



Benefits of Affiliation

As one of the nation's oldest organizations serving and advocating for the more than 54 million Americans with disabilities, UCP understands that organizations that provide services for people with disabilities are facing a competitive and challenging environment unlike ever before. Affiliates enjoy opportunities to utilize the network of affiliates to share best practices, problem solve, share experiences and leverage their combined expertise.

United Cerebral Palsy is recognized for its service-based, affiliate-focused structure. UCP's strength as a national network grows out of a long history of service to Affiliates as an advocate and supporter.

UCP is driven by the needs of the people served through the Affiliate network, which is entrepreneurial and constantly growing to serve the needs of their communities. Our future lies in leveraging innovation and service excellence to fulfill the promise of a life without limits for people with disabilities, and it is through the Affiliates that progress is being made.

UCP Affiliate Opportunities and Value Proposition 2018

Mission Statement(approved March 2017 by the MOC in the bylaws revisions) : The purpose of the corporation shall be to promote the independence, productivity and full citizenship of people with cerebral palsy, intellectual and developmental disabilities, and other conditions, through an affiliate network.

UCP Purpose Statement (approved March 2017 by the MOC) : United Cerebral Palsy (UCP) is a trusted resource for individuals with cerebral palsy and other disabilities and their networks.

UCP Message Statement (approved March 2017 by the MOC): Individuals with cerebral palsy and other disabilities deserve every opportunity to live life to the fullest. UCP strives to make that happen.

Networking

Affiliates are provided opportunities for sharing best practices, lessons learned, successes and challenges of not meeting intended goals, fundraising activities, new program ideas, grant writing and to address common concerns such as personnel issues, governance issues, employment issues, succession planning, compensation etc in a safe, non competitive environment. These opportunities to connect will be encouraged beyond the Executive Director/CEO and into other key affiliate staff leadership.

Engagement Opportunities

Biannual RAC Meetings

The four regions (RAC's –Regional Administrator Councils) are Northeast, South, West and Midwest. The RAC members (Affiliate CEO's/Executive Directors) select RAC Chairs for each of the RAC's. Agendas are planned, with input from affiliates and UCP. The meetings are held twice each year (spring and fall) and generally last 1½ days offering the opportunity for affiliate sharing and networking time. For additional cost savings for affiliates and national we are incorporating the spring RAC meeting into the annual meeting.

Peer-to-Peer Networking

Convening members of affiliate leadership and other staff that have an interest in a common topic to facilitate discussion opportunities and effect outcomes.

Annual Meeting

Affiliate leaders and volunteers are invited to participate in this two-day meeting, which typically features networking opportunities in smaller groups and as a whole entity, presentation of the Kathy Maul Leadership Award and others and the annual meeting of the members of the corporation to vote on issues that affect the entire network.

The meeting may have a few speakers and several sponsors to help defray costs.

Quarterly Topical Calls

Hosted by one of the four Regional Administrative Councils (RACs), specific topics of interest and value to affiliates are presented and/or explored by experts, inside and outside of the UCP network, in a webinar or teleconference format. Calls are scheduled for one hour.

Private Facebook Group (UCP Network)

This private Facebook group is a place where affiliates can share best practices, request assistance from peers, celebrate affiliate successes, and more. You can request to join the group at <https://www.facebook.com/groups/ucpnetwork/>.

Volunteer Engagement Calls

This volunteer-driven group is open to affiliate volunteers and led by four volunteers representing each of the four regions. The goal is to have at least one Board Member, from each affiliate, participate with this group. Participants suggest discussion topics and the calls are led by affiliate Board Members. The calls are held quarterly and are scheduled for one hour.

Connection of Staff at Affiliates

A list of affiliate staff leadership in Programs, Development, Marketing/Communications, Human Resources and Finance will be readily accessible for affiliates in order to promote connection between the various key staff in the network to support and learn from each other.

Affiliate-Only Secure Pages

Each affiliate has a username and passcode to access the online affiliate pages, where you can find templates, sample policies, documents and other items created specifically for UCP affiliates.

Sharing Success Document

This resource guide, created in 2011 by affiliate Executive Directors and CEOs, captures a series of convenings that provide best practices in programs, resource development and social enterprise. An electronic version is available upon request.

Listing of Programs and Services Provided by Each Affiliate

Affiliates frequently are considering starting new services or expanding existing services. UCP provides a listing of all affiliates and their current service offerings so that affiliates can identify where expertise may be available within the network.

Network News

This bimonthly e-newsletter provides news about the affiliate network, highlights significant accomplishments of affiliates and offers links to news articles of interest to the disability community. Also included in *Network News* are updates on policy developments from a national level, advocacy updates and calls to action. In addition, the President/CEO

connects directly with affiliates in this e-correspondence to enhance communication and timely tranference of information.

Brand

The UCP brand is an asset owned and protected by UCP. Founded in 1949, UCP has a rich legacy, solid reputation with thousands of families including a significant brand recognition that opens doors with corporations, foundations and policy makers. Affiliates of UCP have provided a wide range of exceptional services in their communities serving millions of individuals over the years and approximately 131,283 on a daily basis currently. Our various websites and social media forums raise awareness of United Cerebral Palsy and cross promotion with affiliates benefits all affiliates as well.

