

# LEADING the WAY

SPRING 2022



**CELEBRATING  
INCLUSION**

**HELP A CHILD BLOOM  
THIS SPRING**

**GRATITUDE 2021**

**PHIL'S STORY**



# EQUITY INCLUSION ACCESS



## Message from our Chief Advancement Officer **Nancy Weintraub**

As we begin 2022 thinking about diversity, equity and inclusion, and the tremendous impact it has on our shared community, one first has to ensure there is equal access. Many of the strategic initiatives in our 2022 Vision and Impact Plan address that very issue — Access! I am so happy to share with you just a few examples of how Easterseals is increasing access to services for the disability community, making sure everyone feels 100% empowered and 100% included.

**Adult Day Services** is expanding its technology and virtual content lending library, enabling all of our participants access to high quality content anytime, from anywhere.

**Autism Services** is addressing the gap in access to therapy services for low-income and communities of color, making sure families get timely diagnoses and therapy referrals.

**Child Development Services** will be opening up a new, state-of-the-art child development center in North San Diego in order to serve more low-income children with quality education.

**WorkFirst Employment Services** is expanding its Customized Employment program to find meaningful employment for individuals with disabilities.

**Living Options** will be welcoming new participants to a home in Bellflower, providing an opportunity to live independently and gain access to the local community.

This need for unfettered access is core to full inclusion. We couldn't provide this level of access to the individuals we serve each and every day without your generous support. I look forward to your continued partnership this year as we make these 2022 goals a reality.

With tremendous appreciation,  
Nancy

## IN THIS ISSUE

**2** Message from our Chief Advancement Officer, Nancy Weintraub

**3** Help a Child Bloom This Spring

**4** Gratitude 2021

**6** Phil's Story

**7** Celebrating Inclusion

A group from Adult Day Services kicked-off the New Year by attending the Rose Bowl



*"Having the opportunity to attend the Rose parade with some of the Peer2Peer members was amazing. It was an epic time and I would recommend everyone to attend once in their lifetime with their family and friends to view these beautiful floats."*

— Gabriella Padilla



# Your Gift of Access Will Help a Child Bloom This Spring

In 1907, Ohio businessman Edgar Allen, lost his son in a streetcar accident. This tragedy prompted the realization of the inadequacies in access of care for children with disabilities and special needs. He took his first step in realizing a vision of access and inclusivity through a campaign selling Easter "Seals" in the Spring of 1934, adopting the image of a lily - a symbol for Spring—as the official logo of the organization.

This Spring, 103 years later, our mission continues. Our Child Development Services provide the necessary support and expertise many children need, affordably, helping children—like Ethan—bloom like the lilies we see this season, helping them reach their potential.

Born prematurely, Ethan was experiencing mild delays in his development, and finding local, affordable programs was a challenge for his family. When they discovered Easterseals Child Development Services (CDS) and its center in Montclair, they knew it was a perfect match for Ethan's needs. Featuring state-of-the-art tools, individualized learning plans and additional support services for families, our CDS programs provide

the full scope of care. From the moment that Ethan walked into the classroom, he was met with professional guidance and quickly began to progress.

"Easterseals has helped him a lot," added James, his grandfather. "There are many things we love about this program but above all, we love seeing how much Ethan has been progressing and learning. It is night and day from when he first enrolled."

So, as we watch the lilies bloom this season, let's celebrate not only all that we've accomplished together since 1934, but our commitment to help the hundreds of children who participate with our CDS. Your gift **TODAY**, be it large or small, will inspire a positive start and give their families the support to help them continue on this journey with the right tools making the greatest possible impact on our littlest participants.

HELP A CHILD BLOOM THIS SPRING USING THE ENCLOSED ENVELOPE, OR VISIT [SOCAL.EASTERSEALS.COM/DONATE](https://SOCAL.EASTERSEALS.COM/DONATE) TO MAKE A SECURE ONLINE GIFT



# GRATITUDE 2021

## A Special Thank You to Our Longtime Partners

# THANK YOU

## WHERE YOUR



## GOES

IN 2021,

# 88%

OF EACH DOLLAR  
DONATED PROVIDED  
SERVICES TO

# 14,000

INDIVIDUALS  
& THEIR FAMILIES



### ◀ Century 21

For decades Century 21 offices in Southern California have been a generous sponsor of ESSC. Their offices compete through fundraising events in hopes to be in the top three. This year's winners are: Century 21 Desert Rock and Rose in 3rd, Century 21 Award in 2nd and Century 21 Peak coming in 1st! Thank you to the owners and

agents of these offices who independently fundraised through events, raffles, auctions and more. They also attended the Strides for Disability walk, and donate to the Century 21 Closing for Kids program. We are grateful for their continued partnership and commitment to our mission.



