



2023

COMMUNITY IMPACT REPORT



A LETTER FROM

PAM GREEN, PRESIDENT & CEO

JIM SALTERS, 2023 BOARD CHAIR



The year 2023 marked our first full year as Easterseals Redwood, and what a year it was. When Easterseals and Redwood came together, we had bold goals to expand access to services while continuing to deliver our legacy of excellence. We hope you agree with us that our team has knocked it out of the park.

In less than 18 months, we opened a new location in Florence to meet the growing number of families in Boone County with inclusive childcare and community-integrated adult day services. We announced partnerships with the Cincinnati Museum Center, Brighton Center, and the YMCA that expand access without the inefficiency of re-creating the wheel. We modernized our Ft. Mitchell facilities and opened the first two phases of the \$30 million expansion of our Walnut Hills campus, the expanded Packaging and Fulfillment Center and a first-of-its-kind in our region Military and Veteran Center.

Amidst all of this, we were awarded a Five-Star childcare accreditation for the first time ever and we passed our CARF accreditation survey with flying colors. The Department of Labor awarded our homeless veteran reintegration program twice the level of our previous grant.

Our work is important, and we can only do it with YOUR support.

From the highest fundraising total ever for the Easterseals Redwood Express to increases in the number of donor investors in our work, you demonstrated to the individuals we serve that you share our commitment to access, equity, and inclusion—thank you.

*Pictured:
Jim Salters, Board Chair, Shelley Lozier, a Brighter Futures
Celebration Awardee, and Pam Green, President and CEO, ESRW.*

OUR PURPOSE IS
TO ADVANCE
**100% EQUITY,
ACCESS, AND
INCLUSION**
FOR PEOPLE
WITH
DISABILITIES,
MILITARY
VETERANS,
AND PEOPLE
FACING
ECONOMIC
DISADVANTAGES
IN OUR
COMMUNITY.

VALUES



JOY

We embrace fun, humor, awe, and inspiration.



BELIEVE IN PEOPLE

Everyone has the potential to achieve and deserves to experience the thrill of success.



INCLUSION

Our greatest strength is the diversity of our differences.



COURAGE

We aren't afraid to take a stand and do the right thing, even when it isn't easy.



CURIOSITY

We champion a growth mindset and view every challenge as a learning opportunity.



IMPACT

We are driven to positively change our communities and are relentless in our pursuit of excellence.

2023 MILESTONES

JAN

We produced our new agency video, "There's a place for everyone."



MAR

We were awarded a \$300,000 grant from the R.C. Durr Foundation for a new PPEC location at Brighton Center in Newport.

MAY

We received the Kentucky All-Stars 5-star rating.

We celebrated the 41st annual Express, the first as a combined organization.



JULY

We were awarded the CARF accreditation, recognizing our achievement of the highest standards in human services.

Our staff joined together for our annual staff retreat at the Newport Syndicate – our first one as a combined organization. We celebrated 42 people out of 350 at Easterseals Redwood who were promoted!



FEB

State and local dignitaries joined ESRW board members and staff in celebration of the Power of Work Power of Purpose campaign with a "Beams of Hope" beam-signing event at our Walnut Hills campus.



APR

We launched a partnership with the Cincinnati Museum Center to have an Adult Day program onsite at Union Terminal.



JUNE



We began serving children and adults with disabilities in Boone County with the launch of our Florence location. This was made possible by a \$250,000 grant from the state of Kentucky.



The UniBilt modular home, a unique project for construction trainees, was sold to a local low-income family.

With the generous support of the City of Ft. Mitchell, we began renovations at our Ft. Mitchell campus.



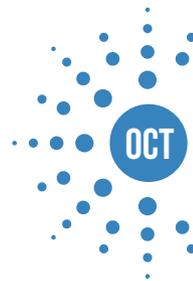
Our Brighter Futures Celebration at the American Sign Museum honored three outstanding individuals who have thrived with the help of Easterseals Redwood.

We were proud to host a Peer Recovery Workshop at Pinecroft Estates, where more than 100 community and business leaders gathered to discuss the impact of addiction and mental health issues on people in the workplace, and how we can support them.

