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# IMPACT OF CORONAVIRUS

The effects of a global pandemic on  
the Easterseals Colorado community

**WHAT WE DO | WHY IT MATTERS | WAYS TO GIVE**



# WHAT WE DO

Easterseals Colorado engages more than **13,000 people living with disabilities, older adults, and caregivers** through programs categorized into **four distinct areas**.



## 1 LIVE

Helping people live better lives every day regardless of age, challenges, needs or abilities.



## 2 LEARN

Helping children and adults learn, and re-learn, basic functions and master the skills needed to develop, thrive and be active as they age.



## 3 WORK

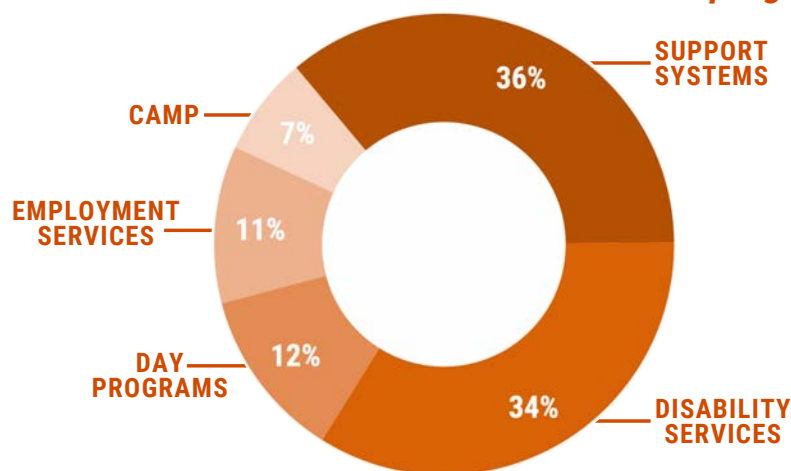
Helping people prepare for and join the workforce and earn money to live and thrive.



## 4 PLAY

Helping children, adults and caregivers to relax, connect and engage in activities necessary to live the best life possible.

We achieve serving the community in these **five distinct program areas**.



# WHY IT MATTERS

Easterseals Colorado serves as a **vital community resource** in working to help people living with disabilities, older adults, caregivers and their families live life to its fullest and as independent as possible.



Colorado is home to more than **600,000 people living with disabilities**

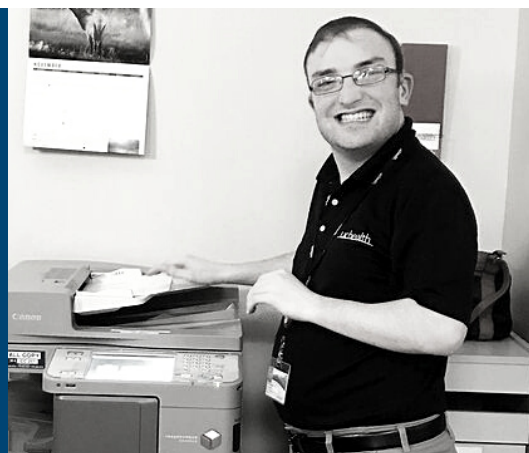
**dis·a·bil·i·ty (noun)** typically defined as a physical or mental impairment that substantially limits one or more life activities.



We provide **care and support for people whose lives are impacted by a disability** and the additional challenges they and their caregivers may face such as gaps in resources like education, transportation, or accessing essential services.

## **Without Easterseals Colorado's programs serving the disability community:**

- ➔ Social isolation and mental health become a greater issue;
- ➔ Clients, caregivers, and families must navigate the various complicated medical systems and resources with little or no support;
- ➔ Parents/caregivers are not receiving the respite care needed as they try to manage difficulties in life, leading to higher incidents of abuse and neglect;
- ➔ Campers miss out on the opportunity to connect and build friendships;
- ➔ Many clients would fall through the safety net as they do not have supports at home to help with care.



*Easterseals Colorado's Project SEARCH at UHealth serves students ages 18 to 21 as interns in one of 80 departments at the hospital, with an Easterseals job coach. Chris Cannizzaro is 21 years old with autism. Thanks to Easterseals' support, Chris was offered a position in the radiology department following his internship. Chris' main task involves taking patients back for their scans and prepping them for the procedure.*

# IMPACT OF CORONAVIRUS

As you can imagine, Easterseals Colorado is facing **financial challenges** like many non-profits nationwide due to the impact of the coronavirus pandemic on our communities.

**Fundraising revenue is down almost 60%** compared to 2019 as many donors are unsure of their own future to give, as well as many of our large in-person fundraising events being canceled.

**Many of our programs have been impacted** with temporary shutdowns, reducing revenues aligned with those services.

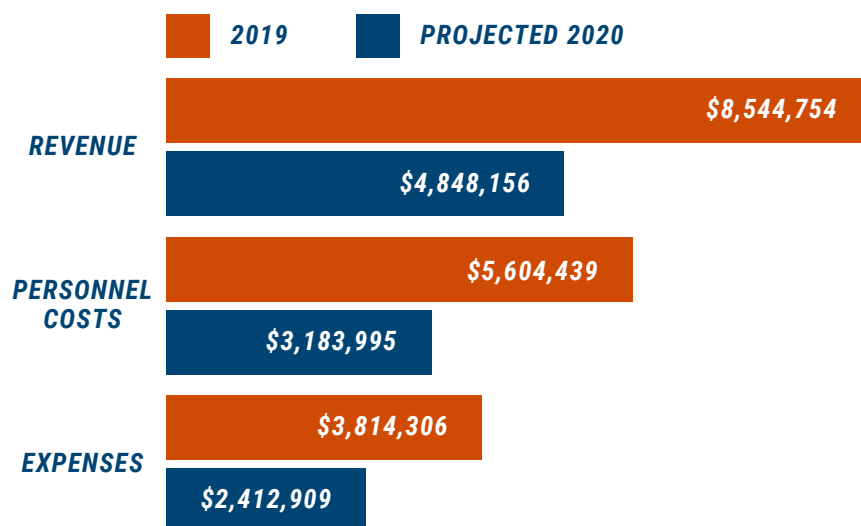
- ➔ **EMPLOYMENT SERVICES** - Revenue down \$300,000 in 2020 vs 2019
- ➔ **COMMUNITY TRANSIT SERVICES** - Revenue down \$80,000 in 2020 vs 2019
- ➔ **CAMP** - Revenue down \$542,000 in 2020 vs 2019

