



2024

Year-End Report

Pictured: Children playing during a school activity. This photo is the Grand Prize Winner of the first annual National Network Photo Contest.
Credit: Easterseals South Florida, Pietro Bonacossa.

Table of Contents

03	From our President & CEO
06	Brand Marketing
10	Corporate & Foundation Relations Communication & Public Relations
16	Development Operations
19	Direct Response & Integrated Fundraising
22	Government Relations
25	Network Advancement
28	SCSEP (Senior Community Service Employment Program)
33	Transportation & Mobility

From our President & CEO

Kendra E. Davenport, Easterseals

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

— Andrew Carnegie



Reflecting on the past year, I am encouraged by the achievements we have realized and the success of events we convened—the Policy and Partnership Forum and, of course, the Network Summit. Bringing our Network together empowers and facilitates growth by creating a climate that supports collaboration. I am proud of our advances in the overarching priorities that have guided our work for nearly three years—fundraising, government relations, and collaboration. I still believe they are the right organizational priorities for Easterseals. A quick read through the following pages will give you a better understanding of the complexity of the work we are doing on each of these fronts—we are working together as a team to accomplish organizational objectives—building a stronger, better, more sustainable organization that is poised for growth and stability. An organization that, over time, will achieve uncommon results.

Pictured: Attendees during a keynote session presented by New York Times bestselling business author Chip Heath at the Easterseals National Network Summit in Chicago.

In his book, “The Advantage,” author Patrick Lencioni asserts that organizational health is the key to success, trumping all other measurable performance indicators. I don’t disagree. Improving the health of our organization underpins all the work we are focused on achieving. We are striving to foster greater communication throughout the Easterseals Network by establishing multiple new working committees, holding regular Town Hall meetings, consistently inviting input from Easterseals Affiliates on a diverse array of topics, and surveying the Network about complex issues to understand better the needs and challenges facing our leaders and their teams. We have also spent more time at Affiliates around the country to get to know our people, better understand their work, learn from them, and equip the National Office to provide them with meaningful assistance and support.

We continue diversifying our revenue portfolio, building new revenue streams that will benefit Easterseals Affiliates now and well into the future through DRTV, face-to-face fundraising, online giving, planned gifts, and private sector and government grants. We are also strengthening critical relationships with companies that support our mission and consistently generating leads to build rapport with new corporate partners. Simultaneously, we are working to develop a stronger National Board of Directors whose members reflect the populations we serve, whose experience is salient and applicable, and whose commitment to helping Easterseals thrive is unwavering.

We have placed tremendous importance on more technical work, which is essential and supports every program, support, and service Easterseals Affiliates provide. By investing in the National Data Project and the NextGen website project, we are investing in Easterseals’ future. These two projects facilitate the organization’s ability to compete effectively for market share and donor support, and our prioritization of both signifies our commitment to long-term organizational stability. Perhaps the most expansive initiative in which we have invested tremendous time and resources is government relations. Over the past year, we have engaged and met with tens of legislators, submitted testimony, weighed in on critical legislation, convened our Network on Capitol Hill, hosted the second Policy and Partnership Forum, and committed to hiring a Senior Vice President of Government Relations. The creation of the position represents a significant benchmark in our organization’s history as the successful candidate will not just lead our government relations program, they will help ensure we successfully reclaim our place in Washington as one of the nation’s strongest and clearest choruses advocating for and championing the rights of people with disabilities, older adults, and veterans.

The glue that binds all these initiatives and efforts together is our brand marketing—another area in which we have made significant investments in clarifying, unifying, and synthesizing our messages, marks, video, web, and printed materials to amplify our most critical messages, heighten public awareness of Easterseals, our mission, and impact, and effectively

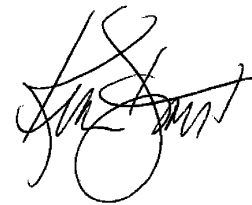
educate new audiences about disability. The brand research we conducted this year indicates that our brand recognition is greater than the public's understanding of what Easterseals does, and we must change that. Our longevity only gets us so far—to inspire greater collaboration, identify and secure more sponsorships, and compel more people, companies, foundations, and government agencies to support our work, we must first ensure their understanding of it is clear and thorough. The brand marketing work completed this year has resulted in a strong foundation we will continue building in 2025.

