



2022 ANNUAL REPORT



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Leading the way to 100% equity, inclusion,
and access for people with disabilities,
families, and communities.

Illinois | Kansas | Missouri

friends@esmw.org
easterseals.com/midwest



Dear Friends,

For generations, Easterseals Midwest has been helping thousands of families, children, and adults with disabilities access programs designed to enrich their lives and empower independence. This past year alone, we supported **nearly 6,000 people** through an assortment of programs, services, and supports. We also made it our goal to better educate community leaders, legislators, and the general public about disabilities and the disability community.

The heart of this work is advocacy. As you'll read in this report, FY22 was a turning point for this work. We mobilized **hundreds of grassroots advocates**, including people we support, families, friends, and volunteers, to educate state legislators. These advocates made countless calls, wrote letters, sent emails, testified before the House and Senate, and met with our elected officials, including the Missouri governor, to provide critical education about the needs of people with disabilities.

While we celebrate the successes of the past year, we do so knowing that the need for Easterseals services is growing rapidly. **More than 350,000 Missourians live with a developmental disability**, and many of these individuals are living with an aging caregiver. We are planning now to ensure Easterseals can be there for every person who needs our services today and into the future.

With supporters and advocates by our side, we know we will succeed. Thank you for your support of people with disabilities, and of Easterseals.



Greg Meier
Board Chairperson



Wendy Sullivan
Chief Executive Officer



Fiscal Year 2022 at a Glance

empower | advocate | innovate | connect

At Easterseals we know that living out our values will change the world. Here's a look at some of our accomplishments this year:



727

Recruited and trained grassroots advocates



93%

Satisfaction rate



37%

Increase in direct support staff wages

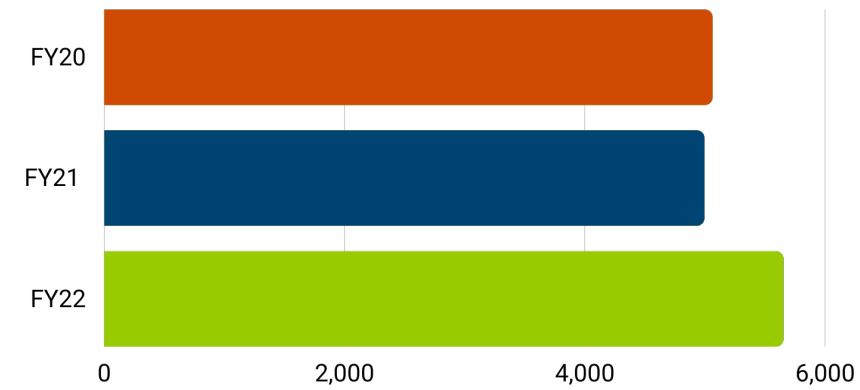


600+

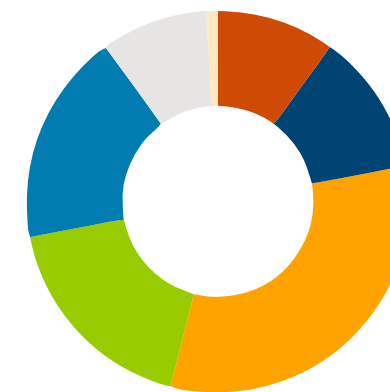
Police officers and First responders educated about disabilities

Program Participants

We increased the number of people we served by 12%



Ages Served



Age Range	%
0-2	10
3-5	12
6-14	32
15-19	18
20-34	18
35-64	9
65+	1

People Served by Program



Services	%
Autism	64
Community Living	10
Early Childhood	10
Employment	17

Our Services

Use the QR codes to watch these stories online.



AUTISM SERVICES

Meet Owen.

When Kevin learned that his son Owen had autism, he wasn't sure where to turn - until he found Easterseals. Meet Owen and Kevin, and hear first hand their journey through Parent Training, Behavior Therapy, and all the ups and downs of parenthood.



EMPLOYMENT SERVICES

Meet Sami.

Through Easterseals, Sami was able to find a career she loves, where she can grow and thrive each day. We can't wait to see what all Sami can accomplish!



