

A Year of Growth

"Growth is never by mere chance; it is the result of forces working together." James Cash Penney (1875-1971) was an American businessman and entrepreneur, who in 1902, founded the J.C. Penney stores. Under his leadership, this well known chain expanded from three stores in 1907 to over 1400 by 1929. Throughout his lifetime, Penney was known for his business acumen and philanthropic causes.

Easter Seals Southern Georgia experienced amazing growth during its 2014-2015 fiscal year. And that growth was a direct result of a bold strategic plan which kept both board and staff focused on the work at hand. As a result, accomplishments were noted across all program lines, in our financial status and in our efforts to raise awareness of the Easter Seals vision and mission.



**Vocational Director,
Kimberly Moore Willis**

The vocational program literally exploded. A new Director was hired, the department was restructured to meet the increased referrals from funders and staff hired to address the growing case-loads from Brunswick to Tallahassee to Americus and the far corners of Southwest Georgia. A full time staff person was assigned to the Tallahassee office.

A new group home that serves individuals who are medically fragile was opened in Valdosta and by the end of the year was full. Family Support funding increased dramatically, an intensive family support service component was added and new offices opened in Savannah and Americus. Additional funding was received for the Champions for Children program, allowing this unique



Brookview Group Home in Valdosta,



Savannah Office



Americus Office

statewide initiative to meet the needs of children who have fallen through the cracks in the Medicaid system.

The Easter Seals organization again received an unqualified audit with no management letter. We ended the year with an operating surplus designated to fund much needed building modifications and repairs. Easter Seals was one of very few providers of disability services to increase its minimum wage to \$9.05 per hour in an effort to recruit and retain qualified, competent, caring direct care staff.

A consulting company was hired to complete a communications survey and a plan was developed that will be launched later in the coming year to enhance both internal and external awareness. Dynamic new videos were developed that highlighted programs, promoted employment and our laundry employment service. The

monthly employee newsletter was redesigned and focused on increasing knowledge of our values, showcased programs, introduced employees and celebrated anniversary dates with our organization. Social media became a major focus and dramatic results were recognized as the number of viewers grew to an all time high.

A building committee was established for our "Megan's House" dream house and a proposal was presented to a potential donor of property. I am leaving that project in Kari's capable hands. To date, over \$306,000 has been raised towards the \$525,000 goal. What began as a 4 year plan is on track to be completed in half the time. Knowing that the momentum for this capital campaign must continue, a new video was developed.

Thank you for a wonderful year. One filled with growth, a true sense of accomplishment and the knowledge of a continued bright future for Easter Seals Southern Georgia. Thanks to all the members of the Board of Directors who have supported my year as President of the Board and to our staff who are committed to the children and adults we serve.

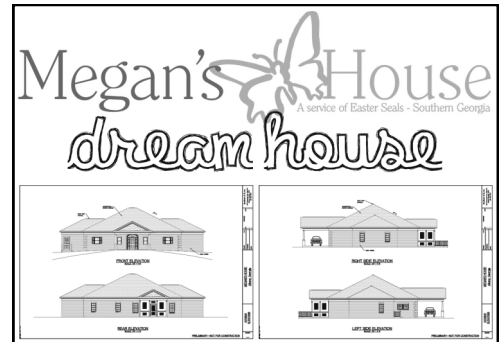
Rachelle Scott
Board President 2014-2015



**Monthly Employee
Newsletter**



**Easter Seals Southern
Georgia Facebook Page**



EASTER SEALS SOUTHERN GEORGIA, INC.
FINANCIAL SUMMARY
September 1, 2014 - August 31, 2015

ASSETS	LIABILITES & NET ASSETS
Cash	\$ 502,546
Restricted Cash	\$ 726,433
Endowment Account	\$ 41,451
Megan's House Building Fund	\$ 226,855
Accounts Receivable	\$ 1,102,377
Other Assets	\$ 197,093
Property & Equipment	\$ 1,038,798
TOTAL ASSETS	\$ 3,835,553
	Current Liabilities \$ 1,327,298
	Long Term Debt \$ 241,943
	Temporarily Restricted Net Assets \$ 281,477
	Unrestricted Net Assets(Designated) \$ 319,352
	Unrestricted Net Assets(Undesignated) \$ 1,623,383
	Permanently Restricted Assets \$ 42,100
	 TOTAL LIABILITES
	& NET ASSETS \$ 3,835,553

<u>INCOME</u>	<u>ACTUAL</u>
Donations - Cash	\$ 81,772
Donations - Non Cash	\$ 14,000
Donations - Building Fund	\$ 123,630
Special Events	\$ 41,734
United Way Allocation	\$ 24,145
Government Grants/Fees	\$ 3,762,016
Program Service Fees	\$ 6,635,711
Other Income	\$ 214,274
TOTAL INCOME	\$10,897,282

<u>EXPENSES</u>	
Direct Services	\$ 9,623,440
Fund Raising	\$ 23,681
Management & General	\$ 798,240
National Membership Fees	\$ 36,512
TOTAL EXPENSES	\$10,481,873

