



Promoting literacy through research, education, and advocacy.™

# Southern CA Tri-Counties Branch

## Message from Dr. Sharon L. Teruya, Branch President



Feedback from 2012 conference attendees:

**\*\*I've been attending this conference for the past 10 years and would not miss it for anything!**

**\*\*Attending the IEB conference is one of the most cost-effective ways of keeping abreast of current views and trends.**

**\*\*The presenter was super dynamic and very practical. I took away many ideas that I have put into immediate application.**

**\*\*Great food!!**

This is our 29th year: for 28 years we were the Inland Empire Branch and this year we changed our name officially to **So CA Tri-Counties Branch of IDA**. This change accurately reflects the inclusion of Orange County. We thank our VP, Judy Reising, for all of her efforts to ex-

pand our reach into Orange County and we are excited about the possibilities for further growth and expansion of our branch. 2012 has been an exciting and rewarding year for our Branch as we continue to serve the 1 in 10 people with dyslexia in our communities, their families and the professionals who support them. This year, as in past years, our many great achievements have set the stage for further success in 2013. Here's what our dedicated team of volunteers accomplished:

- Attended 9 board meetings and 4 executive board meetings
- Sponsored a community meeting in January on *Legal Rights* and in October for Dyslexia Awareness Month (*Children's Author Event* with storyteller Karen Rae Kraut)

- Sponsored booths at 8 events by other non-profits and spoke at 7 community meetings
- Sponsored 7 webinars attracting teachers nation-wide and locally on a variety of topics: writing, vocabulary, comprehension, technologies, early intervention, practical parenting, and transitioning.
- Sponsored our Annual Conference in March: *Light Up Your Lobes* with 115 attendees
- Coordinated a 5K/1K *Dyslexia Dash* in April, with 192 runners/walkers, 57 volunteers, and 31 exhibitors
- Translated our website into Spanish, with audio

I wish to thank all of our dedicated Board members and volunteers for their tireless efforts which have made all of these events possible and successful. **SLT**

### Inside this Report

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## IDA Inland Empire Board of Directors for 2013

### Officers:

- Elaine Offstein, President
- Sharon Teruya, PhD, Past-President
- Regina Richards, President Emeritus
- Judy Reising, Vice President
- Kim Lowe, Secretary
- Shannon Carlson, CPA, Treasurer

### Directors:

- Jennifer Andrade
- Jennifer Biang
- Tina Hambleton
- Martin Johnson
- Cyndee Miers
- Elaine Offstein
- Carolyn Ortman
- Sue Valdez

### Committees:

- Adult Literacy Conference
- Dash Events
- Executive Finance
- Fundraising
- Marketing
- Membership

### 2012 Highlights

200,000

Visitors to our Website Since our October website update, monthly visitors have doubled!

2000 Direct Contacts Information Inquiries, & Attendance at Events

4000 Hardcopies of Newsletters distributed, plus posted on website

11 Branch activities + and at 15 Fairs and other organizations

## Treasurer's Report *(Shannon Carlson, CPA, Treasurer)*

The treasurer is the financial officer of the branch and serves as the authorized financial custodian of the branch

### Where your money goes:

- Phone line for free information, support and referral
- Website hosting
- Printing and publishing information materials, newsletter
- Distribution of materials to local teachers and businesses
- Public presentations on dyslexia
- Teacher training and workshops
- Annual Conference
- Scholarships (if so designated)

### Information & Referral

#### Contact:

Jennifer Biang

#### Our Task:

We respond to inquiries via e-mail and phone. We continue to receive & respond to an ever-growing number of important & interesting inquiries on a wide range of dyslexia-related issues, thus consolidating IDA's increasingly relevant position as the source for all things related to literacy — we are the “go-to-source for dyslexia”.

The So CA Tri-Counties Branch is focused on the prudent management of its financial resources and seeks to optimize every dollar that it receives. The funds that have been raised go to raising public awareness and providing education and support to make a significant positive impact on the lives of those with dyslexia. The accompanying financial information represents the breakdown of our revenues and expenses for the year that ended December 31, 2012.

