



# 2020 COMMUNITY IMPACT REPORT



# 2020 THE YEAR OF THE ESSENTIAL WORKER



## A NOTE FROM OUR CEO

The COVID-19 pandemic changed the world of work virtually overnight. Everyone had to adapt to a new way of doing things to keep each other safe. In the process, we quickly got introduced to new phrases like social distancing, Zoom meeting, and the inevitable “you’re on mute.”

But one of the most powerful new phrases of 2020 was “essential worker.” These are the women and men serving in roles that put them on the frontlines in the fight against the coronavirus and kept vital goods and services moving during a time of uncertainty.

One thing jumped out to all of us at Easterseals right away. Most of the people who turned to us for job training and development over the years are now working in roles considered essential. From healthcare workers to construction workers, grocery workers to supply chain workers, so many people who got their start at Easterseals were playing a major role in keeping our economy going.

Easterseals has never been a bystander to history. We were founded as an agency of action. Our employees met the moment to keep our services running throughout the pandemic.

We forged new partnerships to take our Adult Day Services directly into group homes to provide critical lifelines of support. We produced thousands of clinical testing kits used in COVID-19 research. We served as the central hub for distributing PPE to Easterseals affiliates across the country. Our teams made thousands of wellness checks to ensure basic needs were being met. And during the worst jobs crisis in years, we connected more than 60 veterans to employment.

While many nonprofits struggled in 2020, we were able to rise above thanks to the support and investment from people like you. We were empowered to act because you encouraged us to push forward. You made our work essential.

Our work ahead now focuses on the pandemic recovery. We know so many people who were furloughed or working low-wage jobs are eager to find better opportunities for sustainable careers. People living with disabilities who stayed home for safety are eager to return to the community.

**And we’ll be here for them because you make it possible. THANK YOU for your partnership and investment in creating Breakthrough Moments for thousands of people across Greater Cincinnati.**

Warm Regards,

*Pam Green*

Pam Green, President & CEO

# 20 A YEAR 20 OF IMPACT

**170,543**

clinical research kits assembled by Easterseals Production & Fulfillment, including kits used for COVID-19 research



**30,881 LBS**

of PPE donated by CVS Health shipped from our Hamilton facility to Easterseals affiliates nationwide



**5,000**

face shields assembled for frontline healthcare workers at UC Health and Cincinnati Children's Hospital in partnership with the University of Cincinnati 1819 Innovation Hub



**217**

Easterseals staff working throughout the pandemic to deliver essential services



**27** high school diplomas earned

**\$12.74** avg. hourly wage  
(up 5.7% from 2019)

**\$9.4 MIL** in estimated potential first-year earnings

**6,772** people served

**478** job placements

**386** hiring companies

**166** credentials awarded

## OUR VISION

Easterseals will be the premier provider of workforce and disability services in our region. We will achieve this through a focus on growing impact, sustainability, and talent.

## OUR MISSION

We change the way the world views and defines disability by making profound and positive differences in people's lives every day.

In Greater Cincinnati, we do this with a focus on building a more diverse and inclusive workforce and community.

We break down barriers for people with disabilities, veterans, and people with economic disadvantages.

## OUR BELIEFS

The core convictions we hold to be true:

### PEOPLE FIRST

- We treat others the way we want to be treated.
- We are considerate and honor the dignity of each individual.
- We are compassionate.
- We are direct, truthful, and respectful.

### HIGH EXPECTATIONS

- We dedicate ourselves to the highest standards of professional conduct and quality of service.
- We raise the bar. We help the individuals we serve reach beyond their comfort zone.
- We set measurable goals, and celebrate progress and success.

### FORWARD FOCUS

- We learn from all experiences, both successes and failures.
- We think big, take risks, and try new ideas.

# 2020: A YEAR OF MILESTONES

Pam Beigh, Brandon Painter, Nina Paul, and Alicia Tidwell join the **Board of Directors**.

**Building Value crews deconstruct** Ohio's largest tobacco barn and salvaged much of the barn's lumber.

**Fred Heis receives the inaugural Easterseals Golden Hammer Award** in recognition of outstanding support and service as a founding member of the Construction Advisory Council.

