

If you don't know where you are going, you'll end up someplace else." – Yogi Berra

Strategic Plan

Yogi is known for his often time classic quotes concerning baseball. Athletes often bring us great wisdom. The term Yogi-isms was created to describe Berra's malapropisms and unintentional witticism. But they're not just for laughs.

As simple as the above statement is, nothing is more true.

Our strategic plan and goal at Easterseals of the Birmingham Area (ESBA) is to support and improve the greater disability community. *Having a disability should not be who you are--but your circumstances and an aspect of you.* I bring this strategic plan to you from many years serving on Boards of non-profit organizations, a history of business success, as Executive Director, and ... as the father of a young man with deep physical disabilities.

ESBA wants to impact consumer and family lives to the best degree.

In pediatrics, we serve newborn through teens in Occupational, Speech, Feeding, and Physical therapies. We understand and promote the continuity of hands on therapy with our families following up on what was learned and gained in clinic. It is a true partnership.

- We commit to building a strong and unified team.
- We commit to being aware of new trends and support.
- We educate our parents.
- We are proud of our wonderful Pediatric Rehabilitation Clinic and know we are impacting lives daily!

Supporting our Adult and Teen Workforce Development programming, we work to ensure all have the right to work and have a needed and vibrant piece of the greater community. Via our partnership with the Alabama Department of Rehabilitation Services (ADRS), we work from their client load and evaluate, train, and partner with these consumers in a partnership of success. Our goal is to tie the various aspects of the disability community into vibrant, needed, part of the workforce.

We grow our programming through:

- Continuing and growing VocRehab partnership with Alabama Department of Rehabilitation Services
- Continuing effort to be a key component to infant, child, and teen rehabilitation
- Creative funding enabling ESBA a wider base for new and different services
- Grants which are not just about the actual dollar awarded but our position deserving these
- Our amazing fundraising and events
- And ... our ever increasing development all media sources

We believe in educating, serving, and teaching the greater community ... all families.

Michael B. Woolley

Executive Director