



# Message Map

Updated: April 2012

**Promise** United Cerebral Palsy (UCP) educates, advocates and provides support services through its affiliate network to ensure a life without limits for people with a spectrum of disabilities.

**Definition** UCP and its nearly 100 affiliates advance the independence, productivity and full citizenship of people with a spectrum of disabilities by providing services and support to more than 176,000 children and adults every day—one person at a time, one family at a time. UCP works to enact real change—to revolutionize care, raise standards of living and create opportunities—impacting the lives of millions living with disabilities. For more than 60 years, UCP has worked to ensure the inclusion of individuals with disabilities in every facet of society. Together, with parents, families and caregivers, UCP continues to push for the social, legal and technological changes that increase accessibility and independence, allowing people with disabilities to dream their own dreams for the next 60 years, and beyond.

**Key Message Areas**

**It's a civil rights movement.**

The UCP network has helped millions of people live life without limits, dream different dreams and change the paradigm of care and standard of living for people with a spectrum of disabilities.

**It's a commitment to a life without limits for people with disabilities.**

We're committed to change and progress for adults and children with disabilities, whether it is a disability evidenced from birth, the result of an accident, or as a consequence of aging.

**It's about today and tomorrow.**

By harnessing innovation—from adaptive technologies to the ingenuity and pioneering spirit of our affiliates—we are advancing independence and productivity for people with disabilities.

**Supporting Messages**

- It all began in **1949**, when parents of children with cerebral palsy came together, looking for help, answers and information, and **UCP was founded**.

- The first half of the 20th century was a difficult time for people with disabilities – but throughout the 1950s and 60s, UCP raised awareness about horrific living conditions, leading to **liberation of thousands of people from institutions nationwide**.

- UCP continues to **advocate for civil rights** protections and public policies that provide support that ensures fair and full citizenship for people with disabilities.

- UCP local service providers, known as affiliates, provide services and support** on a community-by-community basis, serving the unique needs of people with disabilities in their region.

- More than 65% of people served by UCP** have disabilities other than Cerebral Palsy, like Down Syndrome, Autism Spectrum Disorder, physical disabilities and traumatic brain injury (TBI).

- UCP Public Education & Outreach (PEO)** initiatives provide people with disabilities, parents, families and caregivers with communities, support, resources and information throughout life's major transitions to live life without limits.

- UCP strives to build a better world for tomorrow, today.

- The backbone of UCP is the **services provided by its affiliates**, including housing, therapy, assistive technology training, early intervention programs, individual and family support, social and recreation programs, community living, state and local referrals, employment assistance and advocacy.

- UCP offers **Mission Driven Business** consulting to support affiliates and services providers' success using UCP expertise.

- UCP will continue to advance independence by making cutting edge, life-changing technologies accessible and affordable, as part of its **Life Without Limits** initiative.

# Tell the UCP Story

## How to use the Message Map

**Use this map for language and key message points to describe UCP in:**

- Presentations that describe the organization
- Fact sheets, position statements & press releases
- Grant proposals
- When speaking to members of the media
- Descriptions on websites & in marketing materials
- When describing UCP to anyone (a.k.a. an “elevator speech”)
- If someone asks what we do, where you work, what UCP’s mission is, etc.
- Responding to Information & Referral requests, where relevant
- Presenting reasons for support in fundraising materials (e.g. buck slips)

