

YOU MAKE A DIFFERENCE

Summer 2024

Paige reaches ever-changing goals.

Paige Musgrove is an energetic, exuberant, and busy 11-year-old. She loves playing basketball and baseball, riding a horse, and flying high with her cheer squad. Paige seems to have an endless supply of enthusiasm, so you might be surprised to learn that she encounters challenges every day. Easterseals is empowering Paige to pursue her dreams, thanks to generous friends like you.

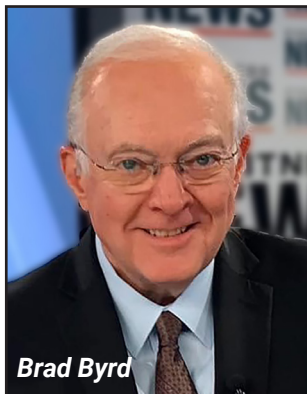
Paige was born with dwarfism, and her short stature often makes it difficult to accomplish everyday tasks. Things that most other sixth-graders take for granted—like opening a door to enter school or to access a restroom or to exit a building independently—can be major obstacles.

Paige works very hard with her Easterseals therapist every week. They tackle fun yet challenging activities that might look like games. But they're actually focusing on improving Paige's range of motion and balance, strengthening her arms, legs, and trunk, and building her confidence. Together, they find new ways for Paige to reach her ever-changing goals.

It's because of supporters like you that Easterseals is here to empower local people to achieve their dreams. We are grateful to all the exceptional friends of the Easterseals Rehabilitation Center! ●



Paige



Brad Byrd

Congratulations to Brad Byrd, 2024 Tribute honoree!

Congratulations to Hall of Fame journalist and veteran news anchor Brad Byrd, recipient of the Community Impact Award at Easterseals Tribute on June 12!

Brad has truly made an impact on Easterseals, especially as lead host of our local Telethon on ABC25/CW7 for the past 44 years. Brad's obvious passion for our mission raises awareness and compels viewers to make a difference. During his tenure as lead host, the Telethon has raised more than \$28,500,000. Every dollar has stayed in our community, providing transformative services that empower children and adults with disabilities to achieve their goals, regardless of their financial means.

Brad's personal commitment has always been at the heart of his Easterseals involvement. He has interviewed, shared the stories, and touched the lives of approximately 80 Easterseals Child and Adult Ambassadors. He has generously given his time and talent to emcee Easterseals events, narrate our videos, and speak on our behalf. He has made it a priority for Eyewitness News to inform viewers about disability issues and spread the word about our life-changing programs.

Brad is truly an advocate! In many ways, he has been – and continues to be – the voice of Easterseals in our community. Thank you, Brad, and congratulations on this well-deserved honor! ●

The opportunities are endless. Join us!

I love to hear stories from people in the Easterseals organization. The most compelling are usually about the successes of the thousands of people we serve. I also love to hear from staff and get their perspectives on what's going well and what we can improve. Last week I met with the organization's vice presidents and many of the leaders who report to them – approximately 35 people. Through two hours of updates from various departments, we heard two recurring themes: 1. We have many talented, passionate, committed people working in this organization and 2. We need more!

We heard about individual successes – staff who completed certifications in record time, those working on degrees or receiving degrees, staff working together to implement new software or streamlining processes, staff working to increase engagement with families and exploring new treatment ideas or strategies, creatively revising roles and job descriptions for better outcomes, and filling staffing gaps with cross-training. Some of the innovative ideas we heard about were creating literary sensory and art boxes for early learners, obtaining grant funding to improve management training, and implementing new strategies to create a pipeline for hiring more therapists. From department to department, we heard about staff going above and beyond to overcome their challenges while focusing on creating the best service or outcome possible.

These stories are gratifying, to say the least.

The second common theme was we need more dedicated people who want to join our team to make a difference and help us continue to improve and expand our services. In our group home program, we need direct support staff and front-line managers who care about creating the best home-like environment where individuals' rights and choices are honored and protected. At the Early Learning Center, we need creative, energetic teachers to create a nurturing learning environment for kids of all abilities to prepare them for kindergarten. In our employment services program, we need a self-starter who can help us dream about what's possible and redesign services to help people with disabilities find jobs in the community that have meaning and purpose. We need speech therapists, audiologists and physical therapists to continue to expand essential therapy services, ensuring that people at all income levels have access to the highest quality services. We need people who want to build a career with Easterseals to help us prepare for the retirements of several therapists and leaders over the next 5-10 years.

