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Easterseals Wisconsin Celebrates 95th Anniversary

Madison, WI – The national Easterseals, Inc. organization was originally founded in 1919 by Edgar Allen as the Ohio Society for Crippled Children. By 1967, the organization adopted the name Easter Seals. After many decades of fundraising around the Easter holiday selling stamps (seals). Although the organization has evolved with the times, expanding in scale and scope to meet new and emerging needs in the communities they each serve, there are thousands more people who could benefit from assistance who just don't know enough about the organization.

So with that in mind, national Easterseals underwent a rebranding effort in 2016 to reflect the ever-changing environment of disabilities. The rebrand is a continuation of an evolving organization (combining Easter Seals into one name). Disabilities have become increasingly complex in the 21st century. The definition of disability itself is broader, going beyond the physical to include emotional, intellectual, social, and educational issues.

In 1926, Easterseals Wisconsin joined the national organization as an affiliate. For 95 years, Easterseals Wisconsin has used its expertise and resources to create services that offer solutions for children and adults with disabilities seeking greater independence and support for their families. As Easterseals Wisconsin celebrates its 95th anniversary, their missions continues as they strive to make opportunities available that are impactful through various programs and services.

To commemorate the success of nearly a century as an affiliate organization, Easterseals Wisconsin created a video compilation sharing its history. To watch the video, visit our YouTube channel: <https://youtu.be/sMcUjXF8exc>. If you would like to learn more about the programs and services offered at Easterseals Wisconsin, are interested in volunteer opportunities, or in making a financial contribution, please visit our website for details at www.EastersealsWisconsin.com.

Noteworthy accomplishments: Easterseals and its affiliates helped to pass the Americans with Disabilities Act in 1990, which prohibits discrimination against anyone with a mental or physical disability. In 2001, *Worth* magazine named the organization one of the "100 American philanthropies most likely to save the world."

About Easterseals Wisconsin: For 95 years, Easterseals Wisconsin has provided services that help children and adults with disabilities gain greater independence. Easterseals Wisconsin's primary services – vocational rehabilitation, respite services, camping and recreation, information and referral, and public education – benefit close to 10,000 individuals with disabilities and their families each year throughout Wisconsin.

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