

2023 YEAR IN REVIEW



EXPAND

high quality innovative services for people with disabilities and families



Launched START

(Systemic, Therapeutic, Assessment, Resource, Treatment), provided by Autism Services, offers resources to individuals experiencing crisis and who have a history of a developmental disability and mental health concerns.



Technology Lending Library

pilot supported 500 people from five LA County Regional Centers to access devices, software and internet connectivity.



Easterseals Camp celebrated 50 years

of holding a fully accessible experience for campers and volunteers.



Launched the Autism Services Advisory Board.

Members, who are on the autism spectrum, advise on autism services and practices while helping to expand Easterseals' connection with the autistic community.



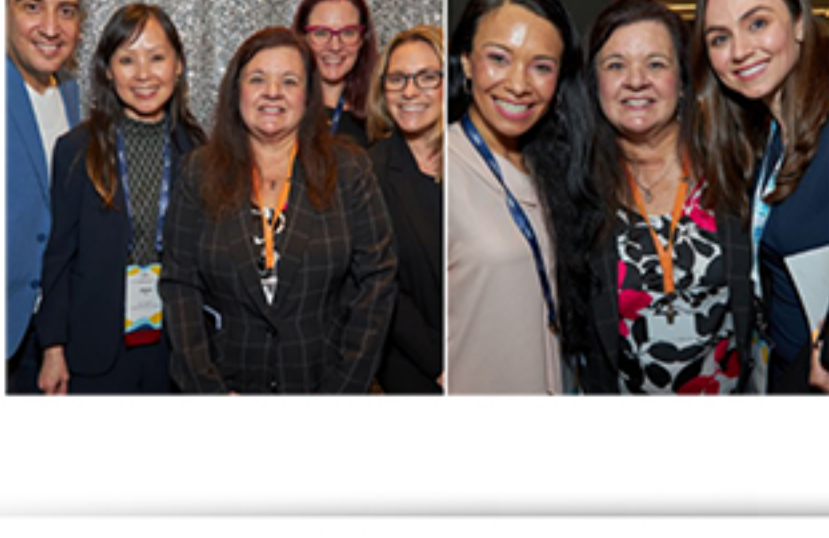
LEAD

and improve the disabilities service field



Partnered to sponsor the 16th Annual California Disability Advocacy

featuring nationally known guest speakers who are leaders and trailblazers in promoting advocacy in the disability community.

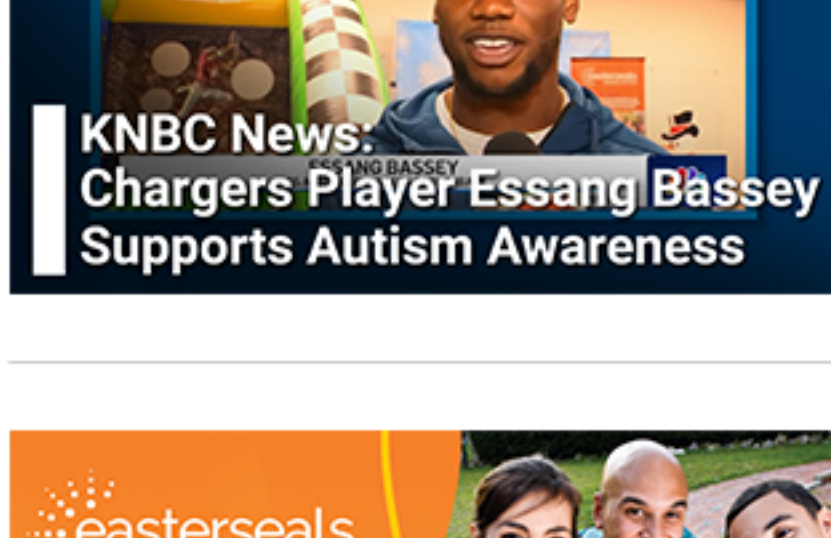


Staff presented and participated in **over 50 conferences, summits, resource fairs, panels and other community events** throughout the year.



CHANGE

the way people see disability

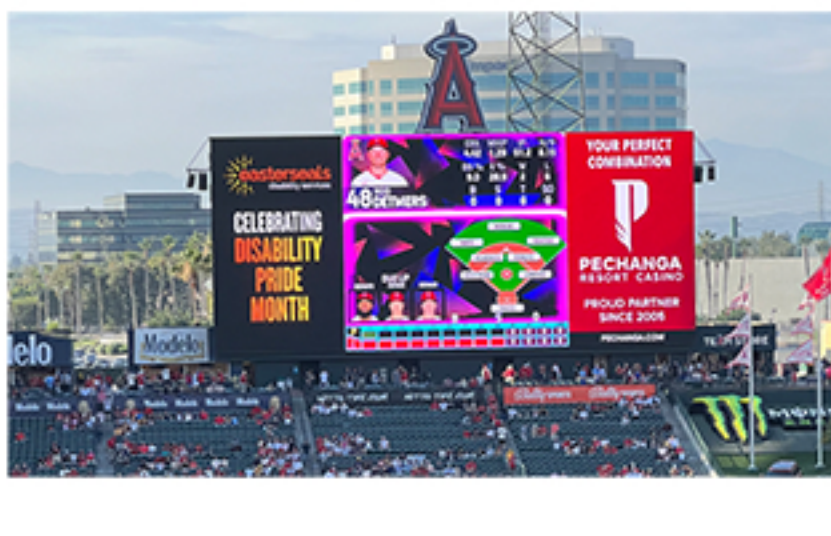


107 pieces of media coverage of services and events by Spectrum 1, Telemundo, KNBC, KTLA, Fox11 and more resulting in more than **2.3 billion impressions**.



The multi-media PSA campaign

delivered over **290 million** impressions digitally, in print and on billboards.



Partnership with the Los Angeles Angels

featured our PSA, collaboration on an in-stadium sensory room, and Easterseals game night.



Social media campaigns

supporting Disability Pride, Strides for Disability, Autism Acceptance month along with fundraising partnerships generated millions of impressions and more than **180K** in video views.



Autism Acceptance month (April) and Disability Pride Month (June) were opportunities to celebrate and educate including news coverage, print PSAs in all major daily newspapers and community building events.



The Easterseals Disability Film Challenge

celebrated its **10th Anniversary** with a record **115 submissions** and an awards show held at Sony Entertainment Studios.



Sponsored a panel discussion on "Accessibility and the Bottom Line"

as part of the **LA Times' B2B "Diversity, Equity, Inclusion & Accessibility" Forum**.



Media Access Awards with Easterseals

was the first-ever broadcast awards show focused on disability inclusion in media with Academy Award winners Marlee Matlin and Troy Kotsur hosting. The awards were broadcast on PBS SoCal/KCET.



THRIVE

by providing the best-in-class infrastructure support to meet the needs of a thriving and growing organization

1,285

ADULT DAY SERVICES

15,600+

AUTISM THERAPY SERVICES

1,900+

CHILD DEVELOPMENT SERVICES

350

EMPLOYMENT SERVICES

19,000+

RECEIVED SERVICES

235

LIVING OPTIONS

2,400+ STAFF MEMBERS IN **8** COUNTIES

