



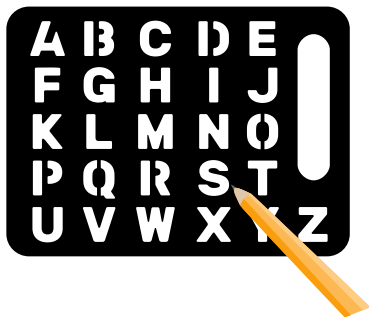
SPELLINGWAY
COMMUNICATION SOCIETY



Get to the
point.

COMMUNICATION + CONNECTION
for non/minimal/unreliable-speaking autistics

THE NAME SPELLINGWAY COMES FROM "HEMMINGWAY"
—OUR SPELLERS HAVE AMAZINGLY CREATIVE WORDS.



Spelling on a Letterboard as a communication method for non/minimal/unreliable-speaking autistic individuals is starting to gain **mainstream attention**.

Spellingway—a space for communication and connection
—will be the first of its kind in British Columbia.

Get ^{to the} point.

Spellingway provides an inclusive, creative, and healing environment for **non/minimal/unreliable-speaking autistic individuals** and **their supportive caregivers**.

Through skilled programming, strong partnerships, and sustainable nonprofit practices, Spellingway is poised to **champion voices—spelled rather than spoken**—and create meaningful community transformation.



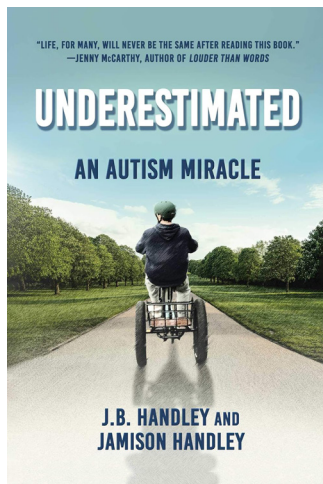


**“Be the change
you want
to see in
the world.”**

—MAHATMA GANDI



Our why & Our who



MISDIAGNOSIS & HUMAN RIGHTS

**At 19 years old,
Luke was finally released
from being trapped
in his own mind.**

Luke was misdiagnosed at age 3.5 with mild-to-moderate autism and a global developmental delay which wrongly labelled him as cognitively impaired. This label lowered everyone's expectations of Luke for 19 years.

He was **underestimated** and **taught only the very basics of education** with a constant emphasis on life skills such as shopping, cleaning, and laundry.

When Luke was 17 his mom, Sandra Verhoeff, read the book Underestimated and learned about the Spelling on a Letterboard communication program. She began the program with Luke, and after much practice and groundwork, and with the support of a Certified Regulation Practitioner (CRP), **Luke was finally able to share/spell his inner thoughts fluently.**



The Reluctance of Hope

A turmoil boils beneath my skin
Rage I've not felt before
Consumes my once peaceful mind
Years of wrongdoing surface
Gnawing at my soul
I trust God has a plan for me
Though eventually my faith falters
I am lost.

Hope resurfaces reluctantly
Glimmers in my mother's eyes
Radiates from my CRP's smile
Fills my family's home
I invite God in with a prayer
A new beginning on the horizon.
Crashes down
Hurdles higher than one can jump
Though my fingers soar
My family's joy dwindles
Not because the awakening isn't spectacular
—God joins us in celebration;
I cannot understand
 why the rest of the world doesn't.

I beg. I plead. I scream. I cry.
See me, hear me.
Do something.
This burden is too heavy to carry alone.
I demand better.
I demand more.
Communication is my right.
I will be heard.

—Luke Verhoeff
June 24, 2024



Luke Verhoeff

**It is Luke's mission to advocate
for others who are like him;**

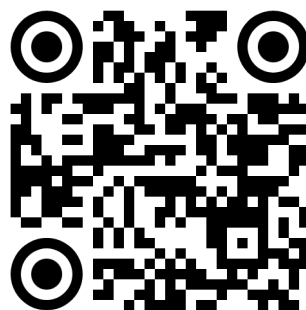
to change the way young autistics
are diagnosed; and to advocate
for the spelling method to be incorporated
in schools and homes for all non/
minimally/unreliable-speaking autistics.

