Hello Again!

This Annual Report describes the activities, accomplishments, and decisions we made in 2016. I’m not going to give an overview of the contents because I hope you take the time to look it over and read about what we did in 2016. I want to talk about the future, not our past.

IDA has a new destiny. IDA wants to be the go-to organization for information about dyslexia and language-based learning difficulties and how to teach reading so everyone can learn. We have the goal of changing the way universities and colleges teach reading to all teachers, so they have a better understanding of how they can teach.

Doctors, scientists, and educators have puzzled over the causes of and remediation strategies for dyslexia since the late 1800’s. IDA is the oldest and foremost research organization into the causes and remediation of dyslexia and language-based learning disabilities. Since its beginning by Dr. Samuel Orton in the 1920’s, the goal has been to discover the root causes of dyslexia and to design the most effective strategy for overcoming dyslexia.

Decades of investigation have now shown that dyslexia is a genetic, hereditary, brain-based neurological condition. In addition to researching causes of dyslexia, IDA has also researched how dyslexics learn and the most effective methods of instruction. Now as we move forward into the 21st century, IDA has a new mission.

IDA has already developed research-based courses that specifically address the instructional strategies necessary for dyslexics to learn to read. These courses are now being offered in a few universities. Fully prepared teachers are the key to changing the way children are taught and we won’t stop until EVERY ONE CAN READ.

The stated mission of our branch is to improve literacy in our communities. That is why we hold annual conferences, workshops, webinars, and support groups. We also are the conduit for IDA to disseminate accurate, research-based information about dyslexia and language-based learning disabilities.

Guess what? All of these activities require both manpower and money on both the national and local level. We are an all-volunteer branch. We hold fundraising events to support our outreach activities and the broader goals of IDA as a whole.

We believe that IDA is worthy of your support and hope you will continue to support us in the coming year through your donations of time, money, and participation in our events.

I look forward to meeting you at our events.

Sincerely,

Elaine Offstein, President

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Message from Elaine Offstein, President

So CA Tri-Counties Branch Board of

Officers:
Elaine Offstein, President
Regina Richards, Organizational Vice-President
Judy Reising, Membership Vice-President
Regina Manning, Secretary
Monica Hodgson-Daniels, Treasurer

Directors:
Lisa Cupolo
Christine Denison
Cathy Johnson
Karen Lerner
Sherrie Marcinov
Elayne Roberts
Haya Sakadjian
Caylin Wade

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

So CA Tri-Counties Branch

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

Highlights
- 15,000 page views of our website
- 8000 sessions
- 3,000 Direct Contacts
- Information inquiries & Event attendance
- 400 hardcopies of newsletters distributed to members, plus posted on website
- 30 Branch activities, including Casino Night, Video Night, Simulations Night, Fairs, and other organization events
Treasurer’s Report  (Monica Hodgson-Daniels)

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**

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<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Conference</td>
<td>$14,486.50</td>
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<tr>
<td>Donations, Grants, Sponsorships</td>
<td>$6,094.71</td>
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<td>Membership</td>
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<td>Community Meetings/Events</td>
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<td>Investment Income</td>
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**EXPENSES**

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<td>Scholarships</td>
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<tr>
<td>Conference Expenses</td>
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<td>Event Expenses</td>
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<td>Administrative Expense</td>
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<td>Investment &amp; Other Expenses</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$26,094.99</strong></td>
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**ASSETS**

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<td>Savings Acct</td>
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<td>Restricted Scholarship Acct</td>
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<tr>
<td>Restricted Conference Acct</td>
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<td><strong>TOTAL ASSETS</strong></td>
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**LIABILITIES**

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<td><strong>TOTAL LIABILITIES</strong></td>
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**NET ASSETS**

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<tr>
<td>$173,631.50</td>
<td>$36,004.75</td>
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</table>

**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”.

**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 presentations and workshops
- Annual Conference
- Scholarships (if so designated)

**Information & Referral**

CREATING HOPE.  CREATING POSSIBILITY.  CREATING PARTNERSHIP.
LITERACY FOR ALL!
The So CA Tri-Counties Branch gratefully acknowledges the following individuals, companies and organizations for their kind and generous contributions

Supporters

INDIVIDUAL DONORS
Allie’s Gold Crown Hallmark
Bradford Portraits
Brea Improv
British Emporium
Cabrillo Marine Aquarium
Camino Real Playhouse
Candlelight Pavilion
Canyon Crest Jewelry
Cellar Door Books
Curves
Extreme Pita
Great Word House
Hornblower
Ice House
Jaguar
John & Mary Hall
Karen Dicey
Lexus
LiteraSee
Living Desert
Lorraine Donovan
Mardan Jewelry
Mills A/C and Heating
Museum of Tolerance
Phonoware
Read Naturally
RET Center Press
Rowley Portraiture
San Diego Zoo
Sea World

BRANCH HAPPENINGS

2016 Casino Night SPONSORS
Cathy Johnson, SLIC
Dr. Floyd E. Milner, Audiologist
TEAM—RPRG
Elaine Offstein
Mills A/C and Heating

Other Sponsors
T&V Print—Vince Castelluccio
Marsha Sanborn
Extreme Pita
Out-raij-ous
Leah Hess
Carol Douglass
Margie Hodge
Sherrie Marcinov
Jason Nicholson
Karen Lerner

2016 BRANCH SPONSORS

UPS Storage

OUR WEBINARS
We held 10 webinars in 2016—all for free thanks to a generous donor. Attendance at each varied from 34 to 106 folks

- Total attendance 707
- 36 from outside the US
- 141 from outside of CA
- The rest from CALIF

Topics:
- Dyslexics Rock!
- Sensory Processing & The Child
- Improving Writing Skills
- The Who, What, When, and Why of Reading Instruction
- English Language Time Travel
- No Such Thing as Sight Words
- Assistive Technology
- Special Education Law

Major 2016 Conference SPONSORS
The Jeannette C. McIntyre and Frederick (Lash) McIntyre Charitable Foundation Trust
City of Riverside
San Manuel Band of Mission Indians

2016 ADVERTISERS
For Newsletter
Out-raij-ous
Republic Printing
Richards Educational Therapy

LITERACY FOR ALL!

Elaine Offstein presenting Leadership Award to Leah Hess

The Board Clowning Around
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 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.

TCB Strategic Plan Goals for 2016

Goal 1: Knowledge and Practice
Increase use of social media

Goal 2: Knowledge and Practice
Increase our attendance at other conferences

Goal 3: Knowledge and Practice
Have our Annual Spring conference in March

Goal 4: Knowledge and Practice
Provide 10 webinars on variety of educational topics

Goal 5: Fundraising
Will earn a total of $8000 on fundraising

Goal 6: Membership
Will provide a variety of perks for members

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 ser-

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 41 branches in the U.S. and Canada and 20 Global Partners around the world.

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

Founded in Memory of Samuel T. Orton