COMMUNITY LIVING SERVICES

Meet Michael.

Michael's condition is rare, and his parents struggled to give him the support he needed to live safely at home. Easterseals offered Michael a whole new world of independence.



EARLY CHILDHOOD SERVICES

Meet Kelly.

Like many new parents, Kelly needed some support with taking care of two young children. Through our award-winning Home Visiting program, Kelly learned how to be the absolute best mom possible.



MEET JYRA

Jyra was diagnosed with autism at a young age. Today, Jyra is able to communicate using a Language Acquisition Motor Planning (LAMP) Device, but this wasn't always the case.

For many years, Jyra struggled to express herself and to be heard. Although it was apparent from the beginning of Jyra's therapies that she could read some numbers and letters, she didn't show this skill consistently.

The turning point for Jyra came one day during a Music Therapy Session at Easterseals. What began as a simple exercise to assess her interest in some new material turned into a pathway to better connect Jyra's caregivers to her. While interacting with some letter cards and wooden letter blocks, Jyra began arranging the letters, and organized them perfectly from A to Z. She then used her LAMP device to communicate each letter perfectly.

This was a crucial moment in understanding Jyra; connecting her LAMP device to the activity she was performing. Breakthroughs continued after that session. In the following Music Therapy session, Jyra grabbed a small wooden bee and used her LAMP device to communicate "one." Then grabbing a second, she communicated "two." She continued adding blocks and counting, all the way to 10.

Jyra has since continued to expand her communication skills and connections to those around her. Now, at eight years old, is engaging in two-way communication. She can express her needs and wants.

Her communication is still blooming, and we look forward to unlocking even more tools for Jyra to use to participate fully in the world around her.

Program Spotlight | Autism
Expanding services and raising awareness to meet growing need



300

We hope to expand our services to an additional 300 children in 2023 thanks to the ongoing support of donors like you.



1 in 44

children in the United States has or will be diagnosed with autism.



700+

attended the annual Easterseals autism conference online.



MEET **NICHOLAS**

In March, Nicholas and his family came to Easterseals for help.

Like many children with autism, Nicholas often displayed dangerous behaviors. Unable to control, monitor, or even express their emotions, children with autism can become overwhelmed, and often communicate that through aggression. Nicholas was aggressive toward himself and others and would often break things around him. Often his sister had to be kept away from him out of fear he would harm himself or her.

Once they entered therapy at Easterseals, our autism specialists began by developing a behavior support plan designed specifically for Nicholas. In the months since, Nicholas has

made leaps and bounds with his behavior. He greets and plays with his peers, participates in circle time, and interacts with his autism specialists and family all in a safer manner. Nicholas' parents have reported many firsts for him, like his first trip to the grocery store, bedtime stories with both him and his sister, riding a scooter, and even using a fork. Things that we may take for granted are grand milestones for Nicholas and his family.

"I am so, so grateful that I made the decision to get him off the waiting list, even if I wasn't initially sure how we would get him there each day," Nicholas's mother said. "He is finally thriving."

We can't wait to see even more firsts for Nicholas.



Program Spotlight | Employment

Kansas Program & Support Expansion

Learn more



Easterseals is proud to provide services in every county in the state of Missouri, but we know there is much more work to be done to ensure that all residents in our territory have access to our full range of programs and services.

In 2018, we assumed programming responsibilities from a former Easterseals affiliate in Kansas, adding this territory to our service area. Until this year, we've primarily served Kansas residents living in or near Kansas

City. Throughout 2022, we worked closely with Kansas county and state funders, provider associations, self-advocates, parent groups, and higher education institutes to address the significant unmet need within the state, particularly among rural communities.

We hope to finalize contracts with several Kansas state funding agencies soon, and have set the goal of providing programming to at least 100 people with disabilities in Kansas in 2023.



MEET STILLFONE

Stillfone began receiving Community Living Services with Easterseals in 2016. Part of this program is determining individual goals and receiving the support necessary to reach them. When Stillfone joined Community Living, his main goal was to find and keep a competitive job.