### ◀ Baker's Drive-Thru

Thank you Baker's Drive-Thru Restaurants for 33 years of partnership through the Round-up campaign, which ran from September through November last year, raising over \$117,000 in support of ESSC programs and services. To celebrate, ESSC teamed up with Baker's and the city of Fontana to create a family fun day for ESSC families at the Dodgers Dreamfield. Our Adult Day Participants were treated to a baseball clinic and played an exhibition game, while our Child Development Services families enjoyed games, booths, and prize.





# Steps Toward Equity, Inclusion and Access in our Communities



The Grand **Re-Opening of ESSC's Child Development Center** in Ventura hosted an event to showcase the renovations and expansion of the center—including the outdoor classroom and garden.

Over 100 guests enjoyed tours of the newly renovated specialized rooms, including the outdoor classroom curated by Garden by Eatin'. The event welcomed dignitaries from the City of Ventura along with speaker, Lupe Trevizo-Reinoso, ESSC VP of Living Options, who not only shared the impact CDS centers have had in her life, but also the impact the new center has on the community of Ventura.



ESSC's first-ever **Technology 4 Autism Movie Night**, held last July, raised over \$20,000, and included a special visit by ESSC's Autism Therapy robot, Hans, who was on hand to greet guests, demonstrating his tools for social skills interactions.

Afterwards, guests enjoyed a screening of Disney's *Big Hero 6* under the stars. Thank you to everyone who supported the event, including our sponsors Mark Bertrand, MSM and Capital Group.



The **Strides for Disability 3K Family Fun Walk**, took place in October and started with a surprising morning of rain, but didn't keep over 600 walkers and volunteers from showing-up in support of ESSC's programs and services.

To keep everyone safe, all registered participants received individual swag bags with shirts, medal, racer bib, sunglasses and other goodies. Our volunteers from Kids Can Cosplay were on hand to add some fun to the soggy morning. The annual event raised over \$106,000, again proving it's an ESSC community favorite!



# ACCESS: Phil's Story

For participants in Easterseals Southern California's Senior Day Services in Brea, music is one of the highlights of their day. The music does not come from the radio or from a streaming service but from their fellow participant, Phil.

"My father did not play his saxophone for forty years," shared his eldest daughter, Beth. "So you can imagine our surprise when he began to play again and remembered how to play so effortlessly."

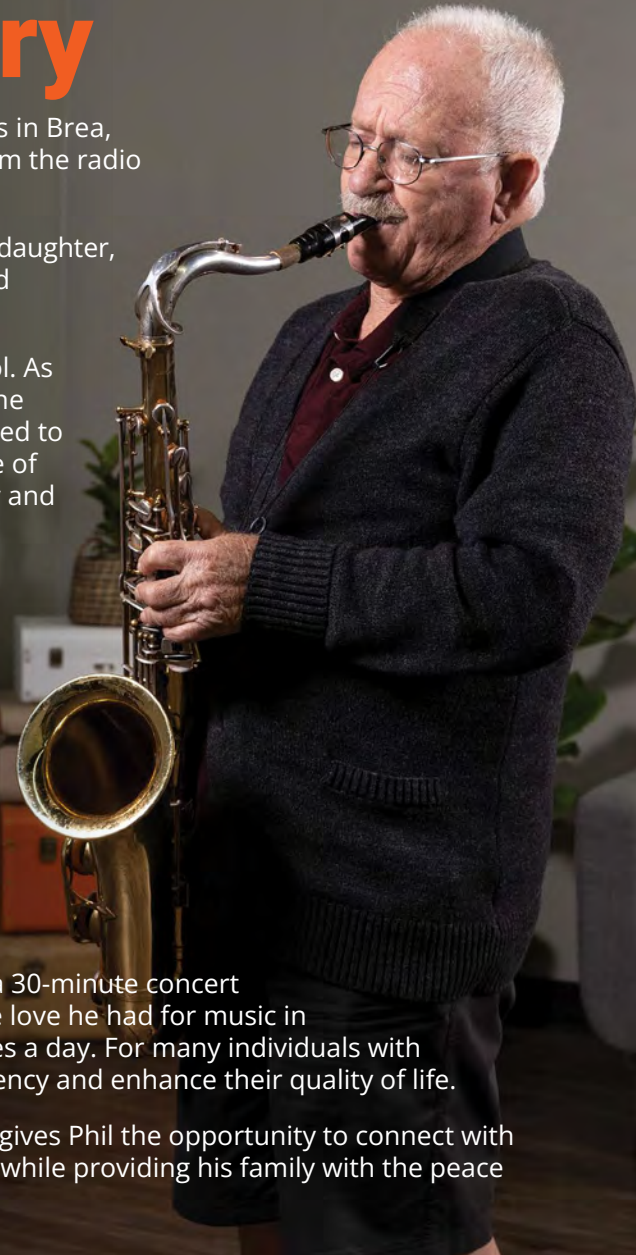
Growing up in Italy, Phil spent his youth playing the saxophone in school. As an adult, his musical talent led him to perform on cruise ships across the Caribbean. It was then that he met his wife, and together they immigrated to the United States and raised three children. During this time, Phil's love of music lay dormant as his priorities shifted to adjusting to a new country and raising his family.

