



## UCP 2002 Annual Report

### **Facts About UCP**

United Cerebral Palsy Associations, Inc. (UCP) was incorporated in the State of New York in 1949. UCP has evolved into one of the nation's largest nonprofit disability organizations, with affiliates in 38 states and providing services in a majority of communities throughout the United States – 71% of all counties and 78% of the total population.

Total revenues for programs and services of the National organization and affiliates are over \$650 million, serving 30,000 clients every day and more than a million customers every year. UCP affiliates vary in size and program offerings that range from center-based to community-based, from infants through adults:

- Early Childhood Intervention and Education
- Employment and Training
- Residential Services and Independent Living
- Family Supports, including Respite Care
- Assistive Technology
- Information and Referral
- Advocacy

### UCP Affiliates

#### **Research**

In Fiscal year 2002 the UCP Research and Educational Foundation accomplished the following: The Foundation identified five research areas for priority attention for FY 02 and 03. It provided support for 15 research projects addressing the development of methods to prevent the occurrence of developmental brain damage to the fetus during pregnancy, the infant during the birthing process, and the child during the early years of life; it also supported research focused on the development and evaluation of improved methods of clinical intervention to improve functional activities of daily living. The Foundation sponsored two research workshops to assist the scientific community in exploring a research question of promising significance. In addition, the Foundation funded two Career Enhancement Awards: The Ethel Hausman Clinical Research Scholars Award and two Annual Awards of Achievement: The Weinstein-Goldenson Medical Science Award and the Isabelle and Leonard H. Goldenson Technology Award.

The Foundation regularly prepared and distributed Research Fact Sheets. Staff prepared and distributed two Research Status Reports, one on The Prevention of Cerebral Palsy and the other on The Diagnosis of Cerebral Palsy. The Foundation staff, in collaboration with UCPA, responded daily to inquiries from the public about clinical care for children and adults with cerebral palsy. Foundation staff worked closely with other organizations having programs of importance to cerebral palsy and the disabilities associated with it. The staff actively engaged in the development of the programs of the newly established Center for Birth Defects and Disabilities of the Public Health Service Centers for Disease Control and Prevention (CDC).

Staff regularly served as a consultant to the National Institute of Disability and Rehabilitation Research (Department of Education). Staff also served as an appointed consultant to the national Advisory Council of the National Center for Complimentary and Alternative Medicine at the National Institute of Health and as guest lecturers on the teaching faculty of medical schools nationally.

### **Marketing and Communications**

In FY 2002, UCP's corporate sponsors included Circle K, Miller Brewing Company, HealthSouth and First USA; American Express Corporation also was added to UCP's list of corporate partners. One philanthropic highlight was UCP's receipt of a \$2.5 million online donation from a Baltimore philanthropist via American Express credit card. In addition, UCP's Public Education Campaign was strengthened by the components of a new branded identity; Web site ([www.ucp.org](http://www.ucp.org)); and print, radio and Public Service Announcements (PSAs) that give voice to people with disabilities. Television and radio PSAs were placed in 600 major television and 2,500 radio markets across the U.S.

Many notable activities that drew attention to people with disabilities took place in FY 2002. UCP worked closely with TNT (Turner Network Television) to raise awareness of its original film, DOOR TO DOOR, a true story of a man who overcame his disability to become a top salesperson with the Watkins Company. The film, featuring UCP Ambassador William H. Macy, aired nationwide on July 14, 2002, to critical acclaim. Macy's performance subsequently earned him Golden Globe and Emmy nominations. (Emmy awards are to be announced fall 2003.) On July 3, 2002, the New York Yankees, UCP and Exceptional Parent hosted the first Disability Awareness Night in Yankee Stadium in tribute to the 54 million Americans with disabilities and their families, and the 12th anniversary of the Americans with Disabilities Act.

### **Affiliate Services**

Local UCP affiliates are central to the mission of the national organization. The UCP affiliates are on the frontline of service delivery to more than one million consumers and their families, relatives, and care-givers. UCP's national Affiliate Services Department staff facilitates professional networking and technical information exchanges among affiliates, addressing local concerns and inquiries, builds and expands the national service network by recruiting new affiliates and service centers.

More than 100 affiliates in 37 states and the District of Columbia are continuing the group's fifty-two history with an exemplary record of services to individuals with all kinds of disabilities. The breadth of UCP's services to a variety of conditions is illustrated by the fact that about 30% of all its consumers are diagnosed with cerebral palsy, with the remaining 70% comprising about two-dozen other disability categories.

Total annual revenue for the UCP affiliate network amounts to about \$500 million, placing UCP in the top five of major disability and health-related national organizations. An average of 85% of all these revenues are devoted to providing direct services, making UCP one of the more efficient nonprofits in the disability field.

Affiliates vary in size and program offerings, providing among other services: Early Childhood Intervention and Education; Employment and Training; Housing and Residential Services; Family Supports; Respite Care; Assistive Technology; Information and Referral; and Public Policy and Program Funding Advocacy.

The UCP Annual Conference is an excellent networking opportunity for the UCP family, and all affiliate executives and key volunteers bring a lively atmosphere to the four-day gathering. The 2003 event was hosted by the local affiliate in greater Mobile, Alabama, one of seven very active affiliates in that state with high visibility and presence in their individual locales.

The conference was preceded by two days of special, intensive hands-on instruction for new affiliate Executive Directors, a user-friendly session on the UCP Web site, training on recruitment and development of volunteers, and a Development and Marketing session, a perennial favorite of conference attendees. The main professional information tracks at the conference featured (among others): Best Practices, Safety and Liability Issues, Effective Leadership, Creative Caregiving, Research Questions, Sexuality and Disability, and Workforce Diversity.

Bringing additional excitement to the Mobile conference was actor William H. Macy, UCP's goodwill ambassador who was featured in the main sessions and social gatherings, informally chatting with affiliate representatives about disability issues, one of his major charitable interests.

UCP's program year of 2003 saw the introduction of a much needed series of Spanish publications, available in both print on the association's highly touted Web site: [www.ucp.org](http://www.ucp.org). The central piece in the series – Parálisis cerebral – Datos y estadísticas – has generated inquiries and orders for copies from not only around the U.S. but from Latin America as well.

### **Public Policy**

One of the four core functions of UCP National is Public Policy—educating and working with elected and other government officials at the Federal level on policies and public programs of interest to the disability community. UCP has a long-standing and highly-regarded reputation as a credible, reasonable and informed advocate on behalf of individuals with disabilities, their families, friends and caregivers, and the UCP-provider organizations that offer valued services and programs. Over ten years ago, UCP was at the forefront advocating for the Americans With Disabilities Act (ADA) and has continued that heritage of advocacy for the rights of individuals in FY02.

Some issues of concern in FY02 included: President Bush's New Freedom Initiative, IDEA funding, social security, the HIPPA Privacy Rules, Ticket to Work, and Social Services Block Grants.

UCP staff work with the Community Services Committee on establishing Public Policy priorities. They held a very successful Public Policy Workshop in Washington, DC on June 24-25. Congressional Awards were presented to Sen. Chris Dodd (D-CT), Sen. Charles Grassley (R-IA) and Rep. Howard McKeon (R-CA) for their leadership in guiding legislation to support people with disabilities. Affiliate attendees made 56 visits to their Senate and House member's

offices. The Conference also featured presentations from Department of Education Assistant Secretary Robert Pasternak, Administration on Developmental Disabilities Administrator Patricia Morrissey and staff of numerous Senate and House committee and personal offices.