Easterseals has endured for more than a century, which is no small feat, and the work we are doing, highlighted in this report, is to ensure Easterseals does not merely continue to survive but thrives. That brings me back to the health of our organization—we are healthier today than we were at the same time last year. I know this to be true because I feel it and see it virtually daily. We are working more closely together. We are communicating more effectively and consistently. We are listening to one another and being honest with each other with greater intentionality. We are spending more time together as a group and individually. We are experiencing greater engagement from more Affiliates in activities and meetings convened by the National Office. We are receiving more invitations from Affiliates to visit programs and participate in important meetings, especially with their boards of directors. Our progress

is palpable, and the operational atmosphere of our Network has changed for the better. There is an air of confidence and an enthusiasm that has not till recently been consistently visible.

Easterseals is in the midst of an evolution fueled by the establishment of greater trust in the National Office and our ability to lead the Easterseals Network effectively. Our shared vision of a world where people with disabilities can fully participate in every aspect of our society propels us, and our commitment to collaboration translates to the teamwork we do every day. Our work is far from being done, and the trust I believe the National team and I are building with the Easterseals Network of Affiliates is part of a never-ending process that demands an ongoing commitment—signs of progress are evident all around us, and our organization's health is improving.

Onward and upward,



Kendra E. Davenport

President and CEO, Easterseals

Q3 & Q4 HIGHLIGHTS

Brand Marketing

Empowering Autonomy and Understanding



Pictured: As part of the first National Network Photo Contest, Affiliates entered photos based on themes of vibrancy, unity, time, and movement. This photo from an adult day center in Southern California is one of many wonderful images that highlight the energy of Easterseals communities nationwide. View all photos in this [gallery](#), including all finalists and category winners.

Credit: Easterseals Southern California, Elizabeth De Leon.

Effective brand management is crucial for organizations to stay relevant and connect with their audiences. This year, we introduced the Brand Autonomy Blueprint Strategy (BABs) to create a flexible approach to branding in a federated model. BABs is progressing through the collaboration of National and Affiliate teams, aiming for a cohesive brand presentation while honoring Network autonomy. By late 2024, we made significant strides through qualitative research, integrating network values, and refining our content strategies.

Uniting the Easterseals Brand Together

From Recognition to Understanding with Quantitative Research

Insights from a brand research study with New Paradigm revealed that while Easterseals is recognized, there's a lack of understanding about our work. Our marketing initiatives now target this gap, with new messaging guidelines and retooled focus on storytelling.

“

“The depth and breadth of the real-world work Easterseals does is a major asset. The real-world outcomes Affiliates produce every day should be at the center of branding efforts moving forward.” — **New Paradigm**

We engaged various leadership groups to discuss findings, leading to new messaging guidelines focused on enhancing storytelling. This will help integrate our brand values into more engaging narratives and improve cross-channel messaging.

Guided by Values

During the September Network Town Hall, the Brand Marketing team shared its progress on brand values and DEIA messaging, informed by existing Network content and reviewed by key groups, including the National DEIA ERG. Our core values of excellence, integrity, connection, and compassion will guide our branding efforts. Despite current challenges, we remain committed to the principles of equity, inclusion, and access that Easterseals has upheld for over 100 years, aiming to reflect these values in a welcoming manner for all.

Integrated Storytelling Approach

We prioritized impactful editorial content by collaborating with Affiliates and disability influencers. In Q3, we experienced a 46% year-over-year increase, publishing 19 blogs—eight from Affiliates and 11 by disabled creators. We're hiring more writers and applying SEO best practices to build a diverse story bank showcasing our services' impact. In late 2024, we improved storytelling and messaging consistency across channels with

the Direct Response and Integrated Fundraising teams. Noting low awareness of Easterseals' offerings, we enhanced branding across direct mail, email, digital ads, social media, and our website for a unified messaging experience.

Preparing to Launch

In preparation for the January 2025 website launch, we reviewed and updated all content, reflecting more than 100 hours of working with Affiliates and DevOps to ensure clarity and relevance.

Enhancing Understanding with Content Marketing

Stories in Motion with Video Production

Throughout 2024, many campaigns featured videos with Affiliate representation and disability influencers, including [Understanding Autistic Traits](#), and more recently, [Employment Inclusion](#) and [All I Want Is You](#). Thanks to Easterseals North Georgia, we're focusing on brand storytelling to highlight the impact of early childhood education. Video storytelling enhances engagement and builds trust by effectively showcasing Easterseals' impact and creating emotional connections.

