



STRATEGIC VISION



"What will happen to my child when I'm gone?"

All parents ask this question, but for parents and caregivers of children with autism spectrum disorder (ASD), the question takes on a whole new meaning. And as children with autism become adults and lose access to critical care services, that anxiety only intensifies.

For founder Jason Eichenholz, dad to a son with autism, it was during one of many sleepless nights wondering what would happen to his son Jonathan after he was gone that the idea for Jonathan's Landing was born.

Jonathan's Landing is a 501(c)(3) nonprofit organization with a vision to build the world's most comprehensive residential community for adults with autism. Based in Orlando, Florida, our core foundation is the belief that live (housing) and work (employment and job training) must exist as two equal pillars from day one.

All individuals with autism deserve a place they can call their home.

Jonathan's Landing will be that life-long community for adults with autism while also being a transitional bridge to the maximum independence each person is capable of.

We will provide both a spectrum of housing for 500 residents and create access to 5,000 meaningful jobs in Central Florida to offer adults with autism a life of dignity, opportunity, and belonging.



OUR VISION

We're building the world's most comprehensive community for adults with autism.

WORK & LIVE: EQUAL PILLARS FROM DAY ONE

At Jonathan's Landing, we have a guiding belief that creating a life of dignity, opportunity, and growth for adults with autism and their families means solving for both live (housing) and work (employment and job training). For parents and caregivers, this creates a permanent community where they know their loved one will always find acceptance, support, and a place they can call home.

If we solve for live and don't solve for work, we're not providing that bridge to dignity and purpose. If we solve for work and not for live, we're not creating that permanent community for that child after a parent is gone.

Whether residents live at Jonathan's Landing for six months, six years, or their entire adult lifetime, they will experience a model of holistic care that enables them to progress to their maximum level of independence. They will have access to job and life skills training necessary to provide a pathway to meaningful work, participate in enriching social engagement with their peers and friends, and be surrounded by an environment of community support and inclusion.

To operationalize this vision, we are building upon existing frameworks for residential care, occupational support, and vocational training

OUR GOAL



To provide the maximum level of care and services at the lowest possible cost to families and residents.

and coaching being delivered locally, regionally, and across the U.S. to support individuals with autism. We will then convene and align service providers locally to offer those best-in-class resources all in one location.

SOCIAL ENTREPRENEURSHIP CREATES SUSTAINABILITY

With a goal of providing the maximum level of residential care and services, social programming, and workforce development at the lowest cost to families, Jonathan's Landing is using a social entrepreneurship model to build a series of for-profit social enterprises.

These social enterprises will be built "leveraging the magic of the region," as founder Jason Eichenholz says, capitalizing on Central Florida's expansive and highly successful technology, culinary, and hospitality sectors.

Through our model, Jonathan's Landing will create value three times over. First, we create a life of dignity and opportunity for adults with autism. Second, we provide access for adults with autism to earn income across a diverse range of employment pathways which can help alleviate expenses for their families and caretakers. And third, Jonathan's Landing can reinvest the profits from these social enterprises to provide the highest level of care at the lowest cost to residents and their families.

And once we have built Jonathan's Landing, we're going to share all we have learned and created to the world for free so every community across the globe can build their own version of Jonathan's Landing and expand the bridge to dignity, growth, and purpose for adults with autism and their families.



Many individuals with autism require lifelong support, but at 21 years old, they and their families hit a "services cliff," where a great majority of support services are no longer available.

According to the Center for Disease Control's (CDC) findings, the prevalence of a diagnosis of autism in children aged eight years has doubled in the U.S. in just ten years. It is now estimated that approximately 1:36 children aged eight are diagnosed with autism spectrum disorder (ASD), which is creating a tidal wave of families seeking resources.

In Central Florida alone, there are over 20,000 families who are actively seeking support services and resources for their loved one with autism through the Center for Autism and Related Disabilities (CARD) at University of Central Florida.

An A.J. Drexel Autism Institute study found that services provided to autistic youth during high

school – speech-language therapy, personal assistant services, social work, case management, transportation and occupational therapy – drop off significantly during their early 20s.² In fact, more than half of adults with autism studied received no vocational or life skills training in their early 20s.

Once families experience this "services cliff" when their loved one turns 21, knowing where to turn for help is difficult—and getting that help is even harder. For many families here in Florida, the Medicare waiver might be the only financial and services support a family receives to help alleviate the services cliff.

