

UCPeople

The e-Newsletter for UCP Affiliates

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HomeAbility Application Deadline is Friday, January 21

The United Cerebral Palsy / Fannie Mae HomeAbility application deadline for UCP affiliates is **Friday, January 21**. Affiliates with questions about the program or application materials can contact:

Carl Varner, Manager of Grants Development, at (202) 973-7111; cvarner@ucp.org, or Julie Jernigan, Senior Development Manager, at (202) 973-7100; jjernigan@ucp.org.

The program materials are also posted on the UCP Intranet.

Food Lion and Easter Seals UCP North Carolina Raise \$1.1 Million

Shop&Care is the largest food industry fundraiser for UCP nationwide

By Jim Baker
January 11, 2005

Easter Seals UCP North Carolina announced this month that Shop&Care, an annual fundraising partnership with Food Lion, has raised \$1.1 million for the affiliate's programs for people with disabilities.

"Food Lion is very proud of this commitment," said Food Lion President and CEO Rick Anicetti. "We have met many children with disabilities and their families who have been helped by Easter Seals UCP. Food Lion and Easter Seals UCP have been a great team for the past 13 years."



The fundraising program is the largest single food industry fundraising program for both United Cerebral Palsy (UCP) and Easter Seals.

The North Carolina based grocery store chain works with vendors and brokers, who select the products for the program. Vendors donate a lump sum of \$5,000 for each product selected for the program. Food Lion and the UCP affiliate then market the selected Shop&Care products to the public with in-store advertisements and media buys.

Food Lion raised more than \$6.1 million for charitable organizations last year.

Affiliate Case Study: Easter Seals UCP North Carolina and Shop&Care

Successful corporate development programs keenly identify and pair business goals with charitable fundraising, said Dee Blake, Senior Vice President of Easter Seals UCP North Carolina.

"Shop&Care is the ideal cause-marketing program," said Blake. "The partnership raises significant funds and awareness for our organization, while strengthening relationships between Food Lion and its vendors, brokers, customers, and employees."

The partnership, added Blake, works particularly well for vendors as they can further their business interest with Food Lion while donating money to help programs for people with disabilities.

Asked how other UCP affiliates could develop similar fundraising campaigns, Blake suggested affiliates first identify regional businesses with a strong vendor base. Next, affiliates should look for a company that is community-minded.

Food Lion, she noted, takes special pride in telling customers that it raises money for local programs for children with disabilities.

Blake also said businesses that assist charities tend to generate higher employee and customer loyalty.

According to a 1999 study by Cone/Roper Cause Related Trends Research, 90% of employees at companies involved with a cause feel proud of their company's values. Eighty-three percent (83%) of consumers say they have a more positive image of a company that supports a cause they care about.

For more information about Shop&Care, contact Dee Blake, Senior Vice President of Easter Seals UCP North Carolina, at DBlake@nc.eastersealsucp.com.

News and Notes...

Disability Policy Collaboration

The 109th Congress officially convened and officially accepted the Electoral College voting results, confirming the election of George W. Bush as President.

The House of Representatives Republican and Democratic leadership also elected Members to key committee positions.

Read *Capitol Insider* for the complete run-down on new House committee leadership and the week's most important public policy news. You can view the latest issue online at:

<http://www.ucp.org/uploads/CapitolInsiderVol10Iss2.doc>



United Cerebral Palsy Research and Educational Foundation

A new Fact Sheet from the UCP Research and Educational Foundation explores the use of Botulinum toxin (Botox) injections in the treatment of spasticity associated with cerebral palsy. Studies have shown the treatment to be effective when used as one element of a multidisciplinary physical therapy program. You can view the fact sheet online at: <http://www.ucp.org/uploads/CapitolInsiderVol10Iss2.doc>

Information and Referral Corner

For more I&R information, contact Muffi Lavigne at mlavigne@ucp.org

National Organization on Disability Announces Winner of 2004 Accessible America Award

The National Organization on Disability recently announced that Pasadena, California won its fourth annual Accessible America Contest, and is being heralded as a national model for its focus on disability issues and its successful design of programs, services and facilities that are accessible for citizens and visitors who have disabilities. According to the U.S. Census, more than 18 percent of the city's 133,936 residents have one or more disabilities. For information about entering next year's Accessible America competition, contact Ms. Abbey Glenn at (202) 293-5960. The deadline is October 31, 2005.