Our third annual Honor Ride at Miami Whitewater Forest celebrated the service of our veterans and raised funds to support our MVS programs.



We launched our new and improved website, www.eastersealsredwood.org



Our MVS Team partnered with the Cincinnati Bengals to host an event for children of military families at Paycor Stadium.



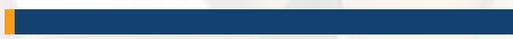
OUR YEAR BY THE NUMBERS

PROGRAM CATEGORIES	<u>Revenue</u>	<u>Expense</u>
Disability Services	\$10,883,407	\$9,823,988
Disadvantaged Services	\$7,435,291	\$7,372,245
Social Enterprise	\$4,581,443	\$4,392,078
Fundraising	\$3,932,407	\$1,059,729
Management & General	\$288,886	\$4,713,626
Other	\$411,173	(\$13,549)
Veterans Services	\$282,479	\$610,218
	\$27,815,086	\$27,958,336

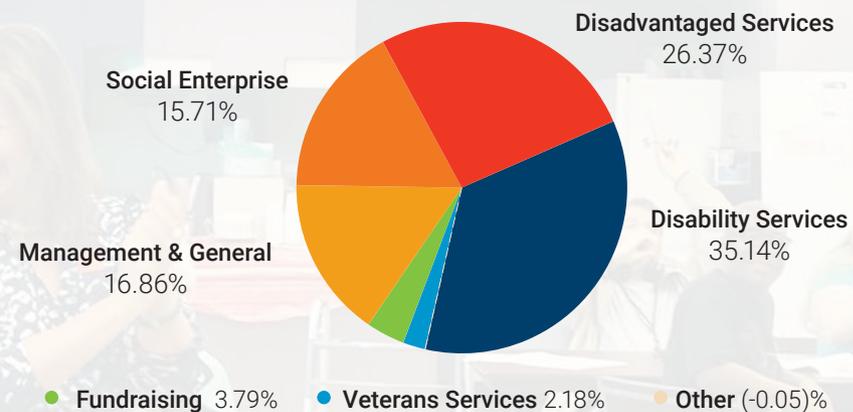
NET ASSETS

\$52,303,334

REVENUE CATEGORIES

Fee for Service/Performance Contracts		\$18,067,505
Social Enterprise		\$4,573,443
Contributions & Grants		\$3,397,953
*Other		\$1,241,731
United Way		\$534,454

Percentage of Expense



*OTHER INCLUDES SOME OF THE FOLLOWING ITEMS

Employee Retention Tax Credit
 Unrealized Gain on Investments
 Realized Gain on Investments
 Interest /Dividend Income
 Gain/Loss sale or disposal of fixed assets

2023

BETTER TOGETHER

SOCIAL ENTERPRISE

470,000+
Medical Testing Kits produced



EMPLOYMENT

365
connected to employment

CREDENTIALS & WORK EXPERIENCE

 **156**
unique individuals
— earned over —

226
individuals
ENGAGED
in work experiences.

300
credentials

301
unique employers

\$16.10
average starting wage

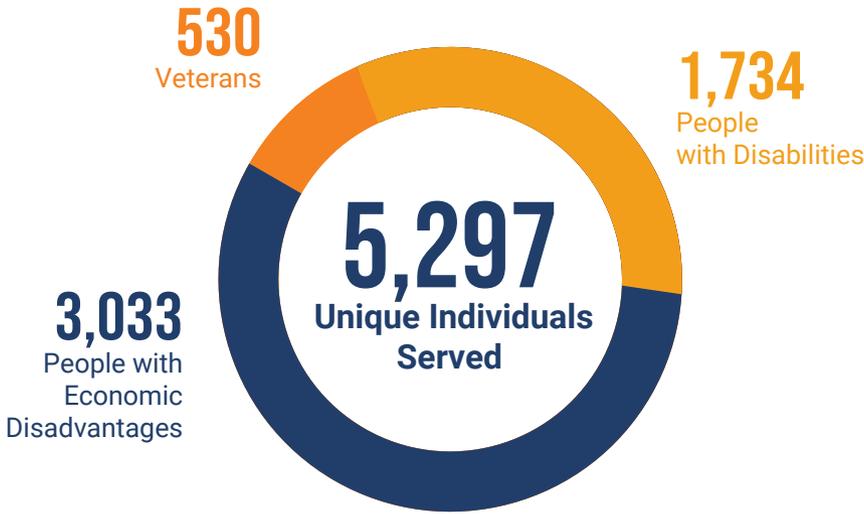
\$10,357,386
in projected combined
1st year earnings

