



# UCCP UNITED

*Life without limits for people with disabilities™*

# We are UCP UNITED.

United Cerebral Palsy is one of the **largest nonprofit health service provider networks in the U.S.**, but that was not the case when its mission began in 1949. More than seven decades ago, there were few options for support and equitable access for people with cerebral palsy and other disabilities.

Today, UCP and its international affiliate network have opened doors to greater services and resources for people with disabilities and their families – inspiring a life without limits.

## **OUR MISSION —**

To be the indispensable resource for individuals with cerebral palsy and other disabilities, their families, and their communities.

## **OUR VISION —**

Life of inclusion for individuals with disabilities.

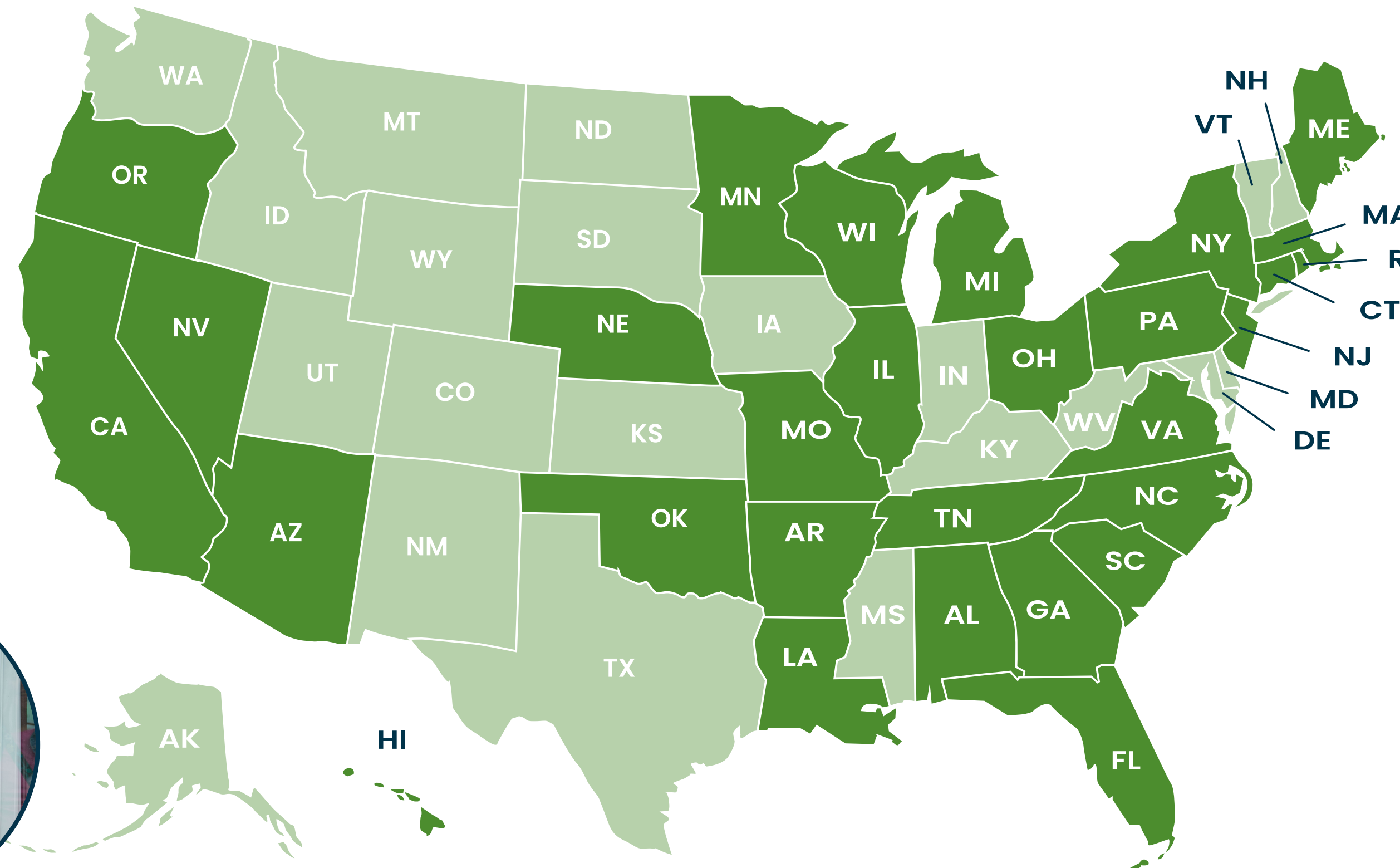


# Our Powerful Affiliate Network

*We're celebrating the achievements of our UCP affiliates across the U.S. and Canada.*