Social Media Collaborative Posts and Affiliate Participation

In Q3, our social media following grew by 64% due to collaborative posts with podcast guests and impactful video clips. We strengthened partnerships with influencers Chelsea Bear and Spencer West, who joined our campaigns. Our engagement with Affiliates increased, leading to active content contributions and four collaborative Instagram posts. Additionally, we conducted video interviews with Easterseals Colorado, Redwood, and Northern Indiana in preparation for Q4 campaigns.

Expanding Influence with Podcasts

Podcast guest posts for “Everything You Know about Disability is Wrong” have expanded reach and kept influencers engaged. “On Board with Transparent Leadership” is gaining traction, with efforts underway to enhance promotion and engagement for new episodes.

Real Stories as Campaigns’ Focus

In 2024, campaigns educated audiences on Easterseals’ mission and addressed disability misconceptions. Our July Disability Pride Campaign featured authentic stories, while the August Back to School campaign achieved more than 56,000 impressions and nearly 8,000 engagements. The October Disability Employment Awareness Campaign showcased Affiliate success stories, culminating in the year-end campaign “All I Want is You,” which promoted allyship and equity advancement.

Metrics of Incremental Success

Strategic initiatives led to significant increases in reach and engagement. In Q3, National campaign impressions reached nearly 480,000 (up 365% YoY), with engagements at nearly 23,000 (up 355% YoY). Organic social post traffic rose by 25%, and recent blog content gained popularity. A full year-end report is expected in January 2025.

Q3 & Q4 HIGHLIGHTS

Corporate & Foundation Relations Communication & Public Relations

Empowering Reach at National Scale

Easterseals is making progress in promoting inclusion, equity, and innovation across the Network. The recent National Network Summit in Chicago brought Affiliate leaders together to share knowledge and celebrate achievements. Highlights included discussions on digital equity and recognition of outstanding leadership. Corporate partnerships contributed nearly \$5 million to support individuals with disabilities and their families, showcasing the power of collaboration. Easterseals' communications efforts have amplified our mission through public service announcements and educational initiatives reaching millions nationwide.

Inspiring Our Evolution at the National Network Summit

More than 200 Affiliate leaders from across the country gathered in Chicago for the second annual Easterseals National Network Summit in late October. The Summit allowed attendees to learn from each other and from guest speakers while initiating or renewing relationships with their peers during social gatherings throughout the event.



Pictured: Founder and CEO of the Split Second Foundation Mark Raymond, Jr. provided the culminating keynote speech at the National Network Summit. Easterseals' National Board of Directors unanimously welcomed Mark to join as one of its newest board members.



Pictured: From left, **(Photo 1)** The Summit started with an evening reception and Affiliate Awards ceremony at which the Network recognized excellence in key areas of organizational priority. Award winners included Easterseals Northeast Central Florida for program innovation; Easterseals New Jersey for government relations; Easterseals MORC for brand building; Easterseals Midwest for fundraising; and Easterseals DuPage & Fox Valley Region for collaboration. Easterseals Southern California President and CEO Mark Whitley received a special award for collaboration, and Easterseals President and CEO Sue Ventura was recognized for her decades of service as she prepares to retire at the end of the year. **(Photo 2)** Comcast SVP of Diversity, Equity, and Inclusion Juan Otero, also an Easterseals National Board of Directors member, introduced researchers from the National Digital Inclusion Alliance (NDIA) to share findings of an Easterseals study that focuses on digital equity for people of color with disabilities. **(Photo 3)** The Development Leadership Network met prior to the Summit, welcoming Affiliates to a session that convened Network development leaders for strategic discussion. Sessions covered fundraising innovations, board engagement, and major gift strategies, as well as cultivating a culture of philanthropy and the transformative impact of women's giving groups. **(Photo 4)** EarliTec Diagnostics President and CEO Thomas Ressemann shared the benefits of EarliPoint Evaluation, the first objective measurement tool that clinicians can use to diagnose and assess autism in children as young as 16 months.