COMMUNITY INTEGRATION

29,800 HOURS
services provided.



Almost **91%**
of people placed in
employment last year
are **STILL WORKING.**



61%
People of Color

57%
Female

DISABILITY SERVICES

At Easterseals Redwood we celebrate and empower children and adults with disabilities ensuring that they have equal opportunities, support, and resources to lead fulfilling lives.

ADULT DAY SERVICES

Our innovative programs foster dignity, self-direction, increased independence, and an improved quality of life.

At Easterseals Redwood, we work with our adult clients to build confidence, achieve personalized goals, become part of the community, and develop independent living skills.

Our adult day programs provide total community integration and one-on-one support. Our Work and Grow programs help adults with disabilities work within the community at places like the Cincinnati Museum Center, and therapy and tools from our Assistive Technology Resource Center are available to facilitate learning and growth.



“I COULDN’T DO IT WITHOUT REDWOOD.” - CHERYL HAAS

“Easterseals Redwood has provided Cheryl with 55 years of education and therapies.”
Cheryl’s brother, John Haas

Holly learned how to interview in Project Search and gained the confidence to apply for a job on her own, after working three different rotations. She has found her niche in healthcare and loves her job at Otterbein Senior Living.

“I HAVE A LEARNING DISABILITY, SO IT TAKES ME A LITTLE LONGER TO LEARN THINGS. IT FELT GREAT TO BE AT PROJECT SEARCH. I FELT REALLY PROUD OF MYSELF. I JUST GOT A JOB ON MY OWN!”

- HOLLY KLOSTERMAN, BRIGHTER FUTURES HONOREE, PROJECT SEARCH >>>>>



we served
281
unique clients for a total of
7,386 HOURS
of therapy service

THERAPY SERVICES

Easterseals Redwood offers therapies for all ages and abilities to help individuals develop and thrive. Our team includes early intervention, speech therapy, physical therapy, occupational therapy, and ABA/behavioral supports.

■ Cincinnati Museum Center

Easterseals Redwood and Cincinnati Museum Center have partnered to provide a path to employment for people with disabilities while building a more inclusive culture within the venue and the community. Participants discover new interests, learn technical skills, strengthen communication skills, and explore assistive technology while filling necessary job roles.

EARLY CHILDHOOD LEARNING



Children with and without special needs prepare for kindergarten together, actively participating in a natural flow of play, quality early learning experiences, and nurturing interactions with classroom teachers. Our program is nationally accredited, has an excellent 5-star rating, and offers on-site nursing care.

PRESCRIBED PEDIATRIC EXTENDED CARE (PPEC)

Prescribed Pediatric Extended Care (PPEC) models (also known as medical childcare) in Kentucky offer specialized nursing services in an all-inclusive, high-quality childcare environment for children with complex medical needs who require more attention and support than can be provided in a traditional classroom.

The availability of PPEC improves access to care for families seeking an alternative to prolonged hospital stays when nursing is unavailable and frequent visits to physicians' offices require time away from work or school.



"EVERY RESOURCE WE NEEDED WAS WRAPPED UP AT EASTERSEALS REDWOOD. IT'S OUR FAMILY."

-ALEXA ZEMBRODT, BLAKE'S MOM



Blake and his family were honored at the 41st Annual Express. Blake started at Easterseals Redwood as an infant with complex medical needs. The doctors told his parents he wouldn't walk or talk. Here, he has the safety and support to learn and grow in the classroom. He advanced verbally, socially, and worked hard to keep up with his peers. He can now be seen running through the halls at our Ft. Mitchell campus.