#### ASSETS

Checking Acct	\$ 6,253.14
Savings Acct	\$19,052.55
Restricted Scholarship Acct	\$77,413.89
Restricted Conference Acct	\$77,895.93

#### TOTAL ASSETS

**\$180,615.51**

#### LIABILITIES

Chase Credit Card	\$-541.38
Unearned McIntyre Grant Revenue	\$-63,666.67

#### TOTAL LIABILITIES

**\$-64,208.05**

#### NET ASSETS

**\$116,407.46**

#### YTD Net Income (Loss)

**\$3,122.40**

#### REVENUES

Conference	\$ 8,861.75
Donations, Grants, Sponsorships	\$ 18,789.47
Membership Resources	\$ 1,714.00
Community Meetings/Events	\$ 268.20
Dash 5K	\$ 2,213.94
Investment Income	\$ 10,145.90
	\$ 12,907.20

#### TOTAL REVENUE

**\$ 54,900.46**

#### EXPENSES

Scholarships	\$ 1,475.00
Conference	\$14,802.18
Event Expenses	\$ 1,949.73
Board Meetings	\$ 709.69
5K Race Expenses	\$ 8,993.32
Administrative Expense	\$ 20,047.81
Resources Purchased	\$ 749.97
National Expenses	\$ 2,636.37
Investment & Other Expenses	\$ 413.99

#### TOTAL EXPENSES

**\$ 51,778.06**

**CREATING HOPE. CREATING POSSIBILITY. CREATING PARTNERSHIP  
LITERACY FOR ALL!**

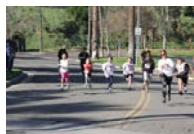
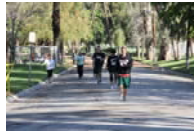
**Supporters**

*The So CA Tri-Counties Branch gratefully acknowledges the following individuals, companies and organizations for their kind and generous*

**INDIVIDUAL DONORS**

- Abbot Lab Employee Giving
- Antonio Wingster
- ATT United Way
- Barbara Marmor
- Caremore Health
- Charles Beaty
- Cyndee Miers
- DeeAnn Parra
- Edward & Janet Reyes
- Elaine Offstein
- Elizabeth Beattie
- Give Big
- Goodwin & Sons
- Honest Tea
- Hospira Employee Donations
- Jamba Juice
- Jennifer Andrade
- Judy Reising
- Kim Lowe
- Kody Enterprises
- Low Price Print
- Molina Healthcare
- Nat'l Indian Council on Aging
- Optimum Nurtition
- Regina Richards
- Riverside Community Hosp
- Riverside East Rotary
- Shannon Carlson
- Sharon Barnett Dillon
- Sharon Teruya
- Shave Secret
- Sheri Cruz
- Sue Valdez
- Sun Butter
- Theresa Birkett
- United Way of Inland Empire
- United Way of LA
- Udder Cream
- W. County Child Care Council

**DASH HAPPENINGS**



**Adult Literacy Classes**

**VOLUNTEER TEACHERS**

- Eleanor Colombo
- Barbara Gillis
- Felice Pope

**2012 ADVERTISERS**

- For Newsletter published 2x year
- Out-raij-ous
- Republic Printing
- Richards Educational Therapy Center, Inc

**Major 2012 Conference SPONSOR**

The Jeannette C. McIntyre and Frederick (Lash) McIntyre Charitable Foundation Trust

**2012 EVENT SPONSORS**

- Target Corporation
- Edison International
- San Manuel Bingo

**2012 BRANCH SPONSORS**

- Keyway.net

**2012 Dyslexia Dash**

**CORPORATE EVENT PARTNERS**

- City of Riverside

**IN KIND DONORS**

- American Medical Response (ambulance)
- City of Riverside Park & Rec Dept
- Honest Tea
- Low Price Print
- Optimum Nutrition
- Popchips
- Shave Secrets
- Sun butter
- Udder Cream