^{1.} Centers for Disease Control and Prevention. "Prevalence and Characteristics of Autism Spectrum Disorder Among Children Aged 8 Years — Autism and Developmental Disabilities Monitoring Network, 11 Sites, United States, 2020." Accessed Sept. 17, 2023.

^{2.} Roux, Anne M., Shattuck, Paul T., Rast, Jessica E., Rava, Julianna A., and Anderson, Kristy, A. National Autism Indicators Report: Transition into Young Adulthood. Philadelphia, PA: Life Course Outcomes Research Program, A.J. Drexel Autism Institute, Drexel University, 2015.

However, the waiting list alone for this Medicare waiver has over 20,000 registrants, and if a child is not signed up by the age of two, they may not receive those services years later when they are needed.

The dramatic increase in the population of individuals with autism demands solutions that benefit the individual, families, service providers, government agencies, and the broader community.

This is the driver behind Jonathan's Landing's mission and vision—to provide the support, resources, and connectivity adults with autism and their families need, while also being a strong community advocate and collaborator. And to provide a spectrum of services and support that builds a bridge between the world of autism and our world, leveraging our impact to a larger scale.

1:36

children aged 8 years in the US are diagnosed with autism, double the national average just 10 years ago.³ 4.88%

of Florida children aged 3 to 17 are estimated to have autism, as of 2016 findings.⁴

20,000+

individuals with autism in Central Florida alone are registered with the UCF Center for Autism & Related Disabilities (CARD) to get better access to resources.⁵ **57%**

or more of adults with ASD in Florida remain unemployed even after receiving vocational rehabilitation services.⁶ 61%

or more of these adults will not graduate from their postsecondary education pathway.⁷

^{3.} Centers for Disease Control and Prevention. "Prevalence and Characteristics of Autism Spectrum Disorder Among Children Aged 8 Years — Autism and Developmental Disabilities Monitoring Network, 11 Sites, United States, 2020." Accessed Sept. 17, 2023.

^{4.} JAMA Pediatrics. "Prevalence and Treatment Patterns of Autism Spectrum Disorder in the United States, 2016." Accessed through National Institute of Health's (NIH) National Center for Biotechnology Information, Sept. 17, 2023.

^{5.} Stats gathered from https://florida-card.org and https://ucf-card.org/.

^{6.} U.S. Department of Education, "Rehabilitation Services Administration (RSA-911), FY 2014-2016."

^{7.} Petcu, Stefania D.; Zhang, Dalun; Li, Yi-Fan. Students with Autism Spectrum Disorders and Their First-Year College Experiences. Int J Environ Res Public Health. 2021 Nov; 18(22): 11822.



Everyone deserves a life of dignity, opportunity, and belonging. Everyone deserves community.

At Jonathan's Landing, we want residents to live their happiest and most meaningful life. Imagined as the opposite of the senior care housing model, the goal is for residents to progress from more support to more independence, while maintaining a strong sense of connectivity and belonging.

Each resident will be supported with an individualized care plan for life and self-care skills, as well as health and wellness coaching. At each step in the care plan, as goals are set and achieved, the hands-on managed care needed to support each resident will be evaluated and adjusted. If certain care needs are no longer required, they can be modified, or removed, and then monitored as needed to create the maximum amount of happiness and independence for each resident.



OUR MODEL

Imagined as the opposite of senior care housing, our residents will move along a continuum of services progressing from more support to greater independence.

As residents progress through their care plans, they can transition to a comprehensive long-term plan for sustained independent living and "alumni" engagement, keeping them engaged as an active member of the community at Jonathan's Landing through daily, weekly, and monthly activities.

In this alumni model, residents and nonresidents alike are able to establish a lifelong community of friends, mentors, peers, and coaches where they are always welcome.

HOLISTIC CARE & HANDS-ON SUPPORT

Support for each resident of Jonathan's Landing will be both holistic and individualized across the spectrum of diagnosis. Services and resources will include comprehensive managed care, day programs, and 24-hour support in partnership and collaboration with local healthcare and autism service providers.

Our architectural blueprints include 500 residential units at Jonathan's Landing that are dynamically tailored to each resident's needs, moving them along a continuum of living and services that evolve according to their increasing independence.