Before our services, Stillfone had been employed but struggled with the social skills he needed to keep a job. In 2018, Stillfone enrolled in our Pre-Employment Program. There, Stillfone practiced social skills, learned the difference in professional versus social demeanors, and received Behavior Therapy.

By 2021, Stillfone was ready to try again. When he was establishing his goals for the year he told his team, "I'm ready to make my own money,

support myself, and become more independent." Stillfone's Pre-Employment training was put into action, and he began applying for jobs that interested him.

In February of 2022, he was offered a job at McDonald's. Starting out, Stillfone worked two days a week completing food preparation and cleaning the store. After just one month of employment, his supervisor noted his hard work and added another day to his schedule.

Stillfone's commitment to his goal, along with the help and support of his Community Living and Pre-Employment teams, has led Stillfone one step closer to reaching his ultimate goal - becoming independent and self-supporting.

Program Spotlight | Community Living **Self-Determination in Action**

Historically, people with disabilities have limited control over their lives. Parents, guardians, agencies, and funding may dictate everything from where a person lives to what kind of job they have, their roommates, or how they spend their time and money. The Self-Determination in Action Project focuses on a core truth: when people with disabilities advocate for themselves and their rights, it builds public awareness and makes change possible.

Since the program was founded in 2021, Easterseals has supported over 300 people with disabilities to become self-advocates. Over the last year, we have expanded these efforts regionally to include Springfield, Joplin, and St. Joseph, Missouri.

Last year, self-advocates provided 10 community presentations to more than 1,000 people across Missouri to educate others on the importance of the program. We also launched three regional Individual Engagement Committees in St. Louis, Kansas City, and the southwest region. Each committee is made up of and governed by people with disabilities so they have power, voice, and authority to influence and promote inclusive and person-centered practices at Easterseals.

In 2023, our goal is to engage 500 people in the program by the end of the calendar year.

Learn more!



MEET **LEONARD**

We believe that everyone has a right to a warm, safe place to call home. In 2016, that wasn't the case for Leonard. Leonard was homeless, and in immediate danger of losing his bed at the homeless shelter because of his behavior.

Easterseals was called to help Leonard better understand the shelter's rules, and the consequences of not following them. After his spot was once again secure, our staff got to work finding Leonard a more permanent housing solution.

The first step was helping Leonard obtain the documents required to receive assistance. It took planning and hard work, but in less than a year, Leonard was receiving state support and had a housing voucher. With these new resources, Leonard was able to get an apartment of his own.

As excited as Leonard was with his newfound freedom, he was still struggling. Leonard has a big heart, and his dedication to giving back to those around him is unmatched. Unfortunately, his generous spirit was often taken advantage of by people around him. He was giving away the money he needed to sustain himself and was letting old friends and acquaintances stay with him. He soon was forced to move after two of these guests brought bed bugs into his home.



Leonard's team knew something had to change. So they asked him, when he moved to his new apartment, what was the single most important thing to him.

The answer? A roommate.

So the search began. It didn't take long for our team to find someone who they thought would be the perfect fit for Leonard. And with help from a grant, the community pitching in, and staff donations, Leonard left his bed-bug ridden apartment and his old ways behind.

Today, Leonard is thriving. He and his roommate get along great. The pair have become close friends with a few other guys living close by, and they often get together to hang out. Leonard pays all of his bills early. While he's still known to gift anything extra to friends and family in need, he makes sure his needs are met first.

Leonard also enjoys giving back to the community he came from. Every Friday, Leonard makes and hands out peanut butter and jelly sandwiches to the homeless. During heat advisories, he goes to homeless hotspots and delivers water. He also often delivers baked goods to the shelter near his apartment. Leonard's journey has led him full-circle, from needing help to get off the streets to helping those whose place he was once in.

Program Spotlight | Community Living

Reducing Health Disparities through Technology

Despite improvements in recent years, people with developmental disabilities continue to have shorter life expectancy and suffer more often from chronic conditions like heart disease and diabetes. Tragically, the COVID-19 pandemic put these disparities into sharp focus. People with disabilities suffered a much higher rate of COVID-related hospitalization and death.

