

EASTER SEALS IOWA

# 2013



ANNUAL REPORT



I O W A





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## MISSION

Easter Seals Iowa provides exceptional services to ensure all people with disabilities or special needs and their families have equal opportunities to live, learn, work and play in their communities.



## MESSAGE FROM THE PRESIDENT

Easter Seals Iowa has been proudly serving our state for more than 87 years, and I can say with confidence 2013 was the best year yet! We celebrated a historic build as before our eyes, in just one week, two new lodges were built to better serve our campers. We move into 2014 better positioned to serve the needs of our clients.

### At Easter Seals Iowa:

We desire a world where the focus is on what *can* be done, what barrier *can* be removed and how a goal *will* be reached.

---

We support people as they reach their goals and live the life they desire.

---

We give the gift of hope.

---

We create change and solutions for Iowans with disabilities.

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We give people the opportunity to believe in the possibilities!

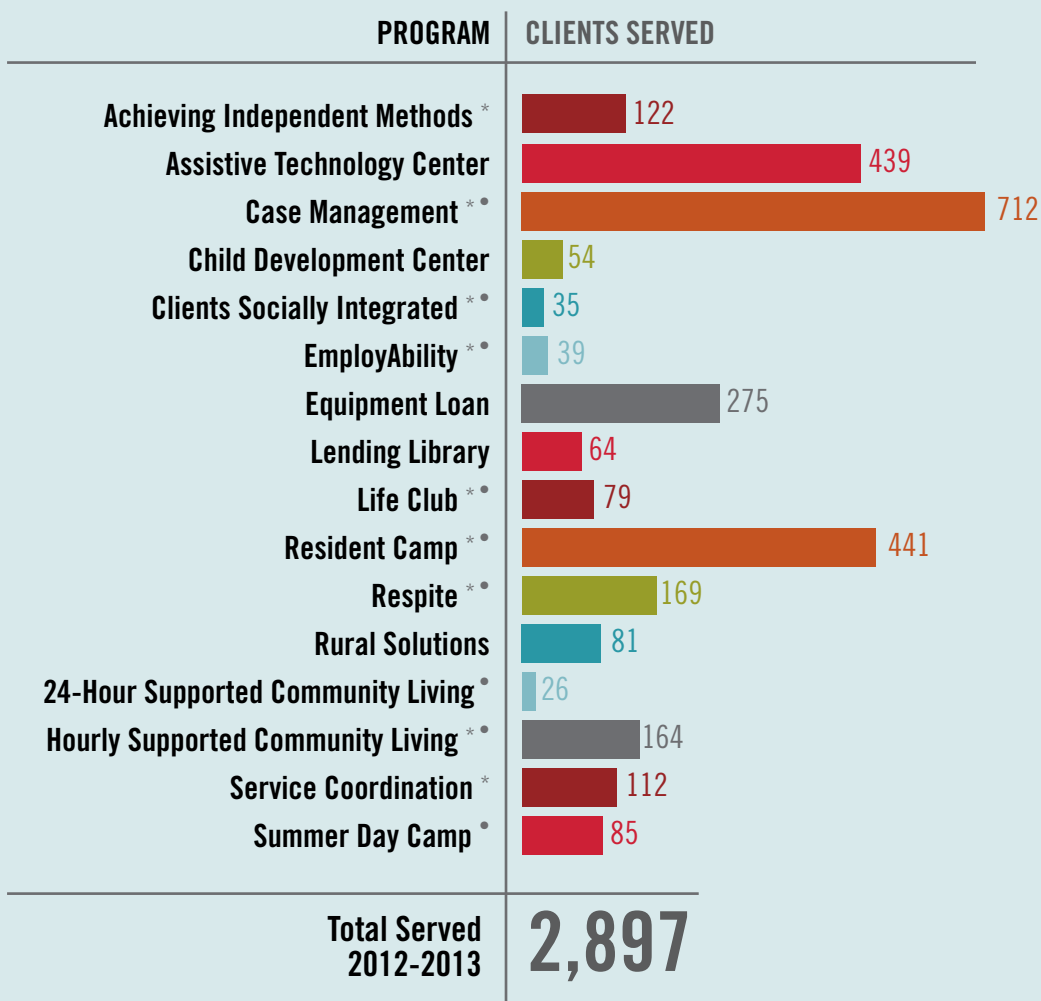
Thank you for supporting our mission in action. Together with our clients, family members, donors, funders, volunteers, community businesses and our dedicated team members, we are Easter Seals Iowa and we are independence!

