



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

FALL 2018

## What is Easterseals?

For nearly 100 years, Easterseals has been the indispensable resource for people and families living with disabilities. Throughout all of life's moments—from the extraordinary to the ordinary and everything in between—Easterseals is here to help people and families realize and reach their full potential.



## Upcoming Events

**NOV 1-30**

Rose Parade Float Flower Campaign

**NOV 12-DEC 31**

End of Year Empowerment Campaign

**NOV 27**

Giving Tuesday



## Easterseals Celebrates 100th Anniversary with a Float in the 2019 Rose Parade®

To kick off the celebration of Easterseals' 100th anniversary, we are excited to announce that we will have our first ever float in the 2019 Rose Parade® presented by Honda in Pasadena, Calif. on New Year's Day. Our float is themed 'Celebrating Easterseals. 100 Years of Disability Services.'

"We are all looking forward to sharing our mission and legacy with millions of television viewers who tune in to the parade worldwide as well as those who attend the parade in Pasadena," said Mark Whitley, CEO, Easterseals Southern California.

The float will feature a 20-foot tall, three tiered cake with stylized icons of people representing disability inclusion decorating each layer. Surrounded by animated pinwheels and festive decorations, the cake will be topped with flickering candles displaying the number 100. There will also be gifts on the float representing Easterseals' work to help people with disabilities to live, learn, work and play in their local communities.

Float riders will be individuals from across the nation who have benefited from Easterseals services and whose stories represent the impact Easterseals has on millions of individuals with disabilities over the past 100 years alongside staff members whose work has also impacted lives.

### YOUR DONATION CHANGES LIVES!

Start today with a tax-deductible gift to Easterseals Southern California  
[www.easterseals.com/southernca](http://www.easterseals.com/southernca) or call (714) 834-1111 x5175

## Easterseals Southern California serves

over **10,000 people**

a day with developmental

disabilities or other needs at

**65 service sites**

in **10 counties** including

Los Angeles, Orange, San Diego,

Imperial, Kern, San Bernadino,

Riverside, Ventura, Santa Barbara

and San Luis Obispo

- **Adult Day Services**
- **Autism Therapy Services**
- **Child Development Services**
- **Bob Hope Veterans Support Program**
- **WorkFirst**
- **Living Options**
- **Camp**

## Join the Easterseals Presidents' Council

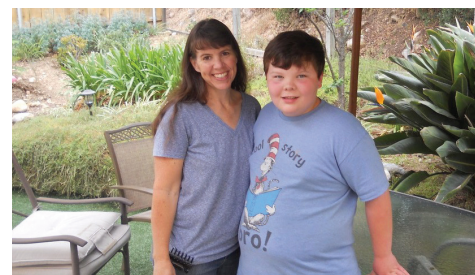
The Presidents' Council is the premiere giving program that recognizes donations of \$1,000 or more. Presidents' Council members make a difference in the lives of individuals and their families through their support of services that assist people with disabilities to work, live independently, and be active in their communities. Presidents' Council membership also comes with customized benefits. We look forward to you joining our program! For more information call **(714) 834-1111 x5175**.

## Craig Conquers Behavioral Issues with Help from Easterseals Autism Therapy Services

Before Craig began working with Easterseals in 2012, his family had tremendous difficulty taking him out in public to do simple tasks like running errands and going shopping. He would often throw tantrums and fall to the ground inconsolably, making everyday outings a challenge. As a nine-year-old on the Autism Spectrum, Craig had great difficulty asking to have his needs met and had very limited self-help skills. Craig began receiving ABA from ESSC's Autism Therapy Services with Behavior Interventionists coming to his home.

His mom Amy said, "I felt like they were meant to be with us." Craig worked with different Behavior Interventionists throughout his five years with ESSC.

Melanie Vorman, who started out as a Behavior Interventionist, later became Craig's Program Manager. "When he first started, he had frequent tantrums which included falling to the floor, yelling, and pulling on another person's arm when he was denied access to a preferred activity," Melanie explained. "Over the past five years he has made vast improvements. He no longer has tantrum behavior and has improved his coping skills in the home, at school, and in the community. The clinical team worked on community outings with his parents both through direct intervention and parent consultation. He is now able to go on shopping trips with his family without having any problem behaviors. In addition, he became very successful at completing an Independent Activity Schedule and



enjoyed completing activities and crossing them off the list."