Easterseals Redwood is grateful for 20 years of partnership with Mitsubishi Electric Automotive America, our 2023 Outstanding Community Partner.

“MY SON JUDE HAS DUCHENNE MUSCULAR DYSTROPHY AND I KNOW THAT SOMEDAY HE’S GOING TO HAVE HURDLES AND CHALLENGES WITH EMPLOYMENT, AND IT MEANS A LOT TO ME THAT THERE ARE GOOD ORGANIZATIONS LIKE EASTERSEALS THAT ARE GOING TO BE ABLE TO HELP HIM TO BE ABLE TO FIND MEANINGFUL EMPLOYMENT.” - JASON DEMPSEY (PICTURED RIGHT WITH SON JUDE) >>>>>



ASSISTIVE TECHNOLOGY RESOURCE CENTER

Our Assistive Technology Resource Center received a donation from the Florence Lions Club in support of individuals with low vision and blindness.

The Fort Mitchell, KY campus is one of five Kentucky Assistive Technology Services (KATS) Network sites throughout the state.



NEW FLORENCE LOCATION

7627 Ewing Road, Florence, KY
Opened August 2023

Offering PPEC services, therapies, and programming for adults with disabilities

Thanks to support from the Commonwealth of Kentucky and in partnership with the YMCA.

ECONOMIC EMPOWERMENT

Helping people find gainful employment and better quality of life, our employment-based programs support youth and adults, with and without disabilities.

EMPLOYMENT SERVICES FOR YOUTH & ADULTS

We provide people opportunities to pursue apprenticeships and career pathways in construction, hospitality, healthcare, and more in-demand jobs in the region. We coach, train, mentor, and prepare our trainees to find the right career, not just a job.

Construction trainees from YouthBuild, YARI, and Building Value were part of a unique project designing a modular home in partnership with UniBuilt of Vandalia, OH.

Once complete, the home traveled to Cincinnati and the students prepared and stabilized the site and completed the finishes to learn how their skills could apply to a career in construction. The home was sold to a local low-income family.



*"We transform houses...the exact same thing happens to the participants in our construction training programs. They transform."
- Debbie Smith, VP Economic Empowerment*

Chloe, a single mom with some health conditions, came to Easterseals Redwood and through Career Connection, discovered that she wanted to work with her hands, and eventually fell in love with welding.

“EASTERSEALS REDWOOD HAS HELPED ME OUT A LOT. I WENT TO COLLEGE FOR A BIT AND WAS IN THE ROTC A BIT. PEOPLE SAY, ‘A WOMAN WELDER?!’ I’M JUST A WOMAN WHO HAPPENS TO WELD. I ALWAYS MEANT TO DO THIS. LIFE IS LIKE WELDING, NO MATTER HOW MANY SPARKS HIT YA, YOU CAN STILL CREATE SOMETHING BEAUTIFUL.” - CHLOE HOOVER, BRIGHTER FUTURES HONOREE, CAREER CONNECTION >>>>>



75%
of enrollees earn a diploma or
GED while also learning skills for
HIGH DEMAND CAREERS

CONSTRUCTION PATHWAYS TO IN-DEMAND JOBS

Easterseals Redwood is one of 280 YouthBuild programs in 15 countries. The program serves young adults between the ages of 16 and 24 who are not currently enrolled in school and do not have a high school diploma or financial resources. Seventy-five percent of enrollees earn their high school diploma or GED while also learning the skills for high demand careers like construction.

Pictured above: YouthBuild trainees who successfully graduated from the program and are ready to pursue careers in construction.

SOCIAL ENTERPRISES

Easterseals Redwood is a pioneer in operating businesses to advance our mission in a financially sustainable and profitable way. Our social enterprises produce “double bottom line” positive impact: people and profit. Our businesses create jobs for veterans, people with disabilities, and people facing disadvantages while also meeting the urgent needs of corporations.

