

easterseals

Southern California

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

Donor Spotlight: Timothy Burch

Easterseals is honored to have a history of serving our communities for 101 years! The reasons behind the work we do comes from within these very communities—stories of individuals like Timothy Burch.

Iowa born in 1953, Tim and his family moved throughout the country through his school-age years. During their time in Southern California, he had received services at Easterseals for his Cerebral Palsy. Always smiling and emitting an energy of positivity, Tim was asked to share this energy and represent Easterseals as the 1959 Poster Boy. During this time, he represented the organization Nationally in print, including the infamous Easterseals stamps, and on television as one of the stars of the year's Beverly Hills Easterseals Parade.

He says he owes his positive outlook he had at this young age to the foresight of his parents' views on inclusivity, treating him the same as his siblings and encouraging him to succeed in his endeavors. With this encouragement, Timothy later went on to study drafting and design, and later began a nearly 50-year career working in the petroleum industry with companies such as Mobil Oil Corp. and Brea Cañon Oil Co. giving him a chance to settle in many areas of the country and start a family.

"Without Easterseals, I don't think I could have achieved my life the way it turned out," says Tim about his connection with the organization, "Easterseals gave me the confidence [showing me] I didn't need to prove to myself. Just do your very best, and your actions prove who you are as a person."

Today, Tim is enjoying his new retirement and time spent with family. We are also honored to call him an Easterseals Southern California President's Council member and valued member of our ESSC family.

If you'd like to learn more about ESSC services, or leadership giving as a member of our President's Council, please contact Asli Ozguz at asli.ozguz@essc.org or 657.220.7950. ■



THIS ISSUE

Donor Spotlight: Timothy Burch
PAGE 1

**Adult Day Services Club
Continues to Flourish**
PAGE 2

**MSM: Making Holiday Wishes
Come True**
PAGE 3

**Amway: Over 35 Years
in Partnership in
Making a Difference**
PAGE 3

**Thank you
from ESSC**
PAGE 3

Month of Love
PAGE 4

**We would love
to hear your special
connection to
Easterseals!**

**To share your story,
please contact
development@essc.org**

STORIES OF Impact



Adult Day Services Poetry Club Continues to Flourish

Launched Summer 2020, the Adult Day Services Poetry Club invites participants and associates to share their creativity every Friday at 11:30 a.m. over Zoom. The club was started by associate and advocate, Howard, who had been attending a monthly poetry event at Barnes & Noble before the pandemic began. "When Howard shared his disappointment in the cancellation of the bookstore event, we thought we would create something similar here at Easterseals," says Adult Day Services Program Director Brian.

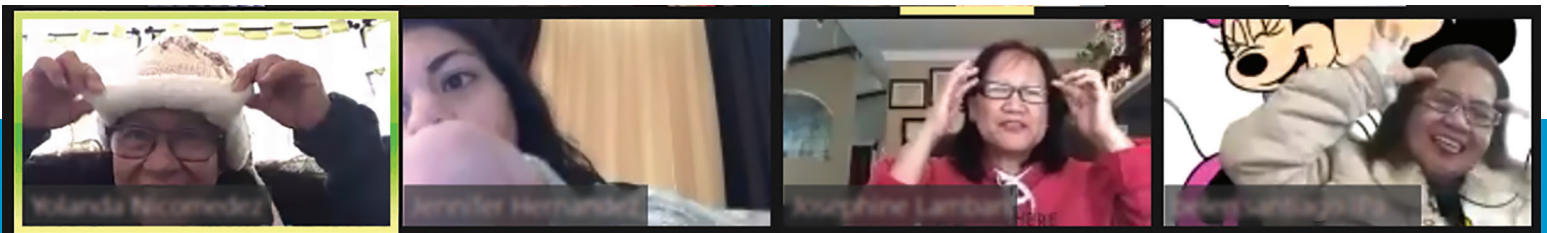
The club was launched with Easterseals Adult Day Services



associates and participants interested in sharing poems, quotes, personal statements, or other creative thoughts to join the weekly meeting. Since its inception, dozens of participants and associates have attended and numerous poems have been read!

One of the club's notable successes is how it impacted Pricilla, a participant from Lancaster. She first started participating in the club by sharing her poetry. Before long, she began occasionally filling in for Howard, who usually hosts the weekly club meetings. "Pricilla thought she could never facilitate or lead a group," says Brian, "but now she feels wonderful doing both!"

Hope reading this story has made you feel wonderful too! ■



Delivering Our Services During the Covid-19 Pandemic

Technology is playing a large part in how we continue to deliver services to the thousands of individuals with disabilities who rely on Easterseals Southern California for care and support. As we discover innovative ways to provide our vital services, technology has been able to give seniors, children, and everyone in-between, the social inclusion that we all need through support groups, check-ins, online classes and therapies.

This is where YOU can help! For many in our communities, there is still an absence of access to technology and skills for use. Internet subscriptions, licensing fees, Telehealth services, training, IT support and devices are crucial for success. Your gift to Easterseals today ensures new ways of communication, learning, well-being and that priceless feeling of inclusion.

With your support we will remain to be the 'Go To' resource for the thousands of people right here in your communities that look to Easterseals to help them weather the storm. ■

You may make a gift with the envelope provided, or online at socal.easterseals.com/donate. We thank each and every one of you for your ongoing support!

Thank you



 **THANK YOU!**
\$2,000,000+

Through the incredible generosity of our donor community in 2020, Easterseals was able to meet the tremendous needs our families faced in light of this unprecedented pandemic. You helped make profound, positive differences in the lives of individuals with disabilities!

Medical Specialties Managers (MSM): Making Holiday Wishes Comes True

In the spirit of giving this past holiday season, Medical Specialties Managers, a long-time corporate partner of ESSC, reached out to 'adopt' an ESSC family who found themselves needing a little extra help. The family of 10 (8 kids ages 3 to 22), was treated to a delicious Thanksgiving meal from Fleming's hosted by MSM. MSM staff then got to work raising funds to fulfill the family's holiday wish list, challenging their staff to raise the funds in 12 days. Not only did they exceed the challenge amount, they raised the funds in just 2 days and were able to purchase every item on the wish list, plus grocery gift cards to help the family in the coming months! Thank you to MSM and their staff for giving this family a holiday they won't soon forget. ■



Wrapped gifts for the family. ESSC CDC associates and teachers of 2 family members, Breanna Duran, ECE III, and Sophia Ramirez, ECE III teacher

Amway: Over 35 Years of Partnership in Making a Difference

ESSC would like to thank our generous partners at Amway for their incredible support. Amway has been a dedicated supporter and part of the Easterseals family for over 35 years and local team—The DreamMakers, spearheaded by Patrice Martin, have been a leading team in fundraising support for **Strides for Disability** for more than a decade. Thank you, Amway! ■



From top: Pics 1 & 2 - **Strides for Disability**: Amway DreamMakers team members; 2019 **Strides for Disability** – ESSC board member Nic Novicki, CDO Nancy Weintraub, board member Andre Filip, Amway DreamMakers team captain Patrice Martin and Amway National Senior Philanthropic Specialist Marsha Champion.



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CHANGE THE WAY YOU SEE DISABILITY

Easterseals Southern California first-ever virtual Month of Love Auction and Impact Campaign!



Join us for a month-long tribute to love, appreciation, friendship and acts of kindness. February 1 marked the launch of our online auction, with an array of items for everyone to bid on, and donations at the \$10, \$25 or \$50 level receive a virtual valentine, chocolates and/or access to a special online chocolate making class hosted by Ben Tseitlin from Benchic Chocolate.

Visit socal.easterseals.com/monthoflove today!