These behavioral changes had a positive impact for the entire family. "They taught Craig how to communicate, be patient and understand how to get his needs met," Amy explained. "He graduated out of services because he doesn't have behavioral problems any more. When he got too big for me to pick up I was worried I wouldn't be able to go out in public any more. But Easterseals changed him to a young man who can act appropriately. He is very happy now. I couldn't be more grateful."

She added that ESSC programs were also helpful to Craig's younger sister, Kate. "They supported Kate through (SibShops, workshops arranged for siblings of individuals receiving services from ESSC). It was a safe space for her."

Amy wants to encourage other families in similar situations to persevere and know that help is available. "I hope that other parents who have kiddos like my Craig who are struggling know that it gets better—don't give up," Amy said. "A lot of parents who are deep in the trenches at home with their kiddos don't know how to find help. I hope that pediatricians all around know about Easterseals and tell their patients about it." ■



ESSC's Bob Hope Veterans Support Program client Robert Napier threw out the first pitch at the San Diego Padres game.

Representatives from Easterseals Southern California (ESSC) and CVS Health participated in the San Diego Padres pre-game ceremony at Petco Park in August. CVS representatives were on hand with their generous support and a veteran from ESSC's Bob Hope Veterans Support Program threw out the first pitch of the game. Air Force Reserve veteran Robert Napier, who was the 675th service member to achieve employment through the program, did the ceremonial opening pitch.

"Easterseals gave me the confidence and ability to follow through and stay the course," Robert continued. "I'm happy, excited and thankful to move forward with my life." ■



### "I JUST CAN'T GIVE RIGHT NOW" ... Consider Legacy Giving

Have you ever thought, "I wish I could support Easterseals, but I just can't right now?" Well, the good news is that you can probably do more than you thought—through Planned Giving. What if there was a way you could make a gift that could make a meaningful impact on the future of disability services at Easterseals and still keep your cash while you are alive? There are simple ways you can make a gift without writing a check.

A gift in your will or trust is the gift that anyone can afford and it costs you nothing while you are alive. You retain full control of your assets during your lifetime and your charitable gift to Easterseals is received after your estate/trust is settled. As part of your estate planning process, simply request that your attorney include Easterseals Southern California as a beneficiary of a specific sum, a specific asset or a percentage of your estate. Don't have a will or a trust? Order our free **PLANNING FOR THE FUTURE GUIDE** to get started today! Our Planned Giving team will be happy to help out **(714) 834-1111 x5027**.



## Thank You

A great big thank you to the folks at Mike Thompson's RV Superstores who raised \$42,804 for Easterseals Southern California at their Annual Charity Golf Tournament on July 23. MTRV, the largest volume selling dealer in California, is a family owned and operated company with locations in Los Angeles, Orange County, Riverside and San Bernardino, and has selected ESSC as their charity of choice!



MTRV's Marketing Director Dave Revere, and Business Systems Analyst Veasna Duong present check for \$42,804 to ESSC's Julie Reynoso at their Fountain Valley location. ■





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**Your Name  
 on Easterseals'  
 Float in the  
 2019 Rose Parade®  
 Presented by Honda**



For millions of people around the world, the Rose Parade is an iconic New Year's Day tradition. 2019 marks the beginning of Easterseals 100th Anniversary and we're kicking off our celebration with a Rose Parade float.

You can be a part of this historic event! Purchase a vial with your name on it for \$10 to have your flower on the Easterseals float. This is also a great way to honor a loved one, a family member, a friend, someone who has inspired you, and more! ■

Price per flower: **\$10** Price per dozen flowers includes commemorative pin: **\$100**

**Questions? Please call 657.201.5175.**

Your Name \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State, Zip \_\_\_\_\_

Name you would like on the flower vial  
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Check or Credit Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

Exp. Date \_\_\_\_\_

CVV# \_\_\_\_\_