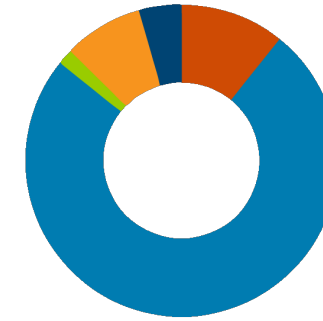
Easterseals has been leading the way to explore innovations and supports that will help combat these issues. Last year, Easterseals expanded our use of the disability-focused telehealth platform StationMD. We also hired a Medical Director and Health Services Director to provide additional medical expertise and oversight to our staff.

Already, StationMD has proved to be a life-saving tool for individuals we serve. By accessing healthcare remotely, individuals have faster access to care and are able to avoid the risks of an emergency room visit. In fact, we've seen a 93% reduction in emergency room visits since we implemented the program. When individuals are referred to a doctor or hospital, the StationMD physician is able to facilitate their care and ensure proper follow-up care is provided when they come home.

StationMD is just one of many tools that Easterseals can use to help individuals we support live healthier, more independent lives.



FY22 Financials

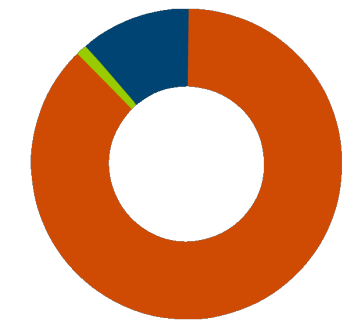


Revenue

	%
Autism	10.8
Community Living	74.9
Early Childhood	1.6
Employment	8.3
Development	4.4

	\$
Autism	\$8,329,005
Community Living	\$57,719,210
Early Childhood	\$1,204,091
Employment	\$6,352,048
Subtotal	\$73,640,354

	\$
Provider Relief Fund revenue	\$627,773
Contributions and grants	\$824,770
Nonfinancial assets	\$112,055
Fundraising	\$1,665,671
Administration	\$156,789
Miscellaneous Income	\$109,941
Total	\$75,462,814



Expenses

	%
Programs	87.5
Administration & Facilities	12
Fundraising	1.2

	\$
Autism	\$7,588,363
Community Living	\$49,740,563
Early Childhood	\$1,142,171
Employment	\$6,352,048
Subtotal	\$63,551,930

	\$
Programs	\$63,551,930
Administration & Facilities	\$8,198,260
Fundraising	\$839,184
Total	\$72,589,525

Spotlight | Marketing

Be More!

In an effort to combat the ongoing Direct Support Professional (DSP) Workforce Crisis, Easterseals created and implemented the Be More campaign, an advertising campaign designed to attract new employees.

The campaign centered on Earning More, Growing More, Being More at Easterseals, invites individuals of all work backgrounds to learn about the various positions offered at Easterseals. Straying from the general “Now Hiring” approach, the campaign highlights specific positions, highlighting an overview of what each position entails.

The award-winning campaign scales across all social media platforms, using static Facebook and Instagram ads, video Facebook and Instagram ads, and billboards. Launching in July and running through November, this campaign increased website traffic to the careers page by nearly 20% compared to the previous year.



Spotlight | Human Resources

The Team

In addition to raising wages, we are making changes within our organization to provide additional support to staff. In FY22 we implemented a new supervisor structure in our Community Living division as well as a new face-to-face onboarding process to make sure new staff have the tools and support they need during their first 90 days at Easterseals.



5 yrs. 1 mo.
Average tenure at Easterseals



\$15 - \$22.50
We increased direct support staff wages



Spotlight | **ADVOCACY & PHILANTHROPY**

Advocacy in Action
Women's Giving Collective
Corporate Partnerships
Legacy Society
Friendraising



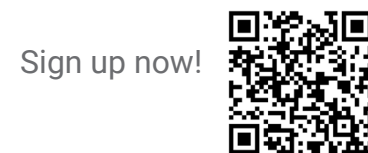
Advocacy in Action

It's crucial for us to educate our legislators about the needs of the disability community and the essential workforce behind them. In FY22, we were able to advocate for a 10% increase in government funding and 20% in Missouri Department of Mental health funding.