At Easterseals we have a great culture that supports professional development and innovation and you can feel momentum building and shifting toward the future. It's an exciting time and the opportunities are endless. If you want to be part of this movement, check out our job listings! I invite you to visit www.EastersealsRehabCenter.com and click "Careers" at the top of our home page or contact me directly at kschneider@evansvillerehab.com.

It reminds me once again, why I love working for Easterseals. ●



Kelly Schneider

Kelly Schneider, President/CEO

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The Easterseals Rehabilitation Center's MISSION is to make profound, positive differences in the lives of local people with disabilities every day, and to change the way our community defines and views disability.

OUR VISION is a community in which all individuals and families are accepted, valued and included, and have equal opportunity to achieve their goals, dreams and aspirations.

Easterseals Telethon on ABC25/CW7 shares the mission, changes lives

Thanks to **ABC25/CW7**, the 2024 *Easterseals Telethon* reached viewers throughout the Tri-State on Friday, April 12. It was the 47th year the stations donated 100% of production and air time, allowing all proceeds to fund inclusive early education and essential therapies. The “final tote” of \$918,649 reflected a year of community support!

Eyewitness News team members hosted the show, which aired live from the Easterseals Rehabilitation Center. **Townsquare Media** stations 99.5 WKDQ, My 105.3, KISS 106, WBKR, and 103GBF also provided live coverage.

Viewers met Child Ambassador Eleanor Daywalt and Adult Ambassador Sage Hawkins. Their stories were told through compelling videos donated by **Direction by Newman, ABC25 and CW7.** Volunteers answered phones, groups contacted friends from the Dialin’ & Duelin’ call center, businesses and organizations presented checks, and Pacesetters reported on donations raised before the show. Donors gave at the Kaiser Aluminum “fishbowl” and E’ville Iron displayed street rods outside. Top Telethon supporters received Mayor’s Awards, and **Mayor Stephanie Terry** proclaimed Easterseals Day in Evansville.

Event photos are available for free viewing and downloading, thanks to Roebing Photographics, at www.myphotographyevent.com/Events/Easterseals/Easterseals-Telethon-2024.



ABC25/CW7 Telethon hosts and station leadership, Easterseals board members, Ambassadors and their families, and other guests reveal the “final tote” and thank the Tri-State community.

Ensuring the Future campaign reaches a milestone!

We’re so grateful for the Easterseals Psychology team (many of whom are pictured at right). Together the staff and interns make a life-changing difference for area children and families!

This important work couldn’t continue without the commitment of the “Ensuring the Future” campaign cabinet and the exceptional generosity of lead donors (including those in the lower right photo).

Many thanks to all, including these amazing supporters who gathered in Old National Bank’s Legacy Room—a beautiful location to celebrate exceeding the campaign’s original \$5 million goal while also looking toward a brighter future!



Holiday World welcomes over 3,100 guests to Play Day and generously donates proceeds to Easterseals.

Thank you, Holiday World, for welcoming more than 3,100 children with disabilities, their teachers and assistants, to the 32nd annual "Play Day!" on May 15. The park generously donated the day's admission fees of approximately \$40,760 to Easterseals!

Play Day is a highlight of the year for many area kids with disabilities. School groups receive discounted tickets, Holiday World team members give extra attention, and children enjoy the park at their own pace.

Since 1993, Holiday World has hosted an estimated 73,700 Play Day guests and donated a cumulative total of approximately \$651,470 to the Easterseals Rehabilitation Center! ●

LemonAid Stand is a sweet success, thanks to the Wells family and friends!

Special thanks to Abby Wells, her parents Amy and Mark, brothers PJ and Noah, and many friends for an amazing 2024 LemonAid Stand for Easterseals! Final results are still being tallied but are expected to surpass \$6,300 for the May 30th event, which will help to fund life-changing therapy services.

The Wells family has coordinated the annual LemonAid Stand since 2018. They wanted to make a difference for local kids with disabilities, just as Easterseals has made a difference for Abby. "We are so thankful that Abby is achieving her dreams," said Amy. "We wanted to help other children reach their potential."

Abby has a rare genetic disorder and she has received Easterseals services since she was just 18 months old. Through hard work, determination, and weekly therapy, she has reached many goals through the years. Abby recently achieved one of her biggest dreams when she graduated from Castle High School! Congratulations, Abby! We can't wait to see what your next adventure might be!

In the 28 years of LemonAid Stand, the event has now raised a grand total of approximately \$111,500. Many thanks to all the families, volunteers, staff, donors, and customers for making this sweet success possible! ●

Mark your calendar for coming events!

Find more details at www.EastersealsRehabCenter.com, have fun, and make a difference!

