



IMPACT THROUGH INCLUSION
2020 VISION AND STRATEGIC PLAN



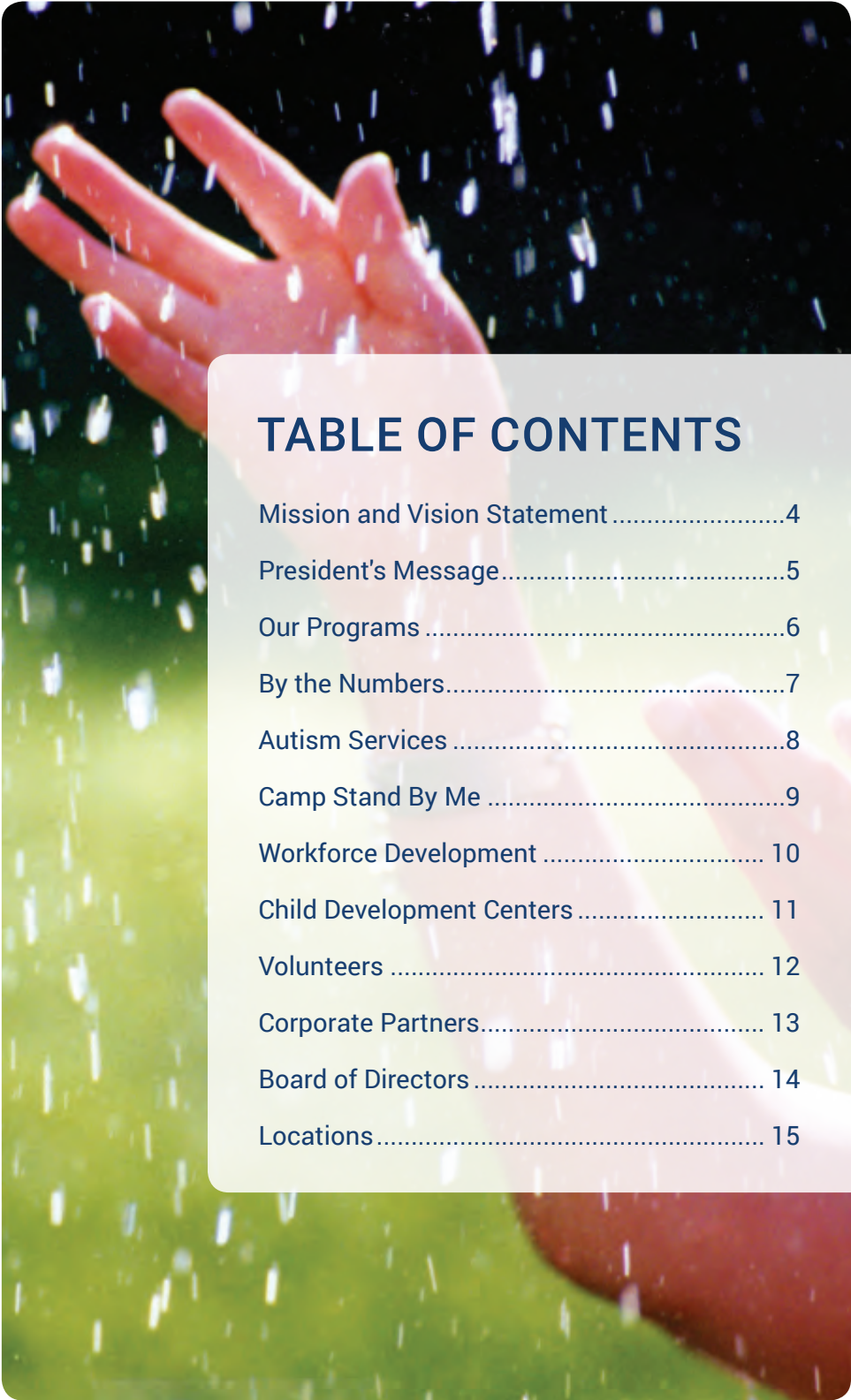


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Easterseals is the indispensable resource for people and families challenged by disability. We are challenging America to recognize the new face of disability by redefining disability for the 21st century.