Residents will also enjoy amenities such as a health and wellness center, outdoor recreational spaces, varied dining options, and on-site concierge services. Since Jonathan's Landing will be a physical hub for so many adults, this also allows service providers, such as doctors, dentists, occupational and physical therapists, to have a central location where they can serve multiple residents, reducing the friction of residents and their families having to schedule transportation.

In addition to a world-class, passionate, and highly-trained staff, our residents will also be supported by onsite residential assistants (RAs) who are available to facilitate community building, personal care, and to be on-call as needed. These RAs will serve as champions and coaches for the residents and will receive specialized training as Registered Behavioral Therapists (RBT) to support adults with autism.

Currently, the Jonathan's Landing is exploring and formalizing strategic partnerships with local universities so that many of these RAs could be graduate or undergraduate students pursuing degrees in affiliated fields like social work, special education, and medical careers, such as pre-med, nursing, and physical therapy. Their residency at Jonathan's Landing would provide real-world experience, room and board, and college credits—while giving residents hands-on support and around-the-clock care.

FOOD IS THE ANCHOR

Food—whether preparing and cooking it or just enjoying it together—will be an essential part of Jonathan's Landing.

Between residents, families, community partners, alumni, people employed through our social entrepreneurship companies, support staff, and others, we envision 1,000 people per day eventually dining at Jonathan's Landing.

Food is our anchor because it serves as a social touchpoint. Taco Tuesdays, Pizza Fridays, and other curated dining experiences will bring people together in meaningful ways that fuel a sense of community at Jonathan's Landing.

Shared dining experiences also provide an onramp opportunity to future residents to become accustomed to our community, while supporting our alumni as a shared anchor experience to return to campus. For alumni, this creates opportunities to check in with people who care about them. Importantly, this also allows them to access other onsite services and support they may need to better manage their own self-care.

And just like residents, alumni can pick up their own "take-and-go" meals to ensure continued healthy eating habits when living off campus. Additionally, the food prepared for residential and community dining will be made in part by residents who work in our on-campus commercial kitchen, promoting a pathway to a life of dignity and opportunity through meaningful work.

TRANSITION, ENGAGEMENT, & CONNECTIVITY

Building a bridge into Jonathan's Landing and then out to further independence is a critical element of our vision. Transition is difficult for anyone, but especially for adults with autism who can often struggle with changes in habits, routines, and environments. Additionally, we recognize that relationships need to be built and maintained between individuals, families, and Jonathan's Landing. This is, after all, a lifelong journey.

That is why we are creating a robust onboarding process and series of programming that engages potential future residents well in advance. Through this programming, future residents will be able to build community with existing residents, as well as alumni who have "graduated" beyond our onsite residential services and continue to return to campus to participate in our community.

Through social programming, community dining, recreation, and much more, Jonathan's Landing will provide a community hub of engagement through regularly scheduled events and activities that are aligned to the interests of individuals with autism as well as parents and families.

These services and programs will be delivered through current and future partnerships we are developing with existing autism, disability, healthcare, mental health, and other service or support providers. This system of services and programs will expand the opportunities for families to check in, receive services, and connect with other individuals and families with shared life experiences.

Although life at Jonathan's Landing is meant for adults aged 21 and up, younger children with autism and their families will be invited to participate in our social programming and activities. This will give staff at Jonathan's Landing a chance to evaluate the needs of future residents while also getting to know them potentially years in advance of coming to live at Jonathan's Landing.

As residents become more self-sufficient, some may desire to live independently outside of Jonathan's Landing. Our support staff and transition teams will prepare them for this new journey by coordinating the continuation of services, such as transportation, ongoing life and social skills, and employment coaching and mentoring.





Individuals with autism deserve job opportunities where they can apply their unique characteristics, intelligence, and talents to achieve a life of meaning and a true sense of purpose.

In the right setting with the right employment and support, individuals with neurodiversity can become a key asset to innovative problem solving, as well as to quality-controlled, repetitive procedural tasks. Jonathan's Landing will provide life skills and vocational training for adults with autism with a goal to create 5,000 jobs and employment pathways for both residents and non-residents alike across Central Florida.

