

# LEADING the WAY

SPRING 2023



## Watch Us Grow!

New Child Development Center  
Opening in Encinitas this Year

Community Events Support  
Life-Changing Disability Services



Message from our  
Chief Advancement Officer  
**Nancy Weintraub**

Spring is officially here and what a beautiful landscape we are experiencing. All that rain we had during the Winter has given way to tremendous bloom of new life. We have been very busy growing here at Easterseals as well, expanding programs to serve new participants and innovating new ways of service delivery. Here are just a few of our highlights:

- Started construction on a new Imaginarium at our Ventura Child Development Center that will increase the opportunity to welcome 72 new children to the program
- Officially launched a new, Virtual Community, that provides online classes for our Adult Day and Living Options participants, affording them the option of choosing the type of class they'd like to enjoy at a time that is most convenient for them
- Started construction on a new, state-of-the-art Child Development Center in North San Diego County, which will allow Easterseals to combine two existing locations into one amazing space
- Began planning for a new West Coast Center of Excellence for Severe Behavior Services that will increase our capacity to serve up to 100 participants annually

Our associates continually strive to create new ways of increasing quality and capacity of our services to meet the growing needs of our participants. And how lucky are we that we have a dedicated donor community ready to partner with us in these new ventures. In this issue, you will learn a bit more about these exciting new projects as well as some highlights from our participants.

As always, I am incredibly grateful for your continued support of our participants and our programs.

Warmest regards,

*Nancy*



## IN THIS ISSUE

---

- 3 New Child Development Center in Encinitas Opening in 2023
- 6 ESSC Community Events
- 8 Easterseals Night with the Angels
- 9 Technology Lending Library Helps Mom and Daughter Reunite
- 10 Easterseals SoCal Launches START Crisis Support Services
- 11 Thrive Alliance – Small Actions Create Big Changes



# WATCH US GROW!

New Child Development  
Center Opening in  
Encinitas this Year ▶



# Later this year, Easterseals Southern California (ESSC) is planning to open a new state-of-the-art Child Development Center in Encinitas that prepares children for the bright futures they deserve.

ESSC's Child Development Centers started providing services in San Diego County in 2014, serving children and families of the greatest need living in Encinitas, Leucadia and Solana Beach.

Within these cities, there are approximately 1,500 families living below the poverty line with annual incomes less than \$25,000. With over 100 eligible children on our waiting list, the call to open a larger center was heard and ESSC responded.

Developing early building blocks of learning lays the foundation for children's success in life and help overcome an achievement gap that appears before children even start kindergarten. According

to the Department of Health & Human Services, children experiencing financial instability, housing insecurity, and other social and economic challenges enter kindergarten typically 12 to 14 months below national norms in language and pre-reading skills.

The new center in Encinitas will include eight classrooms to increase student capacity, accessible restrooms, inclusive outdoor learning spaces, multi-use spaces for community events and parenting classes and trainings. There will also be STREAM areas, which are designed to promote learning about Science, Technology, Reading and relationships, Engineering, Art, and Math.

Please support our efforts to build the new ESSC Encinitas Child Development Center. By doing so, you will transform the lives of the children and families we serve in the North San Diego area. Help us make a difference today—and in the future for generations to come!

For more information or to tour the facility, contact us at (714) 653-5041.

**Learn More  
about the  
New Child  
Development  
Center**





**Early education provides the critical foundation for avoiding these risks:**

25%

more likely to drop out of high school,

40%

more likely to become a teen parent,

50%

more likely to be placed in special education,

60%

more likely to never attend college, and

70%

more likely to be arrested for a violent crime.



# MONTH OF LOVE



**ONLINE AUCTION** 



**FEB 1 - FEB 8, 2023**  
DONATION OPPORTUNITIES AVAILABLE  
THROUGHOUT FEBRUARY



[Social.Easterseals.com/MonthofLove](https://social.easterseals.com/MonthofLove)



## Month of Love

In February, Easterseals Southern California celebrated our third annual Month of Love Online Auction and Impact Campaign! Dedicated to love, appreciation, friendship and acts of kindness, funds from the campaign went towards supporting services for more than 15,000 adults and children Easterseals serves on a daily basis. The online auction ran the first week of the month and featured items such as Universal Studios passes, LA Angels and Chargers tickets, golf packages, a flat screen TV, a cruiser bike, and new AirPods. Throughout the month, donations towards one of our "impact items" helped to purchase educational materials for a Child Development Center classroom, seeds and soil that support Adult Day Services healthy living initiatives, or a tablet computer to ensure all participants can access our virtual campus of content.

**Thank you** to everyone that participated and helped us build a more inclusive future for our friends, neighbors and the entire disability community.

# Community Events



## ▲ Abilities Expo

On March 10 - 12, Easterseals was thrilled to participate in the Los Angeles Abilities Expo! This premiere event for the disability community brings together thousands for workshops, activities and resources.

Easterseals was on hand to provide information about our service lines, starting a career with Easterseals and distribute small toys and candy to the participants with a fun Plinko game!



## ▲ Valentine's Day Surprise

This Valentine's Day, American Career College (ACC) provided Valentine's Day and Friendship cards to Adult Day Services and Child Development Service Centers in the Inland Empire. Volunteers from ACC put together the cards and delivered them to our different service sites; thank you for providing an extra special surprise for our kids and participants!

## ▶ Festival of Human Abilities

Easterseals attended the Festival of Human Abilities event at the Aquarium of the Pacific in Long Beach, CA. This celebration highlights the creative talents and abilities of people with disabilities with performances, live music and art demonstrations. Easterseals had crafts and giveaways and special guest, "Hanz" the Autism therapy robot!



