

# Easy Lift

Transportation

## 2013 Community Report

Mobility. Independence. Dignity.

Photography by Brent Sumner



Easy Lift passenger & Holocaust survivor Judith Meisel with driver Manuel Andrade

Easy Lift's mission is to fulfill our community's need for specialized transportation to allow individuals and organizations access to essential programs and services.

**NONPROFIT SINCE 1979**



### CHILDREN'S ACCESSIBLE TRANSPORTATION (CAT)

CAT is an Easy Lift program that provides rides to child-serving nonprofits that are unable to afford their own transportation. Last year, CAT provided over 8,000 rides via 20 organizations such as the Boys & Girls Club of Santa Barbara, CALM, Montecito YMCA, Storyteller Children's Center, and Transition House. Girls Inc. of Carpinteria utilized CAT again this year to shuttle 25 girls from Carpinteria to UCSB daily for four weeks to participate in Eureka, a program that encourages girls to explore STEM career paths. In addition, when Girls Inc. of Santa Barbara were short on vehicles at the last minute, we loaned them a vehicle at no charge.

"Easy Lift has been an incredible partner to Girls Inc. by helping make transportation available for many of the 1,100 girls we serve annually."

-Monica Spear, Executive Director Girls Incorporated of Greater Santa Barbara



A heartfelt thank you to Mac Johnson, Easy Lift's Immediate Past President, for over 10 years of service on the Board of Directors. Mac co-owns Home Instead Senior Care of Santa Barbara with his wife, Susan.

### HOLOCAUST SURVIVOR & EASY LIFT PASSENGER

When Judith Meisel was 12 years old, the Nazis forced her family from their home in Lithuania to a segregated ghetto where she was compelled to work as a slave laborer. Three years later, her family was taken to the Stutthof Concentration Camp, where she suffered greatly, losing her mother to the gas chamber. Judith and her sister escaped during a frigid death march, crossing a frozen river on their hands and knees. After more horrifying experiences, Judith was finally liberated in May 1945. Now 84, Judith is a local Santa Barbara hero who spends much of her time educating young people about the horrors of the Holocaust. Five years ago when Judith could no longer drive, she started to rely on Easy Lift's Dial-a-Ride service, for which she is extremely grateful.



"Easy Lift is just wonderful," said Judith. "I tell everyone what a great service they provide. For me, they are my lifeline to the community. Without them it would be extremely difficult and very expensive to get to my medical appointments or the grocery store."

### MESSAGE FROM OUR EXECUTIVE DIRECTOR AND BOARD PRESIDENT



It is with great privilege and humility we present this community report to our friends, supporters and recipients of our much-relied-upon services. We are very proud of our significant accomplishments this year, though our celebration is short-lived, as we continually work with the community and our partners to address and inject new solutions to unmet transit needs.

Our board is committed to being the leader in specialized transit solutions and providing a work environment that supports staff and volunteers at all levels. We seek to challenge our own high standards and never be satisfied with what is being accomplished. Your input is paramount to our decision making. We look forward to serving this wonderfully supportive community, and look forward to strengthening partnerships and recruiting new collaborators.

### DIAL-A-RIDE

Dial-A-Ride is Easy Lift's most commonly known service. This year we scheduled **76,244 rides for 1,971 people with limited mobility**. Our Dial-A-Ride program is subsidized through donations, grants, and special public transit monies. The service is available for people who are physically or cognitively unable to ride the Metropolitan Transit District (MTD). Passengers are able to travel throughout south Santa Barbara County from Goleta to Carpinteria. Registered passengers pay only \$3.50 for each one-way ride.

**"When I couldn't drive anymore, I thought my life was over. And then someone told me about Easy Lift. My life began again!" - Easy Lift passenger**



The Freedom Circle was launched this past fall with the goal of increasing awareness of our vital work in the community while also raising funds to support our mission. A group of community leaders including government officials and corporate, nonprofit and foundation executives joined in support so frail seniors, people with disabilities, and at-risk children have the freedom to live full, productive lives. Generous donations from the community **help Easy Lift make sure that no one who needs a ride is turned away**. Annual donations of any amount qualify for membership.

**Please join the Freedom Circle today! Visit [www.easylift.org](http://www.easylift.org)**



### GREATEST GENERATION ACCESSIBLE TRANSPORTATION (GGAT)

GGAT provides grouped rides for seniors who may not necessarily qualify for Dial-A-Ride, but have limited means to reach programs and services for the elderly community. GGAT works closely with senior serving agencies such as the Goleta Community Center, Community Action Commission, San Rafael Church, Villa Caridad, San Vicente Mobile Homes, and St. Vincent's.



Rene Andrade, Operations Manager

### TRIBUTE TO DRIVERS AND EMPLOYEES

We are fortunate to have what we consider the best employees in Santa Barbara! Currently, we have 20 full-time and 25 part-time employees, many of whom have been with us for over 10 years. This year we are especially proud that Rene Andrade, our Operations Manager for 20 years, was recognized as a 2013 Local Hero by *The Santa Barbara Independent*.



## FATHER'S DAY DREAM COME TRUE

"Not only does Easy Lift provide safe, comfortable and reliable transportation for wheelchair- or bed-bound patients, they are literally the vehicle that allows for their dreams to come true. Most recently, Easy Lift escorted our local dreamer, Phil, 90 miles up the Central Coast so he could attend his son's graduation from Cal Poly San Luis Obispo. When the van arrived to pick Phil up from his Santa Barbara home, he was glowing and giddy with excitement to be able to witness the most important moment in his son's life."

-Thomas W. Rollerson, Founder/President, Dream Foundation

## COMMUNITY SERVICE COLLABORATIONS

Just like our work with the Dream Foundation, Easy Lift is a true community partner. We help local nonprofits increase awareness through free vehicle marketing, transportation and shuttle service. Programs served include CALM, Special Olympics, Fund for Santa Barbara, and the Rape Crisis Center.



Women's Fund Recipient



Montecito Bank & Trust Dividend Recipient



Senior Program of the Year by the Area Agency on Aging and Central Coast Commission for Senior Citizens



Thank you to Montecito Bank & Trust for their continued support of our Adopt-a-Van program. Their sponsorship of 17 vehicles is an incredible testament, and we are very grateful for their generosity.



## ADOPT-A-VAN PROGRAM

Easy Lift would like to thank the following organizations and businesses for their support through our Adopt-a-Van program.

**Alexander Properties**  
**Boca Walk-in Tubs**  
**Buena Vista Care Center**  
**Cottage Hospital**  
**Help Unlimited**  
**HUB International**  
**LivHome**  
**Montecito Bank & Trust**  
**Santa Barbara Airport**  
**Visiting Nurse & Hospice Care**

## THANK YOU TO OUR FUNDING PARTNERS

**Ann Jackson Family Foundation**  
**The Dr. Hildegard H. Balin Charitable Trust**  
**Cottage Health System**  
**Crawford Idema Family Foundation**  
**Dreier Family Foundation**  
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**Hutton Parker Foundation**  
**Herbert & Gertrude Latkin Charitable Foundation**  
**Medtronic**  
**Metropolitan Transit District (MTD)**  
**Montecito Bank & Trust**  
**Orfalea Fund**  
**The June G. Outhwaite Charitable Trust**  
**Santa Barbara Foundation**  
**Santa Barbara County Association of Governments**  
**Santa Barbara County Human Services**  
**Towbes Foundation**  
**Venoco Community Partnership**  
**Weingart Foundation**  
**Women's Fund of Santa Barbara**  
**Wood-Claeysens**  
**Yardi Systems**



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HUTTON FOUNDATION

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