Partnering for Progress: Corporate and Foundation Relations

Easterseals is grateful for the valued relationships with national corporate partners that support our mission at the National and Affiliate levels. Nearly \$5 million in funding from partners empower children and adults with disabilities, older adults, veterans, and caregivers throughout the Easterseals Network, thanks to Abbott, CareSource, Century 21 Real Estate LLC, Comcast NBCUniversal, Dow Jones, Equal Pride, General Motors, and Freddie Mac.



Pictured: A panel discussion highlighted best practices in digital equity, inclusion, and access for people with disabilities. They reviewed the impact that Easterseals' program participants realized through digital equity and inclusion initiatives supported by Comcast NBCU. From left to right: NDIA Executive Director Angela Siefer, Comcast NBCUniversal Director of Strategic Partnerships Dan Kamins, and Affiliate CEOs David Dreith of Easterseals Crossroads and Elise Hough of Easterseals Greater Houston.

CENTURY 21SM

LEGACY PARTNER

CENTURY 21

Giving back to the communities where its system members serve is essential to CENTURY 21, and their 45-year commitment to Easterseals, raising nearly \$140 million, is a true testament to that. Century 21 brokers and agents continue to support Easterseals Affiliates across North America, including through philanthropic activities aligned with the brand's third annual International Week of Giving this past July.



Pictured: A highlight is Easterseals' presentation at the company's One21 Conference with brokers and agents from around the world. Greg Sexton, Century 21 COO and Easterseals National Board of Directors member (at center), recently welcomed Easterseals President and CEO Kendra Davenport (at left) and Dave Stevens, Easterseals Capital Region and Eastern Connecticut Board Member, motivational speaker, and sports broadcaster (at right), to the event.

Reaching Millions: Communications and Public Relations

[Easterseals' national PSA campaign](#) reached nearly 205 million consumers this year, delivering \$10 million in donated media value. Since its launch in spring 2021, it has reached over 910 million consumers and provided more than \$46 million in media value.

Informed by recent qualitative brand research, a new PSA launched in early November on Comcast NBCUniversal stations highlights Easterseals' online mental health screening tool, focusing on veterans' mental health issues ahead of Veterans Day. A general PSA about mental health services will be distributed nationwide in early 2025, alongside spots for disability services and early education programs.

Additionally, our partnership with Cherry Lake Publishing continues to share "[Making a Difference with Easterseals](#)" with students in grades 2-5, available to educators and libraries nationwide through major retailers like Amazon and Barnes & Noble.

Pictured: (Photo 1) Reading aloud to a group is often part of fostering early childhood literacy and development. **Credit:** Easterseals DC MD VA, Suhyeon Cho. **(Photo 2)** "Making a Difference with Easterseals" title cover with Cherry Lake Publishing.



Q3 & Q4 HIGHLIGHTS

Development Operations

Empowering Network Growth

As we approach the end of 2024, significant progress has been made across our key initiatives within Development Operations (DevOps), particularly in preparation for website launches and community engagement through ES Gaming. The NextGen website initiative has transitioned into a critical build phase, ensuring our new digital presence is set to launch in January 2025. Meanwhile, ES Gaming continues to expand its reach and impact within the community, highlighted by successful events and an innovative fundraising campaign set for December.

NextGen

In Q3 and Q4, website work has focused on platform development, testing, and content entry to prepare for the launch in January 2025.

Echo&Co merged with Capellic while the NextGen project transitioned from discovery and design to the build phase. Capellic retained some key staff from Echo&Co, which helped to safeguard historical knowledge and make the project transition seamless. We decided to provide early access to the system while heavy development was still underway to streamline migrating a massive amount of content to the new platform. As a result, the National team and three pilot Affiliates—Easterseals Delaware and Eastern Shore, Central Illinois, and New York—had extended time to enter content. At the same time, our Development Operations (DevOps) team

conducted user acceptance testing. An interdepartmental team of National Office members shared a load of content entry while Capellic also conducted training sessions for the three pilot Affiliates—each taking their approach to this workload. The new National website and three pilot Affiliates sites will go live on January 22, 2025.

Capellic, in partnership with Knowbility—a non-profit organization focused on digital accessibility and advocacy—led accessibility user testing in early November. Accessibility is a top priority for the website project, and this effort brought together users of varying accessibility technologies and different disabilities to discuss test scenarios related to the new website experience. The goal was to identify any barriers to accessibility and address them to ensure an improved user experience.