It was not only the amount of time that had passed since he had last played that made his musical talent a surprise, but for the past ten years, Phil has lived with Alzheimer's disease. A condition affecting one's memory, Alzheimer's has provided a multitude of challenges with his recollection and ability to navigate on his own.

"As the Alzheimer's progressed, my family and I knew we needed to find support but we were lost on where to start," Beth shared. "It was such a relief when we found out about Easterseals Senior Day Services. After speaking with the Easterseals team, we no longer felt alone in this situation and were so grateful that there were programs and people to support families like ours."

Most days, Phil treats Easterseals associates and fellow participants to a 30-minute concert of classic jazz songs. Performing has sparked a fire in him, reigniting the love he had for music in his youth. At home, his family shares that he practices two to three times a day. For many individuals with Alzheimer's, engaging in activities and hobbies can provide personal agency and enhance their quality of life.

For Phil and his family, the Senior Day Services fills an important gap. It gives Phil the opportunity to connect with other participants and associates in a structured and safe environment while providing his family with the peace of mind that he is cared for during the workday.



## CREATING YOUR LEGACY



There is no better time than the present to consider designating Easterseals Southern California as one of the beneficiaries in your Will or Trust to ensure individuals like Phil continue to live a life

of wellness, independence and connection through our in-home and community based Senior Day Services.

To learn more, contact our Office of Planned Giving at 714-834-1111 ext. 5027 or [PlannedGiving@essc.org](mailto:PlannedGiving@essc.org)



# CELEBRATING INCLUSION AS WE SEE IT

In January, Amazon's Prime Video released a groundbreaking new series called *As We See It* that offers a rare and heartfelt look at twenty-something roommates on the autism spectrum navigating life and its hurdles. Executive Producer and Creator, Jason Katims, has a son with Autism and made it a priority to hire neurodiverse talent in front of and behind the camera.

Easterseals provided consulting on the series and promoted the launch on our social platforms. We also teamed up with Amazon during the virtual Sundance Film Festival to bring Jason and the cast together for a discussion highlighting the importance of authenticity in casting and representation.

The series is streaming now on Prime Video, and you can catch a replay of the panel on Easterseals Southern California YouTube page!



People with disabilities make up the largest minority population — some 61 million people strong. Their stories are meaningful, varied and too often go untold.



## Blippi Visits ESSC

Easterseals is partnering with Moonbug Entertainment's *Blippi* to celebrate and raise awareness in April which is Autism Acceptance Month. Join Blippi on a special episode where he goes on an adventure to Irvine Autism Therapy Services center and meets a new friend, Hans, our NAO robot, discovering how everyone learns and plays differently!

The episode is available to watch on the Blippi YouTube channel or from the link below:

Visit

[easterseals.com/southernca/ESSCBlippi](https://easterseals.com/southernca/ESSCBlippi)



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## Reasons To Donate Stock This Year

The donation of stock as charitable gifts has expanded in recent years. Easterseals Southern California is partnering with [DonateStock.com](http://DonateStock.com), a company that enables **YOU** to donate stock in minutes, saving a bundle on taxes.

- Avoid Capital Gains Tax of 18.8% - 40%
- Deduct the fair market value of the stock (regardless of your cost basis)
- Have greater impact by letting Easterseals keep the proceeds that would have gone to the IRS
- It's Fast, Safe and Free!



[DonateStock.com/easter-seals-southern-california-inc](http://DonateStock.com/easter-seals-southern-california-inc)