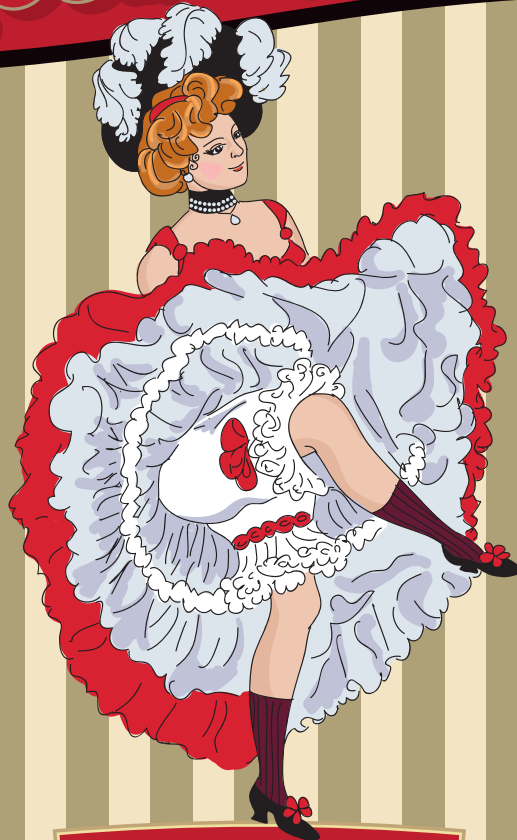




Annual Report
2018–2019

THE 25TH ANNIVERSARY OF THE **VIA BALL**
VIA'S MOST IMPORTANT NIGHT OF THE YEAR!

MOULIN ROUGE



25TH ANNUAL

VIA BALL

Celebrating 75 years of Via Services

SATURDAY, FEBRUARY 29, 2020

VILLA RAGUSA, 35 S SECOND ST, CAMPBELL

DINNER BY VILLA RAGUSA + DANCING TO LIVE MUSIC + ENTERTAINMENT + EXCEPTIONAL LIVE AND SILENT
AUCTIONS FEATURING ONE-OF-A-KIND ITEMS
BLACK TIE OPTIONAL — ERA-APPROPRIATE ATTIRE ENCOURAGED

100% of the proceeds go towards the programs at Via Services: First Step, Via West, and Altitude. Via helps adults and children with special needs achieve greater self-sufficiency and lead richer lives. In doing so, Via provides much-needed connection and support for parents and caregivers, helping make their own challenges less difficult and the celebrations more frequent.

From the Director

Dear Families, Friends, and Community Members,

We are pleased to present the 2018-2019 Via Services' annual report. This report will not only review our past fiscal year but will also highlight program accomplishments and upcoming plans.

Our Altitude camp program saw a 43% increase in registrations from our previous fiscal year, and we had our highest attendance numbers ever. We also tripled the amount of money that we typically raise for our Via West and Altitude scholarship fund, allowing us to bring in even more families that otherwise may not have been able to attend our camp programs.

While our Via families benefitted from these programs, this past year posed challenges for our organization, as for many other nonprofits in the Bay Area. A transition in leadership combined with a very good economy, a low unemployment rate with many job opportunities for good candidates, and extremely high cost of living led to staff shortages on all levels. It was the "perfect storm." We had a hard time attracting the large number of skilled and dedicated counselors we needed for Via West and Altitude camps. In addition, for every position that we did hire, we had to pay a much higher salary than the previous person received. We have also had huge expenses for maintenance and other issues at our aging Via West camp site, including labor and materials for many infrastructure repairs. All of this led to a deficit.

We are very fortunate that in recent years we were able to continue to expand to provide much needed camp and therapy services with a solid fee structure which led to surplus or break-even budgets. We are also privileged to have more than a decade of astute planning and discussions led by the board of directors and the executive leadership team. This experience and guidance allows us to continue our programs through this challenging period with confidence that we can chart a path forward.