**Communication
is a Human Right.**

There needs to be a new
space/place for this program;
and a community
created for Spellers.

There needs to be a new way.

The Spellingway.



ThisIsLuke.ca



TAGLINE

Get to the Point is our way of saying that those with the power to incorporate spelling on a letterboard for non/minimal/unreliable-speaking autistics need to get everyone to the point. Let's stop stalling and start making actual change. Now.

TARGET AUDIENCE

Primary: Non/minimally/unreliable-speaking autistic individuals.

Secondary: Families, caregivers, advocacy groups

Tertiary: Psychiatrists / psychologists; healthcare providers; schools (educational support services and inclusion); therapists (speech / occupational / phsyio / kinesiology / registered massage); Alternative therapies (naturopaths / accupuncture / reiki / feldenkrais / breathwork); policymakers / politicians; and the general public.

CONSULTANTS / ADVISORS

Spellingway is collaborating with the following professionals:

Gail Johnson—Occupational Therapist	Madison Imber—RPM Practitioner
Luke Verhoeff—Speller	Cash Dennis—Speller
Brittney Ritchie—S2C Practitioner	Alyssa Dennis—S2C Practitioner
Damon Kirsebom—Speller	Tina Peters—Accountant
Dave Verhoeff—Parent	Nathan VanKampen—Lawyer
Danielle Sykes—Nutritionist	Robyn Boehm—HeartMath®
Heather Vohradsky—Accounting / Bookkeeping Clerk	
Betty Beukema—Chartered Professional Accountant	
Maureen Colledge—Non-profit Executive Director	



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EXECUTIVE SUMMARY

Mission:

Get to the Point: A communication and connection hub for Spellers.

Vision:

Provide a serene, community-driven sanctuary where: nonspeaking autistic individuals who use the spelling method to communicate (S2C, RPM, Spellers) can build communication and connection; space is provided for practitioners to work with clients (local and visiting); and compassion is given for caregivers through respite spaces, support groups, and wellness experiences.

Core Objectives:

- **Launch space** for communication sessions within 1.5–2 years
- **Train 2 certified S2C practitioners** / launch recruitment campaign
- **Serve 8 nonspeaking autistic clients** in year 1
- **Host social events** for nonspeaking Spellers (currently there is nothing available)
- **Provide respite relaxing space** and services for local and visiting caregivers
- **Secure charitable nonprofit status, funding, and partnerships** within 2 years
- **Build online brand presence** via storytelling and consistent media outreach
- **Launch advocacy campaigns** promoting communication rights
- **Investigate opportunities for proper research**

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ORGANIZATION & GOVERNANCE

- **Structure:** Registered nonprofit society in Canada with charitable status; overseen by a working Board of Directors with diverse expertise.
- **Leadership Team:**
 - **Executive Director/Marketing & Communications Coordinator:** strategic vision, fundraising, partnerships, social media, press, newsletters
 - **Operations Manager:** space, scheduling, maintenance, practitioner coordination, caregiver supports
 - **Program Lead:** social events, information nights, wellness scheduling, culinary and other program coordination, AGM, Open House
- **Professional Skills Team / Consultants / Advisors:** Spelling 2 Communicate (S2C) and Rapid Prompting Method (RPM) Practitioners, Occupational Therapists, HeartMath®, Yoga, Meditation, Chef/Nutritionist, Fitness Consultant, Employment Services advisor.
- **Meetings and Reporting:**
 - Annual General Meeting (**AGM**) with full financial and program reporting
 - **Quarterly board updates** and **public newsletters**



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SERVICES & PROGRAMS

Spelling-to-Communicate Sessions

- **One-on-one/group sessions** with S2C, RPM, and Spellers practitioners
- Focused on bridging **neurological-apraxic** communication
- **Workshop centre** for visiting practitioners (Canada / US)
- A **lending library** of spelling supplies, lessons, body engagers, keyboards, iPads
- A provider of a variety of **letterboards** to be available to ship / create income