*Located across North America in 29 states and two Canadian provinces, Alberta & British Columbia*



*Various affiliate programs include education, transportation, and physical therapy*

# Our Affiliates at Work

*These community-based providers have made remarkable progress and achievements for the disability community.*



## RESEARCH GRANT PROGRAM

Annual grants of up to \$20,000 are distributed to advance clinical and translational research



## JOB TRAINING

Employment programs that provide counseling, training, and referral services



## THERAPIES & TREATMENTS

Life skills training and transformative services such as physical and occupational therapy, and speech and language pathology



## RESIDENTIAL SUPPORT

Community-based housing and residential support services to make independent living possible



## DISABILITY RESOURCES

Local, regional, and national support for people with disabilities and their families



*6.5M people have neurodevelopmental disabilities such as Cerebral Palsy, Down Syndrome, Epilepsy, or Autism Spectrum Disorders.*

# Collaborating to Build a More Inclusive World

*The heart of United Cerebral Palsy is its affiliates who work everyday to build a more inclusive world for people with disabilities. UCP focuses on four pillars to support their efforts:*

## **AFFILIATE COLLABORATION**

- Brand Awareness
- Fundraising Support
- Grants
- In-person Networking Opportunities
- And more!

## **LIFE CHANGING RESEARCH**

- Early Diagnosis
- Translational Cerebral Palsy Research
- Evidence-based Treatments

## **ADVOCACY & POLICY**

- ANCOR Partnership
- The Case for Inclusion Report
- Capitol Hill Visits with Congress Members
- Landmark Legislation (i.e, the ADA)

## **ASSISTIVE TECHNOLOGY**

- Elsie S. Bellows Fund
- Telecommunications Relay Service (TRS)



# THE NEED: Our Growing Community

Even with the extraordinary advances UCP has made for the communities we serve, intellectual and developmental disabilities still affect the lives of millions of people every year.

## COMMUNITIES WE SERVE:

Cerebral Palsy

Down Syndrome

Autism Spectrum Disorder

Traumatic Brain Injury (TBI)

Other Intellectual Developmental Disabilities (I/DD)

Your commitment to funding and sponsorship is critical to meet the growing demand, developing creative solutions for the disability community.



*1 in 4 U.S. adults live with some type of disability.*

# The 75<sup>th</sup> Anniversary Campaign

*UCP has launched a philanthropic and engagement campaign to celebrate its 75 years of service.*

*THE GOAL IS SIMPLE: to continue to provide research, advocacy, and essential services to the disability community through our powerful affiliate network – today, and for many years to come!*



Hear from Armando Contreras, CEO of United Cerebral Palsy

Our 75th Anniversary campaign is a unique opportunity to align your brand with UCP's tremendous legacy of service to the disability community while laying the foundation for our next century of impact:

**DIAMOND SPONSOR:** Only a handful of these opportunities are available to select partners, honoring our diamond anniversary with an equally substantial commitment to UCP's work.

**PROGRAM BOOSTER:** Amplify our capacity in a number of areas, creating opportunities for exponential growth in technology, services, and research.

**SHINE AMBASSADOR:** These partners are taking meaningful action to highlight the issues and funding needs associated with our international work, shining a light on families with disabilities.

# Ways You Can Help

*Partnering with United Cerebral Palsy will position you as a leader in corporate social responsibility. Here are just a few examples of how you can make an impact:*

**\$250,000**

## **IMPROVE UNITED CEREBRAL PALSY CRM & INFRASTRUCTURE**

To accurately demonstrate and leverage the impact of UCP and the affiliate network in the disability space, a digital network containing affiliate's critical data like programs/services, number of people served, number of staff members and other information must be developed and easily accessible by UCP stakeholders.

Enhancing UCP's Salesforce solution will enable our stakeholders to make informed business decisions related to, but not limited to, securing funding for programs and services, raising awareness of the UCP brand and network, and efficiently advocating for the people we serve and represent on the federal and state level.

**\$200,000**

## **BUILD BRAND AWARENESS & RECOGNITION**

Increase the profile and visibility of UCP and the affiliate network to promote the diversity of services and supports offered to the disability community. By improving awareness, these communities will gain greater access to quality resources and information they need to improve their quality of life.

**\$200,000**

## **ADVANCE ADVOCACY CAPACITY**

Build the infrastructure needed to achieve UCP's advocacy and policy goals - securing and expanding government funding and rights for the disability community. With the addition of specialized staff, UCP can build and expand the capabilities of affiliates and disability communities to self-advocate on critical issues.