Easterseals participates in the **ribbon cutting and dedication of the Melrose Impact Center** in Walnut Hills.

John Jimenez, Ruth Woodard, and Christopher Lee of Easterseals Adult Day Services receive **top honors at the Special Olympics Hamilton County Art Show** and had their works displayed at CAM and Mayerson JCC.

The US Department of Labor awards Easterseals a **three-year, \$1.2 million grant** to provide YouthBuild pre-apprenticeship training in Hamilton County.

Easterseals partners with **Ohio Valley Residential Services and Halom House** to provide adult day services in group home settings.

**The Easterseals Military & Veteran Services Town Hall Forum** becomes the agency's first virtual event, bringing together more than 90 people interested in veterans' issues.

The University of Cincinnati 1819 Innovation Hub turns to Easterseals for its kit assembly to **produce 5,000 face shields for frontline healthcare workers** at UC Health and Cincinnati Children's Hospital.

Easterseals' second virtual event, the **Hard Hat Happy Hour, raises nearly \$10,000** for construction training while offering a preview of a modular construction lab.

**Scott Robinson and Chris Macklin bike 22 miles of the Loveland Bike Trail to honor and raise funds for Easterseals Military & Veteran Services.** This event inspires the Easterseals Honor Ride, a community event open to public participation in 2021.

Launch of the first **Work & Grow Summer Camp** – a place where campers learn about their career options for community employment while building friendships.

Easterseals provides **emergency travel funds to Navy Veteran Roy Fulps**, referred by the Cincinnati VA Hospital, to supplement the VA coverage of his life-saving surgery.

Easterseals is awarded a **three-year federal grant** to provide job training services under the Homeless Veterans Reintegration Program.

Easterseals is one of 14 organizations awarded a **Youth Apprenticeship Readiness grant** by the US Department of Labor.

JANUARY



FEBRUARY



MARCH



APRIL



MAY



JUNE



JULY

Easterseals joins organizations across Greater Cincinnati in **celebrating the 30th anniversary of the Americans with Disabilities Act**.

AUGUST

Easterseals FastTrac is named the **People's Choice Award winner** in online voting for the Google.org Impact Challenge.

SEPTEMBER

The Port of Greater Cincinnati contracts with Easterseals' **Building Value program** to join the deconstruction of the abandoned Millennium Hotel in Downtown Cincinnati.

OCTOBER

The **Brighter Futures Celebration** is transformed from an in-person event into a **television special** on WCPO 9. The show allows thousands of viewers from around the TriState to learn about Easterseals' work in creating #BreakthroughMoments on the journey to employment.

NOVEMBER

The Cincinnati Metropolitan Housing Authority honors Easterseals with the **Partnership Award** during the annual Property Owners Celebration.

Easterseals YouthBuild **delivers 25 beds** to lower income families struggling to furnish their homes. **Donors raised nearly \$6,000** to cover the cost of materials. The OneSource Center, Standard Textile, and Good 360 helped **fund new mattresses and bedding**.

DECEMBER

The Cincinnati Business Courier presents the **CLIMB (Cincinnati Lifts Inclusion and Minority Business) Award to Messer Construction and Easterseals** for collaborating on the Uptown Workforce Development Initiative.

Author and philanthropist MacKenzie Scott chooses Easterseals to be one of the 384 nonprofit organizations to **share in \$5.7 billion in unrestricted giving**.

# 20 BRIGHTER FUTURES 20 CELEBRATION HONOREES

DANNY LAKES P&G AND EASTERSEALS JOB COACHING  
BROOKLYNN HERALD CAREER CONNECTION  
MICKEY HARLOW MILITARY & VETERAN SERVICES  
ALESHA COLSON UPTOWN WORKFORCE DEVELOPMENT INITIATIVE

## DANNY LAKES

Danny was diagnosed as being on the Autism spectrum in high school. Academics came easy to him, but he struggled with social interactions. He worked in various technology jobs, but started to see that he wasn't getting opportunities to advance into leadership roles. He left IT and found work as a barista.

