



# IMPACT REPORT

2019 - 2020

# A MESSAGE FROM OUR CEO & BOARD CHAIRMAN

## 2019 - 2020: A YEAR IN REVIEW

This annual report is meant to serve as a reflection on our prior fiscal year, which spanned July 1, 2019 – June 30, 2020. As we can all intimately appreciate, comparing our lives and world pre Covid-19 to the first few months of the Pandemic is a juxtaposition of polar opposites.

The fiscal year 2019 - 2020 for Easterseals Louisiana (ESL) began with residual pride from the recent local and National “100 years of Easterseals celebrations” and great optimism for the future. Fittingly, in July, our fiscal year launched with ESL once again earning a highly coveted Commission on Accreditation of Rehabilitation Facilities (CARF) 3-year re-accreditation. Regarding philanthropy efforts, the Summer of 2019 included expanded Campership opportunities for children and young adults with physical and intellectual disabilities. We started to take a critical look at ways to reach next generation donors and develop strategies around reducing expenses and increasing returns so that we could best support our communities.

As we entered the Fall, ESL expanded housing and support opportunities in both Monroe and Shreveport and was invited to partner with several other non-profits on two Re-entry Integration Programs, known as EXIT-318. Our job would be to provide case management and transitional/reintegration skills training for individuals with behavioral health conditions who were exiting corrections facilities.

In November, Easterseals Louisiana was honored to be named a 2019 New Orleans CityBusiness Top Non-Profit Organization, and in December we celebrated supporting 10,022 individuals across the state of Louisiana! Early 2020 offered opportunities for emerging partnerships with other local organizations to expand and enhance services and to innovate to meet the changing needs of people with disabilities.



In late February, Covid-19 began to fill our newsfeeds and by mid- March, we were facing a global pandemic. As with many organizations, Easterseals Louisiana quickly began Covid-19 safety protocols and shifted several of our traditional face to face service models to “virtual” telehealth methods of delivery. We developed a “Stay at Home, Safe at Work” plan to protect our workforce and participants. Immediately, we saw heroes emerge as our employees, many on the front lines, rose to the occasion with unprecedented and steadfast commitment to our mission of supporting the 10,000+ babies, children, adults and seniors **differently**, but just as passionately.

We also witnessed our donors and community partners who traditionally sponsored our face to face special event fundraisers shift their support to online giving platforms to ensure no individuals in need went without necessary items.

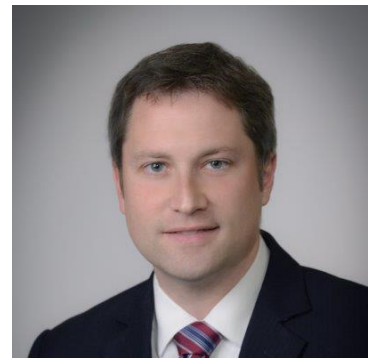
In addition to the physical health impacts of the Covid-19 virus, behavioral health challenges have also emerged. Social isolation, financial, and other personal impacts have affected many individuals. Easterseals Louisiana stepped up with enthusiasm and pride to meet these emerging needs by expanding several of our core programs and services in our behavior health and housing programs recently.

Although 2020 has created unrepresented challenges and many unknowns remain, what stays constant is our unwavering belief in *all* *inabilities*, *limitless possibilities* for everyone and our commitment to fostering environments where everyone is 100% included and 100% empowered.

Thank you for believing in and supporting our mission and please stay safe and well!

With Warm Regards,

Tracy Garner &  
Bradley Spedale



Easterseals Louisiana President & CEO and Board Chairman

# MISSION & VISION



Easterseals Louisiana is a non-profit organization whose mission is to assist children and adults with physical and intellectual disabilities achieve independence.

Easterseals provides exceptional services, education, outreach, and advocacy so that people living with disabilities can live, learn, work and play in our communities.

**"YOUR LIFE AND MINE SHALL NOT BE VALUED BY WHAT WE TAKE, BUT WHAT WE GIVE." - EDGAR ALLEN**

It is our vision to be recognized as an organization that transforms communities and engages all members through quality service, knowledge and compassion.

While the Easterseals mission has expanded over the last century, one thing that will never change is who we support or how we make a difference. We will continue to champion the most effective ways to make a profound, positive difference in the lives of those who need it most.





# 2020 ESL BOARD OF DIRECTORS

Easterseals Louisiana is governed by a Board of Directors who works in partnership with the President/CEO to lead the organization. Easterseals Louisiana maintains a formal, focused strategic vision, emphasizing participant services, employee satisfaction, compliance and corporate social responsibility.