The testing was beneficial, and while we identified some areas for improvement, the testing did not reveal any critical issues. We are pleased to report that users offered positive feedback overall, with one test participant who is blind calling the site “a breath of fresh air”.

ES Gaming

Since July 1, we hosted three community game nights, including our first veterans game night. In December, we will host an all-disabled gamer Fortnite Tournament with a presenting sponsor and donated prizes. Also in December, the Brand Marketing “All I Want is You” campaign will include a gamified fundraising opportunity. All funds raised during December on the Tiltify “All I Want is You” campaign will go toward supporting and growing our ES Gaming community and events.

ES Gaming focuses growth metrics on 3 platforms:



Twitch for the general public to view content



Discord for community engagement



Tiltify for fundraising

In the first 11 months of 2024, our Twitch channel has increased its followers by 57%, and Discord has increased by 130%. Raising funds through Tiltify is the primary focus in December 2024.



Q3 & Q4 HIGHLIGHTS

Direct Response & Integrated Fundraising

Evolving Fundraising, Empowering Long-Term Impact

Easterseals is dedicated to creating an inclusive world for individuals with disabilities and their families. We have implemented various fundraising strategies to support this mission, including face-to-face canvassing, digital advertising, planned giving programs, and direct response television (DRTV). These initiatives aim to enhance donor engagement, raise awareness, and secure funding for our programs, reflecting our commitment to providing vital services and resources.

Street-Level Outreach

Easterseals partners with Personal Fundraising Solutions (PFS) for face-to-face (F2F) fundraising, operating in major cities nationwide to recruit recurring donors for the All Access program. Fundraisers set up outside businesses like CVS and Wal-Mart, engaging with passersby. Our canvassing efforts began in 2021 in cities such as New York City and Houston, and we have expanded to include New Jersey, Las Vegas, Austin, and Philadelphia. In 2024, canvassers are mainly active in New York, Las Vegas, New Mexico, Phoenix, and Utah. F2F fundraising remains an effective way to acquire new donors, with over 3,600 new All Access supporters, 70% of whom are under 50. On average, 10 conversations lead to each gift, generating 16 brand impressions for Easterseals, significantly boosting our organizational awareness.



Pictured: Personal Fundraising Solutions (PFS) canvassing teams on site and ready to recruit All Access sustainers, secure one-time donations, and answer questions about Easterseals.

A Digital Edge That's Always On

Easterseals implemented an “Always On” digital advertising strategy in March, allowing us to reach broader audiences and collaborate with the Brand Marketing team on campaigns like Military Appreciation Month and Giving Tuesday. In 2024, our digital fundraising efforts generated nearly 2 million impressions, with a 75% Return on Ad Spend (ROAS) and acquired close to 1,500 donors, 30% of whom chose to give monthly.



Leaving a Legacy with Planned Giving

We are preparing the Network Planned Giving Program for the impending “Silver Tsunami,” with 10,000 Baby Boomers turning 65 daily until 2030. The Great Wealth Transfer is underway, as this generation is expected to leave trillions to their Generation X and millennial children, along with nonprofits, through charitable bequests. In 2024, we enhanced the Planned Giving microsite by integrating Giving Docs, which helps individuals create or update their wills. In August, we contacted 20,000 donors from the National Office donor file with a heartfelt “Thank You” and information about estate planning resources. This outreach resulted in a 70% increase in visits to the National Planned Giving Microsite that month.

Direct Response Television (DRTV) Broadcasting Our Impact

Easterseals launched Direct Response Television (DRTV) in April 2024 after a successful pilot in late 2023 and one week of airing in January. The channel features refreshed creative content and an improved donor experience, closing strong with the holiday “Believe” campaign. DRTV has generated over 361 million household impressions and aims to acquire over 6,000 donors this year, with 57% being All Access monthly donors who have an average gift of \$24.06.

Pictured: A Giving Tuesday ad with a Call to Action (CTA) to “Help us create an accessible future for all” and a 2x gift match.

Q3 & Q4 HIGHLIGHTS

Government Relations

Empowering Transformative Advocacy



Since forming our government relations team and joint task force in 2023, we have successfully held two legislative forums in Washington, D.C. Our collaboration with New Paradigm, Squire Patton Boggs, and Robert Engel has strengthened through weekly meetings focused on key issues for the Network. We appreciate the teams’ dedication and commitment to advancing progress and have noticed a growing interest in government relations among Network colleagues, fostering a strong sense of collaboration in addressing challenges related to support for people with disabilities.

