

2016 ANNUAL REPORT




DADDY'S LITTLE
MONSTER

A MESSAGE FROM OUR LEADERSHIP TEAM

Through our stories, we hope to keep you informed about the positive impact of our work in the community. Much of what we do is focused on making positive differences in the lives of the people who receive our services and participate in our programs. Our work is centered on the needs of each individual and family we serve, but over time we create new opportunities and possibilities for each child and person we touch. It is a process—slow and steady—but unmistakable in its results. As an organization, we are proud to say that in 2016 we achieved more than incremental changes. Dramatic changes happened at Easterseals:

- This year we went through a brand renaissance that included a fresh new look for our logo as well as our new tagline, "Taking on disability together". While our look has changed, our commitment to providing the community with essential services and programs remains the same as ever.
- Our Safe Babies Healthy Families program secured sustainable funding through Family Foundations Home Visiting program which allows us to serve even more families in Waukesha, Walworth and Milwaukee counties.
- We continued to expand evidence-based models for workforce development that increased the number of individuals with work barriers we can support in finding meaningful community-based employment.

These are changes that have created great opportunities to do even more good in our community. Our accomplishments during this past year were possible because of the support of donors and friends like you. As we continue to experience greater financial constraints from government sources, your support is essential for people we serve to thrive. As always, we are grateful for your support.



**Bob Glowacki, CEO,
Easterseals
Southeast Wisconsin**



**Dale Van Dam, Board Chair,
Easterseals
Southeast Wisconsin**

Did you know that LilyWorks catered over 500 events in 2016?

LilyWorks—Food with Purpose

LilyWorks Catering and Conference Center is a comprehensive, hands-on program providing real-world training in the food service industry in a fully operational banquet and conference center. With the ability to host groups up to 100 people and a selection of all-inclusive packages to choose from our beautiful conference center is the perfect location to hold your next meeting or event. LilyWorks provides quality products and services while creating opportunities for individuals with disabilities to develop valuable work skills that translate to career opportunities in our communities.

For more information contact us at:

LilyWorks Catering and Conference Center
505 Northview Road
Waukesha, WI 53188
262.953.2263

Easterseals Southeast Wisconsin
2222 S 114th Street
West Allis, WI 53227
414.449.4444
eastersealswise.com



Rachel's Journey

Soon after my daughter, Samantha, was born I learned about Safe Babies Healthy Families from another young mother. Working with Kerri, my case manager, couldn't have come at a better time for me!

I was in counseling for very severe postpartum depression, and I honestly was thinking of giving up. With the encouragement that I received from my mother and Kerri, I received the counseling that I needed. For the next two years, Kerri's home visits were a time for me to learn how to play with and teach my daughter. It also was a time for me to better understand how she was growing and the milestones she should be reaching at each stage of her development.

Shortly after Samantha turned two years old, I realized my relationship with her father was unsafe and unhealthy—for both of us. Somehow, I found the courage to put my daughter's well-being and safety above everything else. Samantha is my world and I would do anything to protect her from the experiences I faced as a child—even if divorcing my husband left me as a single mother.

Throughout this difficult personal process, I maintained our participation in the Safe Babies Healthy Families program. Kerri has been a positive constant in our lives.



100% of the households in our Safe Babies Healthy Families program were free of abuse and neglect.

In addition to her home visits, she helped to connect Samantha with a therapist and get enrolled in the Head Start program.

Samantha has made great progress in her developmental milestones and I am so proud of her! Kerri also has helped me make financial and educational goals that I am striving to meet. Day by day, I continue to take steps towards self-sufficiency and getting back on my feet. I have learned—with the help and support of Kerri and my mother—to never give up and be proud of myself for how much I've overcome.

Meet Megan

"Everyone comes in just a little bit shy. Megan didn't. She came in, excelled at every aspect of training and was very motivated to learn," beamed Larry Millard, Commercial Catering Manager, remembering Megan's first day in the LilyWorks Commercial Services Training program for adults with disabilities.

At the state-of-the-art commercial kitchen, Megan's training included preparing daily lunches for the workforce cafeteria and servicing the banquet and catering center. She learned food preparation, presentation, execution and customer service skills—hands-on training that prepared her for employment in the foodservice and hospitality industries.

At the end of her 90 day training period, she was ready for a job. Soon after completing her training, Megan began a full-time job in foodservice with the Waukesha School District. "My typical day I prep, serve the students, wipe the tables, and set up and break down the line. It's exciting," Megan explains.

In 2016, LilyWorks catered 517 local community functions.