It is with a heavy heart that we share that long time board members and former Board Chairs, Ronnie & Gardner Kole, passed this year.

Ronnie, along with his wife Gardner, became involved with ESL in the early 1980's and volunteered countless hours supporting our mission. Their efforts which have included telethons and the immensely successful annual Jazz on the Bayou event at their home have raised well over 1 million dollars for Easterseals Louisiana.

Champions like Gardner and Ronnie are rare and we are eternally blessed and grateful to have had them support our mission so passionately. We will forever miss them.



## **OFFICERS**

### CHAIRMAN

Bradley J. Spedale

### VICE CHAIRMAN

Anthony Bondi

### SECRETARY

Thomas A. Tizzard III

### TREASURER

Dennis J. Tizzard

## **MEMBERS**

Kirsten M. Breckinridge

Deborah Coleman

Gena Gore

Charles A. Haydel, M.D.

Michael Salter

Roland Sternfels

Patrick J. Yoes, Sr.

## **PRESIDENT & CEO**

Tracy Garner

## **LIFETIME/EMERITUS MEMBERS**

Terry Snyder

## **IN MEMORIAM**

Gardner Kole

1930 - 2020

Ronnie Kole

1931 - 2020

# CONTINUING OUR IMPACT

In 2020, Easterseals Louisiana has worked aggressively to overcome the unprecedented challenges brought about by COVID-19. Despite these challenges, we have been able to continue our services through telehealth and innovations that have kept our participants and team members safe. We are working every day to empower people with diverse perspectives and needs with the resources necessary to live, learn, work and play in their communities. We have continued our impact by responding to the needs of our communities through our five service categories:

**Live:** Hands-on services that provide a wide range of health and wellness supports that empower children, adults and senior citizens to reach their full potential.

**Learn:** Educational programs that help children and adults learn, or re-learn, the basic skills they need to thrive.

**Work:** Training programs that help individuals build needed skill to re-enter the workforce.

**Play:** Recreational programs that help individuals across several age groups participate in camping and other fun outdoor activities to relax and connect with friends.

**Act:** Volunteer programs that provide everyone with the opportunity to get involved with their community and advocate for the needs of individuals with disabilities.





# PROGRAMS & SERVICES

## LIVE

### SUPPORTIVE HOUSING

Provides a safe and comfortable environment for people with behavioral health, substance abuse, or co-occurring disorders with the ultimate goal of independent living.

### SUPPORT COORDINATION

Assists children, adults and elderly with disabilities and individuals with behavioral health needs in accessing needed services to increase their independence.

### CRISIS SERVICES

Delivers immediate community-based treatments and interventions for families in crises to support individuals in need.

**" I thank God for Easterseals Louisiana. They saved me from the streets and being homeless when I became displaced. "**

**- ESL 2020 Participant Satisfaction Survey**



### FAMILY SERVICE COORDINATION

Assists children 0 to 3 in the EarlySteps Program access necessary supports and resources to overcome developmental delays.

### INTENSIVE COMMUNITY ENGAGEMENT

Moves individuals or households experiencing homelessness into their own apartment, using the Housing First approach.

### TRANSITIONAL HOUSING

Transitional housing refers to a supportive, temporary accommodation that is meant to bridge the gap from homelessness to permanent housing by offering structure, supervision, support, life skills, education and training.

## LEARN

### EXIT 318

A Continuum of Care which provides critical case management and wrap around services, including housing and employment supports, to assist the formerly incarcerated a successful return to their communities.

### PHOENIX PEER CENTER

Offers a range of activities and interactions between people who share similar experiences of being diagnosed with mental health conditions, substance use disorders, or both. The relationships built between a peer support worker and person seeking support promotes connection and inspires hope.

### EARLYSTEPS SYSTEM POINT OF ENTRY

Identifies, evaluates, and supports infants and toddlers, ages birth to 3, who may have developmental delays.



# 98.5%

**of Easterseals Louisiana Stakeholders said they would recommend our services to those in their communities!**

## WORK

### EMPLOYMENT RESOURCES & REFERRAL

Offers a range of resources that helps prepare individuals for the work force.

## PLAY

### CAMPERSHIP

Partners with Camp Able to provide funding for summer camp tuition for children and young adults with disabilities.

## ACT

### ADVOCACY

Serves as a leader to educate policy makers and advocate for investments in and system change for individuals with disabilities.

### COMMUNITY ENGAGEMENT

Support from a network of volunteers, advocates, donors and vendors who assist us in sustaining our mission by supporting fundraising events.



# COMMUNITY ENGAGEMENT

Easterseals Louisiana events help us drive change and awareness in our communities. Although our spring 2020 events had to be postponed due to health concerns during COVID-19, our fall 2019 was full of wonderful fundraisers and community outreach events!