Network-Wide Government Relations Survey Results

In August, the Government Relations Task Force assessed government relations activities, support needs, and communication preferences among 53 Affiliates, representing 75% of the Network. The initiative provided insights into operational challenges and advocacy goals, laying the groundwork for improved strategic support and collaboration across the Network. These findings emphasize the importance of working together to advance shared priorities.

Category	Key Findings/Updates*
Affiliate Capacity	80% rely on President/CEO; most lack dedicated staff
Demographics Served	100% children; 90% adults; 60% older adults; 40% veterans
Funding Sources	Medicaid/state funding (primary); 40% from private payors
Affiliate Priorities	Medicaid reimbursement and funding increases; workforce shortages and retention; early intervention and child development funding
Support Needed	Timely updates; specific legislative and policy details; advocacy alerts; open and responsive communication

*Reflects responses from 53 Affiliates, representing 75% of the Network

Government Relations Task Force

We have made significant progress in enhancing government relations and advocacy efforts:

- National Partnerships Enhanced:** A 100% National Affiliate Agreement with ANCOR now allows all Affiliates to access comprehensive advocacy services. Our partnership with The Arc has been revitalized under the leadership of Katherine “Katy” Neas, fostering more collaboration opportunities.

- Leadership Expansion:** A donation from Easterseals Southern California has funded a new Senior Vice President of Government Relations position in Washington, D.C. We are reviewing four finalists, with a selection expected by year-end, to lead key initiatives starting in 2025.

Looking ahead, Easterseals aims to strengthen partnerships with NGOs and legislative stakeholders, finalize the new leadership appointment, and implement a strong legislative agenda for 2025.

Category	Details
Purpose	Collaborates with the National Office to address government relations priorities and advocacy efforts
Composition	8 CEOs and government affairs leaders from all 5 regions
Members	Wendy Sullivan of Easterseals Midwest; Tracy Garner of Easterseals Louisiana; Barry Simon of Easterseals of Oak Hill; Matt Binder of Easterseals New Jersey; Jason Meyer of Easterseals Northern Indiana; Mitch Tropila of Easterseals-Goodwill Northern Rocky Mounain; Alexis Marsh of Easterseals Colorado; David Ivers of Easterseals Arkansas
Meeting Frequency	Regularly, every few months
Recent Activity	November 13 meeting focused on next year’s policy forum and legislative updates
Key Achievements	Secured National Affiliate Agreement with ANCOR; reopened collaboration with The Arc; started search for new SVP of Government Relations position
Next Steps	Strategic collaboration with NGOs and legislative partners; planning initiatives for the 2025 legislative agenda

Q3 & Q4 HIGHLIGHTS

Network Advancement

Empowering Community Impact

Easterseals demonstrates leadership in innovation and community impact through its initiatives and partnerships. We always want to provide high-impact programming, demonstrated by the Summit Autism Pre-Session and collaborating with corporate partners to advance digital literacy, workforce development, and early childhood education. Additionally, we are committed to supporting the Network during crises with swift response.

Collaborating for Excellence in Autism Services

The Early Childhood and Autism Affinity Group hosted a two-day pre-conference focused on operational excellence and innovation in autism services. A key highlight was the group collaboration, where participants shared best practices to develop their own programs. Special thanks to Paula Pompa Craven and Rick Gutierrez of Easterseals Southern California, Donna Davidson of Easterseals North Georgia, Bev Johnson and Melissa Chesley of Easterseals Northeast Central Florida, Nicole Murby of Easterseals Southwest Florida, and Jeanne Marshall of Easterseals Midwest for their contributions to this successful event.

Partnerships Power Community Impact

The Easterseals National Office has distributed nearly \$1 million to Affiliates, thanks to generous contributions from corporate partners, including:

COMCAST NBCUNIVERSAL

Comcast: \$374,000 to expand digital literacy services at 13 Affiliates and fund 25 team members' participation in the National Network Summit to be part of the digital literacy conversation.



Coca-Cola: \$90,000 to enhance workforce development programs at 6 Affiliates.



