

## Easter Seals Greater Houston 2020 Highlights:

- Served over 14,000 area families through programming, services and emergency assistance
- Served the most families with broadest range of services in our 74 year history
- Served 10,000+ through recovery from impacts of CoVid19 Pandemic and #StayAtHome orders in the amount of 3.4MM in direct assistance from City, County Recovery Funds
- In spite of expansion and disaster recovery services, we were able to maintain our low administrative and fundraising costs with \$.91 of each dollar going to direct client services
- Expanded our Veterans and Military Family Services through extensive collaboration –helping more than 1,700 military families for the first time
- Strategic plan to focus fundraising by reducing the number of events resulted in record breaking net income and expansion of our signature event-raising almost \$850,000 despite the need to go virtual during pandemic
- One of 384 charities across the US to receive funding from the historic MacKenzie Scott donation (7MM giving ESGH the ability to create much-needed infrastructure and line of credit)
- <https://eastersealshouston.wordpress.com/2020/12/22/hope/>

## 2021 Goals and Strategies

- Continue to plan and implement move from paper to digital documentation to increase efficiency and accountability
- Update strategic plan, including realignment of programs to reflect growth and improve efficiency
- Secure funding to address the needs of programs with waiting lists for services and invest in expansion of services
- Begin to implement, CEO plan for Scott Funding (per above)