Unfortunately, according to the ADA Knowledge Translation Center, autistic adults have high rates of unemployment and underemployment compared to other populations in the U.S.⁸ The ADA's research suggests that autistic individuals are more likely to experience stigma from employers than other individuals. The reality is that many people with autism—especially those who are non-verbal—have great potential and ability to perform tasks that are in high demand.



OUR BELIEF

We believe that dignity and purpose come from both living with maximum independence and having access to meaningful work opportunities.

8. Brown, Sharon E. ADA Knowledge Translation Center Legal Brief No. 4. Americans With Disabilities Act (ADA)Knowledge Translation Center, 2020.

But currently, there is a lack of training, coaching, and supportive workplace environments that accommodate adults with autism. This barrier to inclusive workplace environments limits opportunities for adults with autism to demonstrate the individual talents and gifts they possess.

At Jonathan's Landing, we have a vision to train a skilled workforce of adults with autism, train employers on how to support these individuals in the workplace, and then create the pathways for those individuals to access. To execute this vision with the right partnerships and strategies, Jonathan's Landing is actively engaging existing nonprofit autism service providers, universities, and corporate employers in Orlando, Central Florida, and across the U.S.

LEVERAGING THE MAGIC OF THE REGION

With our location in Orlando, Florida, our goal is to provide best-in-class training for jobs in the technology, culinary, and hospitality sectors. Modeling best-in-class inclusive employment programs and strategies, Jonathan's Landing will provide vocational training that allows individuals with autism to excel as high as their abilities can take them inside an inclusive and supportive environment. We are also currently developing the foundations for partnering with existing autism service providers to provide dayhabilitation programs that focus on core life and workplace skills.

To set this workforce up for success, employers must be provided the tools and training to hire, manage, and develop adults with autism. By providing a playbook with supporting coaching and training to employers, Jonathan's Landing will help them enrich the employee experience while uncovering mutual value and benefit for these employees and their colleagues, as well as for the companies themselves.

GETTING TO WORK

Given the spectrum of abilities for people with autism, we will curate career and work opportunities within the Jonathan's Landing campus, at our off-campus social enterprises, and through corporate partnerships integrated into the larger community.

With food operating as a central anchor of life at Jonathan's Landing, we will have a wide range of employment options for adults with autism who want to work on campus. At the same time, we are building a roster of food service employers who need additional staffing and want to build inclusive workspaces that accommodate a wide variety of employee needs.

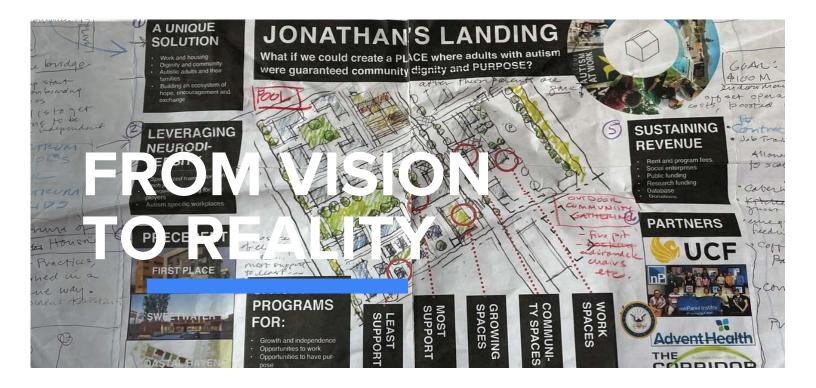
We are also developing a career training program for the mobile and tablet device repair industry. The predictability and repetitive nature of the tasks required to diagnose and repair devices can be ideal career path for some individuals with autism.

INCORPORATING SOCIAL ENTERPRISE

At the core of Jonathan's Landing's business model is a system of innovative, for-profit social enterprises, owned and managed by Jonathan's Landing Foundation. These businesses will be inclusive and meaningful workforce opportunities employing residents and nonresidents alike.

As these businesses begin to generate revenue, their profits will be reinvested to reduce the financial burden to residents and their families, all while supporting growth and offering meaningful jobs to adults with autism.

In this way, social entrepreneurship helps
Jonathan's Landing achieve it's organizational
goals on three levels: to provide meaningful career
opportunities to adults with autism; to give them
access to financial means that help create a life of
dignity; and to help us provide the highest level of
care at Jonathan's Landing at the lowest possible
cost for residents and families.



