



Changing the way the world defines and views disability by making profound positive differences in people's lives every day.

Fall 2019

Upcoming Events

NOVEMBER 12, 2019

Empowerment Campaign Kick-off

NOVEMBER 14, 2019

Media Access Awards

DECEMBER 3, 2019

#GIVINGTUESDAY™

FEBRUARY 21-23, 2020

Abilities Expo

MARCH 14, 2020

Sip and Savor

For more information, please visit us
online: [easterseals.com/southernca/
get-involved/events/](https://easterseals.com/southernca/get-involved/events/)



ABA Therapy Contributes to 4-Year-Old's Success

For a century, Easterseals has been an indispensable resource for individuals with disabilities and their families. The services provided by Easterseals Southern California (ESSC) make profound and positive differences in the lives of these individuals—one being a 4-year old boy named Alex.

Alex is a graduate of the Autism Services provided by ESSC. He received Applied Behavioral Analysis (ABA) which helps people increase and maintain positive behaviors and to master new skills. After a year of therapy where he and his family worked closely with his Behavior Interventionists, Alex has shown tremendous improvement. This change makes his family, especially his mother and father, Suzy and Joshua, very happy.



"We couldn't ask for anything better from your staff. Thank you so much. Your work with Alex showed us the skills that we needed to support him. Thank you so much," Suzy shared. Now, Alex is on his way to big things. He has begun attending transitional kindergarten, at school for much of the day. He is even taking the school bus to and from his school. ■

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How Will You Be Remembered?

Throughout our lifetime most of us strive to make a difference in the lives of others. We give back to charities and organizations that are near and dear to our hearts. For many, that includes Easterseals. As many of us make plans for the future, we must think about the legacy we want to leave after we are gone. We must think about how to make the world a better place for future generations.

Through a planned gift you can ensure that Easterseals Southern California will continue to grow and offer life-changing opportunities for generations to come.

Donors who include ESSC in their estate plans are inducted into the Legacy Society, an honorary association of donors recognized and appreciated by our 3,000+ staff members and over 13,000 participants and their families that we serve daily.



For more information on planning your estate, contact the Office of Planned Giving at **(714) 201-5027** or **Julie.Reynoso@essc.org**

CVS Donation of School Supplies Draws Smiles in Valencia

At the start of the Back to School Season you can find many smiling faces at Easterseals Autism Services Center in Valencia, thanks to a generous donation by CVS of school supplies.

The therapy center welcomed the school year and the children with gift bags, put together by Easterseals Southern California associates. The gift bags contained a variety of supplies including pencils, pens, paint, glue and pencil boxes. Each bag had a school bus tags personalized with the child's name. Not only were the children ecstatic, their parents were also thrilled and appreciative of the school supplies.

CVS We thank CVS for their donation and continued support of our organization and services. ■



The Transformative Power of Easterseals Camp

Easterseals Camp was held the week of August 4-10, 2019 in the San Bernardino Mountains. The week featured many fun camp activities like crafts, hayrides, talent shows, swimming, canoeing, archery, hiking and ropes courses.

For Visitors Day, 30 ESSC associates who had been selected in a random drawing to participate, rode the bus up to the camp to share in the fun. Also joining were Nic Novicki and Jodi Huston, two ESSC board members. The visitors and campers participated together in several events in the morning, including canoeing, arts and crafts and a "mine shaft" slide. Visitors had a fantastic time interacting with the campers and volunteer counselors and experiencing the magic of Camp firsthand. ■

'Tis the Season of Giving at Easterseals Southern California

With Thanksgiving just around the corner, the holiday season of giving is upon us. Although altruism, and not tax breaks, are your major motivation for philanthropic endeavors, it certainly helps to be strategic in your giving. Ring in the season and reap the benefits of year-end giving while continuing your support as you *change the way the world views disability*.

- 1. Holiday Giving Spirit** – The holiday season is filled with many messages of giving, gratitude and helping others in our communities. Many inspired by the giving spirit donate to ESSC's programs. You can even make an impact while doing your holiday shopping through vendors like Amazon Smile, without even leaving your home!
- 2. Tax Benefits** – Year-end giving offers tax benefits, as individuals are focusing on personal income tax planning. If you itemize deductions, a gift to ESSC may allow you to claim a charitable contribution deduction against your taxable income. When a gift is deductible, it reduces your tax paid, depending on the income tax bracket you fall in.
- 3. Employer gift-matching** – Be sure to maximize your giving efforts with employer gift-matching programs. The companies that offer gift-matching can sometimes double your giving impact. Make sure to check with your employer whether Employee Giving Program is offered.
- 4. Other Giving Options** – Year-end giving doesn't have to be through check or credit card. By donating appreciated assets, including stocks, mutual funds or real estate, directly to Easterseals Southern California, you create many more channels to create impact. The method of giving may also offer you tax benefits.



You can also impact in the lives of those receiving services from Easterseals Southern California while doing your online shopping on AmazonSmile. AmazonSmile donates 0.5% of purchases made to Easterseals Southern California.

1. Go to <https://smile.amazon.com>
2. Sign-in and confirm Easterseals Southern California as your AmazonSmile charity.
3. Continue shopping—all donations are automatic!
4. Bookmark smile.amazon.com so you can support Easterseals Southern California every time you shop throughout the year.



2019

EMPOWERMENT
CAMPAIGN

THANK YOU

for championing ability with 100 years of support and generosity to Easterseals. In the past century, Easterseals has grown from one man's mission to help children with disabilities in 1919, to a nationwide organization providing services to individuals and their families with disability and special needs!

In this special centennial year, the year-end Empowerment Campaign recognizes the ever-growing needs of our communities. Easterseals Southern California is proud to be at the forefront of providing these critical, fully-inclusive services.

With your continued support, we can look forward to creating communities where everyone is 100% Included and 100% Empowered!



Make your centennial gift today using the envelope provided, or visit: <http://socal.easterseals.com/empowerment>



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WE CELEBRATE
100 YEARS OF IMPACT



Hundreds of supporters showed up to cheer on the partnership between the LA Angels and Easterseals Southern California (ESSC) on Friday, September 13, 2019. ESSC's critical services were highlighted throughout the evening game, along with our "We Celebrate" campaign featured throughout the stadium. The night also included a 'meet & greet' with Angels Infielder Derek Fletcher. All attendees of the game were greeted at the stadium entrance by ESSC Associates and volunteers hosting games and prizes. The event, where 100% of ticket proceeds were donated to ESSC, raised over \$8,000! We thank all of our supporters and hope to see you at our next sporting event! ■