

## 2003 Forbes Magazine Report

United Cerebral Palsy claimed the following **cumulative** 2003 fiscal year statistics for **all affiliates** in a report prepared for the annual Forbes Magazine assessment of the nation's top charitable organizations. The full Forbes Magazine article will be published later this year.

System-wide Percentage Spent on Programs: **89%**

Total End of Year Assets: **\$199.6 Million**

# Get Active with GetActive

*Affiliates Invited to Join the United Cerebral Palsy E-Advocacy Revolution*

By Daryn Demeritt  
November 9, 2004

**T**he one indisputable fact that emerged from the 2004 election cycle is that technology has permanently changed the face of advocacy.

Candidates and countless advocacy groups harnessed mobilize voters, and raise hundreds of millions of dollars.

As a commitment to being part of the e-revolution, UCP turned to GetActive, and, for the first time, used e-advocacy initiatives.

The results speak for themselves - the UCP online advocate list has grown by 500%, with more than 20,000 advocacy letters generated through various e-advocacy initiatives.

GetActive powered the successful UCP Don't Block My Vote.org campaign and is now fueling



the UCP Public Policy Action Center.

Why GetActive? GetActive's messaging, design and data management tools represent a significant upgrade in UCP e-advocacy capabilities, allowing UCP to track its e-advocates, cater to their individual interests, and send personalized messages while permitting UCP e-advocates to manage their own subscriptions.

The GetActive e-advocacy tool will soon be available to UCP Affiliates. With no set-up fees and a steeply discounted rate of \$125 per month, your state can have its own Action Center in place by the time issues in your state legislature reach a boiling point. The state-level Action Center works just like the UCP Public Policy Action Center, allowing users to post state-level action alerts and send messages or newsletters to your local e-advocates.

To begin the process, UCP National will provide state-level Action Centers with a template design and GetActive will provide staff software training. UCP National even will help populate your e-advocate list by sharing all the e-advocates it has in your home state.

The state-level Action Centers will be phased in over time for those selected to participate. Affiliates interested in being one of the first state-level Action Centers are asked to contact Reva Williams at [rwilliams@ucp.org](mailto:rwilliams@ucp.org).

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## North Carolina Affiliate Completes Campaign for Children's Center

By Patricia Reid  
November 1, 2004

Last month, Easter Seals UCP North Carolina celebrated the completion of a fundraising campaign to expand the Charlie Gaddy Children's Center in Raleigh, North Carolina.

Since 1994, children with cerebral palsy and other disabilities have been served at the facility named for former WRAL-TV5 news anchor and author, Charlie Gaddy, a UCP patron for more than three decades.

Groundbreaking ceremonies for the expansion were held on October 22 at the children's center. More than 300 donors contributed \$106,000 to add a therapy room, a parent conference room, additional parking and lavatories.



The Kate B. Reynolds Charitable Trust provided a matching grant of \$50,000. The expansion will make it possible to serve 20 additional children and their families with outpatient physical and occupational therapy, as well as day care services for preschool-aged children.

For more information, contact Patricia Reid at [preid@nc.eastersealsucp.com](mailto:preid@nc.eastersealsucp.com).

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## News and Notes...



### **Disability Policy Collaboration News**

The newly renamed **Disability Policy Collaboration (DPC)**, a partnership of United Cerebral Palsy and the Arc, completed its move into the UCP national office this week!

Check out this week's Capitol Insider for a full post-election outlook and important policy news from the nation's capital.

### **United Cerebral Palsy Research and Educational Foundation News**

#### **Dr. Murray Goldstein Attends Conference on Alternative Medicine**

UCP Research and Educational Foundation Director Dr. Murray Goldstein was the sole American participant at a conference on alternative medicine treatments for children with developmental disabilities in London last month. Hosted by the Casting Foundation and the Royal Society of Physicians, twenty leading experts from around the world explored alternative techniques used by providers instead of, or in conjunction with, conventional therapies. Dr. Goldstein led a session on the development and history of alternative medicine in Western society. A written report from the conference will be available later this year.

#### **New Fact Sheet Available: *Ultrasound and the Prediction of Cerebral Palsy***

A recently completed ten-year study has confirmed the use of ultrasound as an effective tool in predicting cerebral palsy in premature infants. For the research community, this will allow for much better targeted studies of prevention and intervention. For parents, it will relieve the anxieties of some, although causing others heightened concern. Read more...

### **Recommended Articles**

#### **[New UCP Chair Still Talking IDEA after 30 Years](#)**

By Kara Arundel  
*Special Ed Connection*  
October 18, 2004

Tom O'Donnell, the newly elected UCP Board of Trustees chairman, was interviewed by *Special Ed Connection*, a newsletter read by special education teachers around the nation.

#### **UCP Products and Services for Affiliates**

For more information about UCP-endorsed products and services, contact Sue Jones at [sjones@ucp.org](mailto:sjones@ucp.org).

#### **DO YOU KNOW...**

Why you need Employment Practices Liability coverage?

If you have 15 passenger vans and the vans are not full, where to seat your passengers?

Why you need Professional Liability coverage even if you do not have direct contact with clients?

If your off-premises activities are covered if someone is injured?

How to develop a Crisis Management Plan?

**Palmer & Cay** will address these and other risk management questions in future *UCPeople* articles. Send your insurance or risk management questions to Palmer & Cay:

David Brennan, The UCP Insurance Program  
Palmer & Cay  
25 Bull Street  
Savannah, Georgia 31401  
Phone (800) 755-9594  
Fax (912) 234-1064

## **News Round-Up**

### *Federal News*

#### **Survey Finds Assistive Technology Not Readily Available**

According to a national survey by Clarkson University and Good Shepherd Rehabilitation Network, experts in the field of assistive technology do not believe enough has been done to improve the quality of life for people requiring assistive technology. Only 10% of 350 experts believe assistive technology that will improve a person's quality of life is widely available. The survey, "Barriers to Assistive Technology Transfer in Society," found four problematic areas: not enough funding, public awareness, and trained experts, as well as a lack of coordination between users, researchers, and clinicians.

For more information about the survey visit: <http://goodshepherdrehab.org/news-events/technology-survey>.

### *State News*

#### **Maryland Citizens with Disabilities Allowed to Control Medicaid Services**

The U.S. Department of Health and Human Services has approved a Maryland waiver called "New Directions" which will allow more people in Maryland with disabilities to make decisions about services in their home and in the community. This waiver will include such services as respite, transportation, assistive technology, supported employment, and personal support. People with disabilities will be able to choose the people who assist them.

#### **Ohio Moving People With Disabilities Out of Nursing Homes**

The Ohio Department of Job and Family Services has implemented a program called Ohio Success to move people with disabilities from nursing homes into independent living. Approximately 250 nursing home residents are currently being targeted by the program, potentially saving Ohio millions of dollars a year.

#### **St. Elizabeth's Hospital in Trouble in Washington, DC**

According to University Legal Services, an independent watchdog group, staff shortages at the DC psychiatric hospital led to the injury of several patients. Earlier this year, University Legal Services launched an investigation of the hospital after a fight between residents resulted in the death of a patient.

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For more information about news clippings, please contact Jim Baker at [jbaker@ucp.org](mailto:jbaker@ucp.org).