Cheers,

*Sherri Nielsen*

**Sherri Nielsen, SPHR**  
**President/CEO**

## CLIENT OPPORTUNITIES



\*This program or service is funded in part by Polk County Health Services.

• This program or service is funded in part by the Home and Community Based Services Waiver program.

## 2013 MILESTONES



In just seven days, Hubbell Realty Company and their partners worked around the clock to build two 7,500-square foot lodges at Easter Seals Iowa Camp Sunnyside, complete with indoor showers, laundry facilities and storm shelters. The new lodges are accessible, safe and energy efficient.



At Easter Seals Iowa Walk With Me, individual walkers and teams joined together for a morning full of entertainment, fun and, of course, our signature walk around Lake Cheerio! Record participation in the 2013 walk raised more than \$30,000 for Easter Seals Iowa.



Boatloads of businesses supported our corporate paddleboat race around Lake Cheerio at the 10th Annual Sunnyside Regatta. More than 200 community members cheered on their favorite teams and our friends at Hy-Vee took home the top racing trophy. More than \$50,000 was raised at the event.



The Pony Express Riders of Iowa host fundraisers in their Iowa communities throughout the year, and the money raised is used to benefit Easter Seals Iowa. This year the Pony Express Riders raised more than \$239,000 to benefit our organization. Over its 45-year history, Pony Express Riders have raised more than \$9 million for Easter Seals Iowa.



Fifty-six children age six weeks to five years were served by the Bob and Billie Ray Child Development Center. Fifteen children graduated from the Center, ready for kindergarten. The Bob and Billie Ray Child Development Center is the first of its kind in Polk County to bring together children with and without disabilities in a fully integrated child care center.



Easter Seals Iowa partnered to bring Project SEARCH to the Des Moines area. This unique internship program places young adults in real working environments. Through total workplace immersion, clients experience a seamless combination of classroom instruction, career exploration, and relevant job-skills training obtained through strategically designed internships. Current employment partners are Mercy Medical Center and Des Moines Area Community College.



Through a partnership with Central Iowa Shelter and Services, we are meeting individuals with disabilities who are currently homeless. Since starting the program we've assisted individuals into short- and long-term support for health and wellness.



Through the Assistive Technology Center, more than 350 durable medical equipment items were loaned out, resulting in savings of more than \$300,000.



**The Des Moines Register**

Easter Seals Iowa was named a Top 5 Workplace by a Des Moines Register poll.



In a span of just seven days, more than 500 volunteers worked around the clock to build two new 7,500-square foot lodges for our campers, logging more than 1,500 hours of service.

This would not have been possible without the leadership of Hubbell Realty Company and the more than 100 sponsors and trade partners who supported the project.

The new lodges are accessible, safe and energy efficient. Shower facilities, a laundry room and storm shelters are included in each lodge.

Our new lodges reflect the quality services that occur in them, and the impact of this gift will resonate throughout the entire state.

**Hubbell Realty Company and partners, we will never be able to thank you enough!**

Sponsor \$20,000+



State of Iowa



Roy J. Carver Charitable Trust



## SPONSORS (CONT'D)

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 Learn more about Blake's story at [www.eastersealsia.org](http://www.eastersealsia.org).

## CAMPER BLAKE

Fishing, boating and climbing the rock wall are a few of Blake's favorite things about Camp Sunnyside.

