



Promoting literacy through research, education, and advocacy.™

Southern CA Tri-Counties Branch Annual Report 2019

Message from Elaine Offstein, President

Dear Tri-Counties Branch Members and Friends,

I am so happy to be a part of this community of caring individuals. Thanks to the unselfish giving of personal time from so many people, we have been able to make a difference in how dyslexia and language learning disabilities are being seen and understood.

October is Dyslexia Awareness Month, and we held several free programs designed to help people understand what dyslexia is and how persons with dyslexia can be helped. We presented the movie *The Big Picture: Rethinking Dyslexia*, which features interviews with children and adults explaining what life is like with dyslexia. At another event, we introduced people to what it feels like to be dyslexic through our simulation activity. So many attendees commented

on how surprised they were to discover the difficulties, frustrations, and struggles experienced by persons with dyslexia every day in so many academic and social areas.

In addition to our October events, our branch has been active throughout the year with events. For example, we have ongoing parent support groups in Riverside and Orange counties & we had our annual Spring conference, well-attended by teachers, parents, and other professionals. We held several fun events for children during the summer.

We have provided free monthly webinars covering many aspects of dyslexia, as well as appropriate accommodations and interventions throughout this past year. I am delighted to report that our webinars have been attended by people from all across the United States, as

well as several foreign countries.

Please go to our website, social.dyslexiaida.org and check out all of our upcoming activities for 2020. I hope to have the opportunity to meet you at one of our events.

Until then, thank you for being a member of Southern California Tri-Counties Branch of International Dyslexia Association. IDA is the foremost organization providing scientific research into causes, solutions, and education initiatives for dyslexia. Your membership contribution helps to advance the work of IDA and change the lives of children and adults who struggle with dyslexia and language learning disabilities.

Elaine Offstein



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Highlights

10,000 visitors to our website

2,000 Direct Contacts
Information inquiries &
Event attendance

Average — Webinar -1000
Range from 56 to 136 each.
Attendees (10 webinars):
Average 11 fr outside USA
Average 46 from outside CA
Average 40 from CA

250 hardcopies of newsletters distributed, plus posted on website

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

So CA Tri-Counties Branch Board of Directors for 2019

Officers:

Elaine Offstein, President
Caylin Wade, President-Elect
Regina G. Richards, Treasurer
Denise Rountree, Member Vice President
Christine Denison, Secretary

Directors:

Elena Alvarez
Amber Bechard
Marianne Cintron

Cathy Johnson
Sally Kabbara
Sharon Landers
Karen Lerner
Regina Manning
Haya Sakadjian
Denise Rountree
Haya Sakadjian
Karin Westerling

Committees:

Conference
Events
Executive
Finance
Fundraising
Marketing
Membership
Parent Support Groups

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:

Elena Alvarez

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”.

Treasurer's Report (Monica Hodgson-Daniels, Taxation Specialist (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, 2019.

ASSETS

Checking Acct \$ 2,922.36
Savings Acct \$ 7,613.98
Restricted Scholarship Acct \$100,584.34
Restricted Conference Acct \$69,371.44

TOTAL ASSETS

\$180,492.12

LIABILITIES

Chase Credit Card \$(2,329.07)

TOTAL LIABILITIES

\$(2,329.07)

NET ASSETS

\$174,829.29

YTD Net Income (Loss)

\$ (2,021.88)

REVENUES

Conference	\$ 9,491.85
Donations, Grants, Sponsorships	\$ 10,466.06
Comm'ty Event Registrations	\$ 492.82
Items sold	\$ 231.44
Investment Income	\$ 12,998.15
Other income	\$ 174.04

TOTAL REVENUE

\$ 33,680.32

EXPENSES

Comm'ty Events	\$ -490.15
Conference Expenses	\$ 15,151.50
Scholarships	\$ 1,999.00
Nat'l Expenses	\$ 1,494.87
Administrative Expense & Contracts	\$ 10,832.39
Investment & Other Expenses	\$ 550.04
Other expenses	\$ 95.28

TOTAL EXPENSES

\$ 29,632.93



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

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

INDIVIDUAL DONORS

Bradford Portraits
Center on Technology & Disability
Hallmark Gifts
IMSE Comprehensive
Orton-Gillingham Training
Keys to Literacy
Larry, Jewelry
Mardon's Jewelry
Mariott Hotels
Ontario Reign
RAVE-O, Voyager Sopris
Read Naturally
Rowley Portraits
Susan Barton
Trader Joe's Riverside
Upwords Reading

CONFERENCE EXHIBITORS

Brehm Prep School
City of Riverside
Dyslexia Training Institute
Johnson Academy
Lindamood Bell
RET Center Press
Scanning Pens
Slingerland
Tri-Counties Branch

KIDS ICE SCULPTING



CONFERENCE HAPPENINGS



Speaker MaryAnne & Regina



Dr. MaryAnne Wolf speaking

2019 Conference SPONSORS

City of Riverside
Jeannette C. McIntyre and Frederick (Lash) McIntyre Charitable Foundation Trust
Lindamood Bell Learning Processes
The Prentice School
Richard & Mary Jo Wade

In-Kind Donations to Branch

Monica Hodgson-Daniels
UPS Store, Canyon Crest



Visiting exhibitors



Lunch time at the conference—in the Exhibit Hall

OUR WEBINARS

Since July 2015, we have received a donation allowing us to offer the webinars for free. In 2019, we had 10 webinars. The total registration was \$1,091.

Ballroom listening to Maryann



RAFFLE WINNERS @ Conference



LITERACY FOR ALL!





LITERACY FOR ALL!

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Web : [https://
social.dyslexiaida.org](https://social.dyslexiaida.org)
Email: 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

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/

Founded in Memory of Samuel T. Orton