We enrolled 727 advocates into our advocate network, utilizing this network to engage a total of 92% of the Missouri House Budget and Senate Appropriations committees members, contacting them via phone calls, virtual meetings, and in-person meetings to educate them about Easterseals' mission.

We continue to expand our impact in Kansas, currently working on developing and soon implementing a new public policy strategy for this region. In FY22, in collaboration with provider organizations in the area, we met with 16 Kansas legislators to discuss our mission and expansion into the state.

Sign up for Advocacy Network to stay informed on what's happening in Missouri legislation, take action when needed, and help us share important advocacy information.



Women's Giving Collective

Learn more!



Launched on January 1, 2022, the Women's Giving Collective is a group of Easterseals donors designed to empower and engage women in philanthropy and generate support for Easterseals. Inspired by a transformational gift made by philanthropist MacKenzie Scott to Easterseals in 2020, the group engages donors, affects positive change, and helps shape the future of our organization through strategic grant-making.

Each year, funds from the Collective will be designated through a grant process to support projects proposed directly by Easterseals staff members. Each January, staff will submit grant proposals for innovative and unfunded programs, and the Collective will come together to review submissions and designate funds.

All funds raised by the Collective will be matched dollar-for-dollar from a portion of the endowed Ms. Scott gift, magnifying the impact of Ms. Scott's incredible investment and that of each WGC member.

At the end of FY22, the Collective had raised \$18,756. The first grant approval process will begin in 2023.



Corporate Partnerships

Learn more!



We work closely with our Corporate Partners to create mutually-beneficial fundraising campaigns, educational trainings and workshops to help make workplaces inclusive for all, and coordinated awareness campaigns to amplify the Easterseals mission.

We partner with a variety of corporations, organizations, and businesses, optimizing each partnership to best benefit and support each organization.



Our Legacy Society recognizes donors who ensure Easterseals future by naming us in their will or estate plans. Legacy Society gifts provide a foundation of future support for the full range of Easterseal's services—from community living and autism services, to early childhood education and employment services.

Legacy Society

Learn more!



One in four people live with a disability. Your spouse, child, next-door neighbor, or your coworker - we all have someone in our lives affected by disability. There are so many ways you can make a difference for Easterseals while in the comfort of your own home.

Deciding that you want to help is the easy part. Through Facebook fundraising, hosting an event, friendraising online, and AmazonSmile, you can make a difference in the lives of people with disabilities more easily than ever.

Friendraising

Learn more!



Your Impact

Our mission would not be possible without the kindness of our many donors, sponsors, and supporters.



\$2,202,300

Dollars raised in 2022



780

New Donors



820,663

Revenue increased in 2022



345

President's Circle Members
(Calendar Year 2022)

Why We Give | The Crowes

Jenny and Paul's first daughter, Maggie, was diagnosed with autism at a young age. When their pediatrician challenged them to find the tools Maggie needed to thrive in the world around her, they turned to Easterseals. Through Parent Training, Jenny and Paul learned how to best support Maggie in everything she does and they know that in the future, no matter where life takes Maggie, Easterseals will be there to support her in any way she may need.

"So many critical programs are available at Easterseals because of donors like you. As we look into Maggie's future, there are many what-ifs and many unknowns. What we do know is we have an ally for Maggie in this wonderful organization. As a teen, Maggie will receive assistance with job training and support through easterseals. As an adult, she can rely on Easterseal for social groups and community outings. And when Paul and I have passed away, we take comfort in knowing that Easterseal will be there to support Maggie in her own home, to provide her the guidance and assistance she requires to live and be independent, safe, healthy, and above all, happy. Easterseals is full of angels... each and every one of you makes the world a better brighter place for people like my daughter."

- Jenny Crowe
Board Member, and WGC Co-Chair

Watch Maggie, Jenny, Paul, and Nora's full story below.



CONTRIBUTION FORM

You can help make a profound difference in the lives of people with disabilities.

DONOR INFORMATION

Name _____
Phone _____ Cell Home
Address _____
City _____ State _____ Zip _____
Credit Card Number _____
Exp. Date (MM/YY) _____ CVV Code _____
Email _____

Gift Amount \$ _____
With a gift of \$1,000 or more, you will become a member of the President's Circle.