His parents learned of a new initiative at Procter & Gamble to expand neurodiversity in its workforce by creating roles designed to embrace the skills and talents of people with autism. The program brought in Easterseals job coaches to support the candidates' transition into a corporate environment, and to work with neurotypical employees to better understand how autism can affect interpersonal communication.

Danny applied and became one of four new managers on P&G's Smart Automation DevOps team for Order Management.



“ IT WAS THE FIRST TIME IN MY LIFE THAT I FELT ANY SORT OF EMPLOYER TOOK AN INTEREST IN WHO I WAS VERSUS WHAT I COULD DO. I’M ABLE TO GROW AS THE PERSON I KNEW I COULD BE, I JUST NEEDED TO BE GIVEN THE OPPORTUNITY. WITHOUT THIS PROGRAM, I WAS HONESTLY LOST. I DIDN’T KNOW IF I WAS EVER GOING TO BE ABLE TO MOVE OUT ON MY OWN. I WASN’T SURE IF I WAS EVER GOING TO BE INDEPENDENT. THIS PROGRAM ESSENTIALLY GAVE ME THE OPPORTUNITY OF A LIFETIME.”



## BROOKLYNN HERALD

Brooklynn turned to drugs as a young teenager to cope with problems at home that were beyond her control. She fell into the wrong crowd and quit school. When she turned 18, she learned she was pregnant. It was the push she needed to turn her life around and build a better life for her child.

Brooklynn refocused her energy on completing high school. Easterseals Career Connection provided her with supports so she could earn her diploma at Marshall High School in Middletown while exploring career options. At the age of 20, Brooklynn achieved her goal of being a high school graduate. It also brought a promotion and a pay increase as a retail manager.



## MICKEY HARLOW

Mickey, a Marine veteran, was badly injured when a rockslide pushed his tractor trailer off the road. He was prescribed powerful painkillers for his injuries, to which he became addicted, turning to self-medication when his treatment ended.

While working as a truck driver in Cincinnati, Mickey was arrested for driving while intoxicated. It cost him his job, his home, and his family.

Mickey turned to Easterseals Military & Veteran Services to rebuild his life. With the support of his job coaches, he rebuilt his resume, got a job and started earning an income again. He was able to move out of a shelter into his own apartment and reconnect with his children.

“ MY SUPPORT SYSTEM, WHETHER IT BE FROM MY MOM, OR MARSHALL, OR EASTERSEALS, THOSE PEOPLE HELPED ME STRIVE TO DO BETTER THINGS. YOU NEED TO HOLD ON TO ANYTHING THAT’S POSITIVE WHEN YOU’RE GOING THROUGH AN ADDICTION, AND KEEP FIGHTING FOR THAT AND HOPING FOR BETTER DAYS.”

“ I DON’T THINK I WOULD HAVE MADE IT THROUGH THIS PROCESS WITHOUT EASTERSEALS. IN THESE PROGRAMS YOU’LL FIND PEOPLE IN THE SAME BOAT THAT YOU ARE. YOU LEAN ON EACH OTHER, AND YOU’LL GET THROUGH IT. YOU GOT TO WANT IT. YOU GOT TO STAY COMMITTED. JUST WHATEVER YOU DO: DON’T GIVE UP HOPE.”



## ALESHA COLSON

Alesha was recovering from health issues and was looking for a career that would allow her to become more physically active and make a living wage. She learned about the Uptown Workforce Development Initiative (UWDI), a new program through Messer Construction and Easterseals, to provide on-the-job construction training on the site of the Cincinnati Children's Hospital Critical Care Building expansion.

The grandmother of two always showed up on time and put in the hard work. Her attention to detail quickly caught the eye of her Easterseals job developers and Messer Construction. She was invited to play an important role of overseeing the "final clean," the last step to make sure every detail is perfect before it is turned over to the client.

Alesha is now one of the top advocates in her community for others to find their place in the construction industry. She continues to speak to new participants in the Building Value program and takes participants in the UWDI program under her wing.