Megan was featured as a United Way success story. Easterseals partners with United Way of Greater Milwaukee and Waukesha County who then places adults with disabilities in the LilyWorks training program.

She learned marketable employment skills at LilyWorks and is excited about her new job and the independence it gives her. Megan enjoyed her time at LilyWorks, "it was a nice experience. I felt really good that I accomplished something".

LaRhonda's Story

When LaRhonda began at Project SEARCH it was clear that she wanted to showcase her skills and live up to her full potential. Initially, LaRhonda and her support network had reservations about entering the Project SEARCH program due to LaRhonda's limited work experience and the physical demands of a program requiring five full days per week. LaRhonda's mom and care manager were concerned because she was unable to read or write very well.

With some direction, LaRhonda took the lead in forming her own employment goals. LaRhonda focused on increasing her independence. LaRhonda's goals shifted throughout the program as she was able to explore her interests in the hospital departments. Eventually LaRhonda found her passion in hospitality housekeeping work. As her nine month internship came to a close, LaRhonda was working independently with few breaks.

Program completion day came but LaRhonda's excitement was overshadowed by the fact that she had still not found a job. She feared unemployment. Just before the ceremony began, LaRhonda's supervisor from her first job rotation in environmental services asked to speak with her. She had come to offer LaRhonda a job in environmental services.



LaRhonda's mother reflects, "Not only did I see my daughter's ability but she did as well. To know my daughter can survive using her social skills in the community, no words can ever equate my sentiments".

Her job offer and acceptance was announced at the ceremony in front of 150 guests including her family, her new co-workers at environmental services with special congratulations from Governor Walker who was in attendance.

Victor and Zach

"It really does take a village to raise a child, and this is especially true for special needs children" says Tammy Walczak, mother of two boys with disabilities. "It can make you feel isolated and be very overwhelming. Since Easterseals came into our family's life two and a half years ago, we have watched our boys blossom so much! It is such a comfort knowing they are there—not just for our boys but for us as well. Help is only a phone call away".

Tammy's youngest son Victor was born with Down Syndrome and later diagnosed with Autism. Her older son, Zach, was diagnosed with ADHD, Oppositional Defiant Disorder and Asperger's (on the Autism Spectrum). Their disabilities made it challenging to socialize with others and make friends; however, after working continuously with their team at Easterseals, the boys have made tremendous progress.

"Victor was pretty much locked into a world of his own. He could be in a room full of people and not even seem to notice or care. Now he's Mr. Social, greeting people at the door, saying hello to friends and is happy to show us what a jokester he is!" says Tammy.



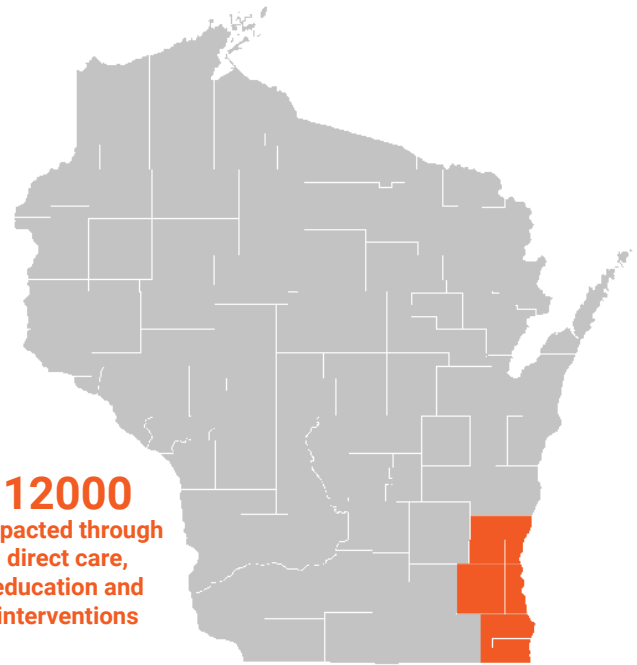
94% Would refer a family member or friend to Easterseals

Zach's Social Skills Group has helped him make great progress, "he is learning how to make friends, how to be a friend and to practice appropriate behaviors. Before learning these skills, Zach didn't have many friends and didn't do too much with anyone other than family members occasionally". Tammy explains, "We have made many friends at Easterseals and some of our therapists are more like family to us. I am so grateful that Easterseals is here to help us help our sons to become the best they can be".