Now, the good news: we have planned many exciting program additions and changes for the Via West Campus, the heart of Via Services. It is our plan to double our unique Special Needs Science Camp sessions and debut a brand new Animal and Farm Therapy program, which will make an impact on our budget woes while adding enjoyment and new experiences for our campers and their families. We are also adding 5 additional respite sessions to the existing schedule to respond to requests and also to serve many more families. We have a plan for resolving our staffing challenges by utilizing different recruitment sources than in past years, creating a Counselor in Training program for high schools that gives the youth the positive experience with our population to make them want to come back as counselors in future years. We will be optimizing International Staff as a source for summer employment. We are developing a Registered Behavior Technician program to have on staff the behavioral support we need. All of this is underway this fiscal year. Also, by next summer, we will explore becoming a Department of Rehabilitation and Regional Center Training site which could vastly contribute to the employability of our population while addressing our own staffing challenges which are occurring due to this strong economy.

Our First Step program has continued to expand and we are also continuing to enhance these services with education push-in and therapeutic services to local school districts and private schools. These additions complement our first rate Early Start assessment and clinic therapy sessions that take place in home – natural environment, as well as in our main office and in our Santa Cruz location.

Lastly, we are pledging to book as many revenue producing days as possible at the Via West Campus. Every day that is free from mission based programming will be filled by allowing other community non-profits and educational organizations to contract to use our facilities for meetings, retreats, staff outings, etc.

We are confident that a year from now when we are developing Via Services' 2020-2021 budget, it will not have the deficits of this last or current year forecast. Our goal and all our efforts will be to return to the balanced and surplus budget we were accustomed to while more importantly, we will expand ALL of our offerings to hundreds of families that need these services.

Sincerely,



Jan Cohen
Interim Executive Director

Via Services at a Glance

Our Mission:

Via Services is a private, independent non-profit organization dedicated to helping individuals with disabilities and special needs achieve greater self-sufficiency and lead richer lives.

Our History:

In 1945, two women saw a little boy sitting in a window every day, isolated from the world because of cerebral palsy. With permission from the boy's single working mother, they carried the boy and his wheelchair down a steep flight of stairs so he could explore new places and spark his intellectual and emotional development. That act of generosity led to the creation of the Crippled Children's Society, now Via Services, an organization that has continued to serve youth and adults with disabilities for over half a century.

Our Services:

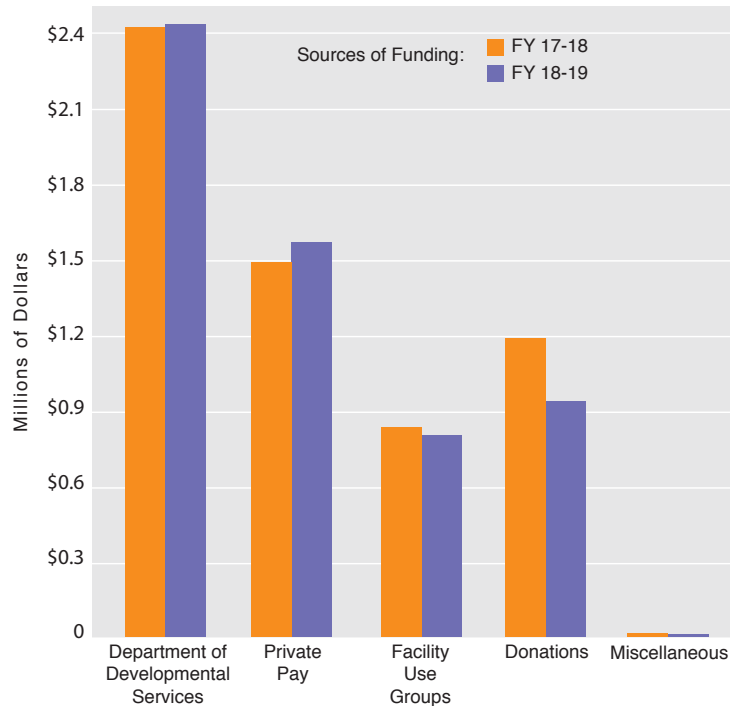
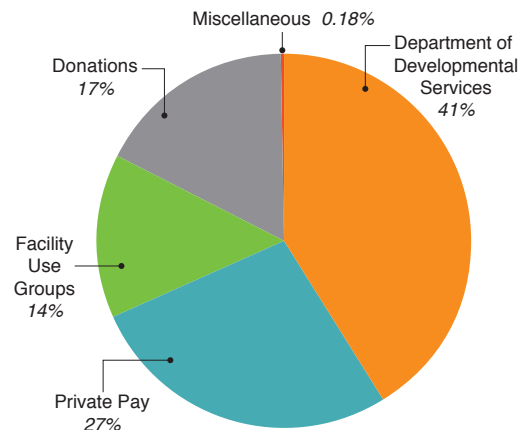
Altitude provides year-round camping experiences for boys and girls with social cognitive challenges to build social skills, independence, and self-confidence. We prepare our participants for the transition to young adulthood, future relationships, and the rest of their lives.