Caregiver Support & Community Space

- Comfy lounge with sofas, TV, relaxed decor
- Respite coffee and tea bar (Nespresso, allergen-free treats, fresh tea)
- **Caregiver connections**, support group meetings / sharing circles
- CRP sessions with caregivers wanting to learn / ask questions
re spelling techniques—training available

Wellness and Lifestyle Activities for nonspeakers and caregivers

- **Pop-up Sensory Cafe** for Spellers to sell coffee/treats and homemade crafts
- Yoga, Guided meditation, HeartMath® techniques
- **Cooking workshops** (allergen-free), meal-sharing experiences led by chefs
- **Social events:** art nights, poetry and creative writing readings, sensory-friendly movie nights, games nights

Professional Partners

- **Employment Support partner:** job-readiness workshops for non-speakers
- **Occupational Therapists** integrated into programs for motor support / apraxia
- **Yoga/meditation leaders:** facilitate both caregiver and client wellness
- **Nutritionist/chef:** lead cooking classes and healthy lunch prep
- **Fitness coach:** optional physical wellness sessions (possibly in a gym location)

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MARKET ANALYSIS

- **Needs Assessment:** Families of non-speaking autistic individuals face isolation, lack of accessible communication training, and caregiver burnout.
- **Demand Drivers:** Growing awareness of S2C / RPM / Spellers methods.
- **Key Differentiator:** Unique focus on letterboard communicators (non/minimal/unreliable-speakers), combined with caregiver wellness in a warm, inclusive environment.



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STRATEGIC PARTNERSHIPS

- **Local autism support organizations and therapy schools**
(Pacific Family Autism Network, Aide Canada, Community Living BC, Vela Canada, Chris Rose Centre for Autism and any other schools for autism, all early Autism Intervention centres)
- **Universities or colleges** open to learning more about and providing accessibility solutions for the S2C/RPM/Spellers communication method (Thompson Rivers University, School Districts, UBCO, local community colleges and education centres)
- **Corporate sponsors** with aligned missions: e.g. mental health, neurodiversity / Diversity, Equity, and Inclusion—DEI
- **Health & wellness businesses** for collaborative workshops or sponsorship (Canucks Autism, Variety BC)



MARKETING / COMMUNICATIONS / FUNDRAISING

Branding:

- Chill/casual brand identity with blue and yellow tones, clean fonts,
- Bold and loud effects, to draw attention and invoke action

Communication:

- **WEBSITE:** Beautiful storytelling—client success stories, blog posts, video interviews, family/caregiver stories, poems and creative writing by nonspeaking Spellers
- **SOCIAL MEDIA** (Instagram, FB, TikTok): Visual and video content of communication breakthroughs, workshops, events
- Quarterly email newsletters, annual press releases
- TV interviews and appearances, news interviews

Fundraising:

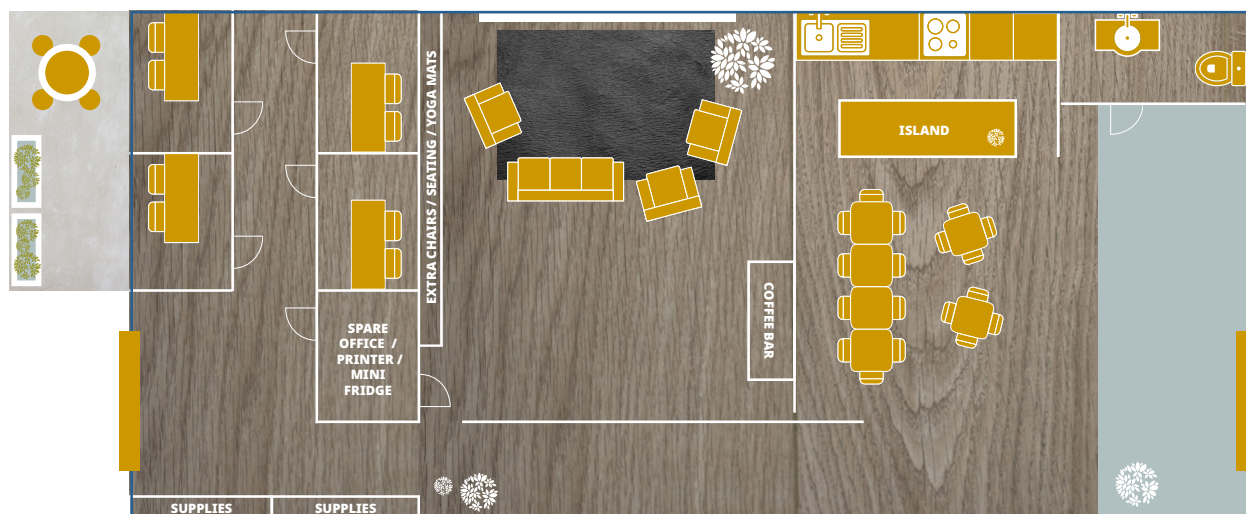
- Apply for charitable, inclusion, and innovation grants
- Seek corporate sponsorships and aligned donor partnerships
- Host annual fundraising events (e.g., open house, benefit dinner, golf tournament)
- Appeal to people to become “Friends of Spellingway”