FRI.-SUN., AUG. 23-25: E'VILLE IRON STREET ROD CLUB "FROG FOLLIES." Vanderburgh Co. 4-H Center. Fri.-Sat. 8am.-4:30pm, Sun. 8am-2pm. \$5 per person (kids under 12 free). Thousands of pre-1948 street rods, a craft show, swap meet and concession stands. E'ville Iron generously donates a portion of Frog Follies admission proceeds to Easterseals! Also enter the half-pot raffle at the Easterseals tent for just \$5 per chance! **Volunteer at the Easterseals half-pot tent! Contact Makenzi Redman, 812-474-2348 or mredman@evansvillerehab.com.**



THUR., AUG. 29: EASTERSEALS GOLFING FORE KIDS! Join us for this fun scramble at

Cambridge Golf Course. DOUBLE SHOTGUN! 8AM OR 1PM! Reserve NOW while sponsorships, teams & individual spots are still available. **Contact Sara McKeehan, 812-437-2609 or smckeehan@evansvillerehab.com.**



THANKSGIVING THROUGH NEW YEAR'S DAY: 31ST ANNUAL RITZY'S FANTASY OF LIGHTS, 5-9PM NIGHTLY, GARVIN PARK! The dazzling drive-through light show will feature even more new displays! And yes, Andy the Elf returns! Watch for details at www.RitzysFantasyOfLights.com.

WED., DEC. 4, 5-9PM: BRIGHT LIGHTS FOR EASTERSEALS 5K RUN/1-MILE WALK: Enjoy Ritzzy's Fantasy of Lights in a special way! On this night only, the "magical mile of holiday lights" is closed to vehicles and open for a festive run/walk experience. **Find details and register at www.runsignup.com/brightlights.**



QCDs from your IRA: A win-win for you and Easterseals!


Are you 73 and getting ready to take a distribution from your retirement account? Don't just pay taxes on your IRA withdrawals! The IRS allows retirees to donate directly to a nonprofit from their IRA, reducing your tax burden and supporting worthy causes - like Easterseals!

This strategy, called a Qualified Charitable Distribution (QCD), lets you send funds directly to charity from your IRA, excluding the donated amount from your taxable income. It's a fantastic way to give back to Easterseals while minimizing your tax liability.

Unlike traditional charitable deductions, QCDs offer tax benefits regardless of whether you itemize deductions. This makes it a powerful tool, especially for those who don't typically benefit from itemizing.

To learn more about QCDs and how they can benefit you and Easterseals, please contact Rob Henson, Vice President of Major Gifts/Planned Giving, at 812-437-2629 or rhenson@evansvillerehab.com. Let's turn your IRA withdrawal into a win-win for you and Easterseals! ●









COOL CAR CASH





OLD NATIONAL BANK





- **CALL 812.437.2600, M-F, 8am-5pm** to pay with debit or checking information.
- **MAIL check** with completed form.
- **IN PERSON** at Easterseals Rehab Center using cash, check or debit card.

ENTRY DEADLINE JULY 17, 2024*
DRAWING July 19, 2024*

Win a 2024 Nissan Versa S or \$20,000!

2nd prize \$5,000 • 3rd prize \$1,000

WildWheels Offer ends July 12!

Enter by JULY 12 for a chance to WIN 7 EXTRA TICKETS!

\$50 per ticket or 3 for \$100! Only 3,000 tickets available. Proceeds fund early education and therapy at the Easterseals Rehabilitation Center.

INDIANA RAFFLE LICENSE #002228

*Deadline and drawing MAY be extended if tickets still available. For a full list of rules, visit eastersealsrehabcenter.com

TO ENTER BY MAIL: Send completed form with check, money order, or debit card info to Easterseals, 3701 Bellemeade Ave., Evansville, IN 47714 to be received **BY JULY 12 & YOU COULD WIN 7 EXTRA TICKETS!** Must be at least 18 and U.S. resident.

Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Debit Card # _____ Exp _____

Signature _____

How many tickets? (\$50 each or 3 for \$100) _____



Dreams come true at iCan Bike!

Almost 30 individuals achieved their dream of riding a bicycle at Easterseals iCan Bike June 3-7. Participants progressed through a series of adapted bikes with assistance from volunteers. By the end of the week most were riding a regular two-wheeler on their own! Thanks to the volunteers and to supporters Bicycle Club of Evansville, CycleBar, Cycling Solutions, Heritage Petroleum, Progressive Health, Sabic, and Salas O'Brien. For info on next year's iCan Bike - including donating to the scholarship fund, volunteering, or registering a participant - contact Patty Balbach, 812-479-1411 x268. ●

