



Promoting literacy through research, education, and advocacy.™

Southern CA Tri-Counties Branch Annual Report 2017

Message from Elaine Offstein, President

Dear Tri-Counties Branch Members and Friends,

The path toward true personal happiness is service. When we give of ourselves to help others or to improve conditions in the world around us, we receive more than we give. It is through acts of selflessness that we uplift our own lives.

As a branch of the International Dyslexia Association, TCB is a division of the oldest and largest non-profit organization devoted to improving the lives of individuals struggling with dyslexia and other language-based learning differences. As such, we are actually a service organization.

We volunteer our time and energy to ensure that every child, teenager, and adult has the opportunity to learn to read. Through the programs, conferences, newsletters, webinars, and workshops our branch offers, we create opportunities for dialog about how dyslexics learn with teachers, administrators, parents, and legislators.

By providing information about WHAT dyslexia is and HOW dyslexics learn, we change the way people think about learning differences. The work we do as members of TCB is true service to our communities.

As we look back at our accomplishments of 2017, I am also looking

forward to the lives TCB will change through our programs and outreach in 2018.

I want to thank every member, non-member, and volunteer who has worked to make our branch and an active, vital force for change. We are committed to champion the cause of dyslexia UNTILL EVERYONE CAN READ!!

Sincerely,

Elaine Offstein,
President



Inside this Report

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

Highlights

- 16,000 visitors to our website
- 2,500 Direct Contacts
- Information inquiries & Event attendance

So CA Tri-Counties Branch Board of Directors for 2017

Officers:

- Elaine Offstein, President
- Regina G. 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
- Elayne Roberts
- Haya Sakadjian
- Caylin Wade

Committees:

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

1000 Attendees at Webinars
 144 from outside USA
 351 from outside California
 450 from California

300 hardcopies of newsletters distributed, plus posted on website

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

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

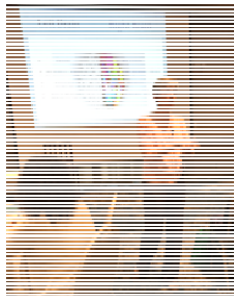
INDIVIDUAL DONORS

- Allie’s Hallmark
- Angelica’s Florist
- Bradford Portraiture
- British Emporium
- Brookes Publishing
- Cabrillo Marine Aquarium
- Camino Real Playhouse
- Canyon Crest Chase Bank
- Canyon Crest Jewelers
- Cellar Door Books
- C-Pen Reader Pen
- Crest Café
- Curves Downtown Riverside
- Dale Fukada
- Dana Buchman
- Disabled Veteran’s Foundation
- Flyleaf Publishers
- Gazebo Flowers
- Great Clips
- Great Word House
- High Noon Books
- Hornblower Cruises
- In-N-Out Burgers
- Isabella’s Cupcakes
- Jackie Phillips
- John & Mary Hall
- Laguna Playhouse
- Linguisystem Publisher
- Mardon Jewelry
- Museum of Tolerance
- My Learning Studio
- Oro.marketing (Raij Dude)
- Project Read
- PRP Wine International
- Read Naturally
- Rebecca Warner
- Riv”side Plaza Dentistry
- San Diego Zoo Global
- Sawdust Festival
- Spirit Cruises
- Starbucks Coffe
- Suds & Spuds
- Super Duper Publ.
- The Living Desert
- Vocademy (Sharyn Sherman)

CONFERENCE HAPPENINGS



Conference AM



Dr. Virginia Taylor speaking



Prepping Goodie Bags: Grace Vadales, Denise Rountree & Judy Reising

2017 Casino Night TABLE & CHAIR SPONSORS

- Chuck Rodine
- Clark and Diane Mills
- Dyslexia Orange County Dyslexia
- Janice Rodine
- Jerry Offstein
- Linan Combs
- Margie Hodges
- Michael Wade
- San Clemente Volleyball Club
- Terra Scalon

General Casino Night SPONSOR

City of Riverside

Others—Casino Night

Spellman Photography

In-Kind Donations to Branch

Monica Hodgson-Daniels
UPS Store, Canyon Crest

INDIVIDUAL DONORS Conference

Major 2017 Conference Sponsors

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

San Manuel Band of Mission Indians

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



The Board Clowning Around

LITERACY FOR ALL!



LITERACY FOR ALL!

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Email: tcb.info@dyslexia-ca.org



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 2017****Goal 1: Knowledge and Practice**

Increase use of social media by 7%

Goal 2: Knowledge and Practice

Increase our attendance at 30 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

Earn a total of \$7000 on fundraising

Goal 6: Membership**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

Founded in Memory of Samuel T. Orton