**\$200,000**

## **GROW & SUSTAIN AFFILIATE NETWORK**

Develop an advanced recruitment and onboarding strategy for prospective UCP affiliates. Build bridges of collaboration with similar organizations, start incubator affiliates in areas without representation, and enhance affiliate tools and services that will increase value to current and future members of the network.

**\$80,000**

## **FUND RESEARCH GRANT PROGRAM**

This program awards grants to organizations conducting translational cerebral palsy research. It can develop real-life transformative treatments that bridge the gap between research and care for children with disabilities.

**\$80,000**

## **SPONSOR EARLY DETECTION & INTERVENTION (EDI) COLLABORATIVE**

UCP supports more than 25 clinicians training in early detection and cerebral palsy-specific therapies. This critical funding makes it possible for future research leaders to attend health summits, monthly virtual instruction and leadership training.

**\$40,000**

## **PROMOTE KNOWLEDGE SHARING OF EVIDENCE-BASED PRACTICE**

Educational programs for clinicians in the UCP affiliate network allow them to participate in training and community partnerships that advance modern practices in their diverse communities. It makes the renowned UCP Professional Learning Series, Family Engagement in Research Program, and other initiatives possible.



# Ways You Can Help

*Partnering with United Cerebral Palsy will position you as a leader in corporate social responsibility. Here are just a few examples of how you can make an impact:*

**\$250,000**

## **IMPROVE UNITED CEREBRAL PALSY CRM & INFRASTRUCTURE**

Affiliates need the ability to leverage their combined data, best practices, and buying power within a shared digital network. Augmenting UCP's Salesforce solution will enable them to exchange program critical data to secure critical grant funding and negotiate with vendors at scale.

### **PHASES**

\$80,000: Affiliate Network Portal Upgrade

\$80,000: Grants Management Platform

\$80,000: Marketing & Communications Platform

**\$200,000**

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### **PHASES**

\$100,000: Increase marketing capacity and reach

\$50,000: Enhance UCP's current brand awareness campaign

\$50,000: Improve the awareness and access of quality disability-related resources and information to the public

**\$200,000**

## **ADVANCE ADVOCACY & POLICY CAPACITY**

Build the infrastructure needed to achieve UCP's advocacy and policy goals - securing and expanding government funding and rights for the disability community. With the addition of specialized staff, UCP can build and expand the capabilities of affiliates and disability communities to self-advocate on critical issues.

### **PHASES**

\$100,000: Hire diverse and inclusive government relations/advocacy staff

\$50,000: Build and expand the capabilities of affiliates, families, and individuals to self-advocate on critical disability issues

\$50,000: Identify tools to support affiliates in achieving diverse and inclusive policy and advocacy goals

**\$200,000**

## **GROW & SUSTAIN AFFILIATE NETWORK**

Develop an advanced recruitment and onboarding strategy for prospective UCP affiliates. Build bridges of collaboration with similar organizations, start incubator affiliates in areas without representation, and enhance affiliate tools and services that will increase value to current and future members of the network.

### **PHASES**

\$100,000: Create incubator for affiliates in regions where there is currently no UCP representation

\$50,000: Identify and engage with potential affiliates and develop a recruitment and onboarding strategy

**\$80,000**

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# Testimonials

“Since receiving my Firefly Chair, I have been able to live a more typical life. What I’m most excited about is being able to ride my new police car! I can sit perfectly on it thanks to my Firefly chair and with the help of switch buttons, I cruise all over the house and yard. I am so happy to have received this chair, it makes my life so fun and my parents’ lives a bit easier!”

– Benjamin Sandoval, Recipient of UCP Bellow’s Grant

“The UCP-Center for Disability Services is proud to be a UCP National affiliate, working together to create a more inclusive society where people of all abilities thrive. Through our partnership with UCP National, we can access resources, expertise, advocacy efforts, corporate sponsorships, and a supportive network of peers to further our mission. Together, we are committed to driving positive change for individuals with disabilities across the country, and we are working towards our vision of a world where everyone has equal opportunities and support to reach their full potential.”

– Brian Patel, Executive Director of UCP-Center for Disability Services

“The UCP affiliate network is as diverse as the communities we serve. Yet, they share a single sense of purpose, camaraderie, and passion. The voice of advocacy is heard more clearly through a collective effort. Unity and strength ensure the people we support have a seat at the table. Together, we are UCP united.”

–Ann Coffey, UCP of Oregon

A young boy with short dark hair and glasses is sitting in a specialized black chair. He is wearing a blue and green shirt and a black vest. He has a joyful expression, with his mouth open as if laughing or speaking. The background is a blurred green and yellow pattern.

**1 in 5 children may not be able to say ‘I Love You’ to their families.**

# Thank you!

And a big thank you to our corporate partners who make our work possible:

