



Promoting literacy through research, education, and advocacy.™

# Southern CA Tri-Counties Branch Annual Report 2018

## Message from Elaine Offstein, President

Dear Tri-Counties Branch Members and Friends,

It's hard to believe that we have completed another year of activities and education. Thanks to our wonderful board of volunteers, we have made great strides in spreading the word that Dyslexia is NOT seeing words backwards. Dyslexia is a brain-based, neurological condition that affects many areas of academic success, including reading, mathematics, handwriting, spelling, and memory. I'm delighted to report that during 2018 we held a free webinar every month and discussed various topics related to learning and dyslexia. Our webinars have been attended by people from

all over the United States, as well as Canada, Europe, Australia and more. We have two active parent support groups, one in the Riverside area and one in Orange County. These free groups provide an opportunity for parents of children with dyslexia and other language learning difficulties to get together and share ideas, solutions, frustrations, and successes. Every year we host a conference dedicated to providing the latest updates for dyslexia/ language learning research, information, accommodation, and interventions for professionals, parents, and adults who struggle with dyslexia/ language. In addition to providing

events for adults, we also held an exciting event for children. John Rodrigues taught the attendees to create basic computer codes and build their own robots. We are planning to do more of these in 2019. We are looking forward to 2019. Check our website for more of our events. <http://social.dyslexiaida.org/>. We hope to see you at one or more of our events.

Sincerely,

Elaine Offstein, President



| Inside this Report                  |
|-------------------------------------|
| • Message from the Branch President |
| • Treasurer's Report                |
| • Information & Referral Report     |
| • Supporters                        |

## So CA Tri-Counties Branch Board of Directors for 2018

Officers:

- Elaine Offstein, President
- Regina G. Richards, Organizational Vice-President
- Caylin Wade, Membership Vice President
- Christine Denison, Secretary
- Monica Hodgson-Daniels, Treasurer

Directors:

- Elena Alvarez
- Marianne Cintron
- Sally Kabbara
- Cathy Johnson
- Karen Lerner
- Regina Manning
- Judy Reising
- Haya Sakadjian

Committees:

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

### 2018 Highlights

16,000 visitors to our website

2,500 Direct Contacts Information inquiries & Event attendance

Average 74 Webinar Attendees (12 webinars):  
Average 6 from outside USA  
Average 29 from outside CA  
57% from California  
46% from outside CA

300 hardcopies of newsletters distributed, plus posted on website

48 Branch activities, including Fairs, webinars, and programs for adults/children

## Treasurer's Report *(Monica Hodgson-Daniels, Taxation Specialist (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, 2018.

#### ASSETS

|                             |              |
|-----------------------------|--------------|
| Checking Acct               | \$ 3,450.27  |
| Savings Acct                | \$11,053.69  |
| Restricted Scholarship Acct | \$ 92,006.12 |
| Restricted Conference Acct  | \$70,287.84  |

**TOTAL ASSETS**  
\$176,797.92

#### LIABILITIES

|                          |                     |
|--------------------------|---------------------|
| Chase Credit Card        | \$(1,968.63)        |
| <b>TOTAL LIABILITIES</b> | <b>\$(1,968.63)</b> |

**NET ASSETS**  
\$174,829.29

**YTD Net Income (Loss)**  
\$ (2,021.88)

#### REVENUES

|                                 |                     |
|---------------------------------|---------------------|
| Conference                      | \$ 10,253.00        |
| Donations, Grants, Sponsorships | \$ 10,253.00        |
| Membership                      | \$ 1,253.70         |
| Items Sales                     | \$ 463.30           |
| Comm'ty Event Registrations     | \$ 1,214.29         |
| Investment                      | \$ 302.30           |
| Other income                    | \$ 174.04           |
| <b>TOTAL REVENUE</b>            | <b>\$ 24,254.53</b> |

#### EXPENSES

|                                    |                     |
|------------------------------------|---------------------|
| Comm'ty Events                     | \$ 2,510.11         |
| Conference Expenses                | \$ 11,500.34        |
| Nat'l Expenses                     | \$ 800.00           |
| Administrative Expense & Contracts | \$ 10,695.81        |
| Investment & Other Expenses        | \$ 300.00           |
| Other expenses                     | \$ 470.15           |
| <b>TOTAL EXPENSES</b>              | <b>\$ 26,276.41</b> |



Tell me and I forget, teach me and I may remember, involve me and I learn!

**CREATING HOPE. CREATING POSSIBILITY. CREATING PARTNERSHIP LITERACY FOR ALL!**

**Supporters**

**INDIVIDUAL DONORS**

Allie’s Hallmark  
 Angelica’s Florist  
 Ann-Marie Stauble  
 Barton Reading System  
 Bradford Portraiture  
 Brookes Publishing  
 Canyon Crest Jewelers  
 C-Pen Reader Pen  
 Coffee Bean & Tea Leaf  
 Flyleaf Publishers  
 Gazebo Florist  
 Keys to Literacy  
 Kindle  
 Lindamood Bell Learning Processes  
 Mardon Jewelry  
 Museum of Tolerance  
 Nekter @ Canyon Crest  
 Ontario Reign  
 JKP Strategies (Raij Dude)  
 Project Read  
 PRP Wine International  
 Read Naturally  
 Rebecca Warner  
 Starbucks Coffee  
 Suds & Spuds  
 Super Duper Publ.  
 Trader Joe’s

*The So CA Tri-Counties Branch gratefully acknowledges the following individuals, companies and organizations for their kind and generous contributions*

**CONFERENCE HAPPENINGS**



Speaker Mary-Anne & Regina



Dr. MaryAnne Wolf speaking

**2018 Casino Night SPONSORS**

Jerry Offstein, J W Lock Co.  
 Jessica Qadros Winery  
 Karen & Marc Lerner  
 Margie Hodge  
 David Spellman, photographer  
 Michael Wade

**General Casino Night SPONSOR**

City of Riverside

**Others—Casino Night**

Spellman Photography

**In-Kind Donations to Branch  
 Monica Hodgson-Daniels  
 UPS Store, Canyon Crest**



Visiting exhibitors



Lunch time at the conference—in the Exhibit Hall

**INDIVIDUAL DONORS Conference**

**2018 Conference Sponsors**

The Jeannette C. McIntyre and Frederick (Lash) McIntyre Charitable Foundation Trust  
 City of Riverside  
 Prentice School  
 Lindamood-Bell Learning Processes

**OUR WEBINARS**

Since July 2015, we have received a donation allowing us to offer the webinars for free. We had 10 webinars in 2018. (See page 1 for numbers attending).

**SOME RAFFLE WINNERS @ Conf.**



**LITERACY FOR ALL!**







LITERACY FOR ALL!

5225 Canyon Crest Dr.,  
Suite 71 Box 308  
Riverside, CA 92507-6301

Phone: 951 686-9837  
Web : <https://social.dyslexiaida.org>  
Email: [tcb.info@dyslexia-](mailto:tcb.info@dyslexia-)



[HTTPS://SOCAL.DYSLEXIAIDA.ORG](https://social.dyslexiaida.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 2018. All met.**

- 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  
Will provide a variety of perks for members

**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



*memory of Samuel T. Orton*

**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 and help our branch. Many membership opportunities are available. Visit our website. Fees; \$25 students, \$50 parents, \$50 teachers, \$100 professional; \$85 individual; \$65 senior/retired.