

# Community Impact 2024



# From Our CEO and Board Chair

Throughout 2024, we've been so grateful for the support that has enabled Easterseals Northern California to continue making profound differences in the lives of individuals with intellectual and developmental disabilities (I/DD) and their families. With this responsibility in mind, our goals remain set on addressing critical service gaps and expanding our reach to meet the evolving needs of our community.

One of the most significant trends we observe is the increasing longevity of adults with I/DD. Thanks to advancements in healthcare and supportive legislation, individuals are living longer, healthier lives. Projections indicate that the number of people with I/DD over the age of 60 will nearly double by 2030, underscoring the urgent need for comprehensive, lifelong support. Considering that 1 in 6 children are currently being diagnosed with a developmental disability, we remain strong in our goal to provide a continuum of care across the lifespan, ensuring individuals and families receive the support they need at every stage of life.

We've made significant strides through our focus on:

- **Lifelong Services:** Offering support from birth through adulthood and into older age.
- **Individualized Care:** Tailoring our services to meet the unique goals, cultural backgrounds, and individual needs of each client and their family.
- **Family-Centered Support:** Providing broad support to families, including stress reduction resources, burnout prevention strategies, and caregiver/family coaching.

To put that in context, last year we provided just over **216,000 hours of service** to nearly **5,000 families**. That translates to about **590 hours** of care, treatment and support every single day during the year. We also saw nearly **10% revenue growth** when compared to 2023.

We remained committed to innovation and expansion, creating partnerships with new funders

and launching diagnostic services to broaden access to crucial support. These efforts, among many more, are designed to meet families where they are and provide the resources they need to thrive. Our customer satisfaction scores have improved year over year compared to 2023 and average **4.5 out of 5**, reflecting the value and impact of our services on individuals and families.

Our growth in 2024 has been underpinned by our continued commitment to our dedicated, highly skilled, and exceptional teams. In the last year, we've grown our team by 28%; we're proud to say that Easterseals Northern California has 280 employees, and we expect that number to grow to over 300 by the end of the year. As our employee base grows, so too does our ability to deliver services to more people who need them.

We look forward to 2025 with equal measures of excitement and determination. This year, as part of our continued commitment to serving the I/DD community, our focus will be on:

- Executing with excellence
- Continuing to cultivate healthy and high-performing teams
- Scaling for impact
- Advocating for what we believe in

We could not have done this without you - your generosity and partnership are key to our success. Thank you for being on this journey with us. We invite you to read on and learn more about the impact we are making together.



**Andrea Pettiford**

**CEO, Easterseals  
Northern California**



**Kim Donellan**

**Board of  
Directors, Chair**

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**Your Dollars at Work!**

Every dollar raised stays in Northern California in support of our participants

## Your Generosity in Action

The work we do across our Northern California counties is made possible thanks to our generous supporters, and reflects the impact the community has in making the world a more equitable place for people with intellectual and developmental disabilities. Just as our clients and families choose their path, you've also chosen yours – one of giving and inclusion.

Together, we can close the gaps in service for families throughout their lifespan to provide the kind of care they need.

# What We Do

For nearly 100 years, Easterseals Northern California has provided services to people with intellectual and developmental disabilities (I/DD), and their families, so they can choose their own path. Annually we provide over 215,000 hours of direct service, benefiting individuals and families across Northern California. We are reimagining how care and support can be better connected to fill gaps in human services across an individual's life span.



## BEHAVIORAL HEALTH

Behavioral Health includes services that support a wide range of diagnoses, such as autism spectrum disorder (ASD), Down syndrome, Attention Deficit Hyperactive Disorder (ADHD), profound intellectual multiple disabilities (PIMD) and more. Featuring several clinical service lines like applied behavior analysis (ABA) and Social Skills Groups, clients and their caregivers can strengthen skills, build confidence and achieve their individual goals.



## EARLY INTERVENTION

Our Early Intervention program offers comprehensive, research-based services for children from birth to 5 years of age who are diagnosed with a developmental delay or who may be considered at risk of delay. Our program uses a family-directed model to structure and guide care. With families being the most essential component of a child's development, we work alongside the family to provide individualized treatment in natural environments.