Blake's parents found Camp Sunnyside when he was seven years old, and Blake has been attending ever since. When Blake first started attending camp he was in an independent classroom with one-on-one support and has grown to being integrated with all camp activities.

Blake's mom Margie says Camp Sunnyside is a place where Blake is understood, cared for and loved.

"We can drop him off and we don't worry. We come back and pick up a tired, happy boy. He's always ready to come back for more," Margie says.

Blake says his favorite part of camp is the staff, because "they rock!" Through the staff, respite and camp services provided at Camp Sunnyside, Blake has gained social skills and independence.



## SPONSORS (CONT'D)

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Check out more pictures from this historic build at [www.facebook.com/cabinsforcampers](https://www.facebook.com/cabinsforcampers) or [www.cabinsforcampers.com](http://www.cabinsforcampers.com).



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I O W A

## THANK YOU

Thanks to the following individuals, families, businesses, organizations and foundations for believing in the mission of Easter Seals Iowa. These gifts play a crucial role in supporting Iowa children and adults with disabilities or special needs and their families have equal opportunities to live, learn, work and play in their communities. The following gifts were received from September 2012 through December 2013.

## PRESIDENT'S COUNCIL

The President's Council honors donors who make annual gifts of \$1,000 or more.

## DONOR RECOGNITION

### Edgar Allen Founders Society - (\$100,000 +)

Pony Express Riders of Iowa

### Independence - (\$25,000 - \$99,999)

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### Empowerment - (\$10,000 - \$24,999)

Anonymous (1)

Iowa Department of Public Health,

Direct Care Workforce Initiative

Iowa Great Lakes Chamber of Commerce

Great Walleye Weekend

Marsh & McLennan

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Christopher & Dana Reeve Foundation

Variety The Children's Charity of Iowa

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ABC5

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## THE PERFECT EMPLOYMENT FIT

Kaitlyn Freudenberg is right at home in the Mercy Hospital Starbucks—making mocha, chatting with customers while cleaning the condiment bar, and whisking together homemade whipped cream.

Through the Easter Seals Iowa Project SEARCH internship program, Kaitlyn built experience in a workplace setting. She did so well that upon completion of the internship program, she was offered full-time employment.

“It’s fun,” Kaitlyn says. “I love to help with the drinks and everyone knows me. I love it here.”

Kaitlyn’s job coach, Lexy Ulrich, provides on-site training and support and says she has seen Kaitlyn make a major transformation since interning and working at Starbucks. Kaitlyn is now confident and comfortable working in an independent environment.

“Everybody likes Kaitlyn,” Lexy says. “I think it’s that smile.”

Through Easter Seals Iowa employment programs, clients find the support they need to secure employment, work in their community and live more independently.

## DONOR RECOGNITION (CONT'D)

Alicai Shaul	Robert Benton	Mary Dunea	Illa Guthrie
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**A \$10,000 Quality of Life grant from the Christopher & Dana Reeve Foundation funds employment training classes.**



## ASSISTIVE TECHNOLOGY CENTER

After an automobile accident, Angie Plager connected with Easter Seals Iowa for support, assistance with making adaptations to her home and access to the Assistive Technology Center. The center loans out assistive devices, such as computer aids and eating adaptations, to make every day life easier.

“When I was newly disabled, Easter Seals Iowa offered me hope and encouragement, that I too could be a productive part of society after acquiring a disability. With the support of Easter Seals Iowa, I am doing just that - working, volunteering, and enjoying life to the fullest,” Angie says.

**The 31st Annual Iowa Great Lakes Walleye Weekend tournament held in Okoboji raised more than \$23,000 for Easter Seals Iowa. Thank you to all the anglers, bait shops and the Iowa Great Lakes Chamber members who helped make the 2013 tournament another success.**

## DONOR RECOGNITION (CONT'D)

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Charley Scarlett	Ellen Vermeer	Karla Anderson	William and Anne Colman
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Joanne Schmid	VFW Post 5515 - Auxiliary	Appanoose County	Jeannie Copeland
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\* indicates deceased members



## SUPPORT FOR FARM FAMILIES

Russell Boseck of Villisca, Iowa, has been farming his entire life. After a motorcycle accident, Russell knew he wanted to continue farming and contribute in a meaningful way in his community.

