



Promoting literacy through research, education, and advocacy.™

Southern CA Tri-Counties Branch

Message from Elaine Offstein, President

Feedback from 2013 conference attendees:

****Excellent choice of topics:** The material is applicable to what I do and I hope to teach my colleagues what I learned.

****As usual, your branch has the BEST conference ever.** This time I brought 2 colleagues with me.

****Excellent!** Especially appreciated the lunch break-out time.

****My 1st conference and I'm so impressed with the knowledge and resources available.** I enjoyed lunching with other grade 3-5 parents and exchanging ideas and experiences. I'm also impressed with the caliber of speakers. I LOVE IT!

2013 was another year of growth and successful events. Our webinars are becoming more popular and well-attended. Participants who attended our Annual Conference found it helpful and of great interest. We had an entertaining fund raising opportunity where everyone played Bingo and won lots of Tupperware. It's an exciting time as we prepare for the year ahead. Remember to keep checking our website for information on upcoming webinars, support groups, our conference and entertaining fund raising events.

Two important things enable us to plan events and grow as a chapter: membership and donations. Membership is of utmost importance and crucial in many ways, including having a voice for dyslexia. Numbers of constituents are important as legislators

consider issues and membership equals constituents. Joining us is easy—go to our website where you can join, donate or learn the benefits of becoming a member.

As a non-profit, all-volunteer branch, donations are the other half of the equation that keeps us going. Donations allow us to have an interactive website, host low-cost webinars, hold free parents support groups, provide scholarships, and distribute free information regarding dyslexia and other learning difficulties.

I want to welcome and thank all of you who became new and returning members this year. You have helped facilitate the daily operations of our branch.

*Looking forward to another successful year!
Elaine*



Inside this Report

- Message from the Branch President
- Treasurer's Report
- Information & Referral Report
- Supporters

Highlights

475,046

Visitors to our Website

2,5000 Direct

Contacts

Information Inquiries, & Attendance at Events

4000 Hardcopies of Newsletters distributed, plus posted on website

13 Branch activities + attended 11 Fairs and other organizations

So CA Tri-Counties Branch Board of Directors for 2014

Officers:

Elaine Offstein, President
Regina Richards, Administrative Vice-President
Judy Reising, Membership Vice President
Regina Manning, Secretary
Shannon Carlson, CPA, Treasurer

Directors:

Jennifer Biang
Tina Hambleton
Jennifer Mitz
Irene Tackett
Sue Valdez
Caylin Wade

Committees:

Adult Literacy
Conference Events
Executive Finance
Fundraising
Marketing
Membership Outreach

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”.

Treasurer's Report (Shannon Carlson, CPA, 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, 2013.

ASSETS

Checking Acct	\$ 5,460.53
Savings Acct	\$12,730.23
Restricted Scholarship Acct	\$ 84,032.09
Restricted Conference Acct	\$71,710.70

TOTAL ASSETS

\$173,933.70

LIABILITIES

Chase Credit Card	\$-476.95
Unearned McIntyre Grant Revenue	\$-71,710.85

TOTAL LIABILITIES

\$-72,187.80

NET ASSETS

\$173,456.75

YTD Net Income (Loss)

\$ - 6,617.38

REVENUES

Conference	\$ 9,443.71
Donations, Grants, Sponsorships	\$ 3,408.60
Membership	\$ 1,718.00
Resources	\$ 385.77
Community Meetings/Events	\$ 2,938.07
Dash 5K	\$ 9,691.60
Investment Income	\$ 16,408.32

TOTAL REVENUE

\$ 43,994.07

EXPENSES

Scholarships	\$ 92.50
Conference	\$18,758.75
Event Expenses	\$ 941.91
Board Meetings	\$ 84.03
5K Race Expenses	\$ 11,827.68
Administrative Expense	\$ 17,441.02
Resources Purchased	\$ 381.51
Investment & Other Expenses	\$ 425.77

