



Print Audit - Mailer Examples

LSA Mailer Example 1a

LSA Mailer Example 1b

LSA Mailer Example 2

LSA Mailer Example 3

LSA Mailer Example 4

LSA Mailer Example 5



We're heading into that wonderful time of year when giving to others is especially meaningful. And many of you really want to make a difference right here at home in our Bay Area community. I want to tell you about an amazing organization, Life Services Alternatives (LSA) that is making a big impact in the lives of my family members. You can donate at their website Isahomes.org. But first, let me tell you about my beautiful niece – Amber.

Amber's Story

21 years ago, when Amber was just three months old, she contracted spinal meningitis which left her profoundly deaf, vision impaired and diagnosed with cerebral palsy. As she grew older, however, she continually surpassed the limited expectations doctors set for her. Lots of hard work by family members and some outstanding organizations helped, but most of all it was Amber's drive that enabled her success. To this day she continues to push herself to learn new things, have new experiences and work her way into the hearts of everyone she meets. Over the years, Amber went through many programs to help her development, but as she grew older, her family wanted more for her. We wanted her to be able to live as independently as her disabilities allowed – *to live her best life possible*.

What can we do?

We knew Amber would flourish in an independent living environment, but finding one that fit her needs was extremely difficult. She didn't "belong" with the deaf community because of her other conditions. She couldn't be placed with most other people with cerebral palsy because of her inability to hear. Her "mix" of challenges made it extremely difficult to find the right place for her.

LSA is the way!

Then we discovered LSA. This not-for-profit 501(c)(3) organization started 13 years ago, rising from the ashes of the closed state developmental centers. LSA acquires and renovates properties in the Bay Area to meet the needs of their clients: adults with special needs. They already operate 11 licensed residential care homes. Each home offers customized programs to fit the needs of each and every client. And this incredible organization is staffed with compassionate, caring individuals who pour their hearts into their work every day. In cases like Amber's where she needs 24/7 support, there are staff members always present at the house,

(cont.)

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YES! I would like to help provide quality homes and services for people with special needs.

Enclosed is my gift of:

- \$65 \$85 \$125 \$200 Other \$ _____
- Check payable to Life Services Alternatives
- Please charge my credit card
 - Visa Mastercard AMEX Discover

Name (appears on card): _____
 Card No: _____
 Security Code: _____ Exp Date: _____
 Signature: _____

List our names as: _____
 Email: _____
 Phone: _____

All contributions are fully tax-deductible. Thank you for your support!



providing in-home developmental opportunities (physical/occupational therapy) as well as outings to places like Happy Hollow, Great America, the Farmer's Market, etc. They also have a Community Integration Training Program to help eligible clients take a little more control over their lives by doing volunteer work with LSA's nonprofit partners. Learn more about their services at lsahomes.org.

Amber's best life possible

Once LSA staff met Amber they immediately fell in love (as does everyone who meets her it seems) and found the perfect place for her – the brand new Jordan-Bennett Home. Over the last few months living there, Amber has positively THRIVED. And they've never asked my family for a dime.

Amber has been a blessing in our lives for over 21 years now. Having a place where she can live her best adult life possible – continuing to grow, socialize and have family come to visit at HER house – is more than any of us could ever hope for. So, if you're looking for a way to *really* make a difference this year, please donate today. You'll be blessed knowing there are smiles on the faces of people like my Amber.

Yours in possibilities,



Uncle Todd Mickel



Please join the **1200** | TWELVE HUNDRED CLUB
Help kick off a 12th home at lsahomes.org/1200club



A Life Reawakened

Meet Greg

Greg is not the same 58-year-old man that moved into our Baywood home over a year ago. When he arrived, he was under hospice care due to his very fragile condition and declining health. Greg was also severely depressed. And, he is not able to speak. So he spent most of his time in bed, ignoring attempts from staff to interact with him.

But over the months something incredible began to occur as LSA staff continually encouraged Greg's participation in program activities. They finally got him out of bed and into his wheelchair! Now he could interact with others. Gradually, his interest grew and he began participating in activities and socializing with others.



Greg Today

Today, Greg is very much engaged with life and his unique personality shines through. Even though he can't speak, his facial expressions and vocalizations tell staff what they need to know – especially when he wants to watch his favorite game show, “The Price is Right”, every morning. No one dares to change the channel since they'll hear about it from Greg if they do!

Now Greg also likes attending LSA parties and community trips. He recently visited the San Francisco Zoo and Triton Museum with his fellow housemates. Everyone at Baywood loves Greg and is amazed at his transformation and reawakening. Although his health is still very fragile, we are proud to have been able to assist Greg with enjoying life again.

WE ARE SO PROUD OF YOU GREG!!!

We are so proud of Greg and his improvements. LSA is devoted to maximizing the potential of all our residents by providing quality homes, expert 24/7 caring support and exceptional programs, like [Community Integration Training Program \(CITP\)](#). Your contributions help us maintain and grow these outstanding services which make a huge difference in the lives of our residents.

Visit our website at lsahomes.org to learn more about LSA and how you can support us today!



LSA Resident Graduates with Top Honors!

Cypress resident Jake McNeely receives Student of the Year awards!