## Sealed in Style Gala

We had a wonderful evening celebrating 100 Years of Easterseals on August 10th at the Metairie Country Club. The night's honoree's included Jerzae Forges, a participant from our Thibodaux office who was awarded with our 2019 Champion of Courage Award. We also honored Ms. Vicky Magas with our Edgar Allen Rotarian Award for her outstanding work in our community through Easterseals and her local Rotary Club.

## National FOP Convention

We were honored to represent Easterseals at the National Fraternal Order of Police Biennial Convention in New Orleans. We enjoyed spending time with the Brothers and members of the Auxiliary celebrating our long partnership! Members of the FOP go above and beyond sharing their time, talent, and treasure with Easterseals Affiliates across the country each and every year. We are thankful for their support



## ESL Tailgate

ESL kicked-off another 100 years at our Easterseals Tailgate at the Locombe Recreation Center. There was dancing, games, lots of food and even more fun!

## Alexandria Dance

Our ESL Alexandria Office hosted their annual participant dance. This year with a country honky-tonk theme with everyone in their best boots & jeans! We had a great time celebrating our participants and dancing the night away!

## 9th Annual Golf Classic

Over 100 golfers joined us for a wonderful day of fun and games! Our 9th Annual Golf Classic was a huge success raising over \$20,000 for ESL's disability services!



## Gumbo & Geaux Motorcycle Run

We joined the Invictus Defensors LEMC & Bellatorum LEMC as they raised funds for our disability services at the Gumbo & Geaux Motorcycle Run! All the fun started and ended at 3 State Harley-Davidson in Bossier City, LA with food, live music, a silent auction, raffle, vendors and more after a great ride through Northwest Louisiana!

## Fall Extravaganza

Our Fall Extravaganza was a blast as our Monroe, LA community came out to learn about ESL, play games and make crafts at our fall carnival.



## Sabine's Got Talent

On February 7th we held our 5th annual Sabine's Got Talent at the Sabine Theater in Many, LA. The night was a great success with youth from the area performing to help raise funds for ESL's disability services!

# PROGRAM SPOTLIGHT

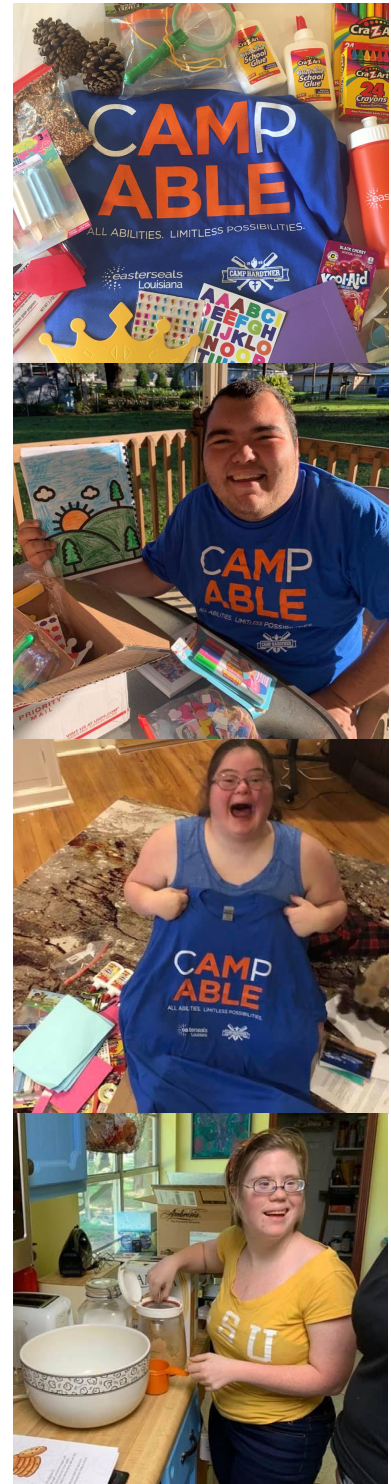
## CAMP IN A BOX

Easterseals Louisiana's Campership Program is in partnership with Camp Hardtner in Pollock, LA who annually hosts their Camp Able one week session every summer. From campfire sing-a-longs and late-night ghost stories, to boating, nature walks, swimming, and arts and crafts, Camp Able provides the same excitement and activity available at other summer camp programs. The difference? Camp Able's campers experience the joys and challenges of camp in an accessible setting. Through sessions at Camp Able it is ESL's goal to provide a healthier, happier, longer, and more productive life for children and adults of all abilities. Annually, Easterseals Louisiana covers the cost of tuition for twenty to twenty-five campers.