TOTAL EXPENSES

\$ 50,611.78



**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

INDIVIDUAL DONORS

Abbot Lab Employee Giving
AT&T Employee Giving
Celebrating Homes
Diane Kwasman
Felice Pope
Gary & Sharon Oppenheim
Jackie Phillips
Jerry Gordon
John Evans
Just Give
Michael Silance
Michel Lapidus
Real Goods Solar
Rhonda Loudon
Rosemary Tuohy
Sharon Dillon
Sharon Sherman
Suzanne Singer
Team Referral Network

DASH

HAPPENINGS



Major 2013 Conference SPONSOR

The Jeannette C. McIntyre and Frederick (Lash) McIntyre Charitable Foundation Trust

Cambium Learning Group

Adult Literacy Classes

VOLUNTEER TEACHERS

Eleanor Colombo
Barbara Gillis
Felice Pope

2013 ADVERTISERS

For Newsletter published 2x year
Out-raij-ous
Republic Printing
Richards Educational Therapy Center, Inc

2013 SILENT EVENT SPONSORS

Target Corporation
San Manuel Bingo

2013 BRANCH SPONSORS

Keyway.net
UPS Storage

2013 DASH SPONSORS

Alicia Gray
Carlos Ocegueda
City of Riverside
Dwight Tate
Griselda Gendara
Jackie Philips
Kathy Allavie
Marty Vranich
Misael Hernandez
Rhonda Loudon
Rob Hunt
Ruby Shay
Trin Kody

2013 Dyslexia Dash CORPORATE EVENT PARTNERS

City of Riverside

IN KIND DONORS

American Medical Response (ambulance)
City of Riverside Park & Rec Dept
City of Riverside
Vince Castelluccio, T&V Printing
Dave Parson, D.J.
Road ID
USKO
Udder Cream



2013 CONFERENCE and DASH SILENT AUCTIONS DONORS

Belfair Hollywood Park
Bradley Portraits
Camino Real Playhouse
Candlelight Pavilion
Celebrating Homes
ExplorOcean, Newport Harbor
Extreme Pita
Haugh Performing Arts Center
Hearst Castle
Hornblower Cruises & Events
Ice House
Improv Theater
Kendall Roclord
Laguna Art Museum
Legoland
Lewis Family Playhouse
Mary Kay Cosmetics
Miracle Springs Resort & Spa
Morongo Casino Resort & Casino
Museum of Tolerance
Pacific Park Santa Ana
Palm Springs Tramway
Panera Breads
Pechanga Resort & Casino
PRP Wine International
Riverside Community Players
Rubio's Restaurants
Rubios
San Diego Zoo
Sawdust Festival
Sea World San Diego
Slingerland



Spirit Cruises
Susan Goodson

LITERACY FOR ALL!

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Web : www.dyslexia-ca.org
Email: ieb.info@dyslexia-ca.org



WWW.DYSLEXIA-CA.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.

EIN Number - 33-0060987

IDA Purpose and Mission

TCB Strategic Plan Goals for 2013

Goal 1:

Increase visibility in the region so that the general public and the professional sector have a better understanding of what dyslexia is, and what effective literacy instructions is for all learners to success in school and beyond.

Goal 2:

Develop a plan in coordination with other California IDA branches to create a literacy legislation. The focus will be on SEEDS:

- Struggling Readers Encompassing All Social Groups
- Economically Disadvantaged Youth
- English Language Learners
- Dyslexia Students
- Specific Learning Disability Students

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 Inland Empire 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.

How You Can Help

Donate Online – www.razoo.com/story/International-Dyslexia-Association-4

- ♦ **In-Kind Donations** – Gifts of goods and services are always welcomed.
- ♦ **Membership** - Become an IDA Member. Many membership opportunities are available. Visit our website. Fees; \$25 students, \$45 parents, \$45 teachers, \$95 professional