Abbott: Funding for culturally competent professional development and family navigation initiatives across 6 Affiliates in Head Start and Early Head Start programs as part of PEACHE (the Project on Education and Community Health Equity). Initial data shows these programs exceed national benchmarks in connecting families to essential resources.



JP Morgan Chase: \$100,000 to deliver financial literacy services to 5 Affiliates, improving participants' understanding of online banking, budgeting, and savings plans. JP Morgan Chase employees also provided on-site expertise.



COX Enterprises: \$90,000 to advance early childhood STEM education programs.

These funds have contributed to significant advancements in various programs. Corporate partners have expressed satisfaction with the programs' impact, committing to continue funding in 2025. These partnerships highlight Easterseals' dedication to innovation and meaningful support for communities across America.

CareSource Hurricane Flash Grants

Hurricanes significantly affected Easterseals in North Carolina, Florida, and Georgia. While buildings sustained damage, employees and participants also experienced lost work hours and personal hardships. In response, the National Office authorized CareSource funds, providing \$70,000 in emergency grants to assist affiliates in the impacted areas.

Harnessing Data for Greater Impact

There are now 50 Affiliates actively participating in the Network Data Program. That's 71% of the Network—3 out of 4 of your peers recognize the value of data and its power to drive our Network's shared priorities:

- Grow funding.
- Serve more people better.
- Influence policy decisions that affect those we serve.
- Engage and retain good people.
- Strengthen our shared Easterseals brand.

More and better data coming from Affiliates means there's a tremendous amount of valuable information now available on the Network Data System, at your fingertips: program dashboards telling you everything you want to know about our employment or early intervention programs, profiles on each of our affiliates giving you a snapshot of their location, what they do and who they serve, a network-wide employee directory, national and affiliate dashboards for employee engagement, an IT systems inventory and much, much more.

→ [Check it out today or contact \[data@easterseals.com\]\(mailto:data@easterseals.com\) to talk data!](#)

Q3 & Q4 HIGHLIGHTS

SCSEP (Senior Community Service Employment Program)

Expanding Access, Empowering Independence

We are excited to share updates on the progress and achievements of the Senior Community Service Employment Program (SCSEP). These developments reflect our commitment to building community connections and enhancing partnerships to support older adults in finding employment and personal fulfillment. SCSEP is making a significant impact on individuals and communities nationwide.

Empowering Mature Workers

Since 2003, Easterseals has successfully received funding from the U.S. Department of Labor (DOL). This year, the SCSEP program met 4 out of 6 of its DOL performance goals, assisted over 2,500 participants across the U.S., and reduced barriers for mature workers through training and support.

Funding Milestones

- Cross-country enhancements of tech platforms (Salesforce, GPMS).
- Pilot program for Sector Strategy Training in Oregon and Illinois:
 - **Focus industries: Customer Service, Medical, IT, Hospitality**
 - **Partnerships with Community Colleges & Training Providers**

Looking ahead to 2025, SCSEP is poised to assist over 300 participants in transitioning from the program to employment, demonstrating our commitment to their long-term success.



Pictured: SCSEP Project Directors and Fiscal Leads Annual Training in Austin, TX.

The Era of Data

The SCSEP Data and Quality Teams improved operational efficiency and data management. Their enhancements underscore Easterseals' commitment to leveraging data and technology for impactful outcomes.



Pictured: The SCSEP Data and Quality Team with SCSEP staff at the data training in Denver, CO.

Strategy	Achievement
<p>Platform Innovations</p>	<p>Launched “PEN Team” for tech enhancements; rolled out “Z Board” (Case Manager Dashboard)</p>
<p>Streamlined Operations</p>	<p>Redesigned forms and automated processes; led enterprise-wide data cleanup</p>
<p>Training and Support</p>	<p>Onboarded new project leads; delivered monthly Tips & Tricks for GPMS and Salesforce users; enhanced user experience on Salesforce</p>

Making an Imprint on the Hill

The SCSEP program is essential for educating lawmakers on its role in fostering community cohesion among nonprofits and employers. By sharing testimonials and stories, we demonstrate the program's positive impact on individuals and communities. In June, participants from the Easterseals SCSEP Participants Achieving Vision of Emerging Success (PAVES) cohort visited Capitol Hill to advocate for funding. They highlighted how SCSEP reduces poverty, boosts confidence, and provides vital services. Notably, one Oregon PAVES representative secured a full-time job as a Workforce Business Liaison during this visit, showcasing the program's transformative impact.