“ I'M ALWAYS TRYING TO RECRUIT PEOPLE INTO GETTING A JOB AND GETTING OFF THE STREETS. ”

20 OUTSTANDING  
20 COMMUNITY  
PARTNER

**Messer**  
WeAreBuilding.

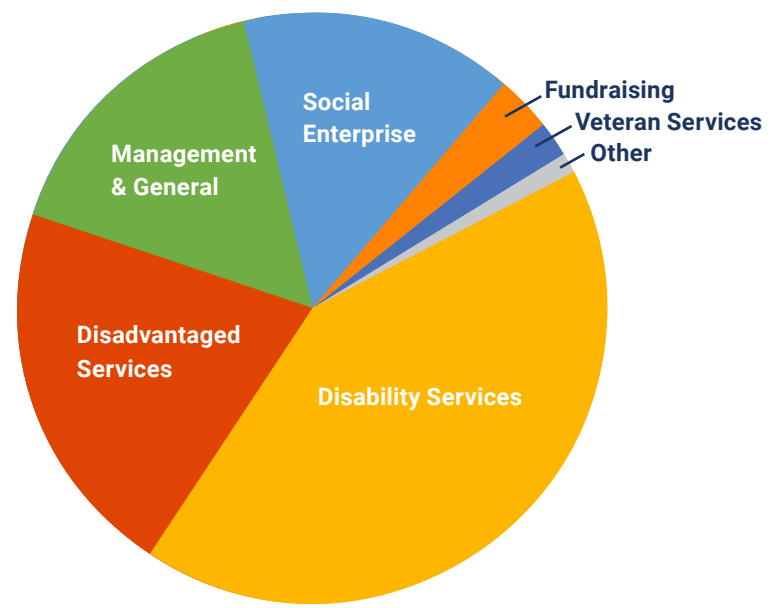
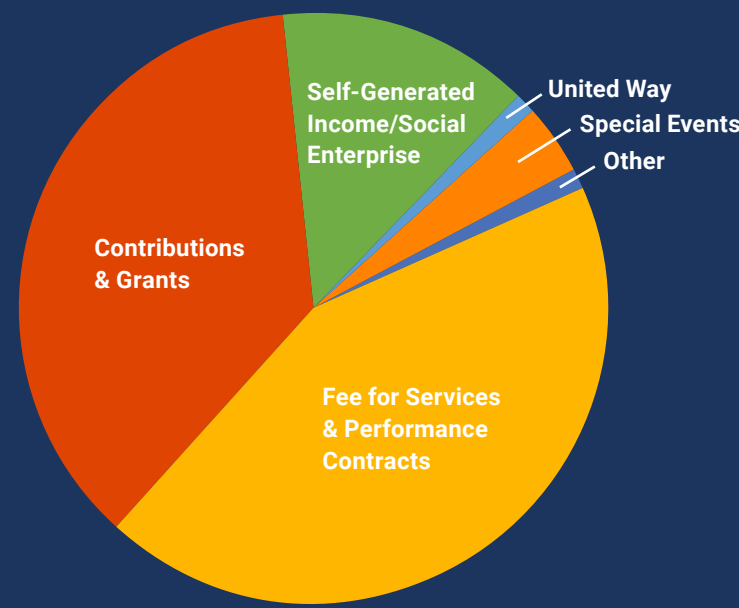
# 2020 THE YEAR BY THE NUMBERS



## REVENUE

# 2020

## EXPENSES



44%	(\$8,903,090)	Fee for Services & Performance Contracts
37%	(\$7,550,289)	Contributions & Grants
14%	(\$2,784,113)	Self Generated Income/Social Enterprise
4%	(\$908,669)	Other
1%	(\$197,174)	United Way
<1%	(\$2,696)	Special Events

42%	(\$5,942,667)	Disability Services
21%	(\$2,961,833)	Disadvantaged Services
16%	(\$2,308,757)	Management & General
15%	(\$2,186,157)	Social Enterprise
3%	(\$465,105)	Fundraising
2%	(\$214,086)	Veteran Services
<1%	(\$17,591)	Other

2020 TOTAL REVENUE:  
**\$20,346,031**

TOTAL NET ASSETS:  
**\$14,765,474**

2020 TOTAL EXPENSE:  
**\$14,096,196**



# CORPORATE & FOUNDATIONS

## \$500,000+

National Philanthropic Trust

## \$100,000-\$499,999

Google.org Impact Challenge Ohio

United Way of Greater Cincinnati

## \$50,000-\$99,999

CVS Health

Greater Cincinnati Foundation

Hatton Foundation

JVS Foundation

Messer Construction Co.