PURPOSE STATEMENT

To change the way the world defines and views disabilities by making profound, positive differences in people's lives every day.

- **DEFINES**

Dispelling stereotypes.
Shaping the terms of the debate.

- **VIEWS**

Challenging attitudes and perceptions—both of society and in our own lives.

VISION 2020

Taking on the challenges of disability together.

By 2020, we will:

- Serve the lifespan of individuals with disabilities
- Reach people early, to prevent and treat conditions
- Support families in an inclusive environment
- Provide integrated services throughout Washington State
- Continue to be the resource that people call when disability issues come to mind



PRESIDENT'S MESSAGE

I am excited to share the Easterseals Washington 2020 Vision and the fresh Strategic Plan that we will use to reach that destination.

We have come a long way since 1947, impacting tens of thousands of Washington families. We are building on our strengths, which are providing excellent services, integrity in our business practices, and a flexible approach to expansion.

A key component of our transformation will be touching the lives of more community members that want to be part of our mission. Easterseals is working to change the way the world defines and views disability. Our work is energizing and rewarding, and we need philanthropic groups and individuals to volunteer, come out to events, partner with us, and support our services. Working together, we can make an even greater difference in and for our community. This document is an invitation for you to get to know who we are and what we do, and to meet the people that will gain life opportunities as a result of our efforts. We are thinking strategically and acting locally.

Please join me on our exciting journey to 2020!



Cathy L. Bisailon
President & CEO
Easterseals Washington



BY THE NUMBERS

4,100

people served annually



program sites and offices across WA

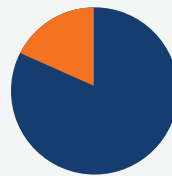


1 in 68

children on the autism spectrum

54 million

Americans have a disability



80%

of individuals with disabilities are not employed

5 million

children are at risk for developmental delay

Easterseals Washington operates with a budget of over \$5 million, serving 4,100 children and adults with disabilities and their families through eight offices and service sites. However, there is still a growing need for disability services in our state.

At Easterseals Washington we are continuously working to reach more people and offer a greater variety of programs locally. We're making great strides, but we can't do it without help from our community! Together, we can improve the quality of people's lives, one person at a time.

We are paving the way to a more inclusive world, as all of us will be touched by disabilities in our lives.

Whether helping someone simply live with more independence, learn to communicate with their family, gain paid employment, or make new friends at camp, Easterseals Washington and our partners have an opportunity to make a major, positive, life-changing difference in the lives of thousands of people and families in Washington State challenged by today's disabilities.

AUTISM SERVICES

Conquering fear and isolation to help children develop into happy, social and engaged community members.

GOALS

- 300 children reach their potential through Applied Behavior Analysis (ABA) therapy.
- Add 2 new Autism Program locations.
- Integrate Autism services throughout all of our programs.



"To the angels at the Easterseals Autism Center. I thank you. Because of you, the world now has the privilege of meeting my amazing daughter."

—Olympic Peninsula Autism Center Family

CAMP STAND BY ME



Empowering both children and adults through experiences in a natural setting where they become more confident individuals who leave with new skills and new friends.

Ensuring caregivers become stronger and healthier by recharging their energies through the respite that camp provides.

GOALS

- Develop community partnerships resulting in a new Adopt-a-Building Program.
- Add 1 new, major camp activity annually.
- Facilitate respite and/or community based services out in the community throughout the year.



"Our son was able to experience camp and activities like horseback riding, boating, fishing and much more, for the first time in his life. He came home a different, more confident person. Thank you!"

—Camp Stand By Me Family



WORKFORCE DEVELOPMENT

Building self-reliance and independence by achieving paid employment.

GOALS

- Serve military families and veterans by identifying and working towards achieving employment goals.
- Co-locate Workforce Development with our Autism Center.
- Partner with more transit authorities to improve transportation access for people with disabilities.