TAKING ON DISABILITY TOGETHER

WHO WE SERVE

Throughout all of life's moments from—the ordinary to the extraordinary, and everything in between—Easterseals is here. We're right beside you and your family—listening, understanding, helping in the ways you ask us to, giving support, cheering you on. We are committed to providing direct care, education and intervention services for individuals and their families in the Milwaukee, Waukesha, Ozaukee, Washington, Racine and Kenosha counties. We are dedicated to serving individuals of all ages with a variety of needs so that they have the resources they need to meet their full potential and thrive in their communities.



Age 75+	6%
Age 65-74	6%
Age 18-64	60%
Age 6-17	5%
Age 3-5	3%
Age 0-2	19%

Disabilities



Children's Services

89%

Improved Communication
Autism Program

100%

Improved Social-Emotional Skills
Birth to Three Program

100%

Parents and caregivers that were able to gain respite
After School Program



Adult Services

100%

Had access to activities that promote safety and healthy living
Adult Day Services

93%

Expressed Independence
Guardianship and Care Management

84%

Made Friends/Connected with Peers
Adult Recreation, Adult Day Services, Camps, After School Program



Employment Services

102

Individuals hired for jobs in the community
Integrated/Community Employment

96%

Took Pride in Work Activities
Pre-Vocational Programs

92%

Participants that learned skills to help them find jobs
Community Employment



THANK YOU

Your support through donations, time and service impacted the lives of 3,319 individuals in 2016 alone. With your help we were able to provide local families and individuals with programs and services essential for them to thrive in their communities. On behalf of our board, staff, and the individuals and families we serve, thank you for supporting Easterseals Southeast Wisconsin.

*To view our 2016 Annual Report online along with a list of donors and event sponsors please visit our website.

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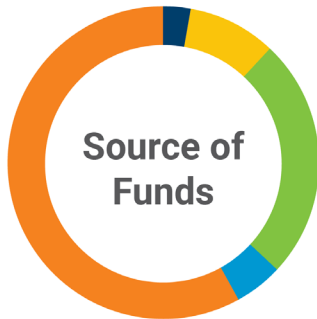
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SUPPORTING OUR MISSION

Over the course of the year we've raised awareness and funds through our newsletters, appeals, grant requests, and events. Every donation we receive is an investment in our programs and services that help those in our community rise to their greatest potential.

Nearly 90 cents of every dollar we receive goes to direct services, which is a significant impact on those we serve. We are proud to be a part of a national network that has ranked first among National Health Council members for the percentage of program dollars designated to providing direct services to over 1.5 million individuals since 1919.



Program Service Fees	58%
Commercial Sales	5%
Government Contracts	25%
Donations	9%
Other	3%



Programs and Services	86%
Administration	11%
Fundraising	3%

Your donations make a difference. Easterseals relies on advocates and donors like you to help fund vital programs and services within the community. All donations received are completely voluntary, which makes them that much more special. We are honored that you chose us to receive your donation and that you continue to support our mission in taking on disability together.

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Our Capital Campaign donors generously donated funds in order to provide high quality, specialized work training programs for individuals with disabilities, veterans, and older adults.

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Easterseals is truly grateful for every gift which helps support our vital work. Every effort has been made for accuracy in recognizing these gifts. Should there be any errors or omissions, we apologize and ask that it be brought to our attention.

ANNUAL EVENTS



Act for Autism

Throughout the year and through our annual Act for Autism campaign, Easterseals partnered with local businesses and organizations to raise more than \$51,000 for autism awareness and to spread the word about the need for and availability of early intervention therapy.

Our Act For Autism Partners:

BLU at the Pfister
Battle of the Badges
J.I. Case High School
Kelmann Restoration
Leff's Lucky Town
Mark D. Lenz DDS
Milwaukee Admirals

National Bakery
Nowak Chiropractic
Primrose Retirement
Community
Rock Bottom Brewery
Super Lube
S.C. Johnson Donation



Walk With Me

Our signature fundraising walk event raised over \$93,000 to help us provide children and adults with autism and other disabilities the opportunities to live, learn, work, and play in our communities.

Presenting Sponsors:

Associated Bank

Entertainment Sponsors:

Badger Alloys
Schaus Family Fund

Gold Sponsors:

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Silver Sponsors:

Cardinal Capital Management, Inc.
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M3 Insurance Solutions

Bronze Sponsors:

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Aspen Orthopedics
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A Celebration of Children

Our first annual Celebration of Children gala was an evening of fine dining, entertainment, and live and silent auctions that raised support and awareness for our children's programs. The event raised over \$67,000!

Presenting Sponsors:

The Schaus Family Foundation of
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Lead the Way:

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