## ADULT SERVICES

The Kaleidoscope Community Adult Program offers specific programming for adults with I/DD, helping focus on their interests in areas such as independent living skills, recreation and leisure, health and wellness, socialization, and employment readiness. Through activities like volunteerism, cooking, golfing, gardening and more, participants are grounded in routine while still introduced to new opportunities in lifelong learning.



## RESPIRE SERVICES

Our Respite Services provide caregivers with the opportunity to take a break knowing their loved ones are being well-cared for in a safe environment. With trained clinical staff providing up to 10 hours of respite care per week, caregivers get designated time to recharge and rejuvenate, visit with friends, tend to another dependent's activities, or have a date night with their significant other. Participants enjoy various activities with kind and compassionate staff, including outings in the community, visiting movie theaters and restaurants, homework help, and more.

# Behavioral Health Services

## What we do

A common treatment option for individuals who have autism spectrum disorder (ASD) is Applied Behavior Analysis (ABA) - a scientific discipline focusing on meaningful changes in behavior through the analysis, design, implementation and evaluation of social and other environment modifications. ABA helps people in many ways, like increasing communication, social skills, and self-reliance; improving ability to follow instruction, making tasks more enjoyable and manageable; and decreasing challenging behaviors, such as self-injury or outbursts.

We offer center-based and in-home ABA services in both 1:1 and group settings, interest-based Social Skills Groups, as well as Caregiver-Led ABA services to coach caregivers in the principles of ABA to empower them with expertise in their loved one's treatment. We also provide several service lines focusing on communication, social skills and self-directed plans to improve quality of life. Proven to be highly effective and flexible, these treatment models support families with busy schedules, complex diagnoses or those looking to work on goals outside of standard session times.

**3,607**

clients  
received services  
in 2024

**171,486**

hours provided  
in 2024

**Expanding our services and funding sources will allow us to support 900 more clients by the end of 2025!**



**Meet Paige!**

## What we accomplished

In June, we opened a clinic in San Jose to support an identified gap in the community for clinic-based services. We have since started 21 new Social Skills Groups and Group ABA cohorts, serving over 500 clients in the San Jose area.

We also launched Diagnostic Evaluation services in May, which allow families to seek and receive assessments for diagnosis – bringing relief to caregivers in need of support. Our team of diagnostic evaluators has grown to 2 full-time psychologists and has served 109 clients!

Another great accomplishment was re-opening our in-person Group Care services at all of our clinics, resulting in 73 new groups being formed and services being delivered to over 250 new clients.

“

Delivering our services to clients and families means offering hope, support, and the tools they need to thrive, transforming lives and building stronger, more resilient communities.”

- **Jamie, Care Team Manager**

Paige is a Diagnostic Evaluator on the Easterseals Northern California team and regards it as an incredibly rewarding experience. “As one of the earlier providers families see on their journey to figuring out how to best support their children, I also know that this can be a time when families are feeling vulnerable, anxious or overwhelmed,” says Paige. As she and her team enter sessions with the commitment to do right by each child, she finds that building rapport and connections with families is vital to understanding each child's strengths and challenges.

**Learn more by scanning the code!**



# Adult Services

## What we do

Our program aims to improve the quality of life for our participants by increasing their ability to care for themselves, self-advocate and engage with their communities. The program is a safe and trusted place for participants to find and develop their various strengths, engage in their interests and try new things using a self-guided interests-based approach.

Kaleidoscope also focuses on pre-vocational and volunteer opportunities, money management, independent living skills, health and wellness, and friendship – a key component of a happy life. The participants at each Kaleidoscope location plan various social activities, like preparing weekly lunches as a group, going to the grocery store, preparing dishes and enjoying them together.

Our community-based program has been well received by participants and their families, as well as our community partners and funders for providing a variety of educational activities, fun outings and the kind of support that fosters self-confidence.

**3** participants are now living on their own, utilizing paratransit to get to program, and have been thriving in their new living situations!

