

# CALIFORNIA EMERGING TECHNOLOGY FUND

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## ORGANIZATION PROFILE: ASIAN REHABILITATION SERVICE, INC. JUNE 29, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>Asian Rehabilitation Service, Inc. (ARS)</b>
Name(s) of Principal(s) and Complete Titles	Tom Chung, Chief Executive Officer Doreen Wong, Chief Operating Officer
Contact Information (complete)	<b>1791 E. Washington Boulevard, Los Angeles, California 90021</b> <b>Tel: (213) 743-9242; FAX: (213) 743-9266; <a href="mailto:brad@asianrehab.org">brad@asianrehab.org</a>; <a href="mailto:dwong@asianrehab.org">dwong@asianrehab.org</a></b>
Name of Program or Project (if different from organization)	<b>One-In-Five California e-Inclusion Project</b>
Geographic Location or Focus of Program or Project	Statewide - California
Demographic Overview of Focus Community or Population	One in Five (20%) Californian residents have a physical, visual, hearing, hidden, developmental, cognitive or psychiatric disability. This population, as well as the large number of Californians who are low-income, low-literate, and low-skilled, are target consumers for the proposed web applications project.
Description of Program or Project named above	The goal of the project is to create an environment (social, physical, and virtual) that is universal and accessible to all Californians.
o Goals	
o Objectives	1) to help create that environment through utilizing equipment and applications making information and communications via broadband available to all Californians inclusive of persons with disabilities to ensure individual and family independence
o Strategies	Use of latest Section 508 compliant and W3C standards, beta-testing, intensive marketing and outreach, and user-centered design
o Actions	Build web site; beta-test web site; market web site; maintain web site; upgrade web site as technology advance; and develop new resources to support project
o Outcomes	A model website of universal design with crucial life-line and independent living info available to all Californians and the ethnic and urban/rural divides in California.
o Brief History (when was the organization founded or when was the program launched?)	ARS was founded in Little Tokyo (downtown Los Angeles) in 1972 to meet the needs of Asian and other ethnic minority adults with developmental disabilities for culture and language services, Development Training, independent living training, and support services. From an initial budget of \$100,000, ARS serves more than 150 adults with physical, visual, developmental, hearing, and psychiatric disabilities.

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<ul style="list-style-type: none"> <li>○ Size and Magnitude of Program or Project             <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>	<p>A Steering Committee comprised of 11 disabilities experts and advocates representing northern, central, southern, eastern, and Inland Empire California will help direct the project. This statewide project will seek the participation of the many networks of disabilities service groups across the urban/rural divide in beta-testing and marketing the model web site. 5 staff members, 300 beta-testers, and an anticipated hundreds of thousands of end-users will be involved in and served by the One-In-Five Californians Inclusion project.</p>
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ Annual Budget, Percentage of Earned Income and Staff</li> </ul> </li> </ul>	<p>\$270,000.00; 68.52% Earned Income and Staff</p>
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul> </li> </ul>	<p>Partner: Community Rehabilitation Services, Inc. (a California Department of Rehabilitation funded Independent Living Center, and member of the California Foundation for Independent Living Centers.</p>
<ul style="list-style-type: none"> <li>○ Results and Evidence of Success             <ul style="list-style-type: none"> <li>• Metrics for Evaluation Progress</li> </ul> </li> </ul>	<p>Evidence of success will derive from the evaluation feedback received from focus groups of target end-users, beta-testers, and contact button information solicited from web site users.</p> <ul style="list-style-type: none"> <li>• 300 completed beta-tester surveys (months 6-15); 120 completed focus group member surveys (months 12-24); e-mail marketing conducted to 2,400 private and public organizations/agencies in rural and urban California by month 18 of the project; web site use demonstration at meetings with a minimum of 100 disabilities organizations represented by the end of month 30 of the project; a minimum of 50,000 hits (eyeballs) counted on the web site counter by the end of month 30 of the project.</li> </ul>
<ul style="list-style-type: none"> <li>• Change in Outcomes or Metrics Over Time</li> <li>• How long does it take to secure results for the program above?</li> </ul>	<ul style="list-style-type: none"> <li>• Increase to 120,000 hits (eyeballs) counted by the web site counter by the end of the 36 month of the project period.             <ul style="list-style-type: none"> <li>(1) The web site will be fully designed, built, beta-tested, and on the Superhighway at the end of the first 18 months of the project; (2) Thousands of end-users and hundreds of schools, agencies, clinics, employers and other private and public entities will be accessing the web site by the end of month 30 of the project.</li> </ul> </li> </ul>

Note: By submitting the Organization Profile you are agree that the:

- Your Organization expressly grants permission to post the submitted information in a public area of the CETF website,
- Statements and representations made about your non-profit are true and contain falsehoods, and
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