

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

Purpose

easterseals  
Midwest

Annual Report  
2014 | 2015

Proud member of



United Way  
of Greater St. Louis

EasterSealsMidwest.org



MIDWEST

## MISSION

Easter Seals Midwest helps individuals with developmental disabilities—including autism—learn, live, work and participate in the community.

## VISION

Easter Seals Midwest strives to be a leader in the field of delivering exceptional services that help build communities where all people with developmental disabilities have equal opportunities to realize their goals, dreams and aspirations.

Transforming the delivery of developmental disability services in Missouri and the Midwest region

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# FRIENDS,

# THANK

# YOU

Every day, every year, Easter Seals Midwest strives to provide people with developmental disabilities, including autism, with the support and tools they need to learn, live, work and participate in the community. Fiscal year 2015 (July 1, 2014, to June 30, 2015) was an exciting year here at Easter Seals Midwest! During these 12 months, we grew in significant ways, enabling us to improve the lives of even more individuals and families impacted by developmental disabilities now and for years to come.

In this fiscal year, we expanded community living services into the Springfield region, and we welcomed Triality, Inc. into the Easter Seals Midwest family. Triality provided early childhood, employment and community living services in the Kansas City area for decades, and shared our passion and commitment to enhancing the lives of individuals with developmental disabilities.

The introduction of early childhood services into Easter Seals Midwest's programming has advanced our goal of becoming a true lifespan provider for the community. This merger also enabled us to expand autism services in Kansas City, bringing our exceptional expertise to a region in need. Through the growth of our programs, we are able to create systems of support so that people with developmental disabilities, and their families, can have the help they need—no matter their age, their location or the complexity of their case.

I could not be more proud of our nearly 1,500 employees who help improve the lives of people with developmental disabilities. Every day, they are working to build inclusive communities that provide opportunities for those we serve to thrive.

It is my honor to share this report with you, which highlights just a few of our many projects and advances in fiscal year 2015. Thank you for taking this opportunity to learn more about our incredible work. We are grateful for your support.

Sincerely,



Wendy Sullivan  
Chief Executive Officer

# 1 | OVERVIEW OF SERVICES

Easter Seals Midwest is part of a nearly century-old network of high-quality disability service providers. While we are part of a strong national network, all of the services we provide were designed in and for the communities we serve. Our board of directors is local, and we

have full control of program and funding decisions. In Missouri, our organization has been active for more than 50 years, helping to build communities where all people with developmental disabilities have equal opportunities to realize their goals, dreams and aspirations. Currently,

we support nearly 4,000 children and adults with developmental disabilities through the following programs:

## AUTISM

These services are designed to provide help and hope for families impacted by autism. Our qualified team works with individuals who have autism, as well as with their families, to help them develop communication and social skills, while troubleshooting problem behaviors. The agency customizes our services to meet each individual's and family's need for support. A wide variety of services—including parent training, autism assessments, early interventions, respite services, family navigation, family support groups, community-integration support and therapies—are available.

## COMMUNITY LIVING

These services are designed to help individuals with developmental disabilities live in homes of their own in the community. We customize services to meet each individual's need for support—ranging from just a few hours each month up to 24/7 support. Our community living services team is able to assist with developing money management and budgeting abilities, community safety skills, nutrition and meal preparation, and housekeeping and personal care skills. Individuals typically live in apartments or homes owned or rented by them or their families.

## EARLY CHILDHOOD

Our family-focused early childhood services help at-risk children achieve more in life. At our early education center, teachers incorporate an age-appropriate curriculum and innovative technology into the learning environment to meet the needs of children both without and with special health needs or developmental disabilities, including autism, cerebral palsy and other diagnoses. Additional services include physical, occupational and speech therapies, as well as in-home screenings that promote brain development and positive parenting techniques.

## EMPLOYMENT

These services are designed to help individuals with developmental disabilities find and keep meaningful jobs in the community. Easter Seals Midwest customizes services to meet each person's need for support. Our employment services team assists individuals with career exploration and discovery, job-skills assessments and job-placement services, as well as on-the-job coaching and retention support. We also offer meaningful day programs that include volunteering opportunities and job-skills development, as well as teen employment programs.