Our goal is to become the preeminent living community for adults with autism—and then freely share these learnings and business models with the rest of the world.

Jonathan's Landing was conceived by successful entrepreneur Jason Eichenholz PhD for his son, Jonathan, after years of worrying how Jonathan would be taken care of once he was gone. With Jason's proven track record of technology, entrepreneurship, and strategic partnerships, he has spent years assembling a strong team of individuals and partners to help bring Jonathan's Landing to life.

Between the core team at the Jonathan's Landing and our incredible board of advisors, our organization has centuries of entrepreneurial successes, extensive executive leadership experience, deep clinical and service-level expertise, as well as first-hand knowledge of the challenges raising children with autism and planning for their future needs.

Efforts have already begun to lay the groundwork for the physical community of Jonathan's Landing through three early programs and services.

EVENTS WITH JONATHAN: In partnership with the Orlando Magic, Jonathan's Landing is helping children and adults with a wide range of disabilities to experience the joy of live sports and events. By utilizing the generosity of private suite owners who donate their private boxes for an evening, we're able to create an entire "sensory suite" for local nonprofits who serve children and adults with all types of disabilities beyond autism. The program is slated for 25 events during the 2023-24 Orlando Magic season, with additional programming coming in 2024.

SOCIAL ENTERPRISE: Jonathan's Landing has begun development of its first social enterprise in the cellphone and tablet repair and refurbishment industry. Slated to launch in 2024, we're currently working with industry and corporate partners in the sector to create a financial business plan with achievable benchmarks. We are operationally architecting a business model that puts the needs and talents of our integrated workforce at its very core, while driving high profitability.

VOCATIONAL TRAINING: Jonathan's Landing is actively planning and building a day work program which will provide jobs for adults with autism in both the culinary and technology industry. Multiple employment partners have already made commitments to both assist in training as well as provide dedicated job opportunities for adults who complete our programs.

To make the vision for Jonathan's Landing a reality, we need support and resources that fall into four primary categories: seed funding (to be raised through a capital and endowment campaign); designs for the programs and housing models; real estate sufficient to host the community; and, entrepreneurial and educational partnerships to provide training and employment services.

CAPITAL CAMPAIGN

A fundraising goal of \$75 million has been set to provide for phase one construction, services, programming, and operations—as well as the seeds for an endowment.

REAL ESTATE

In order to provide a variety of inclusive housing options and support services, Jonathan's Landing is working to identify approximately 50 acres of land in Central Florida near an urban core.

To ensure that Jonathan's Landing has the largest impact to as wide of a geographic area as possible, all learnings from Jonathan's Landing will be shared openly with anyone who asks. This open-source model is critical to supporting as many adults as possible around the world by others who wish to duplicate what we created.

The reality is that almost all the individual puzzle pieces to architect and build Jonathan's Landing exist today. Housing for autistic adults has been done exceptionally well in several areas of the country.

HOUSING & SERVICES

We will seek expertise in autism services and housing to develop the innovative on-boarding and off-boarding model with food as the anchor.

STRATEGIC PARTNERSHIPS

Several potential partners have already expressed interest in supporting the community through technology employment, services, education, and culinary service careers.

Employers and entrepreneurs have created many opportunities for meaningful work and have gained immensely from the relationships built with their autistic team members.

Jonathan's Landing will break down silos of excellence and combine these existing models and best practices together in novel ways to create a new paradigm.

AN OPEN-SOURCE MODEL FOR THE WORLD

We conceived Jonathan's Landing as the first of many intentional communities like this across the globe. So we want to ensure our model has the largest impact possible by sharing all of our learnings, operations and financial models, and resources openly with anyone who asks. Creating an open-source model is critical to our foundational goal of supporting as many people with autism as possible.

The reality is that almost all the individual puzzle pieces to architect and build Jonathan's Landing exist today. Housing models for autistic adults have been done exceptionally well in several key regions across the U.S. Additionally, several employers and entrepreneurs have created incredible employment opportunities for adults with autism, seeing the reciprocal benefits these team members bring to their companies.

At Jonathan's Landing, our goal is to break down any existing silos of excellence and combine these best practices together to create a new integrative model. And once we have architected true value for people with autism and their families, we'll freely share it with the world.



OUR GIFT

Open innovation is built into the core DNA of our entire organization. Once we build and validate our model, we're sharing it with the world for free.