BUILDING VALUE

The Building Value Deconstruction Service and the Building Value Retail Store exemplify sustainability with profits sustaining the mission to combine transitional employment with in-demand job training. By salvaging and reselling construction materials, we help the environment and give architectural gems a second life while also creating equitable opportunities for people of color and women to earn a living wage in sustainable careers.

Our professional deconstruction service works with national and regional builders, developers, and property owners to carefully deconstruct residential and commercial buildings, removing all reusable and recyclable elements. We treat each structure as a “living classroom” in our training. This model offers great tax advantages as well as environmentally conscious options for property owners.



38
TRAINING
PARTICIPANTS

53
CERTIFICATIONS
ACHIEVED

7
VEHICLES GIVEN
THROUGH WHEELS

21
JOB
PLACEMENTS

Doug McLeod, a U.S. Marine Corps veteran, worked his way up to a production lead in our Packaging, Fulfillment, and Logistics Center.

“WE BUILD KITS AND I TEACH PEOPLE HOW TO BUILD THEM. THIS IS MY TEAM HERE, CALLED THE D-TEAM, THE DREAM TEAM IF YOU KNOW WHAT I MEAN!” - DOUG MCLEOD, PRODUCTION LEAD >>>>>>



NEARLY
16%
of our revenue came from
SOCIAL ENTERPRISES

PACKAGING, FULFILLMENT, AND LOGISTICS

Our Packaging, Fulfillment, and Logistics social enterprise is housed in a newly renovated, 31,000 square-foot space at our Walnut Hills campus providing on-the-job training and a safe, supportive, and fully-inclusive working environment for people with disabilities, veterans, and people facing economic disadvantages. We compete with for-profit businesses and serve Fortune 500 clients, with services including: order fulfillment, kit and display assembly, lot tracking and batch coding, inventory management, shrink wrapping, bundling and poly-bagging, and collating, heat sealing, and labeling.

Pictured above: Cincinnati Mayor Aftab Pureval tours our Packaging, Fulfillment, and Logistics center.

MILITARY AND VETERAN SERVICES



Veterans who have fought to protect our American Dream face new battles when they return home from combat: achieving the dream for themselves. Many feel alone, disconnected from “the real world” and struggle to get the physical and mental care they need. We focus on the unique skills, abilities, and values they bring to the workforce so we can connect each veteran to a meaningful career and resources to fulfill their own American Dream.



1,361
VETERANS SERVED

At Easterseals Redwood, we never turn a veteran away.



544 VETERANS DIRECTLY SERVED THROUGH COMMUNITY ONESOURCE AND VETERANS EMPLOYMENT

An additional 768 extended family/service members served via Community Events



85

VETERANS WERE ENROLLED IN EMPLOYMENT SERVICES

25 of those veterans were homeless



459 VETERANS RECEIVED 753 FINANCIAL ASSISTANCE REQUESTS VIA COMMUNITY ONESOURCE



14

VETERANS PARTICIPATED IN MILITARY TRANSITION MENTORSHIP PROGRAM

“THERE COMES A TIME IN EVERYONE’S LIVES WHERE YOU CAN’T DO IT ALONE. EASTERSEALS REDWOOD IS HELP FOR THOSE GOING THROUGH THE HARDEST TIMES IN THEIR LIVES.”

- EDNA “LIZ” ASHCRAFT, U.S. ARMY VETERAN >>>>>



KLEKAMP FAMILY MILITARY & VETERAN CENTER

The region’s first-of-its-kind military and veteran center, officially opening in fall of 2024, will serve veterans, active military, and families in the heart of the city in Walnut Hills. This safe space will be a place for veterans to find support, resources, and services – all in one place. The center will include a fitness center, gaming room, computer lab, laundry and shower facilities, kitchen, conference rooms, and a community center.

MVS PLUS+

In 2023, we launched a new program for veterans, MVS Plus+. This valuable new product line provides one-one support to veterans, helping them navigate VA benefits and claims, discharge status upgrades, legal assistance, and more.