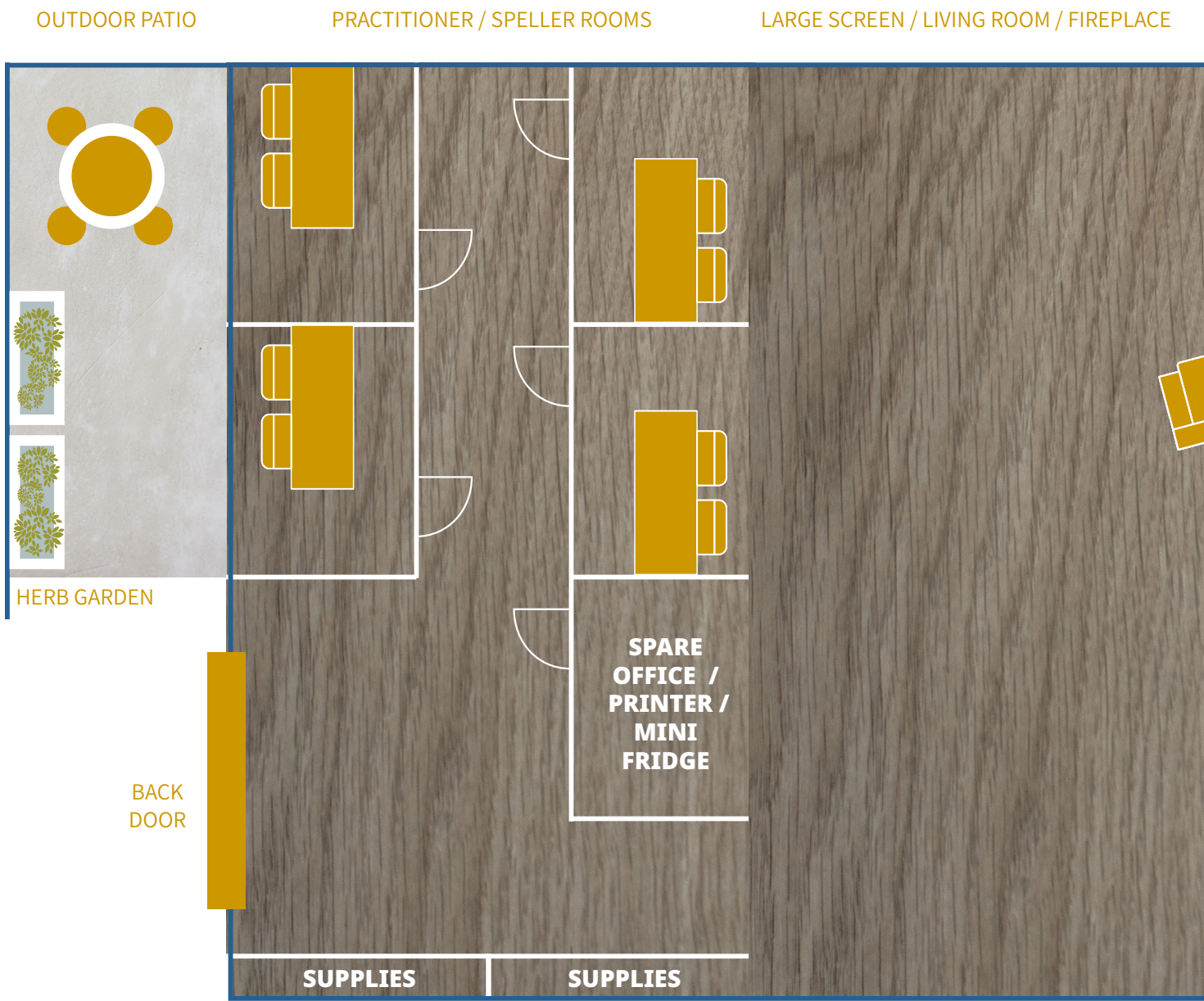
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