First Step provides assessments of infants and children up to age 10. We also offer educational services and assessments as well as a wide array of speech-language and occupational play-based therapy to address developmental delays or disorders and help each child realize their potential.

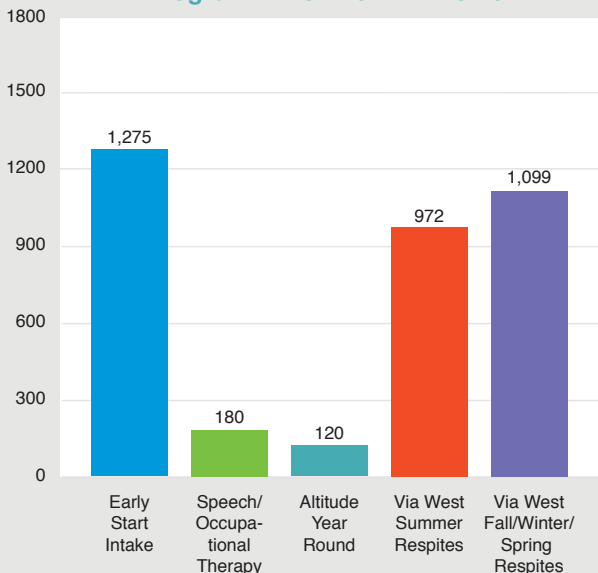
Via West provides residential respite care with weekend and week-long programs throughout the year. The children, teens, and adults who stay with us enjoy innovative programs and activities that include both learning and outdoor experiences, plus independent living skills and skill building activities that are specifically designed to improve self-sufficiency.

Fiscal Year June 1, 2018-May 31, 2019

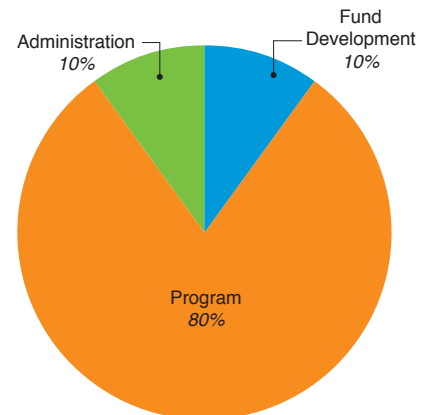
Sources of Funding



Program Enrollment FY 18-19



Allocation of Expenses



Highlights from Our Year



AUGUST 2018 – FIRST STEP launched a pilot program to provide on-site therapeutic and educational services at 3 different sites within the Diocese of San Jose schools. We are now serving over 50 students in kindergarten through 8th grade, and we are excited to have received a \$5,000 grant from Trust Funds, Inc. for this program. This new grant will provide scholarships for screenings, evaluations, and therapy and educational services for underserved Diocese students, and we hope that it will allow us to expand this program to additional schools within the Diocese.



OCTOBER 2018 – THE 6TH ANNUAL FALL FESTIVAL saw its largest attendance ever with over 500 guests. Families enjoyed delicious carnival foods, live music from the Velvet Plum band, magic shows, pumpkin patch,

costume contest, haunted house, petting zoo, and countless other games and activities. All of the funds raised that day went directly back to the programs of Via Services.

