

FEBRUARY 2017

You Help Emma Reach Her Goals!

Find Out What She's Working on Now at Easterseals

Ten-year-old Emma is a joyful child whose spirit is contagious and whose progress since coming to Easterseals provides hope to other families who are just starting on their journey with disability.

Emma was born five weeks premature with Down syndrome and other health issues; she underwent five surgeries before her third birthday and eventually was also diagnosed with autism.

"It was a huge time of worry and amazing new people reaching out to you," says her mother, Valerie.

What Valerie and her husband, Scott, learned then was not to worry about the far-off future but, rather, to take life day by day.

"Easterseals has been a huge help. We've loved the supportive environment."

—Valerie, Emma's mother

A turning point occurred when Emma was 3 years old. That's when she began coming to Easterseals for weekly physical and occupational therapy to work toward sitting up, standing, walking, jumping and more.

Today Emma has mastered all those skills, and she continues putting in tremendous effort to reach new goals. She's working on using stairs,



PHOTO: HELENA JOERGENRUD

With your help, Emma keeps mastering new skills—and each one brings joy to her loving family.

eating with a spoon and fork, dressing herself and writing her name.

Valerie says, "When she finally accomplishes what has taken her so long, it's something that we all cherish for a long time! Easterseals has been a huge help. We've loved the supportive environment. It's a partnership."

These days Emma loves music, riding her tricycle and playing in the backyard—especially with her older brother Luke, 12, whom she adores.

When she does look ahead, Valerie says her hopes and dreams for her daughter are the same as for her son: she hopes Emma is happy, healthy and that she can have her own impact on the world.

With Easterseals and supporters like you behind her, Emma is certainly on her way!

Your planned gift to Easterseals, by bequest or beneficiary designation, helps children like Emma reach their goals every day. Thank you!

Turn a Simple Piece of Paper into an Extraordinary Legacy

How Your Gift Can Create Opportunities for People with Disabilities

One of the easiest ways to make a positive, profound difference in the lives of people facing today's disabilities is to designate Easterseals as a beneficiary of one of your assets, such as a retirement plan account, life insurance policy or bank account.

You retain complete control over these assets during your lifetime and can spend the money as you wish. By naming Easterseals as the beneficiary, you simply allow for any leftover funds, or a portion of those funds, to transfer to us after your lifetime.

These are gifts you can easily set up yourself. Here are the three things you need:



Important Tip

A recent study by *Consumer Reports* found that 1 out of every 600 people is the beneficiary of an unclaimed life insurance policy. If you have named loved ones—or Easterseals—as a beneficiary of your life insurance policy, retirement plan assets or bank account, make sure you tell them. This helps ensure that your gift reaches the people you intend to support.

- 1 A phone.** Call the administrator of your retirement plan, bank account or insurance policy.
- 2 A form.** Request a change-of-beneficiary form.
- 3 A pen.** Decide what percentage of the account or policy's value you would like Easterseals to receive and fill out the form with that amount.

Then mail the form to your administrator to complete the process. It's that simple!

Discover the ways your gift to Easterseals can create pathways to opportunity for people living with disabilities. Contact our Gift Planning Team at 800.221.6827 ext. 7218 or giftplanning@easterseals.com to begin a conversation today.



Did You Notice Our New Look?

For nearly 100 years, Easterseals has been changing the way the world defines and views disabilities. We make profound, positive differences in people's lives every day.

Now more than ever, the challenges in the disability community are more complex and the definition of disability is broad, going beyond physical conditions to include invisible, emotional, social and educational challenges. To respond to these shifts, we're re-introducing our organization to the public in a clear, more modern way.

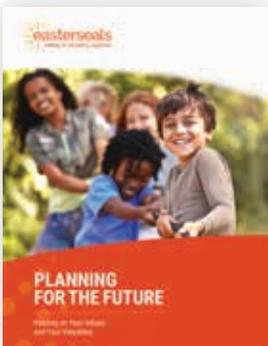
We're unveiling a brighter logo and a new spin on our established name: Easterseals. We also have a new tagline, "Taking on disability together." What hasn't changed: We remain the vital resource for people living with disabilities, veterans, caregivers and families.



Plan Today for Peace of Mind Tomorrow

Disability is a part of life and something that we will all experience at some point, whether personally or as a caregiver for a loved one. Creating a plan that prepares for the future is not only the best way to protect your family, but it also can make a profound, positive difference in the lives of the children and adults Easterseals serves.

That's why we created ***Planning for the Future***. This helpful resource is your one-stop guide for creating plans that protect the people and causes you care about most. And it's available to you for FREE!



Don't wait to start protecting your family's financial future. Visit easterseals.com/wills to download your FREE copy of Planning for the Future today or return the enclosed reply card.

This publication is not intended as legal, accounting or other professional advice. For assistance in charitable planning, always engage the services of a qualified professional.

“I Figured There Has to Be a Way”

Getting Creative About Tomorrow, When a Gift Isn't Possible Today

Jean has faced hard times before, but a recent setback hit her especially hard: A fire destroyed everything she owned.

Even as she rebuilds her life, Jean is determined to help others. She's lived with epilepsy nearly all her life and has always tried to put good out into the world.

“I decided that if I couldn't see good, I'd create it,” she says.

That same can-do attitude is what Jean loves about Easterseals: our determination to redefine disability and make profound, positive differences in people's lives every day.

But, while Jean would like to support our work in a significant way, it's just not feasible for her to do anytime soon. So she called us about making Easterseals the beneficiary of a trust that her mother left for her.

“I was wondering how I could plan to help others, just as my mother planned to help me,” she says.

Mary Mucci, Easterseals Senior Director, Planned Giving, explained to Jean how such a



Plan now, give later is a strategy that allows you to support people challenged by disabilities when a gift today isn't possible.

gift would work. Similar to a gift through one's will, the balance of the trust would transfer to Easterseals after Jean's lifetime.

In the end, she could help people and families challenged by disabilities—but without needing to write a check or transfer any assets today.

Jean says it's a very satisfying solution. “Despite all that's happened, I didn't want to stop my plans,” she says. “I figured there has to be a way.”

Have you considered supporting Easterseals, and those we serve, beyond your lifetime? We invite you to contact our Gift Planning Team to learn more.



Curious About Gifts That Benefit You and Your Family?

Contact our office or complete the enclosed reply card and return it postage-paid.

Tula Gogolak, Easterseals Gift Planning



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