Message from Elaine Offstein, President

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 active, 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

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.**

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

Inside this Report
- Message from the Branch President
- Treasurer’s Report
- Information & Referral Report
- Supporters

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

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.

**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

**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)

**TOTAL LIABILITIES** $(13.39)

**NET ASSETS** $164,540.95

**YTD Net Income (Loss)** $(8,915.80)

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”.

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 Hetherton
Martha Vranich
Rabbi Suzanne Singer
Rhonda Louden
Roger Van Matre
Sharon Teruya
Suzanne Richards
Thomas Zix

2014 CASINO NIGHT SPONSORS
City of Riverside
Target Corporation
Immigration Law Office
Rotary East
Team Referral—Lunch

2014 BRANCH SPONSORS
Keyway.net
UPS Storage

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-raj-ous
Republic Printing
Richards Educational Therapy Center, Inc

LITERACY FOR ALL!
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

How You Can Help


♦ 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

Founded in Memory of Samuel T. Orton