## What we accomplished

In 2024, we grew our volunteer opportunities, providing participants with more pre-vocational experiences and support with community integration. Ranging from growing food in community gardens like Sunflower Hill and Fertile Groundworks, to making treats for animals at the local SPCA shelter, to organizing donations and pricing merchandise at American Cancer Society shops, the participants are exploring a range of duties that can support future career paths and relationships.

We also created a new Adult Care Coordinator position in 2024, with 2 coordinators starting in early 2025. These roles give our team members opportunities for career growth and leadership development and also offer more personalized care and structure in achieving their goals, like independent living, finances, physical fitness and more.

“ I love having the opportunity to learn and grow with each unique participant and encourage their natural curiosity to explore and create.”  
- Derek, Direct Support Worker

## Meet Eric and Frances

Eric is a warm and friendly young man who's a natural leader and makes people laugh constantly. "His formal diagnosis is seizure disorder with cognitive delays, which took a long time for us to get from the time he was a baby," says Frances, who is also a member of the Easterseals Northern California Board of Directors. At the Kaleidoscope program, Eric has made tons of friends and goes into the community to engage with others and try new activities. "Kaleidoscope doesn't just teach its participants how to interact within the community – it also teaches the community how to interact with people with developmental disabilities."

**Read more about Eric's journey with Kaleidoscope!**



# Early Intervention

## What we do

Our Early Intervention (EI) services support children from birth to age 5 in meeting important milestones to help them be set up for success throughout their lives. Using a personalized approach coupled with evidence-based research, each child in our program receives individualized treatment from highly skilled early interventionists in their home or in one of our centers.

Caregivers are a fundamental part of each session and receive coaching on how to engage with their loved one in a way that matches their development. Through play, skills can be mastered for both the client and the caregiver – tips and support from the team at ESNorCal turn playtime into therapy and form a toolbox that families can utilize anytime, anywhere!

## What we accomplished

In 2024, we made great headway in identifying the need for EI across the northernmost areas of our region. We connected with all Regional Centers in our territory to serve even more families with children with or at risk of a developmental delay, bringing innumerable opportunities for quality care to more rural and underserved areas.

We also provided most of our services to bilingual Spanish-speaking families thanks to a recruitment initiative to ensure our support was accessible to more families. Providing accessible care to families to meet them where they're at in life is what our team continues to strive for every day.

## Meet Marylin

Hear what a mother has to say about working with Marylin for her two children in Early Intervention:

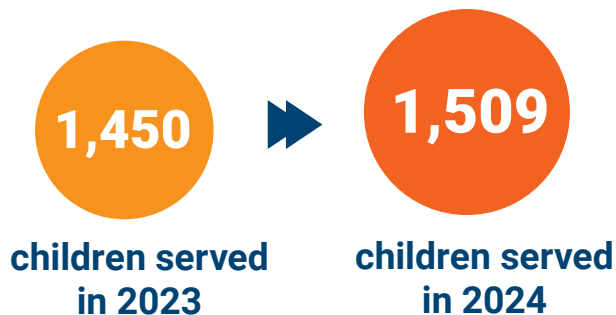
"Marylin has been working with our family for the last several months and it has been a fantastic experience. She is very knowledgeable, patient and responsive when I've had questions about my son's treatment plan, and when we've had to miss sessions she has always checked in or had someone else from the organization check in, recommend activities we can do at home to bridge the gap, and overall make sure we feel supported."



### Learn more about how Marylin has impacted this family!

“ Being an Early Interventionist is about adapting to each child's needs. It's about building a supportive relationship with families. We work together to create a unique, safe, and fun environment where children can thrive.”

- Karina, Early Interventionist



# Respite Services

## What we do

Respite services offer a break for caregivers who spend significant time caring for a loved one with I/DD. Burnout is a common result of continuous care, so our goal through this program is alleviating some of the day-to-day pressure caregivers feel, while also providing opportunities for wellbeing, connection with other children and family members or tending to important tasks that require attention.

Our highly trained respite associates are skilled in caregiving specifically for individuals with I/DD to help set their participants up for success. They provide care both in the home and out in the community seeing movies, dining out, doing homework, visiting local attractions and more, making the time they spend together enjoyable while caregivers focus on their wellbeing.



100+% increase in 2024!