**The best way to find yourself is to lose yourself in the service of others.**  
-Mahatma Gandhi-



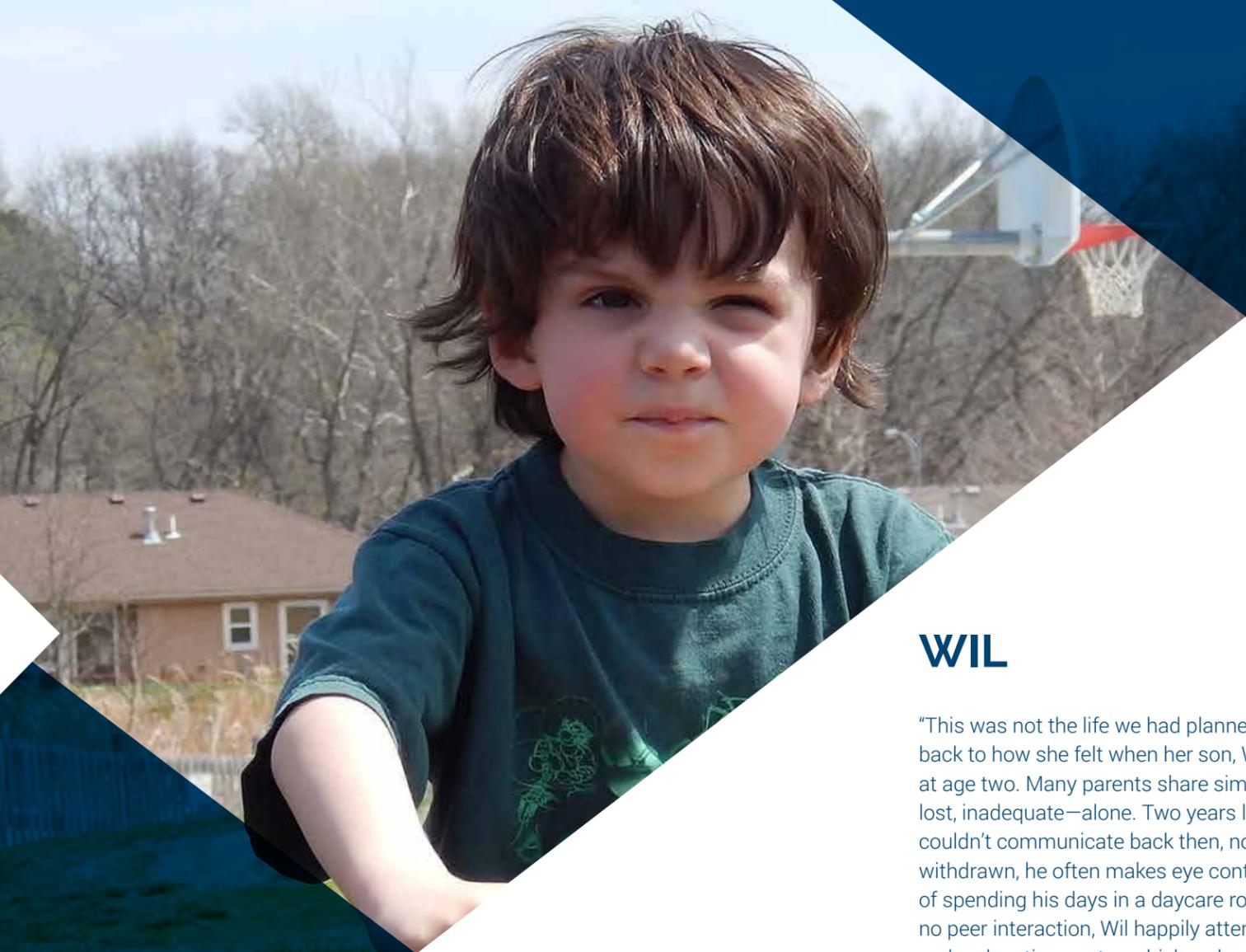
## ANASTASIA

A first child, Anastasia was born in 2003 and filled her parents' lives with dreams for the future. However, it wasn't long before they knew in their hearts that something was wrong. Extreme irritability. No eye contact. Frantically walking in circles. By the tender age of two, this little girl was diagnosed with autism. Her parents searched for answers for three wrenching years until they found the parent training program at Easter Seals Midwest. Everything started clicking! Finally able to "reach" their daughter and "think like her," Stasia's parents were able to help her blossom into a high-achieving girl who has won many awards, including the Sammy Goldman "Live Big" Award. This family can dream again, thanks to the support of Easter Seals Midwest.



## DEREK

Derek is a hard-working 20-something who doesn't let his disabilities stop him from excelling at the Home Depot. He has found meaningful employment there, going from being a seasonal employee to having a regular, part-time position. Derek usually can be spotted near the entrance of the store where, as a greeter, he is the first person patrons see as they come in to shop. Because he knows the store layout very well, he is adept at pointing customers in the right direction, and they respond favorably to his warm welcome and helpful spirit. "Derek loves his job, and his coworkers enjoy working with him," states Yvonne Oliver, Derek's job coach at Easter Seals Midwest. "He's very outgoing, and jumps in to help and make suggestions whenever needed." Easter Seals Midwest's job coaches assist individuals as they develop good working and social relationships with coworkers and supervisors, and provide an appropriate amount of support and structure based on each person's needs. Our staff works with many companies across the state of Missouri—including the Home Depot—that are making a difference in the lives of those they employ and setting a meaningful example for the community.