NOVEMBER 2018 – The installation of a new lighting and PA sound system at Via West Campus was completed.

The new system has speakers that reach the entire campus, from the lower campsite all the way up to the horse corral. Given the size of Via West Campus, this is so important as it now allows us instant access to our staff and participants even when they are spread across campus for activity rotations.



DECEMBER 2018 – More families than ever were able to enjoy the special holiday respites at Via West thanks to scholarships. This past year, we tripled the amount of money that we typically raise for our scholarship fund which has allowed us to break into communities that have more financial need. We made it a point to reach out to more Spanish and Vietnamese speaking communities, and we hired new bilingual staff. These changes helped us to ensure complete inclusion in our Via West programs.

[More Highlights >](#)

Highlights (cont'd)

MAY 2019 – Our Via Services Family welcomed new changes in leadership. Scott Webb joined us as the Director of Via West and Altitude with over 33 years of experience directing camps and nonprofit organizations. He has spent the last 12 years focused on providing quality programs for people with special needs and has extensive experience improving camp programs and facilities to make them the best camping experience possible. Jennifer Baird transitioned from a Speech-Language Pathologist to the new Director of First Step. She has a long history with Via and over 15 years of experience working with children and their families with a variety of communication needs in private clinics, preschools, early intervention programs, school district contracts, and outpatient programs.



MAY 2019 – The respite season ended with a 43% increase in Altitude registrations. The Altitude summer camps included participants from all over the world, and we are pleased to have expanded both programs. Altitude maintains a stellar reputation for being the only camp on the west coast that addresses the needs of this specific population.

MAY 2019 – The grant season ended with significant contributions from new organizations as well as continuing support from previous donors. Several large grants, like those from Leo M. Shortino Family Foundation, Myra Reinhard Family Foundation, Bothin Foundation, San Francisco Giants Community Fund, Adams Legacy Foundation, Palo Alto Community Fund, Silicon Valley Community Fund, City of San Jose, County of Santa Clara, and TouchPoint Foundation contributed significantly to the growth and sustainability of new and existing programs.

New Happenings



More Via West Respites

Our new director, Scott Webb, added five additional sessions to the Fall, Winter, and Spring season at Via West. This creates more opportunities for families to enjoy respite. Scott is also testing a pilot program in the spring for all ages 12+ in a combined-ages session that will include everyone from pre-teens to seniors.



2019 Voices of Health Competition

Via Services, Inc.
Santa Clara, California

Your vote can win \$20,000 for Via

Via Services is one of five finalists in our community for the Aetna Voices of Health Competition. This competition is designed to celebrate the non-profit agencies that bring positive change to our communities, inspire us, and make us all stronger. If we secure the most votes, we will win \$20,000! Please visit www.aetnavoicesofhealth.com/2019/santa-clara/agencies/via-services/ to vote for Via.

Vote from September 9 – October 13.

Safety Enhancements at Via West Campus

Construction is slated to begin on new safety features at Via West Campus. Thanks to the generosity of our families and supporters on Giving Tuesday in November 2018, we raised over \$67,000 for this project. We will install 30 new cameras, as well as an automatic entry gate with an intercom that will ring to the office, kitchen, and the director's home. This will allow us to keep our campus secure, our campers protected, and it will enable us to shelter in place during emergencies.

Farm in the Canyon

We will be launching a new recreational therapy program that provides Via West and Altitude participants with real-life experience with farm animals in the pasture near the garden. There will be goats, bunnies, chickens, and kunekune pigs living in our Farm in the Canyon with stations for participants to pet the animals, feed them, milk goats, and brush and groom the animals. Shaded areas with benches will allow participants to join in at their own comfort level, whether that's holding a bunny, reaching through a corral to brush a goat, or gain courage by watching their friends.



25th Annual Via Ball

We will be celebrating 75 years of Via Services and 25 years of the Via Ball on February 29, 2020. Do not miss this once-in-a-lifetime celebration. Tickets are already on sale and can be purchased

by visiting viaservices.org/news-events/via-ball-25. All of the proceeds will benefit the programs of First Step, Via West, and Altitude.