Due to COVID-19 and for the safety of all campers, volunteers and employees, Camp Hardtner was unable to host Camp Able this year. That did not stop us here at Easterseals from making sure that all campers had the best experience they could. ESL went above and beyond and created 52 boxes, one for every camper and the several that were on the waitlist for camp this year.

Easterseals Louisiana Vice President of Strategic Initiatives and Partnerships, Matthew Wallace, shares, "We really wanted to make sure that our campers knew we were thinking about them. Many found the news of camp being cancelled such a disappointment, so many other things in their life has changed in the last year because of the pandemic, but we still wanted camp to be there for them. We worked with our friends at Camp Hardtner to make sure we could include as many activities as possible that they would have typically experienced at camp. From coloring pages, to making cookies and an outdoor scavenger hunt, we wanted them to still get a fun camp experience. We waited until it started to cool down a bit to mail the camp-in-boxes out so that they could go outside and really immerse themselves in the activities. We hope they have as much fun as we did with putting them all together!"

As you can see from the photos, our campers loved their camp in a box surprise and we were so happy to be able to continue the camp tradition in a time when so many other things around us have had to change. We look forward to being back at Camp Able once it is safe to do so!





# 2020

## BY THE NUMBERS

**12,789**

pieces of various PPE items donated and distributed to our offices for ESL staff and participants to keep them safe from COVID-19

**2,164**

babies were supported by our SPOE Program

**4**

the number of new programs started so that we can better serve our communities

**52**

slime kits, bug catchers and coloring books were sent to Camp Able Campers who couldn't attend camp this year

**2,160**

meals provided to our participants at our Mid-City Residential Facility

**7,716**

telehealth visits for home & community based waiver participants

# EASTERSEALS IN LOUISIANA

Easterseals is committed to caring for children and adults with physical and intellectual disabilities and special needs resulting from any cause -- whether diagnosed at birth or incurred through disease, accidental injury or the aging process. Easterseals Louisiana is proud of the fact that our families served come from many diverse backgrounds. At the core of our organization is a common passion for caring, shared by our staff and by those who support our mission.



## Region 1: New Orleans

Executive Leadership  
EarlySteps SPOE

## Region 3: Thibodaux

Support Coordination

## Region 6: Alexandria

Support Coordination  
EarlySteps SPOE

## Region 7: Shreveport

Behavioral Health  
Exit 318  
Mid-City Residential Facility  
Support Coordination

## Region 8: Monroe

Behavioral Health  
EarlySteps SPOE  
Peer Phoenix Center  
Exit 318

## Region 9: Covington

Support Coordination  
Family Service Coordination

" Over the past year ESL has grown so much. I am so thankful to work for Easterseals Louisiana. I have had a lot of personal growth through the years, which can be contributed to ESL! "

- ESL 2020 Employee Satisfaction Survey

# FISCAL YEAR 2019-2020

## Public Support & Revenue

Program Service Fees	\$ 6,318,572
Contributions/Grants	\$ 3,984,966
Special Events & Charitable Gaming	\$ 1,347,254
Investments	\$ 50,405
Miscellaneous	\$ 26,505

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**Total Support Revenue** **\$ 11,721,702**

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**\$127,700**

dollars raised  
by our local  
communities  
to support our  
programs and  
participants  
through  
COVID-19 and  
beyond

**8,472**

individuals  
served and  
supported in  
our  
communities  
during  
2019 - 2020  
fiscal year

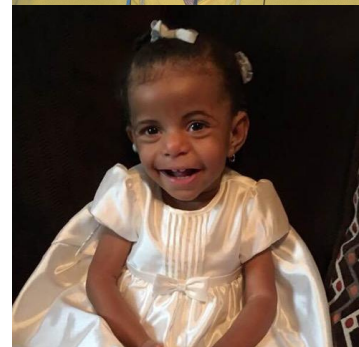
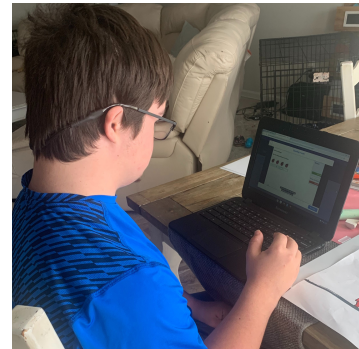
## Expenditures

Direct Services	\$ 8,921,468
Management & General	\$ 1,103,296
Special Events & Charitable Gaming	\$ 1,315,522
Support to National Programs	\$ 52,128

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**Total Expenditures** **\$ 11,392,414**

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