THANK YOU TO OUR WONDERFUL SUPPORTERS

CORPORATE & FOUNDATION DONORS

\$100,000+

Commonwealth of Kentucky
Mitsubishi Electric America Foundation
Procter & Gamble Co.
R.C. Durr Foundation
Redwood Foundation
United Way of Greater Cincinnati

\$50,000+

Bob Woodruff Foundation
City of Ft. Mitchell
Hamilton County R3Source
Messer Construction Co.
Norfolk Southern

\$25,000+

Charles H. Dater Foundation
Dr. Edward P. Smith & Mary Klein Smith Fund
Edelweiss Foundation
Henry & Elaine Fischer
Kosair for Kids
Millstone Fund
The Carol Ann & Ralph V. Haile, Jr. Foundation
The Daniel & Susan Pfau Foundation
The Dayton Foundation
The Kroger Company
Unnewehr Foundation

\$15,000+

AT&T Foundation
Chas H. Bilz Insurance Inc.
Cincinnati Children's Hospital Medical Center
Duke Energy
Duke Energy Foundation
Frank J. Kloenne & Jacqueline Dawson
Kloenne Foundation, Fifth Third Bank, Trustee
Heritage Bank
Jack J. Smith Jr. Charitable Trust
Ohio Bureau of Workers' Compensation
The Bootleggers Music Group
The Sutphin Family Foundation

\$5,000+

Allstate Foundation
altafiber
Barnes Dennig
Bartlett & Co.
Beth Joanna Habbert Memorial Fund
Charles and Ruth Seligman Family Foundation
C.W. Zumbiel Company
Ettlenger Trust Fund
Florence Lions Club Charities, Inc.
Focus on Success
Gorilla Glue Company
Hixson Architecture Engineering Interiors
Honorable Order of Kentucky Colonels
Johnstone Supply
Katz Teller
Keating, Muething & Klekamp, PLL

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LCS Foundation, Inc.
Marketing Your Services, Inc.
Maxwell Weaver Foundation
McCloy Family Foundation at Northern Cincinnati Foundation
Medpace
Meijer
Mitsubishi Electric Automotive America, Inc.
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Paycor
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PNC Foundation
Quanta LLC
Robert W. Baird & Co.
Spirit of Construction Foundation
St. Elizabeth Healthcare
Tennant Packaging Corporation
The E.W. Scripps Company
The Yung Family Foundation
TruCraft Roofing LLC
Truepoint Wealth Counsel, LLC
ValMark Global Securities Gift Fund
VonLehman + Dean Dorton
W.L. Sturm Electric
Western & Southern Financial Group
Wohlgemuth Herschede Foundation

\$1,000+

Alan B. Lindner Family Fund
Architectural Glass & Metal Company, Inc.
Augspurger Enterprises
Bray Topsoil & Gravel
BRG Realty Group
Burnett Family Trust
Cincinnati Senior Advocacy Action Group
Cindus Corporation
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CoBank
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The Benevity Community Impact Fund
The Urology Group
Thomas Control Service, LLC
Thompson Hine LLP
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Union Centre Business Merchants Association
United Way of Greater Atlanta
United Way of Southwestern Pennsylvania
Valley Interior Systems Inc.
VMware
WriterGirl
Wyoming Ohio Cycling Foundation
Yeager Benson Memorial Post #199

\$500+

Designs Direct Creative Group
Epsilon Sigma Alpha International (Delta Chi)
Goldenberg Schneider, LPA
Great American Insurance Group
Greater Cincinnati Building & Construction Trades Council
Howard Financial Services
Junk King
Local Union 392
New Friends of Northern Kentucky
Northside Distilling Company
RiskSOURCE Clark-Theders
Rumpke Waste & Recycling
SalesCORE LLC
Saul Schottenstein Foundation B
St. Barbara Church
St. Joseph Church
St. Joseph Church Mens Society
Stifel Nicolaus
Thomas J. Dyer Company
Truist/Frontstream

INDIVIDUAL DONORS

\$500+

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Thomas L. & Kathy Werbrich
Nicholas & Gloriette Winnike
Ed Zenni & Laurie Wyant-Zenni

PRESIDENTS COUNCIL

The Easterseals Redwood 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.

Joseph & Elizabeth Alter
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