Two years ago, Russell started a bottle calf program for day-old calves. He transports, raises and sells these calves independently in all types of weather. A new calf barn was designed with a steel structure, allowing small pens to be placed for wheelchair accessibility.

Last year Russell became a member of the Legacy Society when he decided to gift his farm to Easter Seals Iowa in his will.

“I wouldn’t have my farm today if it weren’t for the services provided by Easter Seals Iowa,” Boseck said. “This is the most wonderful thing that has happened to me, and I’ll never be able to pay it back. Easter Seals advocates for me and other farmers with disabilities, and I want to make sure Easter Seals Iowa can continue to provide this service to others.”

Easter Seals Iowa Rural Solutions program serves Iowa farm family members with disabilities by working with families to identify possible modifications that will assist with farming, home accessibility and enhance independence in activities. This unique service is not available through any other entity in Iowa.

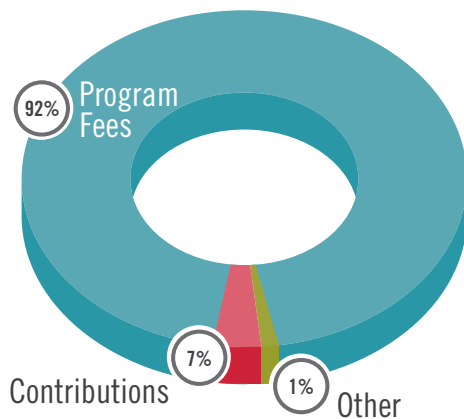
# 2013 FINANCIALS

Revenue & Support	2012-2013	2011-2012
Service Fees - Government	7,404,665	6,951,292
Service Fees - Individuals	599,838	651,851
Grants	333,467	338,515
Contributions	542,240	940,951
Investment Income	185,983	190,257
Other	24,384	38,470
<b>TOTAL</b>	<b>9,090,577</b>	<b>9,111,336</b>

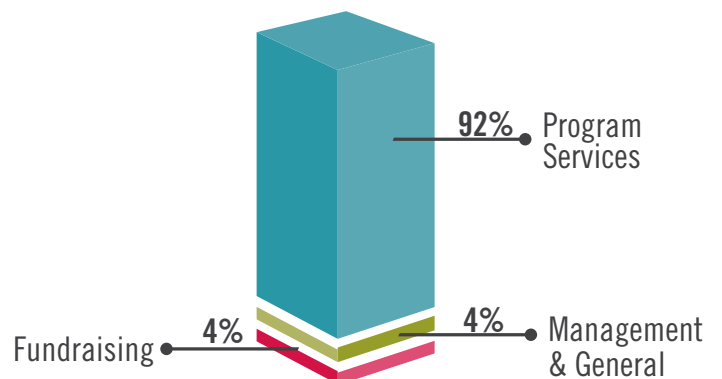
Expenses	2012-2013	2011-2012
Camp & Respite	1,023,965	951,750
Employment Programs	267,006	130,170
AIM (Achieving Independent Methods)	918,123	1,010,648
Case Management & Service Coordination	1,649,777	1,548,292
Supported Community Living	3,027,038	2,851,871
Child Development Center	509,925	511,970
Day Habilitation	583,355	516,885
Rural Solutions	163,448	160,733
Assistive Technology	118,103	107,853
Public Education	75,771	85,509
Management, General, Fundraising	703,277	780,135
<b>TOTAL EXPENSES</b>	<b>9,039,788</b>	<b>8,655,816</b>

\* Includes Easter Seals Iowa Foundation \* Financial statements audited by Brooks Lodden P.C.

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