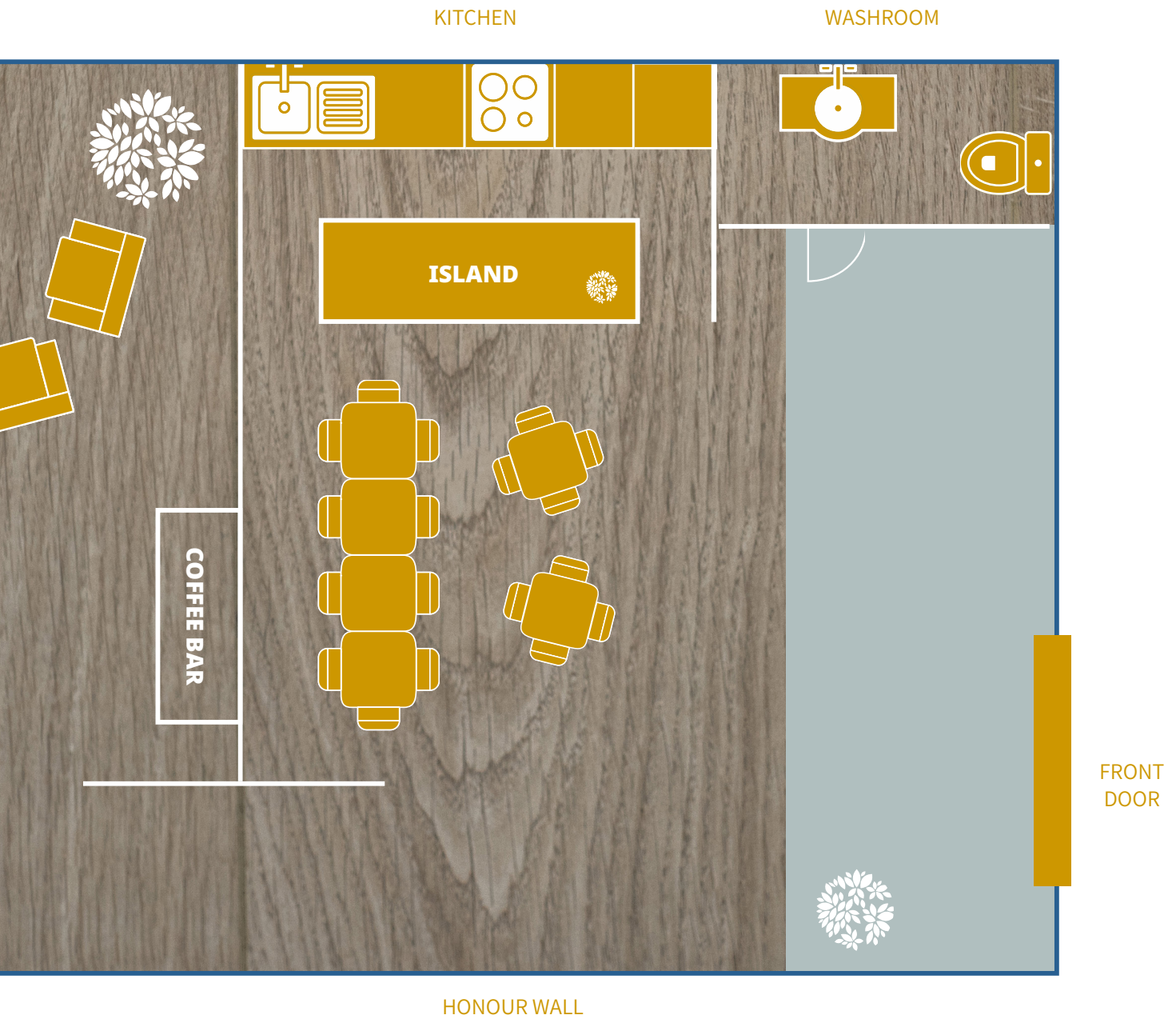
OPERATIONS & FACILITIES