## WIL

"This was not the life we had planned," remembers Leigh, as she thinks back to how she felt when her son, Wil, was first diagnosed with autism at age two. Many parents share similar memories and recall feeling lost, inadequate—alone. Two years later, life is very different. Wil, who couldn't communicate back then, now sings full songs. Rather than being withdrawn, he often makes eye contact and follows directions. Instead of spending his days in a daycare room with much younger children and no peer interaction, Wil happily attends school at Easter Seals Midwest's early education center, which welcomes all children, regardless of their disability or special health concerns. He now thrives in a classroom with children his age, while getting the specialized attention he needs. "We had to let go of something we thought we wanted or needed, but we have gained so much more," says Leigh. "The future holds the promise of great things to come—not what we had planned, but one we're embracing."



## SHELLEY

When Shelley's parents, Cathy and Steve, adopted her as an infant, they were thrilled to be able to provide her with a loving home. Early on, they learned she had a developmental disability of unknown origin and were able to reach out for early-intervention support. As their sweet daughter began to enter her teen years, she was diagnosed with schizophrenia, which created more challenges at first, but Shelley is resilient. Once she reached adulthood, her parents wanted to ensure that she had every opportunity to experience independent living in the community, so they turned to Easter Seals Midwest for help. Now, with around-the-clock support, Shelley can live in her own home and stay active in the community. When she's not at work, she may visit a popular spot like the zoo, have dinner out and catch a movie, or maybe even bowl a few games. A dedicated church member, she attends services most Sundays and plays in a hand bell choir from time to time. Her parents couldn't be any more grateful for the role Easter Seals Midwest has played in their daughter's fulfilling life, and they rest easy knowing she has compassionate support.

# 2 | GEOGRAPHICAL TERRITORY

2

4 Counties | Johnson  
Leavenworth  
Miami  
Wyandotte

114  
Counties plus St. Louis City  
(All of Missouri)

8 Counties | Calhoun  
Clinton  
Greene  
Jersey  
Macoupin  
Madison  
Monroe  
St. Clair

# 3 | ADVOCACY & REACH

Easter Seals Midwest actively works to keep the needs of people with developmental disabilities in front of legislators. We advocate for quality care for all people with disabilities, many of whom are uninsured, underinsured and underserved. We help shape local, statewide and national public policy with county tax boards, school districts, and state and federal agencies, because we believe that improving the lives of people with disabilities improves society.

## BASIC ORGANIZATIONAL INFORMATION



## INDIVIDUALS SERVED



# 4 | HIGHLIGHTS

## EXPANSION OF AUTISM SERVICES

This year, Easter Seals Midwest expanded autism services into the Kansas City metro area to meet the region's growing need for comprehensive services. We now offer a broad range of autism programming throughout Missouri. Responsive to both urban and rural communities, our dedicated staff is proud to give families new options for help and hope. This program expansion is part of welcoming Triality, Inc. into the Easter Seals Midwest family, and this growth furthers our goal of providing a full continuum of services throughout Missouri.

## EXPANSION OF COMMUNITY LIVING SERVICES

We are committed to supporting individuals with developmental disabilities in their bid to live as independently as possible in the community, and we strive to meet people where they are and provide our services in as many communities as possible. With this in mind, Easter Seals Midwest made several new neighbors this year, as we expanded our community living services into southwest Missouri. Currently, we operate several houses in the Springfield area and will continue to grow our programming in this region in order to meet the increasing demand.

## ADVOCACY

Every year, Easter Seals Midwest actively works with the Missouri Legislature to educate lawmakers about what is required to support people with developmental disabilities, who are some of Missouri's most vulnerable citizens. In fiscal year 2015, we made great headway working with advocates in the House of Representatives and the Senate to communicate the great need for more resources, and we garnered great support from lawmakers to increase reimbursement rates for community service providers like us.

# 5 | FINANCIALS



## FISCAL YEAR 2015 AUDITED ACTUALS

NET INCOME \$465,817

Administration & Facilities	11%
Fundraising	3%
Programs	86%

Programs	\$41,000,985
Management & General	\$5,294,812
Special Events	\$231,985
Fund Development	\$848,457
<b>Total</b>	<b>\$47,376,239</b>

Community Living	\$25,865,656
Employment	\$7,567,263
Autism	\$6,021,586
Early Childhood	\$1,546,480
<b>Total</b>	<b>\$41,000,985</b>

Early Childhood	3%
Employment	19%
Community Living	60%
Autism	12%
Development	5%
All Other	1%

Programs	\$44,955,456
Contributions & Grants	\$876,969
Special Events	\$859,219
Investment Income	\$310,412
Gain of Sale of Assets	\$158,211
Miscellaneous Income	\$268,374
Endowment/Special Gifts	\$413,416
<b>Total</b>	<b>\$47,842,057</b>

Community Living	\$28,610,285
Employment	\$8,683,257
Autism	\$6,349,043
Early Childhood	\$1,312,871
<b>Total</b>	<b>\$44,955,456</b>

# 6 | GIVING

## TRIBUTES AND MEMORIALS

Memorial and tribute gifts are a meaningful way to recognize special occasions or memorialize the loss of a loved one. For more information, please contact [friends@esmw.org](mailto:friends@esmw.org).