EASTERSEALS NIGHT  
WITH THE

# Angels

Easterseals is excited to announce we'll once again be celebrating this summer at a Los Angeles Angels baseball game! Please join us on Saturday, July 22nd to see the Angels take on the Pittsburgh Pirates. Reserve your spot to celebrate with our dedicated associates, clients and supporters at Easterseals Night by donating today at: [Socal.Easterseals.Com/ESSCangels](https://www.socal.easterseals.com/ESSCangels)



Saturday, July 22, 2023



# Technology Lending Library

## Helps Mom and Daughter Reunite During Pandemic

**B**efore the pandemic, Georgia and her daughter Jocelyn, a long-time participant with our Adult Day Services in Glendale, enjoyed spending quality time together every week, sometimes twice a week.

In March 2020, that all changed as Covid-19 spread.

"I was devastated. I thought I wouldn't see her anymore," said Georgia. Because of the stay-at-home orders, Georgia went an entire year without seeing Jocelyn, who has cerebral palsy and communicates through a communication board. Their only way to interact was over the telephone, which proved insufficient for this mother and daughter.

As Covid-19 restrictions eased, Georgia visited Jocelyn occasionally in person. With pandemic protocols, and because she doesn't drive, those visits were few and far between. Reese Peterson, Director of Adult Day Service's Technology Lending Library (TLL), provided a solution.

Reese delivered a JayPad to Georgia and Jocelyn so they could communicate virtually. A JayPad is an Android tablet with specialized software, created by the company HealthJay Inc. Originally, it was marketed towards seniors.

However, at the beginning of the pandemic, ESSC's TLL Team, which provides technology and training to people with disabilities throughout Los Angeles County, realized

how beneficial it could be for participants.

Since March, Jocelyn and Georgia have communicated through the JayPad at least once a week. They play games, and Georgia watches Jocelyn participate in painting, drawing, and creating.

To view a video about Jocelyn's experience use the QR code



I was about to cry [when she saw Jocelyn for the first time over the JayPad], and she was too, Georgia said.

# START

## Crisis Support Services

Easterseals Southern California (ESSC) Autism Therapy Services launched its **START** (Systemic, Therapeutic, Assessment, Resource, Treatment) Crisis Support Team in December 2022. This program supports individuals experiencing a crisis who have a history of a developmental disability and mental health concerns.

The START team at Easterseals works closely with an individual's physicians, mental health professionals, and occupational and speech therapists to coordinate a system of support to reduce crisis episodes and promote overall wellness.





# Small Actions Create **BIG** Changes

Would you like to be able to make a difference at Easterseals in a small, but meaningful way?

Join our valued **THRIVE ALLIANCE** monthly donors.

Here's a few great reasons to take into consideration:

- ▶ **Your monthly gift provides a steady flow of income that we can count on.** Donations are a huge component of the funding for many of our programs. When you give monthly, you ensure a stable foundation for Easterseals Southern California (ESSC) to comfortably seek out big-picture solutions for disability access and programs that otherwise would not have been possible. Monthly donors give way for longevity, allowing for our programs and services to truly flourish.
- ▶ **You will grow with us.** Whether it's a new music program for seniors, additions to a playground or making sure our facilities are in top shape, each month your generous gift will be utilized for the ESSC programs and services that need it the most.
- ▶ **It's easy & convenient.** By opting to make your gift monthly when donating to ESSC, you will not have to worry about anything as monthly gifts are automatically processed in a timely manner.
- ▶ **You can adjust your contribution at any time.** If you would like to decrease or increase your contribution at any time, you can do so by calling our Advancement office at 714-834-1111 ext. 1001. You can also cancel at any time and start back up the next month. The process is easy and convenient.
- ▶ **It's easy on your bank account.** Instead of donating a larger amount at a single time, you can set the amount as low as just \$7 a month. Signing up to contribute each month can keep you within your budget while also benefiting ESSC in a consistent manner.

Consider joining **THRIVE ALLIANCE** today and help us lead the way to full equity, inclusion and access through life-changing disability and community services. Check the 'Make it Monthly' box on the enclosed envelope or make a secure online gift at <http://socal.easterseals.com/monthlygiving>. For more information, contact our Team at 714-653-5041.

**Can't give now?  
Consider a gift to Easterseals in your Will or Trust!**



1063 McGaw Avenue, Suite 100  
Irvine, CA 92614  
(714) 834-1111 ext. 5027  
[www.easterseals.com/southernca](http://www.easterseals.com/southernca)



Celebrating a decade of leadership advocating for diversity, equity and inclusion in the entertainment industry, the **2023 Easterseals Disability Film Challenge** was held **March 28 – April 2**. The awards ceremony will be held May 4 at Sony Pictures Studios.

“Hollywood has only begun to tap into the power of inclusion and to showcase this significant segment of our society,” said Mark Whitley, President and CEO of Easterseals Southern California. “The Easterseals Disability Film Challenge gives filmmakers, actors and their crews invaluable entertainment experience and a chance to network with industry professionals. Likewise, it’s an opportunity for studios, networks, guilds, talent agencies and people working in entertainment to get involved to change the way we all experience and understand disability.”

The Easterseals Disability Film Challenge is made possible by the generous support of its supporters: **Adobe, Dell Technologies, HFPA, IMDb, Intel, NBCUniversal, Netflix, Paramount, Prime Video, Sony Pictures and Warner Bros. Discovery.**