- **Location:** Warm, wood-accented space (leased), with separate therapy rooms and communal lounge / kitchen area
- **Ambiance:** Greenery / plants, natural and comfortable furnishings, couches, Lazy boy chairs, TV corner, charging station, Nespresso bar, fresh garden mint / herbs / veggies, gluten- / dairy- / allergen-free treats / sandwiches-to-go, local photography on the wall as well as branded graphic elements, photo and poetry/writing/testimonial wall
- **Accessibility:** Quiet sensory-friendly atmosphere with no stairs (level-entry)
- **Equipment:** Letterboards, yoga mats, cooking/teaching kitchen, fitness gear
- **Daily Duties:** Practitioner appointment check-in/check-out, lounge oversight, kitchen and food organization (treats/lunch), opening/lockup, minor cleaning, supply ordering and stocking, phones/email/messages, garden maintenance



THE SPELLINGWAY FLOORPLAN





MARKETING

MARKETING STRATEGIES

1. Story-Driven Content

- Client narrative videos and testimonials: Show real letterboard sessions and breakthroughs to humanize your mission—stories captivate more than facts
- Blog + SEO (Search Engine Optimization): Regular posts on topics like “letterboard success stories,” “caregiver wellness tips,” “sensory-friendly community” to drive organic traffic and position our center as an authority

2. Social Media Community Building

- Use Instagram, TikTok, Facebook for short video testimonials, behind-the-scenes, caregiver Q&As
- Leverage the “information–community–action” model: post updates, foster dialogue via interactive polls/Q&A, and recruit volunteers/supporters
- Collaborate with autism advocates and parenting influencers to expand reach and credibility

3. Sensory-Friendly Event Marketing

- Host open-house sensory tours featuring lounge ambiance, cooking demos, yoga and letterboard sessions
- Use landing pages and maps to explain sensory layouts—quiet zones, allergen options, etc.—so families know exactly what to expect
- Invite local autism support groups to co-host or attend, fostering trust and word-of-mouth networks
- Pop-up Sensory Cafes for students to make beverages / treats and sell personalized crafts and products: have the community come visit!



4. Email Nurturing & Newsletters

- Build a mailing list of families, allies, donors
- Send a mix of storytelling, upcoming events, wellness tips (e.g. HeartMath® exercises, yoga), and fundraising appeals
- Tailor emails to subscribers—parents, caregivers, potential donors—with relevant call-to-actions

5. Partnerships & Collaborations

- Co-create content or events with autism research organizations, therapy schools, local nonprofits
- Develop referral partnerships: therapists, pediatricians, occupational therapists
- Engage corporate sponsors aligned with neurodiversity, mental health, or community wellness.

6. Public Relations & Media Outreach

- Pitch local news outlets with feature stories showcasing success stories, innovative communication, inclusive community aspects
- Use press releases tied to milestone events (center opening, grant awards, caregiver events)
- Include infographics/images of your space, letterboard sessions, caregiver lounge to accompany pitches

STRUCTURE

A. GROUP WELLNESS & SOCIAL PROGRAMS

1. Caregiver Circles (90 min)

- Guided peer support, meditation, therapist-led “release & reflect.”
- Focus: emotional regulation, shared caregiving strategies, sense of community.