[bit.ly/ESMWTributesMemorials](https://bit.ly/ESMWTributesMemorials)

## MATCHING GIFTS

Many employers sponsor matching-gift programs and will match any charitable contributions or volunteer hours made by their employees. Contact your human resources department to find out if your employer offers matching gifts or look up your company online.

[bit.ly/ESMWMatchingGifts](https://bit.ly/ESMWMatchingGifts)

## MONTHLY GIVING

Easter Seals Midwest is grateful for the continuing support of those who give on a monthly basis. If you are interested in becoming a monthly contributor, please contact [friends@esmw.org](mailto:friends@esmw.org).

## VEHICLE DONATION

Donating your vehicle is another great opportunity to support Easter Seals Midwest. For information, please visit [bit.ly/ESMWCARDonation](https://bit.ly/ESMWCARDonation).

## THIRD-PARTY FUNDRAISERS

Hosting a fundraiser to benefit Easter Seals Midwest is a wonderful way to support our mission. For information, please contact [friends@esmw.org](mailto:friends@esmw.org).

[bit.ly/ESMWThirdParty](https://bit.ly/ESMWThirdParty)

## A GIFT OF STOCKS AND BONDS

A gift of appreciated securities, including stocks or bonds, is an easy way for you to make a gift to Easter Seals Midwest. Please use the following information to make your gift:

Bank	U.S. Bank N.A.
ABA Acct. No.	173103320615
Acct. Name	Trust PCG Incoming Wires
Acct. Address	MK-WI-S300 777 East Wisconsin Avenue Milwaukee, WI 53202
Further Credit	080017738600
	Easter Seals Midwest C/M/A
Contact Info	Allen Roche   314-505-8273

## TAX CREDITS

Missouri state tax credits can help make your support of Easter Seals Midwest more affordable.

Currently, Easter Seals Midwest has two types of Missouri state tax credits:

Youth Opportunity Program (YOP) Neighborhood Assistance Program (NAP)

YOP tax credits are available to anyone who pays state income tax, while NAP credits are available to anyone who pays taxes on business income. This includes partners in firms, people who own their own companies, as well as sole proprietorships and sub-S corporations, people who receive royalties or rental income in the state of Missouri, and, of course, corporations themselves.

These credits are worth 50 percent of your gift, in addition to state and federal standard deductions. The higher the income tax bracket, the lower the final cost of the gift to the donor.

If you are considering a tax credit gift, we suggest consulting your tax advisor to learn more about how these credits can best impact your desired outcome.

# THANK YOU

Every day, families and individuals living with developmental disabilities – including autism – depend on Easter Seals Midwest to help lead their best lives. From autism assessment, to family support, to programs that help our clients live and work independently in the community, Easter Seals Midwest is there to provide life-changing programs to more than 4,000 individuals each year.

The generosity of our community makes this work possible. On behalf of our board, staff, and every individual and family we serve, thank you for your support of Easter Seals Midwest.

## BOARD OF DIRECTORS

Christopher W. Wittenauer | **Chairman**  
Bill Welborn | **Treasurer (2015)**  
Marian Nunn | **Secretary (2015)**

Sean Donlin | **Vice Chairman**  
William Florent | **Treasurer (2014)**  
Rich Harkwell | **Secretary (2014)**

Marcus Adrian	Jacqueline Bardgett	Bill Bartelsmeyer	Tricia Bolster
Thomas G. Caruso	John Cleek, Jr.	G.T. Cozad, III	Tom Cranshaw
Mark Darrell	Howard Goldberg	Matthew Goldenberg	Melba Hale
Jeffrey Hunter	Dan Kelley	Judy Kent	Bob Lee
Timothy McCraw	J Weston McKee	Laura Reese	Scott Ririe
Robert D. Rowland	Jean Rush	Kent Schien	Jeana Sellenschuetter
Mark Thom	Kedra Tolson	Lynn Wallis	Stephen H. Wedel
Robert Woerther	Michael A. Wood	Brian Wright	

## EXECUTIVE TEAM

Wendy Sullivan | **CEO**  
John Adkins | **Executive VP of Internal Relations & CFO**  
Tom Barry | **Executive VP of External Relations & CDO**  
Jeanne Marshall | **Executive VP of Services & CPO**