



Promoting literacy through research, education, and advocacy.™

Southern CA Tri-Counties Branch

Message from Elaine Offstein, President

Hello Everyone!

It is always a pleasure to share with our members what we have accomplished in the past year and where we are headed in the future. There are many exciting changes in our future, but first, let's review some important milestones from the past year.

We are delighted and grateful to have received a grant that allows us to sponsor all of our webinars for FREE! This has resulted in a dramatic increase in attendance and now even people outside of the US are participating in our monthly webinars.

Our mission is improving literacy within our communities and providing webinars that disseminate accurate information and practical interventions is a major component. We welcome your input regarding suggestions for our webinars.

Our Casino Night Fundraiser continues to grow. We had a handful of participants at the first one but several dozen attendees in 2015. We look forward to our 3rd Annual

Casino Night on June 11, 2016 for even greater participation.

We have made a significant change in our annual conference. We are continuing our one-day format, based on the positive feedback. We're also changing our location. Our 2017 conference will be at the Embassy Suites in Brea, CA. Our Keynote Presenter is Peg Dawson, speaking on executive function.

Tri-Counties Branch has continued to grow in the past year. We have many new members on our board and we now serve the entire area of Orange County. We welcome all our new and returning members.

Big things are happening on the national front. The IDA home office launched Team Quest at teamquestdyslexia.org, ongoing fundraising marathon events. Today, running for fitness and enjoyment has become increasingly popular for people of all ages and many people run/jog/walk to raise money for their favorite charity. Using

marathons as a way to raise money for non-profit organizations has become a mainstay in our society and IDA has joined the movement. Now it is possible to keep fit and raise money for IDA at the same time. Go to teamquestdyslexia.org for information about upcoming events, and how YOU can join us. The exciting part is that money raised by participating in a TeamQuest event benefits our branch as well and the entire IDA family.

One more big announcement: there are going to be major changes in our website and domain name. The home office is converting the website of all the branches. The roll-out is happening slowly, branch by branch. You will be notified when our new website and domain name become active.

I am looking forward to seeing you at our events and hope 2016 and 2017 are filled with all good things.

Sincerely,



Inside this Report

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- Treasurer's Report
- Information & Referral Report
- Supporters

Highlights

300,000 visitors to our website

2,700 Direct Contacts Information inquiries & Event attendance

1500 hardcopies of newsletters distributed, plus posted on website

34 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 G. Richards, Organizational Vice-President
- Judy Reising, Membership Vice President
- Regina Manning, Secretary
- Shannon Carlson, CPA, Treasurer

Directors:

- Tina Hambleton
- Karen Lerner
- Haya Sakadjian
- 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	\$ 8,495.26
Savings Acct	\$ 4,231.41
Restricted Scholarship Acct	\$ 79,535.96
Restricted Conference Acct	\$61,501.34

TOTAL ASSETS

\$153,783.97

LIABILITIES

Chase Credit Card	\$(417.54)
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TOTAL LIABILITIES

\$(417.54)

NET ASSETS

\$153,346.43

YTD Net Income (Loss)

\$ (11,194.52)

REVENUES

Conference	\$ 11,318.74
Donations, Grants, Sponsorships	\$ 7,000.07
Membership	\$ 1,527.68
Items Sales	\$ 557.25
Event Registrations	\$ 795.46
TOTAL REVENUE	\$ 21,199.21

EXPENSES

Scholarships	\$ 1,100.00
Conference Expenses	\$ 8,625.14
Event Expenses	\$ 45.00
Administrative Expense & Contracts	\$ 13,556.64
Investment & Other Expenses	\$ 419.84
TOTAL EXPENSES	\$ 23,746.62



**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

- Angel Wings Bakery
- Angelica's Florist
- Bonnie Terry
- Bradford Portraits
- Bright Solutions for Dyslexia
- Brookes Publishing
- Bucket List Burgers
- Canyon Crest Jewelers
- Canyon Crust Pizza
- Capital Genealogy
- Cellar Door Books
- Curves
- Gazebo Gifts & Flowers
- Gram's BBQ
- Great Clips
- Hornblower Cruises
- John & Mary Hall
- Lindamood Bell

CONFERENCE HAPPENINGS



Sue Valdez, one of our board members, passed away this year. She always ran the Silent Auction—so we dedicated the Auction to Sue. She will be missed!

Major 2015 Conference SPONSOR

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

City of Riverside

Adult Literacy Classes

VOLUNTEER TEACHERS

- Eleanor Colombo
- Felice Pope

2015 ADVERTISERS

- For Newsletter
- Out-raij-ous
- Republic Printing
- Richards Educational Therapy

2015 Casino Night SPONSORS

- Law Office of Bryan S. Owens
- Law Offices of David B. Wolfe
- Dr. Floyd E. Milner, Audiologist

Other Sponsors

- T&V Print—Vince Castelluccio
- C&M School Supplies
- Extreme Pita
- Isabella's Cupcakes & More
- Spellman Photography

2015 BRANCH SPONSORS

UPS Storage



INDIVIDUAL DONORS

- Mardon Jewelers
- Museum of Tolerance
- Patricia Pagett
- Phonic Books
- Pro-Ed Publishers
- PRP Wine International
- Regina Richards
- Riverside Community Players
- Rob Openshaw
- Rowley Portraits
- Sawdust Festival
- Sea Glass Fine Art
- Sea World
- Slingerland Institute
- Sopris Learning
- Sprouts
- Starbucks
- Super Duper Publications



The Board Clowning Around

OUR WEBINARS

We held 9 webinars in 2015. In July, we received a donation allowing us to offer the webinars for free.

Prior to July:

- Attendees from outside CA—1
- Attendees from outside USA—0
- Attendees from CA—62
- Total attendees—63

From July through December:

- Attendees from outside CA—29
- Attendees from outside USA—8
- Attendees from CA — 237
- Total attendees—274



LITERACY FOR ALL!

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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.

IDA Purpose and Mission**TCB Strategic Plan Goals for 2015****Goal 1: Knowledge and Practice**

Increase use of social media by 7%

Results: Increased use by 5.57%

Goal 2: Knowledge and Practice

Increase our attendance at 30 other conferences

Results: Attended 30 other events

Goal 3: Knowledge and Practice

Have our Annual Spring conference in March

Results: Conference is planned and organized

Goal 4: Knowledge and Practice

Provide 10 webinars on variety of educational topics

Results: provided 10 webinars

Goal 5: Fundraising

Earn a total of \$7000 on fundraising

Results: Total \$7,858. An increase of 112% over 2014

Goal 6: Membership

Will provide a variety of perks for members

Results: Provided 7 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.

EIN Number - 33-0060987

How You Can Help

Donate Online – 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