The Carol Ann and Ralph V. Haile, Jr. Foundation

## \$25,000-\$49,999

Bethesda Inc.

Butler County United Way, Hamilton Community Foundation, United Way of Warren County and the Warren County Foundation

Cincinnati-Hamilton County Community Action Agency

Fifth Third Bank

The Spaulding Foundation

Daniel and Susan Pfau Foundation

## \$15,000-\$24,999

Duke Energy Foundation

Paycor, Inc.

The Amy & George Joseph Fund

The Kroger Co.

## \$5,000-\$14,999

America's Warrior Project

AT&T Inc. Fund

BRG Realty Group, LLC

Cincinnati Children's Hospital Medical Center

Disabled Veterans National Foundation

Freddie Mac

First Financial Foundation

Hixson Architecture Engineering Interiors

Marketing Your Services, Inc

Network for Good

NextStep Networking

NFL Foundation / Cincinnati Bengals

Scripps Howard Foundation

The Rotary Foundation of Cincinnati

U.S. Bank Foundation

Wohlgemuth Herschede Foundation

## \$1,000-\$4,999

Anonymous

ACBL Charity Foundation

AK Steel Foundation

Akebia Therapeutics Political Action Committee

American Endowment Foundation

CAF America

Cohen

Cornerstone Dental Group

Deloitte

Devine Talent Management, LLC

Eukles Wealth Management

Gamma Kappa of Epsilon Sigma Alpha

HBH Holdings Inc.

HGC Construction

Light Source International

MassMutual

Maximum Homecare LLC

Nelson Stark Co.

Omya Inc.

Peck Hannaford and Briggs Co.

Precision Laboratories, LLC

Strategic Benefits of Cincinnati

The Cord Foundation

ThyssenKrupp Bilstein of America Inc.

TriHealth

Truepoint Wealth Counsel, LLC

Valley Interior Systems Inc.

Woodward Construction Inc.

Wyoming Ohio Cycling Foundation

## \$500-\$999

Anonymous

Aught Foundation

BakerHostetler

Bank of America

BGR

Chemed Foundation

Community of the Good Shepherd

Dinsmore & Shohl, LLP

Downtown Special Improvement District

Josephine F. Rollman Foundation

Magnified Giving

Medtronic

Oberson's Nursery & Landscapes Inc.

Republic Services, Inc.

SalesCORE, LLC

Team Performance Institute

Tri-State Pest Management

Western Hills-Cheviot Lodge #140

# PRESIDENTS COUNCIL

The Easterseals Presidents Council honors the generous individuals who give \$1,000 or more annually. The Presidents Council is comprised of friends who share the belief that everyone with a disability, everyone facing a disadvantage and all veterans deserve access to quality, comprehensive and compassionate programs and services. These are direct gifts to benefit programs. Friends contributing at the Presidents Council level are making a vital difference—creating employment solutions that change lives.