2. Cooking Workshops (2 hrs)

- Led by chef/nutritionist; allergen-free, nutrition-focused.
- Partners: caregivers and clients collaborate on meal prep—fosters bonding, autonomy, communication.

3. Yoga & Meditation Sessions (60 min)

- Yoga instructor + HeartMath®-certified coach.
- Gentle movement for spellers, breathing and stress relief for caregivers.
- Adapted poses for sensory needs and motor support.

4. Social Events (2–3 hrs)

- Sensory-friendly movie nights, open mic/storytelling spotlighting Spellers using letterboards, art therapy circles.
- Low-stim backdrop with comfy seating, herbal teas, healthy treats.

B. INTEGRATED SKILLS COLLABORATION

- **Occupational Therapy (OT):** Provide motor planning exercises, motoring coaching, and life skill supports
- **Fitness Coach:** Offer physical coordination, strength-building tailored for apraxia; social hiking and outdoor activities
- **Employment Advisor:** Host skill-building job-readiness and vocational exploration sessions; provide job opportunities

Sample Weekly Program Flow

DAY	MORNING	AFTERNOON	EVENING
Monday	Spelling sessions	Spelling sessions	Caregiver circle
Tuesday	Spelling sessions	Spelling sessions	Dinner making engagement
Wednesday	Spelling sessions	Spelling sessions	Lounge social hour
Thursday	Yoga + breathing	Cooking class (Spellers + caregivers)	Sensory movie night
Friday	OT & Fitness support (group)	Art therapy + writing/spelling club (book club)	Prep + share weekly recap
Saturday	Spelling sessions / Workshops	Spelling sessions / Workshops	
Sunday	Spelling sessions / Workshops	Spelling sessions / Workshops	

BRANDING

LOGO IDEAS & COLOR CONCEPTS

Color Schemes

Blue: Calmness, Trust, Stability

Grey: Balance, Reliability, Wisdom

Gold: Warmth, Optimism, Energy

- Blue (#285F91)
- Dark Grey: (#778591)
- Yellow (#CD9700)
- Light Grey (#B0BFBF)



Logo Concept

"Spellingway Leaf / Sun"

A leaf representing the Speller creating the shape of an "S". The leaf is in two parts, one is the Speller, and the gentle support along the left is the role of the practitioner. The sun is just up and forward a bit and represents an "O" for the goal of "Open" as well as emits a positive glow and optimism.

Simple, clean, calm, and positive.



S P E L L I N G W A Y

LOGO STORY

On a quiet path where words have long lived unspoken,
a single shape rises—part leaf, part river, part winding trail.
It curves like a gentle breath, forming an “S” that stands for
the journey itself: Spellingway. It is the path of a communicator
finding their way toward the sun, the “O” for open... a new,
exciting life where one can express thoughts, opinions,
hopes, and dreams.

Blue is the Speller—steady, brave, with an inner world waiting
to be heard. Grey is the CRP guide—the calm presence who
walks alongside, offering grounding and attunement,
regulating and supporting.

At the top rests a Golden circle—a sun, a destination,
a possibility. It glows like the warm moment when connection
breaks through, when the pointer meets the letter, when the
thoughts inside rise into the “openness” of the sky, the world.

The icon as a whole carries the softness of nature—Luke’s world.
A leaf unfurling. A wave lifting. A path curving upward through
morning light. In every line there is movement: the unfolding
of voice, the growing of confidence, the steady rhythm
of communication finding its way.

This is not just a logo.

It is a story of two beings climbing together toward sunlight.
It is the journey from silence to expression.
It is the promise that every voice has a way—
and every way can be spelled into being.

S U M M A R Y

SUMMARY

- Spelling 2 Communicate (S2C) and the Rapid Prompting Method (RPM) sessions emphasize trust, flow, and independence, blend academic content, rhythmic prompting, and caregiver coaching through the letterboard.
- Group wellness programs enrich both clients and caregivers via cooking, yoga, social activities, support group discussions.
- Cross-disciplinary support ensures a well-rounded approach to providing life skills, confidence, and independence/autonomy to clients.
- Structured tracking guides growth and demonstrates success, impact, and progress for stakeholders.





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