



LIVE



LEARN



WORK



PLAY



Access & Ability

Increasing independence and maximizing opportunity

easterseals.com/esep

A publication of Easterseals Eastern Pennsylvania

WINTER 2019

To change the way the world defines and views disability by making profound, positive differences in people's lives every day.

I would like to address what this purpose statement means to Easterseals Eastern PA.

2019 is the 100th anniversary of Easterseals. When our founder, Edgar Allen, noticed that people with disabilities were excluded from daily life, he determined to change that. He believed that communities should be inclusive of people of all abilities. His vision was not typical for the time, but he persevered. And he wasn't satisfied to impact solely his local community of Elyria, Ohio. He set out to impact the entire country, and ultimately, the world.

On April 22, 1919, the first Easterseals was founded. Today, there are 72 affiliates across the country, as well as Easterseals in Canada and Australia.

Our activities and appearance have changed dramatically since those early days but our true north remains. We have changed the way the world defines and views disabilities, and we have certainly made profound differences in people's lives. We have done that across our nation, and we have done that here in Eastern Pennsylvania.

In our community, we are celebrating the first year of our innovative autism diagnostic clinic operated in partnership with the Children's Hospital of Philadelphia. We are celebrating the people who we have been able to help find jobs. And we are celebrating the thousands of young children we have served over many long decades who have overcome tremendous obstacles to their development and have learned to speak, to walk,

to play and to learn in ways their parents had not dared to hope. We celebrate all the summers of camp, all the friends made in recreation programs, and all the people we have connected to Easterseals, whose lives have been enriched by discovering for themselves what we knew all along. That community is stronger when it includes all of us.

Please look for all the ways we will be celebrating our anniversary this year. And thank you for being part of our history – and our future.

Nancy

Nancy Knoebel
President & CEO



JOIN THE WALK FOR EASTERSEALS

Easterseals Eastern Pennsylvania will be participating in our 5th Highmark Walk for a Healthy Community on Saturday, June 1st and we want you to join us. The walk provides a wonderful opportunity for our families to share how Easterseals has impacted their lives and it is a great opportunity for all who want to support our mission to do so.

This event is one of our three major annual fundraisers. Because Highmark underwrites the cost of the walk, 100% of the money donated to Easterseals stays here in our community where it will have a life-changing effect on the over 3,000 individuals with disabilities – and their families – who rely on us for support.

The Highmark Walk is an easy and fun way to show your support for Easterseals Eastern PA. The non-competitive walk is family, wheelchair and dog friendly so everyone can participate. You can register as an individual walker, start your own team and invite your friends and relatives to join you, or join an Easterseals team. You can even participate as a virtual walker. Together, we can reach our \$25,000 fundraising goal!

We will soon be mailing out information on how to sign up and start your own personal fundraising. Follow us on Facebook or visit our website for updates or contact Ann Marie Surovy, at asurovy@esep.org or 610-289-0114 x205. Corporate sponsorships are also available.

Do you ever wish you could give more to Easterseals Eastern PA?

If you have an IRA, you may have that opportunity. If you are 70½ or older and need to take a Required Minimum Distribution (RMD) from your IRA for the tax year, you may be able to give up to \$100,000 from your IRA. The distribution must be made directly to a 501(c)(3) charitable organization, like Easterseals Eastern PA.

If you do not need the full amount of your RMD to meet your annual spending needs, a qualified charitable deduction may be a good option for you. Donating directly from your IRA lowers income, meets RMD requirements, and can provide tax advantages.

There are many ways to support Easterseals Eastern PA. Please contact Ann Marie Surovy, CFRE, Director of Advancement, at asurovy@esep.org or 610-289-0114 X205 to learn more.

This information has been kindly sponsored by Univest Foundation (univestfoundation@univest.net) to help our donors learn about ways to support Easterseals that may also offer donor tax benefits. It is not intended as tax, legal or financial advice. Gift results may vary. Consult your personal financial advisor for information specific to your situation.



Customers Bank spends Day of Caring at Camp Lily



Customers Bank team members spent a day volunteering at Camp Lily Berks as part of the United Way of Berks County's Day of Caring. The rain kept them away from some of the outdoor

projects, but they cleaned and power washed the sensory playground, which was in desperate need of attention. They also prepared a huge mailing for us and cleaned the interior of the clubhouse. Thank you for giving back to the community and making a difference in the lives of our consumers!

AMBUCS DONATES BIKES TO CONSUMERS

Three Easterseals consumers received brand new AmTryke bikes from the Pottstown Chapter of National AMBUCS, Inc. We nominated the children to receive the bikes knowing they would benefit from the increased physical activity and the independence that riding brings. The families pay what they are able toward the purchase price and AMBUC-Pottstown donates the balance, assembles and delivers each bike.



Wells Fargo awards several grants to Easterseals

Wells Fargo has been a longtime supporter of Easterseals Eastern PA and they have been especially generous this year. We received three grants totaling \$22,400. The Community Leadership Investment Program grant, one of their newest funding programs, will provide leadership and supervisory training to some of our mid-level managers in order to enhance our organizational effectiveness. The other two grants support the operation of our summer camp and community supports programs in the Lehigh Valley, and sponsor our annual holiday open house in December.

Leisawitz Heller supports Autism Clinic

The Law Firm of Leisawitz Heller made a \$10,000 gift to support our new autism diagnostic clinic, which is a unique collaboration with Children's Hospital of Philadelphia utilizing telemedicine technology to conduct evaluations at our center in Reading. The donation was used to purchase state-of-the-art equipment to ensure that we can deliver the best possible care to Berks County families who use the clinic.





1501 Lehigh Street, Suite 201
Allentown, PA 18103

REGISTER NOW

WHAT: Fundraiser for
camp scholarships

WHEN: Sunday, March 3, 2019

WHERE: California Bar & Grill
Route 724 & Mountain View Rd.
Shillington, PA 19607



www.easterseals.com/ese/wings.html

Non-Profit
Organization
U.S. Postage
PAID
Lehigh Valley, PA
Permit No. 161



We are excited to offer a new opportunity to celebrate the special occasions and milestones in your life while supporting the important work of Easterseals Eastern Pennsylvania.

Our new honorarium cards can be customized to celebrate any occasion – birthdays, anniversaries, births, marriages, retirements, holidays – providing you with a unique opportunity to invite your friends and family to support an organization that is important to you with a monetary gift. These new honorarium cards are perfect for the person who has everything and allows those closest to you to honor your milestone in a meaningful and impactful way long after the last piece of cake is cut!

We have several cover images to choose from and will work with you to customize the inside message for your occasion. We will then provide you with high-quality, full-color cards along with reply cards and envelopes at no cost. You'll address the envelopes and provide the stamps, and send the cards to whomever you choose (we do not collect any names or addresses from you).

Your efforts to generate support for Easterseals help to ensure that individuals with disabilities and their families have access to the critical resources they need to live, learn, work and play right here in our community.

To see sample cards, learn more or get started, please contact Ann Marie Surovy at asurovy@ese.org or 610-289-0114 x205.