



Promoting literacy through research, education, and advocacy.™

# Southern CA Tri-Counties Branch

## Message from Elaine Offstein, President

### Feedback from 2014 conference attendees:

\*\*Wonderful! Information provided an understanding of dyslexia, websites to gain more information and wonderful handouts to spend time on. I now have information I can share with parents and I also gained some teaching strategies to provide specific instruction.

\*\*We always enjoy coming to TCB conferences. You have interesting speakers in a nice environment. Collaborating with others is also a perk!

\*\*I always come away well informed

\*\*As usual, this was another fantastic conference—informative and useful.

\*\*I now have a much better understanding of dyslexia.

2014, an exciting year of growth and change, has passed. As we look forward to 2015, it is appropriate that we consider our past achievements. Our annual conference, "The Science of Reading" was awesome and well-attended with Drs. Sally and Bennett Schaywitz and Andy Stetkevich.

We experienced a growth in parent support groups as we became a more active presence in the Orange County area. Our webinars increased in number, variety of topics and attendance. We enjoyed a successful fundraising with our conference silent auction and our Casino Night.

Throughout the year, our focus remained fixed on our mission to improve literacy in our communities. Every activity, webinar, presentation and fundraiser was, and continues to be, dedicated to this mission.

As we look forward to 2015, we strive to succeed in our mission and continue to grow as a chapter through an ac-

tive, committed membership and donations.

Membership is important because numbers represent constituents, and hence power, to our legislators. As a non-profit, all volunteer organization, our members are the backbone of our organization. Joining is easy and comes with many benefits. Check it out on our website.

Donations come in the form of small and large individual contributions, from our fundraising activities, and grants from corporations, trusts, or individuals. These provide the means for us to maintain our variety of services.

I want to thank all of the people who helped make 2014 a successful year and welcome all new and returning members to a new year of improving literacy in our communities.

Looking forward to another successful year!

Elaine



### Inside this Report

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### Highlights

300,000 visitors to our website

2,500 Direct Contacts  
Information inquiries & Event attendance

3,000 hardcopies of newsletters distributed, plus posted on website

38 Branch activities, including Casino Night, Dyslexia Awareness, Fairs, and other organization events

## So CA Tri-Counties Branch Board of Directors for 2015

### Officers:

Elaine Offstein, President  
Regina Richards, Administrative Vice-President  
Judy Reising, Membership Vice President  
Regina Manning, Secretary  
Shannon Carlson, CPA, Treasurer

### Directors:

Tina Hambleton  
Karen Lerner  
Haya Sakadjian  
Irene Tackett  
Sue Valdez  
Caylin Wade

### Committees:

Adult Literacy  
Conference  
Events  
Executive  
Finance  
Fundraising  
Marketing  
Membership  
Parent Support Groups

## 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, 2014.

#### ASSETS

Checking Acct	\$ 8,555.67
Savings Acct	\$ 4,793.29
Restricted Scholarship Acct	\$ 83,321.95
Restricted Conference Acct	\$ 67,883.43

#### TOTAL ASSETS

**\$164,540.95**

#### LIABILITIES

Chase Credit Card	\$ -13.39
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#### TOTAL LIABILITIES

**\$-13.39**

#### NET ASSETS

**\$164,540.95**

#### YTD Net Income (Loss)

**\$ - 8,915.80**

#### REVENUES

Conference	\$ 17,803.96
Donations, Grants, Sponsorships	\$ 9,428.00
Membership	\$ 1,777.96
Resources	\$ 642.00
Community Meetings/Events	\$ 2,192.68
Investment Income	\$ 5,287.85

#### TOTAL REVENUE

**\$ 37,132.45**

#### EXPENSES

Scholarships	\$ 1,976.30
Conference Expenses	\$ 25,008.54
Event Expenses	\$ 964.25
Membership fees	\$ 385.00
Administrative Expense	\$ 17,263.16
Resources Purchased	\$ 27.65
Investment & Other Expenses	\$ 423.35

#### TOTAL EXPENSES

**\$ 46,048.25**



**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 contributions*

**INDIVIDUAL DONORS**

- Abbot Labs - Employee Giving
- Alicia Gray
- Ann Jonas
- Cynthia Thompson
- Gwynette Betz
- Jackie Philips
- Jerry & Susan Gordon
- Karen Lerner
- Maria Hetheron
- Martha Vranich
- Rabbi Suzanne Singer
- Rhonda Loudon
- Roger Van Matre
- Sharon Teruya
- Suzanne Richards
- Thomas Zix

**BRANCH**

**HAPPENINGS**

TCB BOARD RETREAT



**2014 Casino Night SPONSORS**

- City of Riverside
- Target Corporation
- Immigration Law Office
- Rotary East
- Team Referral—Lunch

**2014 BRANCH SPONSORS**

- Keyway.net
- UPS Storage



**2014 CONFERENCE SILENT AUCTIONS DONORS**

- Allie's Hallmark Store
- Angelica's Florist
- Bradford World Renowned Portraiture
- Brookes Publishing Company
- Canyon Crest Winery
- Cellar Door Books
- Disneyland
- Gazebo
- Great Leaps
- Harry Mirchandaney wine
- Haug Performing Arts Center
- Hearst Castle
- High Noon Books
- Hornblower Cruises & Events
- In-N-Out Burger
- Island Packers
- Lindamood Bell
- Magic Mountain
- Mardon's Jewelry
- Mary Kay – Susan Goodson
- Monark Chinese Restaurant
- Museum of Tolerance
- Old Town Temecula Community Theater
- Rancho Cucamonga's Lewis Family Playhouse
- Read Naturally
- Richland Pride
- Riverside Community Players
- Sawdust Art & Craft Festival
- Sea World
- Shape Math

**Major 2014 Conference SPONSOR**

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

Wilson Language

**Adult Literacy Classes**

**VOLUNTEER TEACHERS**

- Eleanor Colombo
- Barbara Gillis

**2014 ADVERTISERS**

- For Newsletter
- Out-raij-ous
- Republic Printing
- Richards Educational Therapy Center, Inc



**LITERACY FOR ALL!**

## LITERACY FOR ALL!



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Email: [tcb.info@dyslexia-ca.org](mailto:tcb.info@dyslexia-ca.org)



[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 2014

#### Goal 1: Knowledge and Practice

Increase use of social media

End of year: Increased use by 20-46%

#### Goal 2: Knowledge and Practice

Increase our attendance at other conferences

End of year: Attended 38 other events

#### Goal 3: Knowledge and Practice

Have our Annual Spring conference in March

End of year: Conference is planned and organized

#### Goal 4: Knowledge and Practice

Provide 10 webinars on variety of educational topics

End of year: provided 11 webinars

#### Goal 5: Fundraising

Will earn a total of \$7000 on fundraising

End of year: Total \$9,603. An increase of 110% over 2013

#### Goal 6: Membership

Will provide a variety of perks for members

End of year: Provided 19 scholarships

### 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 So CA Tri-Counties 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, \$45 teachers, \$95 professional