GIVING OPTIONS

- Check Enclosed (Please make payable to Easterseals Midwest)
- Please charge my credit card (include information above)
 - Visa
 - MasterCard
 - Discover
 - American Express
- I have made a gift of stock*

SEND COMPLETED FORM TO

Easterseals Midwest
Attn: Development
11933 Westline Industrial Dr.
St. Louis, MO 63146

DONATE THROUGH OUR WEBSITE



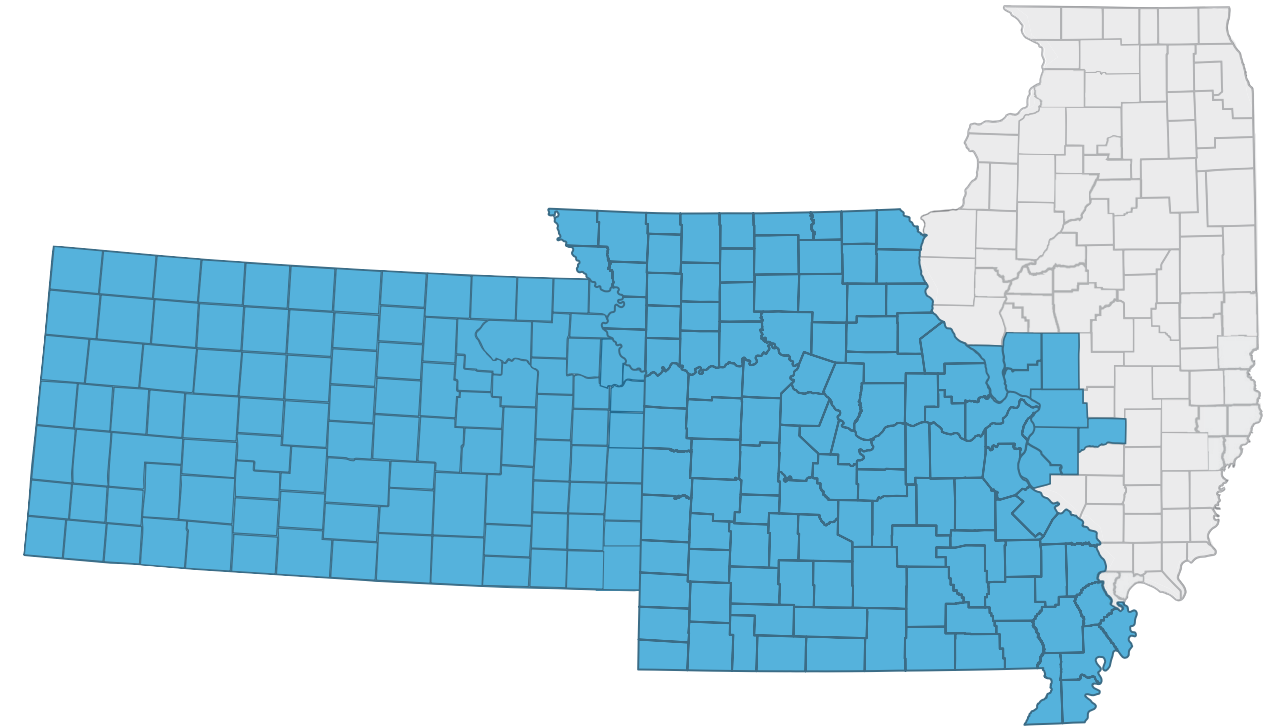
*Please use the following information to make a gift of stock, and use this form to notify us of the gift:

U.S. Bank N.A. 10 N. Hanley Road
Clayton, Missouri 63105

DTC#2803 | Account# 080017738600 | Tax ID# 43-0979927

You may receive an appeal from Easterseals National headquartered in Chicago, Illinois, which supports national advocacy programs, research, administration and international programs. A gift to Easterseals Midwest supports programs, educational programming, and advocacy in our local community.

Thank you for your support!



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Leading the way to **100%** equity, inclusion,
and access for people with disabilities,
families, and communities.



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