Joe & Liz Alter

Anonymous

Gwendolyn W. Applewhite

Sherry Armstead

Jan Armstrong Cobb & Barry Cobb

Jason & Vickie Aspinwall

Jeff & Nancy Ayers

Jim & Brenda Baird

Brian & Amy Bensman

Peter & Randy Bloch

Jody & Debbie Brant

John & Karen Brownlee

Doreen & Peter Canton

Janel Carroll

Carl & Jennifer Castenson

CJ & Amy Condorodis

Amy Connor

Kathleen C. Daly

Craig Decker & Susan Haas

Mark & Amie Delworth

Gary & Carman Dent

Brian & Meg Dietz

David & Dee Dillon

Kevin & Barb Dougherty

Lisa & David FitzGibbon

David & Mindy Frimer

Danielle Gentry-Barth & Eric Barth

Dave Giles & Ellen Katz

Pam Green & Landen Summay

Brandon & Mary Jo Guttman

Greg & Rebecca Hammond

Theresa & Shawn Hannah

John Heekin

Fred & Amy Heis

Anne P. Heldman

Paul Heldman & Deborah Kirshner

Karen Hendricks

Jeffrey & Karen Hock

Neil & Pam Hoynes

Gary & Brandy Jerow

Thomas & Mary Beth Johnson

Kathy Kelly & Danny Bareswilt

Robert A. and Marian K. Kennedy

John & Denise Kuprionis

Brad & Marsha Lindner

Charles & Deborah Mann

TJ McAninch & Carol Seissiger

Kevin McKeon

Rodney & Kathy McMullen

Ryan Melin & Kara Melin Troquille

Jim & Jane Neyer

John & Sara Neyer

Marchoe & William Northern

Bobby & Jenny Oestreicher

Diane Oestreicher

Jack & Donna Painter

Nina & Eddie Paul

Ed Plavko

Nancy & Charles Postow

Jenny & David Powell

Christy Pretzinger

Fearghal & Katelyn Reid

David & Ann Rich

Jim Riley & Reggie Fortson

Tom & Kim Robertson

Herbert C. Robinson

Durk & Margaret Rorie

Dov & Amanda Rosenberg

Jim & Jody Salters

Tony & Karen Schweier Family

Barbara Scull

Fritz & Annie Shadley

Nate & Erica Shadoin

Richard Siegel

Bill Sinkula

Bernie & Kathy Suer

Lou & Debe Terhar

Juliet Tissot

Craig & Diane Todd

Tayfun Tuzun

Warren & Pam Weber

Rob & Tammy Whitehouse

## FRIENDS OF EASTERSEALS - \$500-\$999

Anonymous • Lynn Anstett • Mark Brislin • Martha & David Claypool • Fleet P. Fangman • Thomas Goodwin • Linda Greenberg

Elaine & Jesse Hips • Roger & Nancy Johannigman • Sherry Kane • Marty & Linda Mandel • Luran & Lawrence McHaffie • PJ & Mary Minnillo

Rob & Andrea Morwood • Thomas Powers • Allen & Edie Rau • John Reding • Rebecca Richards • Ted & Becky Richards • Leon & Barbara Rosenberg

Nick & Kerry Rosian • Derek & Jenni Roudabush • Bill Russo • Debbie A. Smith • George & Sherry Sparks • Paula Steiner • Gina Ueke

George & Julia Wadih • Diane Walker • Don Wayne • Stanford & Kristi Williams • Jennifer & Mike Zugelder

# BOARD OF DIRECTORS

## Officers

**Paul Heldman** – Chair  
The Kroger Co. (retired)

**Jim Salters** – Vice Chair  
Quanta HCM | CEO Accelerators

**Jan Armstrong Cobb** – Secretary  
Neyer Management (retired)

**Barbara Scull** - Treasurer  
The Alleen Company (retired)

## Senior Leadership Team

**Pam Green**  
President & CEO

**Larry Pinkelton**  
Chief Financial Officer

**Danielle Gentry-Barth**  
VP of Development and  
Marketing

**Debbie Smith**  
VP of Education for Employment

**Elaine Hipps**  
Director of Human Resources

## Members

**Pam Beigh**  
SalesCORE

**Joel S. Brant**  
Katz Teller

**John Brownlee**  
Procter & Gamble

**Gary Dent**  
Devine Talent  
Management

**Greg Hammond**  
Hixson Architecture  
Engineering Interiors

**Colleen Lindholz**  
Kroger Health

**Brandon Painter**  
Peck Hannaford + Briggs

**Nina Paul**  
Community Volunteer

**Jennifer Powell**  
Community Volunteer

**Ilaria Rawlins**  
First Financial Bank

**Dov Rosenberg**  
Enosix

**Aaron Steele**  
Procter & Gamble

**Alicia Tidwell**  
GenesisOne Consulting

**Craig Todd**  
AMEND Consulting

**Pamela Weber**  
PNC Bank

**Stanford T. Williams, Jr.**  
Messer Construction