Plus, **fixed costs have not changed**, creating an **organizational shortfall of \$600,000.**

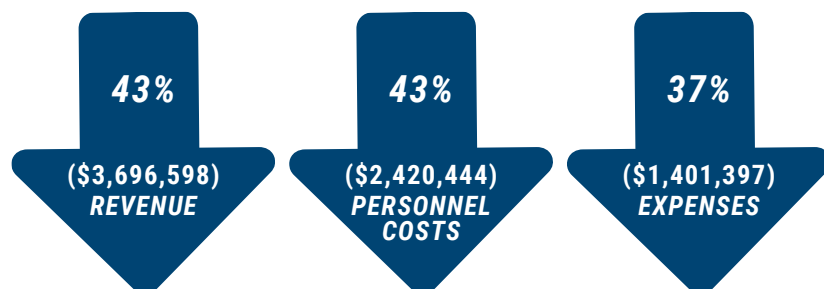
➔ **Fixed costs include utilities, IT services, printer rentals, phone + internet plans, insurance, etc**

Though we were able to apply for and receive a \$1.1 million Federal government PPP loan, funds were expended during the timeframe of mid-April through June.

## 2019 vs Projected 2020



## Projected 2020 Decrease

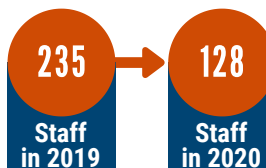


# IMPACT OF CORONAVIRUS

Because of the continued impact of the coronavirus pandemic on Easterseals Colorado's operations, we have taken steps to reduce expenses, including:

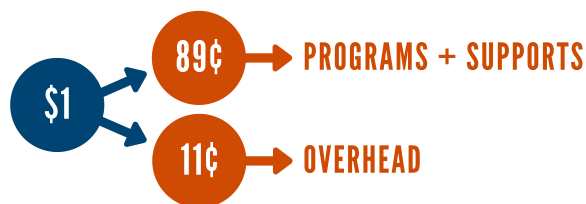
➔ **Reduction in staff of 46%**

➔ **Salary savings per pay period of 60%  
OR \$63,000/PAY PERIOD**



➔ **Rent savings of 40% per month** by reducing our footprint in five office suites  
**5 OFFICE SUITES = \$10,000/MONTH**

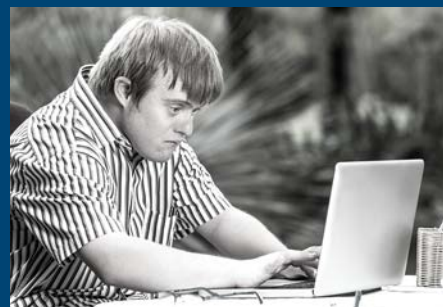
Our organization has always operated on a lean budget in its **94 years of existence**, with only 11 cents of each dollar spent on overhead. Because most of our funding goes to programming, we have not had the opportunity to establish a reserve fund.



## Funding that we garner today will:

- ➔ Cover crucial funding that supports the people, programs, and facilities that are the heart of Easterseals Colorado;
- ➔ Allow us to focus on our mission and direct spending where it is needed;
- ➔ Support the working capital needed to sustain day-to-day operations, such as payroll and rent;
- ➔ Help to ensure payroll continuity for our direct care professionals who are critical for our programs.

**Support Easterseals Colorado's work to help people living with disabilities, older adults, caregivers and their families live full, independent lives and reach their goals.**



When you donate, you help strengthen our mission to ensure everyone - regardless of age or ability - is fully included and empowered.

Please make your gift to Easterseals Colorado and show those we serve you care.

# WAYS TO GIVE

Thank you for joining our efforts to provide outstanding experiences for people with disabilities, older adults, caregivers and their families. In addition to our online giving site ([www.easterseals.com/co](http://www.easterseals.com/co)), Easterseals Colorado accepts gifts through many other avenues.



## **Pledges**

You can make a pledge that is payable over time so that you may tailor your donation to your interest and ability to pay. For assistance, please call **720.234.5976**.



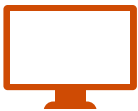
## **Mail**

Make a gift using a personal check, cashier's check, or money order and mail your gift to: **Easterseals Colorado, Attn: Gift Processing, 393 S Harlan St, Suite 250, Lakewood, CO 80226.**



## **Phone**

You may make a gift by phone with a credit card, or ask a question about making a gift, by contacting the Development Office at **720.234.5976**.



## **Online**

You may make a gift online by visiting our website at [www.easterseals.com/co](http://www.easterseals.com/co).



## **Questions about giving?**

Contact Sharon Kay Brown, Vice President of Development at **720.234.5976** or [sbrown@eastersealscolorado.org](mailto:sbrown@eastersealscolorado.org).

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