“ It is an absolute joy to hear the gratitude expressed by caregivers when we provide respite services for them!”  
- Kent, Program Manager

## What we accomplished

We saw tremendous growth in our program in 2024, with a 100% increase in families served! Not only did we double the number of participants in our program, but we also began partnering with Contra Costa Health Plan to expand our footprint with new funding sources to increase our coverage for families in need of our services.

As our program continues to grow, we are targeting 40 new clients for 2025, more than doubling our current client count! This includes boosting our number of respite associates throughout the counties we serve – providing quality jobs for compassionate people in our communities.

## Meet Abudi and Sarah

Sarah’s journey with ESNorCal has been incredibly positive when she sought respite care for her loved one, Abudi. “The process to get started was smooth, and my case manager, Kent, has been so helpful, understanding, and responsive throughout. He’s always been there when I needed support, and I truly appreciate all his help,” says Sarah.

Learn more about Abudi and Sarah here!





# Achievement & Performance

## 1<sup>st</sup> Annual Driving Change Golf Classic

Our golf tournament held on June 3 at the famous Olympic Club in San Francisco was a smash hit, raising nearly \$140,000 from sponsors and donors. Attendees enjoyed a round of golf, got to meet some of our clients, and engaged in friendly competition for a great cause.

## Diagnostic Evaluations

Our new Diagnostic Evaluation services have provided an excellent resource for families seeking diagnoses. By receiving timely assessments, they can start their treatment journeys quickly and feel confident they're getting the relief they need.

## New Funders

We onboarded two new insurance providers – Contra Costa Health Plan and Optum – to continue our work expanding access to high quality services for more families in Northern California.

## San Jose Clinic Ribbon Cutting

A big celebration was enjoyed in October to honor the opening of our newest clinic. Our CEO, Andrea Pettiford, and Board member, Fran Olsen, joined the San Jose team, program leaders and client families to cut the ribbon and commemorate the impact being made for families in Santa Clara County.

## Our Impact

Every day we worked together in 2024, we reached more individuals and families:



**Nearly 5,000**

individuals and families served annually



**228**

total practitioners delivering care



**Over 215,000**

total service hours provided to individuals and families



**2**

new insurance providers onboarded



**4.5**

Client Satisfaction score for 2024 (out of 5)



**Over 130,000**

views to our website for information



# Your Giving

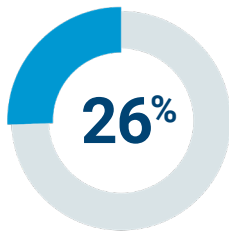
Every dollar raised stays in Northern California



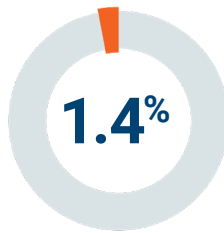
Our most generous gift this year was

**\$50,000**

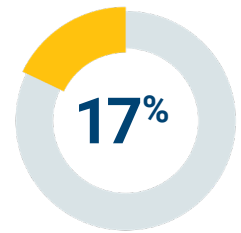
to support our Respite Services



of fundraising dollars supported Adult Services



of fundraising dollars supported Early Intervention



of fundraising dollars supported Respite Services

## A Big Thank You to Our Supporters This Year!

**29**

corporate partners and sponsors

**4**

total grantors supporting our programs

**45**

donors who gave over \$1,000 to our mission

**257**

total donors gave to support the people we serve

**13**

recurring donors made their gifts through the year

# Our Board in Action



**Andrea Pettiford**  
Board of Directors,  
Secretary



**David Durham**  
Board of Directors



**Fran Olson**  
Board of Directors



**Frances Allen**  
Board of Directors



**Kimberly Donellan**  
Board of Directors, Chair

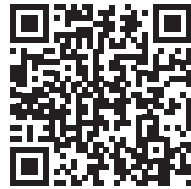


**Patrick Oh**  
Board of Directors,  
Treasurer



# Join Us Today

Now that you've learned about our impact in 2024, you can be part of our impact in 2025! Join us by donating, sharing our social media posts, and attending our fundraisers throughout the year.



[www.esnorcal.org](http://www.esnorcal.org)

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