



Promoting literacy through research, education, and advocacy.™

Southern CA Tri-Counties Branch Annual Report 2020

Message from Caylin Wade, President

Dear Tri-Counties
Branch Members and
Friends,

I'm honored to be the president of this wonderful Branch of the IDA. As a board, we strive to increase awareness and education of what dyslexia is and how it impacts people. Whether you have dyslexia, or know someone with dyslexia, we are here to offer hope, support and resources for personal success to all with dyslexia and those who interact with them.

As an active and passionate board, we provide resources and events to help people navigate their journey through dyslexia. We strive to consistently meet our communities' needs in understanding dyslexia. With our passion and compassion, we imagine the following.....

A classroom where every child is successful and every child can read. This is the goal of the International Dyslexia Association. IDA has been in the forefront of scientific research to discover and promote development of the most effective method for teaching children to read.

IDA has determined that to achieve this vision of a classroom where every child reads, we **must educate the TEACHERS**. In this new century, the focus of IDA is to become part of every university that has an education strand and to provide curriculum and accreditation so that every teacher knows the structure of language and effective reading instruction.

IDA is promoting having **Structured Literacy** in every classroom. This approach not

only benefits children who struggle with learning to read, but it is so fundamental and natural that every child can excel. It is very beneficial to ALL students. <https://social.dyslexiaida.org/tools-information-resources/structured-literacy/>.

By donating to and being a member of IDA, you support achieving the reality of our goal and our vision of **EVERY CHILD READING**. All IDA members living in our Tri-Counties Service Area, & those who request TCB, are also a member of our Branch.

We want our goals to become a **reality**. We invite you to join us in our mission! Please consider becoming a member of our branch. We look forward to meeting you at one of our many events.

Best Wishes,
Caylin Wade, TCB President



Caylin Wade, President

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HIGHLIGHTS

10,000 visitors to our website

1,000 Direct Contacts
Information inquiries &
Event attendance

Webinars - 1500
attendees

- Range from 56 to 247 each.
 - Attendees (@14 webinars):
 - Average 40 people each from CA
 - Average 99 people from US but not California
 - 197 attendees from outside USA (25 different countries)
- All Newsletter posted on our website..

So CA Tri-Counties Branch Board of Directors for 2021

Officers:

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

Directors:

Elena Alvarez
Amber Bechard
Marianne Cintron

Cathy Johnson
Sally Kabbara
Sharon Landers
Regina Manning
Rachel Reyna
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:

Haya Sakadjian & Elaine Offstein

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 *(Julie Hartwigsen, CPA)*

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, 2020.

ASSETS

Checking Acct \$ 7,640.12
Savings Acct \$ 11,009.86
Restricted Scholarship Acct \$103,774.88
Restricted Conference Acct \$66,161.80

TOTAL ASSETS

\$188,586.66

LIABILITIES

Chase Credit Card \$(126.98)

TOTAL LIABILITIES

\$(126.98)

NET ASSETS

\$188,459.68

YTD Net Income (Loss)

\$ (2,021.88)

REVENUES

Conference	\$	795.00
Donations, Grants, Sponsorships	\$	18,051.62
Comm'ty Event Registrations	\$	1,920.50
Membership Turned in	\$	450.78
Investment Income	\$	1,281.78

TOTAL REVENUE

\$ 22,499.68

EXPENSES

Comm'ty Events	\$	644.00
Conference Expenses	\$	1,450.72
Scholarships	\$	325.00
Nat'l Expenses	\$	3,100.00
Administrative Expense & Contracts	\$	8,539.48
Newsletter	\$	900.00
Other Expenses	\$	38.12

TOTAL EXPENSES

\$ 14,997.32



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

Amber Bechard
Andy Stetkevich
Carey Ann Strelecki
Caylin Wade
Christie & Dan Cruz
Christine Denison
Dave Crawford
Denise Rountree
Dermody Properties
Diane Spotts
Elaine Offstein
Elena Alvarez
Felice Pope
Haya Sakadjian
Huei Huei Yu
Inland Empire Community Foundation
Irv Richards
Jayne Ramirez
JoAnn Geary
Judy Reising
Karen Lerner
Karen Westerling
Maria Brock
Marianne Cintron
Meg Combs
Nan Combs
Nancy Bley
Out-raij-ous
Rachel Hughett
Rachel Solis
Regina Manning
Regina Richards
Riverside Cares
Sally Kabbara
Sharon Landers
Shawn Cone
Tracy Hutchinson

Other Donations to Branch

Allie's Hallmark
Cellar Door Books
Flyleaf Publishers
Gazebo @ Canyon Crest
Lean Feast
Mardon's Jewelers
Mission Inn Restaurant
Irv Richards
Nessy Publishers

2020 Conference SPONSORS

City of Riverside
Jeannette C. McIntyre and Frederick (Lash) McIntyre Charitable Foundation Trust

In-Kind Donations to Branch

UPS Store, Canyon Crest

More Donors

Out-raij-ous
See's Candies
Starbuck's
Trader Joe's

OUR WEBINARS

Since July 2015, we have received a donation allowing us to offer the webinars for free. During 2020, we held 14 webinars. The total registration was almost 1500 people.

We have attendees from all over the USA and from other countries, such as New Zealand, Australia, Canada, Bermuda, Israel, Norway, S. Africa, Malaysia, Spain, Jamaica, United Kingdom, Denmark, Phillipines, Pakistan, Germany, France.



Raffle Prizes at Casino Night



We thank you for your generous contributions!

LITERACY FOR ALL!



LITERACY FOR ALL!

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

Phone: 951 686-9837
Web : <https://socal.dyslexiaida.org>
Email: tcb.info@dyslexia-



[HTTPS://
SOCAL.DYSLEXIAIDA.ORG](https://socal.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 2020. 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 – <https://www.mightycause.com/organization/Soca-Tri-Counties-Branch>

- ♦ **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; Classroom teachers FREE; others are \$30 students, Parents \$50, and more categories.

Founded in Memory of Samuel T. Orton