"By helping my son secure his first job, you have given him a new found sense of pride and confidence that has changed his entire outlook on his future."

—Workforce Development Client Family

CHILD DEVELOPMENT CENTERS

Including all children in hands-on and comprehensive learning environments to catch development delays early, and prepare all children for grade school and beyond.

GOALS

- Open new sites in counties with need.
- Expand treatment and referral services.
- Achieve at least a 4 out of 5 rating on the State of Washington Early Achievers Quality Assessment at all Child Development locations.



"Thank you for helping us understand our son's outbursts and behavior challenges. By helping identify services that would benefit him, we now see him thriving at your center."

—Child Development Center Family

VOLUNTEERS

Changing the way individuals feel about themselves and their communities as they give their time and talents to improve the lives of people with disabilities.

GOALS

- Increase number of engaged volunteers to 250.
- Enhance our corporate partner group volunteer activities to at least 15 regularly engaged groups.
- Host an annual volunteer thank you event.



"Everyone had an amazing time volunteering, and were raving about it the rest of the day. It's not often that we get a chance to be so hands-on."

—Volunteer Group Leader

CORPORATE PARTNERS

Engaging socially conscious businesses to make a positive and lasting difference in the lives of children and adults with disabilities in our community.

GOALS

- Secure 20 engaged corporate partnerships.
- Raise more corporate partnership dollars through engagement, sponsorships, grants, events and fundraisers.
- Engage corporate partner employees as individual donors.



"Thank you. We so appreciate your support of our partnership and are proud to be working with you! We look forward to supporting the work of Easterseals Washington!"
—Corporate Partner



BOARD OF DIRECTORS

Engaging top business leaders and philanthropists to further our mission and impact families in Washington State.

GOALS

- Maintain a Board of 15-20 individuals.
- Ensure that Board representation includes influential members who significantly improve the organization's reach.
- Maintain a Board that is diverse and represents many counties throughout the state.

Kristopher Kohl
Board Chair

Dr. Stephanie Nelson
Vice Chair

Steve Rummel
Treasurer

Carol Basile

Christopher Doll

Thomas Kluz

Jeff Pavey

Darren Pouv

"Serving on the Easterseals Washington Board was both challenging and rewarding. At the end of the day, I knew that I helped to strengthen the organization and improve the lives of people dealing with the challenges of disability."

—Former Board Member

LOCATIONS

Easterseals Washington State Office

200 W. Mercer St., Ste. 210E
Seattle, WA 98119-4347
Voice: (206) 281-5700
Fax: (206) 284-0938
Toll Free: (800) 678-5708

Easterseals Camp Stand By Me

17809 S. Vaughn Road KPN
P.O. Box 289
Vaughn, WA 98394-0313
Voice: (253) 884-2722
Fax: (253) 590-0594

Olympic Peninsula Autism Center

3100 Bucklin Hill Rd NW, Suite 215
Silverdale, WA 98383
Voice: (360) 337-2222
Fax: (360) 850-0211

Workforce Development

1740 NE Riddell Road, Suite 180
Bremerton, WA 98310-3870
Voice: (360) 373-2502
Fax: (360) 373-5620

Child Development Centers

Growing Years Child Development Center

4735 E. Marginal Way South
Seattle, WA 98134-2321
Voice: (206) 764-3492
Fax: (206) 763-6040

Little Aviators Child Development Center

1602 Raymond Avenue SW
Renton, WA 98055-2651
Voice: (425) 917-0717
Fax: (425) 917-0727

Jane's House Child Development Center

1101 S. 13th Avenue
Yakima, WA 98902-5309
Voice: (509) 574-4762
Fax: (509) 574-6807

Angle Lake Child Development Center

4040 S. 188th Street, Suite 101
SeaTac, WA 98188-5070
Voice: (206) 816-3255
Fax: (206) 971-5092



200 W. Mercer Street, Ste. 210E, Seattle, WA 98119-4347
Voice: (206) 281-5700 | Fax: (206) 284-0938 | Toll Free: (800) 678-5708
www.easterseals.com/washington