On May 27, 2015 – after two years of persistence and hard work – **Jake McNeely** graduated with honors from the Post Senior program offered by the Santa Clara County Department of Special Education on the San Jose City College campus.



There are six Post Senior programs throughout the county that made up Jake's graduating class. Out of all these students, Jake was honored with the **Workability Student of the Year** award for his achievement of gaining employment with major corporations AMC Movie Theaters and Levi's Stadium. Jake's commitment to his education and academic excellence was also recognized with the **Student of the Year** award.

There was much cheering in the audience by his family, teachers, fellow students and, of course, his housemates and staff from Cypress. Everyone is *really* proud of him! He has evolved into an ambitious and independent young man, desiring to work and pursue his education further. Jake is also becoming an excellent role-model for his housemates.

Program Maximizes Potential and Prepares Students for Next Steps

Jake's success clearly demonstrates how well aligned the Department of Special Education's 2 year Post Senior program is with their mission: To ensure that all students are learning in high-quality educational programs that allow them to maximize their potential.



Administering the program on the San Jose City College campus is the ideal environment to give students exposure to academic life while learning job skills and independent living strategies.

After graduating from the Post Senior program, Jake is now prepared to take his next steps, too. In the fall he will be attending San Jose City College - as a regular full-time freshman student. His courses include Math, Literature, Physical Education and Computer Science.

CONGRATULATIONS, JAKE!!! YOU ROCK!!!

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A Parent's Dream for her Daughter

Looking back, Madhu Ranganathan could only describe her family's journey as karmic, i.e. destined or fated.

Twenty-seven years ago, she unknowingly contracted toxoplasmosis while pregnant. Her daughter, Sitara, was born with the congenital form of the disease, causing severe cognitive damage and blindness.

Sitara, however, was raised to be independent. The family's philosophy was one of personal responsibility so she always had assigned tasks. And Sitara did not let anything get in the way of participating—especially in her favorite activity of washing produce and hulling strawberries.

Madhu wanted to engage with the special needs community and reached out to Pacific Autism Center for Education (PACE), even though the programs were not appropriate for Sitara. Madhu's passion and commitment grew from volunteer to board member. She became a leader in the organization serving as Board President for three years.

During this time, she faced The Question that all parents of children with developmental disabilities ask:

What will happen to my child when I can no longer care for her?

Madhu wanted the best life possible for Sitara's future – one that would continue to encourage her independence as they had done.

As she began exploring options for residential care homes in the Bay Area, she was shocked to learn that many homes are co-ed. One home she visited wasn't but only had women with severe medical conditions, limiting socialization opportunities for her daughter. So Madhu's search expanded throughout California and even as far away as India. She left no stone unturned in her efforts to find the best home for Sitara.

Finally, Madhu connected with Valley Village in Southern California which met the all-female criteria she was seeking. She and her husband began

figuring out how they could make it work, even discussing a move to the area so they could be close to their daughter. After learning that the family was from the Bay Area, Valley Village staff asked if they had checked out LSA. They had met LSA staff and heard they were working to open a new residential care home.



Madhu wanted the best life possible for Sitara's future – one that would continue to encourage her independence as they had done

As soon as Madhu returned home, she contacted LSA and arranged a home tour. She was completely impressed! After months of waiting for the all-female home to be ready and thoughtful discussions with her SARC service coordinator, Madhu knew that the home would be a good fit for Sitara. "It felt good. It felt right," she says, "although it was difficult to finally make the decision." In fact, she's still "pinching herself every day" since Sitara moved into LSA's beautiful new Jordan-Bennett Home with four other wonderful women. "It's karmic that this has happened!"

"This is a dream come true for my daughter's future happiness."

Make a difference in the lives of people like Sitara and Madhu. Use the enclosed envelope to donate now or go to Isahomes.org. Thank you!

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Celebrating an Active Lifestyle

Meet Pam

Pam is a joyful woman with a pleasant disposition who enjoys talking with others and sharing stories. As a 66-year-old living at Rivermark, Pam leads an active life style. Weekly, Pam visits the Santa Clara Senior Center to socialize with friends and bowls at the local bowling center with her roommates. She also regularly goes to the movies, gets her hair and nails done, borrows books to read from the local library, and spends time with her brother Paul and sister-in-law Suzie.

But life hasn't always been this way for Pam. When she arrived at Rivermark more than a year ago, Pam was struggling with some serious health issues. She couldn't walk due to being extremely underweight and weak. She also struggled with seizures and was in and out of the hospital because of persistent infections.



Pam Today



Today due to recommendations by our dietician, a personalized exercise program developed by our physical therapist, Pam's hard work, and caring LSA staff who implemented the program daily, Pam is back on her feet again and thriving! Despite having to use a walker, she doesn't let it get in the way of doing the things she loves and enjoying an active life style.

CONGRATULATIONS, PAM,
ON YOUR PERSISTENCE AND ACCOMPLISHMENTS!

We are so proud of Pam and her active lifestyle. LSA is devoted to maximizing the potential of all our residents by providing quality homes, expert 24/7 caring support and exceptional programs, like [Community Integration Training Program \(CITP\)](#). Your contributions help us maintain and grow these outstanding services which make a huge difference in the lives of our residents.

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