Bequests

UCP has been grateful to be the recipient of multiple bequests each year ranging from several thousand dollars to \$100,000. In fact, the 5 year annual average bequest is approximately \$280,000. Many of these bequests have come from the UCP brand awareness that resulted from the telethon days and designated for the mission of UCP. When UCP is notified of a pending bequest, every effort is made to see if it should be directed to an affiliate.

Affiliate Bequests

See notation below under the heading Financial Benefits.

A Planned Giving Guide developed by UCP in 2011 is available on the affiliate secure pages of the website.

UCP Elsie S. Bellows Fund (Also under Financial Benefits)

Each affiliate has an allocation of money annually to be used for assistive technology for individuals with disabilities. Application forms are one page and located on the secure affiliate website. Through July 12 of the current fiscal year UCP has disbursed \$135,747.00 to affiliates.

Brand Protection

UCP ensures that trademarks, domain names, logos and multiple brands are monitored and violations/infringements addressed through engagement with Mayer Brown (a trademark firm in DC). UCP is fortunate to have an arrangement with this firm that provides a substantial amount of donated time.

Look Into My Eyes Video

Thanks to lyrics by Annivar Salgado, Executive Producer, IMPS, music by Janet Alikpala and performed by Eric Brandt, UCP released a video to be used by affiliates for multiple purposes. The video, produced by Infinitec Media, a division of UCP Seguin of Greater Chicago copyright 2017 Pina Colada Music, called Look Into My Eyes was released to affiliates on March 13, 2017. A remix of the sound track has also been produced along with new vocals. Affiliates can have the video customized for their affiliate with their images at an estimated cost of \$200-\$500.00 through Infinitec Media. A revised more contemporary video with new images, new singer was released to affiliates in February 2018.

Logo Generation

To be certain that affiliates are using the logos and trademarks in compliance, affiliates can use the link below to generate logos specific to their affiliate for use on banners, printed materials, signage and more.

<http://logo.ucplabs.org/logo.php>

Life Without Limits

UCP's *Life Without Limits* monthly e-newsletter showcases trending stories from UCP's National office, including top headlines, policy updates, affiliate happenings, and resources.

My Life Without Limits (MLWL) website

This primarily online program supports individuals with disabilities from all around the world. It highlights trending news, provides various online resources and promotes ways for individuals to connect with one another. Check it out at www.MyLifeWithoutLimits.org. People can join the site, comment on posts and participate in the site's online forum.

UCP Social Media

UCP National maintains an active following on both Facebook and Twitter, with over 42,000 "likes," over 40,000 page followers, and over 8,000 followers on Twitter, where we cultivate daily content from thought leaders, media coverage about disabilities and share our affiliates' stories. We encourage you to follow up and share with us any original content you would like us to cross-promote or share.

Marketing/Communications Assistance

Logo and brand compliance support including:

- Logo manipulation or creation through the logo generator
- Best Practice Tips (social media, events, etc.)

Opportunities for cross promotion in UCP's e-newsletters (*Life Without Limits* and *Network News*), social media channels and blog (*Voices of UCP*), as well as limited media support and resources.

A Brand Standards Guide is available on affnet that provides samples and approved variations of the proper use of the sun/path logo and tagline including fonts and pms colors.

Policy and Advocacy

UCP, both through and alongside our corporate membership with ANCOR, is active on the Hill and with other disability groups to influence legislation that affects people with disabilities. This also affords UCP a bigger voice as we combine our efforts with other organizations representing people with disabilities.

Because of your affiliation with UCP you will receive from ANCOR:

- Updates on an array of priority policy issues, along with the means to take action and to spread the word through your networks.
- Representation on a Federal level in disability policy discussions and facilitated meetings with Members of Congress, leaders of Federal Agencies, and the Administration as necessary.
- Advisement on a State level on disability policy discussions and, in the case of larger states, state coalition representation.
- Access to policy themed conference calls and convenings that bring together thought leaders and members of the community around specific policy issues.
- Access to discounts on products and services negotiated by ANCOR such as Office Depot.

Apart from the ANCOR partnership, UCP staff provide regular policy brand representation in DC. UCP's concerns are represented in a number of coalitions: the Consortium of Citizens with Disabilities, ITEM (Independence Through Enhancement of Medicare and Medicaid, an AT coalition), CPR (the Coalition to Preserve Rehabilitation), HAB

(Habilitation Benefits Coalition), the Modern Medicaid Alliance, the Partnership to Improve Patient Care, and Partners for Better Care. And, with a small group of organizations in the ID and DD space including ANCOR, UCP is a co-producer of the Disability Policy Agenda which is distributed to Members of Congress and the Administration.

UCP is also a cosponsor of a Disability Policy Seminar annually held in Washington, DC each spring. UCP affiliate staff, and families, are invited to attend the seminar and participate in the accompanying Lobby Day.