Facility Rentals

We will be booking as many revenue producing days as possible at the Via West Campus this year with our facility rentals by use groups. Every day that is free from mission-based programming will be filled by allowing other community non-profits and educational organizations to use our facilities for meetings, retreats, staff outings, etc. If you know of an organization looking for a site like Via West Campus, please refer them to our website: viaservices.org/via-west-group-rentals/our-facility

Counselor In Training Program

We will be starting a Counselor in Training (CIT) program for typically developing teens ages 14-16. It is a volunteer leadership development

experience for teens who desire to be future leaders or have an interest in helping people. CITs help run activities, shadow trained counselors as they support our campers, develop leadership skills, engage in team building, and learn all of the responsibilities of being a camp staff member. CITs receive a lot of training, are placed with experienced counselors, and participate in an evaluation at the end of the session.

Registered Behavior Technician Program

We will be introducing a Registered Behavior Technician (RBT) program at Via West Campus. In this program, students will be introduced to principles of Applied Behavior Analysis, strategies and procedures for behavior change, and ethical considerations. They will be taught the essential criteria for performing duties under RBT credentials. The program will include three components of becoming certified: the online course, supervised experience and assessment by a BCBA, and assistance with the RBT written examination. The addition of this RBT training program will result in more qualified staff available for our respite and summer programs who will be trained to manage behaviors and provide a better experience for all of our participants.



Via Services Donors

Via Services would like to thank the individual families, corporations, foundations, and grants that supported our programs in our fiscal year June 1, 2018 to May 31, 2019. We do everything that we can to include all of our donors on the list below, and we sincerely apologize in advance if there are any names that have been omitted.

Please note that the list below includes cash and in-kind donations and reflects the total amount of gifts given during the fiscal year.



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- Ham Family
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- Hammerness Family
- Hankins Family
- Hanrahan Family
- Harper Family
- Harper Family
- Harris Family
- Hermiller Family
- Hernandez Family
- Hironaga Family
- Holmes Family
- Horka Family
- Ibsen Family
- Joe Family
- Johnson Family
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- Jones Family
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- Kelly Family
- Kohlmiller Family
- KRTY/KLIV
- Kucher Family
- Larter Family
- Leeman Family
- Leshar Family
- Linninger Family
- Little Family
- Liu Family
- Lohmiller Family
- Long Family
- Lowenthal Family
- Lowry Family
- Madden Family
- Mahoney Family
- Masterson Family
- McGrath Family
- McLedd Family
- Meleen Family
- Miller Family
- Miller Family
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- Monteiro Family
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- Nguyen Family
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- Nuni Family
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- Daoud Family
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- Edmonds Family
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- Ferrell Family
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- Gallus Family
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- Gingles Family
- Goddard Family
- Green Family
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 Grover Family
 Hamann Family
 Harper Family
 Harrah's and Harvey's Lake Tahoe
 Hauck Family
 Helmick Family
 Hermanson Family
 Hingel Family
 Hinojosa Family
 Hogan Family
 Howard-Kiely Family
 Hunter Family
 Il Fornaio San Jose
 Ivey Family
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 Jang Family

Jansen Family
 Johnson & Johnson - Matching Gifts Program
 Johnson Family
 Joyce Family
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 Kanter Family
 Kanter Family
 Kassai Family
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 Kent Family
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 Kosloskus Family
 Krensavage Family
 Le Family
 Leeman Family
 Leger Family
 Leong Family
 Lighthouse Family
 Lowenstein Family
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 Lozowicki Family
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Wilson Family
Wong Family
Wood Family
Young Family

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Stein Family
Takemoto-Gavino Family
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The Ability Experience
Thomsen Family
Thorwaldson Family
Truist
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Wells Fargo Advisors
Wherle Family
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Employee Giving Programs
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Miranda Family
Silicon Valley Community
Foundation
Xilinx Corporation

\$20,000+

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