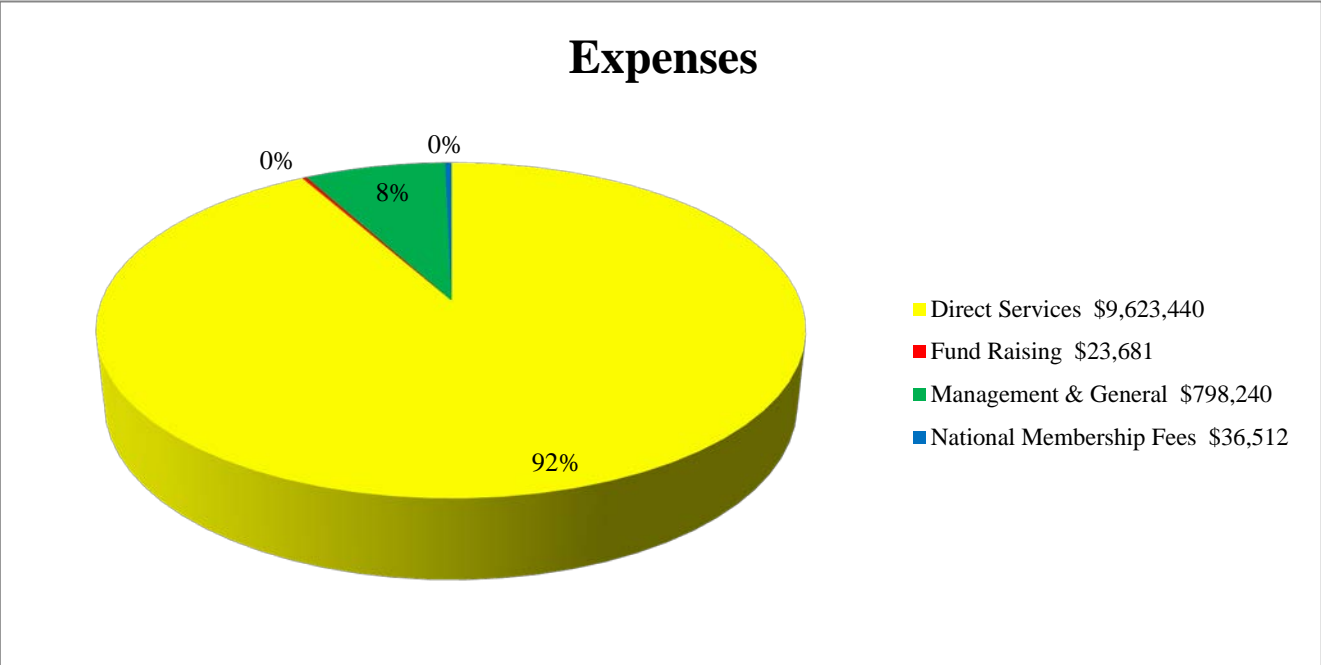
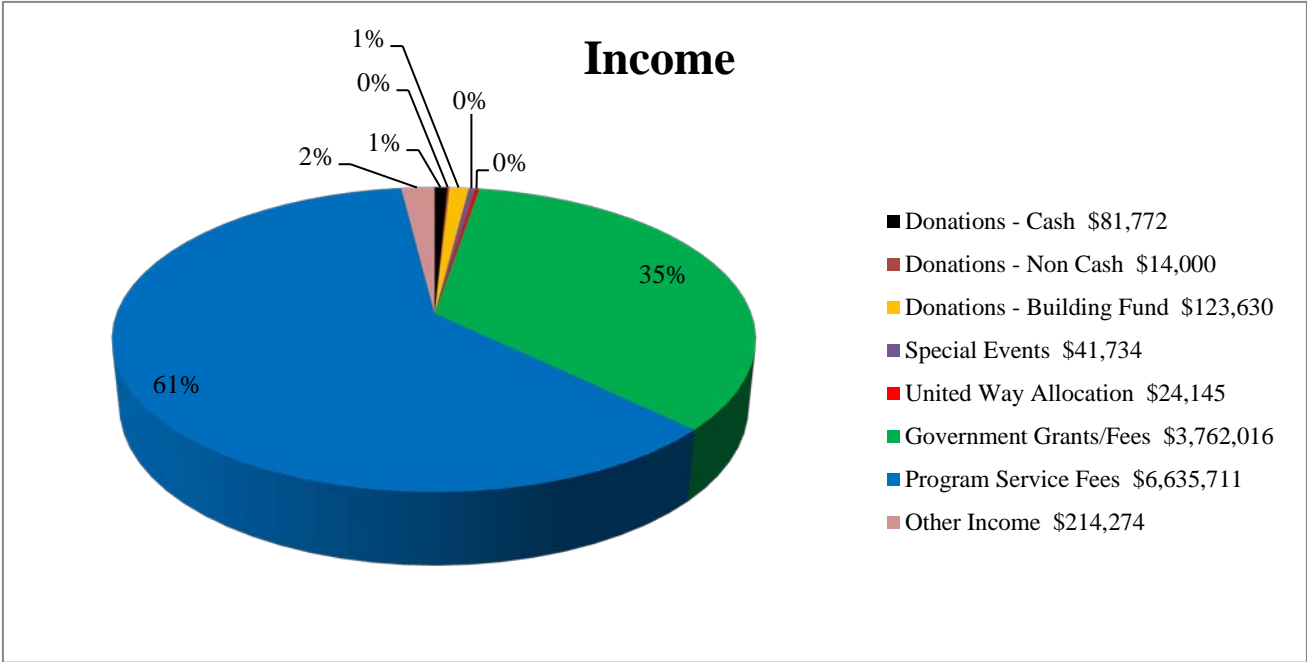
TOTAL INCOME	
OVER EXPENSES	\$ 415,409

NOTE: Does not include financial information of affiliated HUD housing Corporations.

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