Increasing Opportunity for Mature Workers

The SCSEP team recognizes the significance of local partnerships in enhancing collaboration and achieving shared benefits. We focus on identifying common goals, leveraging networks, participating in community events, and building trust to expand our impact. Our ultimate goal is to create a meaningful difference for our teams, programs, and communities.



Pictured: The SCSEP team with Easterseals Affiliates across the nation, with teams in **(Photo 1)** New York and New Jersey; **(Photo 2)** Alabama; **(Photo 3)** Idaho; and **(Photo 4)** Utah.

Q3 & Q4 HIGHLIGHTS

Transportation & Mobility

Elevating Connection, Empowering Communities

Easterseals' Transportation and Mobility (T&M) program focuses on two main areas:

1. Primary funding from federal grants, including multi-component technical assistance centers.
2. Customized projects and consulting services for transit agencies or transportation departments.

Our goals within T&M are to enhance the Easterseals brand, showcase its leadership in the field, and identify growth opportunities for the organization.

Federal Programs: NADTC, NCMM, & Project Sidewalk

Easterseals is enhancing its national recognition as a resource for accessible transportation options through key federal projects. It manages the National Aging and Disability Transportation Centers (NADTC), which provides transportation support for older adults and people with disabilities. The National Center for Mobility Management (NCMM), also funded by the FTA, is in its final year, ending February 2025. Additionally, the Project Sidewalk Workforce Development Program, funded by the National Science Foundation, focuses on advocacy and career readiness for youth with disabilities in pedestrian accessibility.

Highlighting Transportation's Role

Easterseals enhances its brand with over 50 national staff presentations in 2024, around 30 expert-led events and webinars, and 25 diverse publications from its centers. This work is vital for engaging non-transportation audiences and agencies like AmeriCorps, Labor, Education, and Health and Human Services, to highlight transportation's role in addressing social determinants of health.

Additional Procurement

In late 2024, the T&M team successfully procured more federal projects focused on specific topics. Notably, we are subcontracting with the Texas Transit Institute on a three-year research project about volunteer driver programs, aimed at developing resources for rural areas under the National Highway Cooperative Research Program. We also secured a task-ordering contract with Noblis to produce a guide on rural transportation services. Our staff frequently participate in national research panels and review federal grants.

Easterseals Project Action

Easterseals Project Action is the consulting branch of T&M, offering in-person training and capacity-building services to tackle transportation and mobility gaps. We provide training on sensitivity awareness for transit operators and ADA compliance.

Affiliate Support

The T&M team is attentive to Affiliate needs regarding transportation. For example, we engaged with Easterseals Oregon at a conference, learning about their challenges and sharing local transit resources. Additionally, 45 Affiliates participate in a national affinity group to discuss youth transition, workforce, and transportation issues.

Feedback from Affiliates highlights the significant value of our support. After a visit to Easterseals MORC in Grand Rapids, Michigan, we connected them with statewide resources to improve transportation access. Following the meeting, we received this note from their team:



Pictured: The Easterseals Transportation & Mobility team visits Easterseals Oregon.

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“It was a pleasure to have you here. I appreciate your interest in learning more about the services we provide at our location and the valuable support you and your team offer for navigating the transportation needs of the people we serve. I am so impressed with your dedication to learning the barriers to transportation by utilizing the available public transportation options where you travel. It is such a cool way to immerse yourself in the realities of life for those without access to a vehicle. After thinking about it, I am going to have our team pair up and go on a scavenger hunt of sorts in our community using public transportation so they can also experience this. You are truly inspiring.” — **Melissa Van Dyke, Director of Behavioral Health Services, Easterseals MORC, West Michigan**



ABOUT EASTERSEALS

Easterseals empowers people to live independent, full lives. We make a lasting difference in the lives of 1.5 million people each year by providing essential services to children and adults with disabilities, older adults, veterans, and their families. Our national network of 70 Affiliates is trusted to provide programs customized to meet the needs of each community we serve from coast-to-coast—trust earned for more than 100 years. We positively shape perceptions and address the evolving needs of more than one in four Americans with disabilities through public education, policy, and advocacy. That’s our impact. In thousands of communities across America. To learn more, visit [Easterseals.com](https://www.easterseals.com) or follow our socials.