**2012 CONFERENCE and DASH SILENT AUCTIONS DONORS**

- Avi Resort & Casino
- Babouch Moroccan Restaurant
- Bradford Portraiture
- Brooks Publishing
- Cambria Estate Wines
- Candlelight Pavilion
- Capistrano Center Performing Arts
- Cheryl Chase-Carmichael
- Citrus College, Haugh Performing Center
- Curves
- Elaine Lewis
- Educational Publishing Service
- Explore Ocean
- Hearst Castle
- Hornblower Cruises
- Ice House Comedy Nightclub
- Improv Comedy Club
- In N Out Burger
- Irv Richards
- Island Packers
- John & Mary Hall
- John Travolta
- Judy Reising
- Kathy Young, Author
- LA Cancer Challenge
- La Mirada Theater - Performing Arts
- Legoland and CA Resort
- Los Alamitos Race Course
- Marden Jewelers
- Moonlight Stage Productions
- Old Town Temecula Comm. Theater
- Pacific Park
- Pala Casino Spa Report
- Palm Springs Museum
- Palm Springs Tramway
- PRP Wine International
- Rancho Cucamonga Lewis Family Playhouse
- Regina Richards
- Riverside Community Players
- Rosarita Beach Hotel
- Rubio's Restaurant
- San Diego Zoo Global
- Santa Anita Park
- Sawdust Festival
- Sea World Park
- Sharon Teruya
- Slingerland Publications
- Smith Optics
- Spirit Cruises
- Super Duper Publications
- Theater West
- Thomas Masten PRP
- Tropicana Laughlin
- USKO Karate

**LITERACY FOR ALL!**

## LITERACY FOR ALL!



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[WWW.DYSLEXIA-CA.ORG](http://WWW.DYSLEXIA-CA.ORG)

## TCB's Mission Statement

The So CA Tri-Counties Branch of the International Dyslexia Association endeavors to bring researchers and relevant literacy topics to the public and to share information regarding literacy, including dyslexia, via media, personal contact, and events focused on literacy

We envision building a community that facilitates literacy success through appropriate recognition, understanding, and strategy implementation appropriate to dyslexia. Populations served include educators, parents, individuals with dyslexia, and those who share their lives. Geographic areas include the communities of Riverside County, San Bernardino County, parts of Orange County, parts of East San Gabriel Valley, and Southern Nevada.

We believe that all individuals have the right to achieve their potential; that individual learning abilities can be strengthened, and that social, educational and cultural barriers to language acquisition and use must be removed.

EIN Number - 33-0060987

## IDA Purpose and Mission

### TCB Strategic Plan Goals for 2013

#### Goal 1:

Increase visibility in the region so that the general public and the professional sector have a better understanding of what dyslexia is, and what effective literacy instructions is for all learners to success in school and beyond.

#### Goal 2:

Develop a plan in coordination with other California IDA branches to create a literacy legislation. The focus will be on **SEEDS**:

- Struggling Readers Encompassing All Social Groups
- Economically Disadvantaged Youth
- English Language Learners
- Dyslexia Students
- Specific Learning Disability Students

### About IDA

Headquartered in Baltimore, Maryland, IDA has more than 8,500 members worldwide. Members and the public-at-large have access to local resources throughout 45 branches in the U.S. and Canada and 20 Global Partners around the world.

### About the Inland Empire Branch

The **So CA Tri-Counties Branch of the International Dyslexia Association** is a non-profit charitable organization founded in 1984. The branch is operated entirely by volunteers, providing free information, support and referral services to the public.

### How You Can Help

**Donate Online** – [www.razoo.com/story/International-Dyslexia-Association-4](http://www.razoo.com/story/International-Dyslexia-Association-4)

- ◆ **In-Kind Donations** – Gifts of goods and services are always welcomed.
- ◆ **Membership** - Become an IDA Member. Many membership opportunities are available. Visit our website. Fees; \$25 students, \$45 parents, \$95 professional