Financial Benefits

Since 2016, UCP National has begun and continues a strategic process of restructuring the National Office with cost cutting measures to ensure its financial sustainability including maintaining its focus on serving its Members. The following are tangible benefits enjoyed by UCP Affiliate's:

Dues Reduction

Effective October 1, 2017 UCP reduced affiliation dues by 50% for the majority of affiliates. Affiliates are able to utilize those savings to provide services and programs in their communities.

ANCOR Membership

Affiliate dues to UCP includes membership for each affiliate in ANCOR and affords the opportunity to all affiliates to benefit from the advocacy and policy work provided through ANCOR. This includes webinars, attendance at their conferences, briefings, SOS alerts, and communications provided by ANCOR.

Bequests

When notification about a bequest is received at UCP every effort is made to determine that if the intention of the bequest is meant for an affiliate rather than UCP national. Bequests have been received by multiple affiliates over the years, and have resulted in affiliates receiving gifts ranging from several thousands of dollars to more than \$20,000,000. Many of these bequests have come from the UCP brand awareness that resulted from the telethon

days and in recognition of the work of the affiliates. It is difficult to predict when one of these bequests may be available to an affiliate, based on a relationship that was developed years ago and not known to the affiliate until the passing of the individual.

UCP Elsie S. Bellows Fund

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Melwood Car Donation Program

UCP works with Melwood, a non-profit agency that provides job training and employment for more than 2,000 individuals with disabilities. Through this partnership, UCP affiliates receive cash donations for donated vehicles. Melwood and UCP handle the front and back-end logistics, and there are no up-front costs to the affiliate; the affiliate's responsibility is simply to promote this program as a giving option in their publications. If a donation was made to a specific affiliate, UCP will redistribute 90% of the proceeds to that affiliate.

Online Donation Program

UCP's online donation portal gives donors the option to not just donate to the mission and purpose of national and to any UCP affiliate as well. This donation option is clearly identified on UCP's website and receives the most traffic for online giving (please note that affiliates do not have to sign up for this service, since UCP National allows donors to select any affiliate on the donation page). UCP's development team is responsible for ensuring that affiliates receive details about the donations, donor contact, and payment for the previous month. UCP takes a 1% fee of the total amount an affiliate receives in online giving for the previous month.

STEPtember Event

Affiliates can choose to participate in the Steptember event- a virtual fundraising event that spans four weeks during the month of September. The event is managed by Cerebral Palsy Alliance and offered to US affiliates through a long standing relationship with UCP. Affiliates keep 100% of all revenue generated in their territory. UCP National has no direct involvement in the event.

Information and Referral Services

Over 1000(ranging between 1200-1500) calls for information or referral per quarter are managed at UCP national and approximately 40% require referral to an affiliate. Incoming calls include trying to find an affiliate in their community or are connected with an affiliate and asking for other resources for a particular service not offered at the affiliate. People look to the national organization as a trusted resource for information and we are anxious to get those referrals to UCP affiliates for service when possible. UCP affiliates also use national to seek resources for clients if a service is not offered directly by the affiliate.

Discounts and Vendor Offerings

American Red Cross National Pricing

The relationship between UCP and American Red Cross has led to National Pricing for Cardiopulmonary resuscitation (CPR) certification. Certifications are for 2 years. Digital refreshers are free during the certification period. These rates include CPR+AED+First Aid per person. Each affiliate will sign a separate agreement with the Red Cross, but receive the discounted rate negotiated through UCP. This applies if you are using the Authorized Provider Model (when you have your own instructors and train staff in-house, using the Red Cross curriculum). It also allows for discounts in the Red Cross online store.

501(c) Agencies Trust

UCP affiliates receive a 25% discount when subscribing to the 501(c) Nonprofit HR Hotline. This hotline provides personal attention to all things human resources related. The monthly subscription rate, for unlimited access, is only \$75/month. Additionally, 501(c) Agencies Trust will waive the enrollment fees for affiliates, which could lead to a savings of \$250 - \$1,000.

Ability Magazine - Free Digital Subscription

In partnership with Ability Magazine, UCP offers affiliate employees and clients access to a premium digital subscription to Ability Magazine. Affiliates are encouraged to share the link to signup for the free subscription through UCPs website at - <http://ucp.org/resources/ability-magazine-subscription-offer/>

Other Opportunities

Registering with TJX and Macy's

Affiliates can register for the Ernst and Young Workforce Services Network to receive job openings from TJX Companies (TJ Maxx, Home Goods, and Marshall's) and Macy's (including Bloomingdale's). You can also connect with store managers and discuss opportunities to begin work experiences and/or involve job coaches for your clients.

<https://www.research.net/r/EYWorkforceServicesSurveyIV>

CEO Compensation Support

UCP has purchased the *2017 Guidestar Nonprofit Compensation* report. The data is pulled from 990s and the information is based on 2015 data that is presented in several cuts (e.g. by budget, category, location). Upon request to Anita Porco (aporco@ucp.org), a volunteer with expertise is available to assist with guiding the affiliate in the usage of the data.

Home Depot Rebate Program

Affiliates can support the national organization by participating in the Home Depot Rebate Program. Home Depot offers a rebate program through ProXtra that allows UCP national to roll up all the spending at Home Depot by UCP affiliates on an annual basis and receive a rebate depending upon the total spending.

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