specialists or tutors. The multimedia features of the iPad device changes this by delivering academic content from one convenient platform. Parents can select the applications that best suit their children's needs and can easily customize the lessons.

Above all, the iPad device reduces the need for costly specialist or tutors. While the services of these professionals are valued and necessary, it can strain family budgets and consume valuable time. The average family with a child with Down syndrome can spend from \$120 to \$300 a month for professional educational services.

Budget

Because the VMCF currently operates as the fiscal agent for the SVDSNet support group, we are the responsible agency in charge of how and where SVDSNet funds are spent. After meeting with the SVDSNet board of directors recently, we collectively reached an agreement that the VMCF would authorize \$8,000 in SVDSNet funds to purchase 15 iPad devices, applications, and accessories.

VMCF also requests that Apple donate 10 iPad devices. By donating goods and services to a registered non-profit 501(c) 3 organization, Apple enjoys the benefit of a tax write-off on their corporate taxes. The pie chart below illustrates the breakdown of how the funds will be spent:



Apple's Educational Pricing Program offers a \$20 discount for each iPad if 10 units are ordered. This drops the price from \$499 to \$479. Since VMCF needs to purchase 15 iPads, we propose that Apple allow VMCF to purchase the remaining 5 iPads at the \$479 per unit price.

Apple offers free training workshops through its chain of Apple Retail Stores. The curriculum of these workshops will satisfy the training needs of the 25 families. VMCF will organize a training session with a local Apple Retail Training Professional at our offices located at: 2400 Moorpark Avenue Suite 207 in San Jose.

Once the VMCF receives the purchased and donated iPads from Apple, we will work with each of the 15 family's individual budgets to make sure they can afford the device. The 10 families who previously stated they could not afford the device will receive the iPad free of charge. This will be handled prior to the training session.

The marketing and public relations benefits to Apple we believe could be enormous. First, extending Apple's reach beyond the traditional educational markets could create a completely new market opportunity for the iPad device. Secondly, demonstrating that Apple cares about all children of differing abilities could further enhance Apple's corporate image and reputation as a highly admired corporate citizen.

Qualifications

Since its founding in 1988, the VMCF has become one of the largest fundraising foundations in Santa Clara County. VMCF's primary mission is to support and fund major programs where county resources have fallen short due to budget cuts. VMCF's mission also ensures that necessary medical services at Valley Medical Center Hospital remain available to all persons regardless of an ability to pay. VMCF partners with over 80 corporations and foundations in fundraising activities. VMCF focuses most of its fundraising efforts in the following five areas:

- Cancer research
- Technology
- Children and youth
- Quality of care
- Community

In 2009, SVDSNet selected VMCF to act as their fiscal agent to oversee and manage the fundraising resources of the group. In addition to having an excellent track record in raising and managing funds, VMCF has championed causes that benefit persons with intellectual disabilities. VMCF also holds a large portfolio of government and corporate connections and possesses the influence necessary to further advance SVDSNet's charter and agenda. Please visit: <http://www.vmcfoundation.org> for more information.

Conclusion

The iPad represents a paradigm shift in how special education children will be taught and will elevate access and understanding of academic material to an entirely new level. Moreover, using the iPad device returns power to the parent and enables them to focus on teaching instead of improvising.

Most importantly, your donation and discounted cost consideration allows us to develop a strong teaching solution that can be customized for each special needs child by age and ability.

The profound shortcomings of the public education system for special education students are real and will not be solved anytime soon. Therefore, the ultimate responsibility for success in the classroom falls upon the parents and not the teachers. Parents will need every advanced tool at their disposal to make their children's educational success a reality.