Emerging Leaders Program Applications Due

Applications for the 2005 summer internship program coordinated by the international consulting firm Booz Allen Hamilton are due on February 15, 2005. This internship program is for college and graduate students with disabilities. For information and the application form, visit the Booz Allen Hamilton Web site at <http://www.emerging-leaders.com>.

Dental Care Every Day - A Caregiver's Guide

The National Institute of Dental and Craniofacial Research has published *Dental Care Every Day - A Caregiver's Guide*, which focuses on oral health care for people with disabilities. You can order hard copies from the organization for free at http://www.nohic.nidcr.nih.gov/health/nohic_forms/orderpubs.asp

Call for Presentations for the Alliance for Full Participation Summit

The Alliance for Full Participation, a national disability summit organized by a coalition of 11 disability nonprofits including United Cerebral Palsy, will take place in Washington, D.C., from September 22-23, 2005. Deadline for completed presenter applications is March 1, 2005. To find out how you can be a presenter at the Summit, visit the Alliance Web site at <http://www.allianceforfullparticipation.org/docs/CallForPresentersPosters.pdf>

News Round-Up

Affiliate News

Jesse Cooper, Son of Actor Chris Cooper, Dies

Jesse Lanier Cooper, the 17-year-old son of Oscar-winning actor Chris Cooper, died at the family's home in Massachusetts last week. Jesse died of natural causes related to cerebral palsy. Jesse inspired Chris Cooper and his wife, actress Marianne Leone, to become advocates for children with disabilities in the Boston area and beyond.

Cooper said in an interview in 2002, "Like many husbands, I was reluctant to have a child, but Jesse has instilled in us what's really important. He's filled my emotional life."

Mary Ann Cooper, Jesse's grandmother, is a board member of UCP of Kansas City. The Coopers attended the affiliate's "Hats Off to Mothers" event in May 2004.

“On behalf of the entire United Cerebral Palsy family, we extend our sincere condolences to the Cooper family,” said Stephen Bennett, President and CEO of United Cerebral Palsy.

Federal News

Industry Groups Request More Time to Study New ADA Compliance Guidelines

Industry groups, from banks to hotels, are lobbying for more time to study how new rules regarding the Americans with Disabilities Act (ADA) would affect their business. The Access Board, an independent federal agency that makes ADA compliance rules, released new compliance guidelines last year. Final rules are still two years away, but some groups are already asking the Department of Justice to extend the comment period on rulemaking set to expire later this month. After reviewing comments, the Department of Justice will issue a notice of proposed rulemaking.

Rosemary Kennedy, Sister of Former President, Dies

Rosemary Kennedy, the sister of President John F. Kennedy and Senator Edward Kennedy, died January 7 in Wisconsin. She was 86. Kennedy was born with mild retardation and in her early 20's underwent a lobotomy, which was then considered a miracle treatment for certain cognitive disabilities. The operation, however, compounded Rosemary's disability and she spent the majority her life living at an institution in Wisconsin. Rosemary Kennedy has been cited as an inspiration to Eunice Kennedy Shriver, who founded Special Olympics in 1968.

ABA Completes Survey of State Disability Discrimination Laws

The American Bar Association Commission on Mental and Physical Disability Law has released a new survey of state disability discrimination laws. The survey, which is the most comprehensive of its kind, examines laws in all 50 states and the District of Columbia as they relate to employment, public services, public accommodations, and housing. The report is available for \$40 from the American Bar Association. For more information, contact Letty Brown at brownL2@staff.abanet.org.

State News

Students with Disabilities and CAL Berkeley Reach Settlement in Suit

A federal judge has given preliminary approval to a settlement in a class-action lawsuit that would improve access to students with disabilities at the University of California, Berkeley. Under the settlement, the university would remove thousands of access barriers on campus. Plaintiff Kaaryn Gustafson said being unable to navigate the campus independently, needlessly compounded the stress of being a student.

Washington State Capitol Still Inaccessible After \$118 Million Renovation

After three years and \$118 million in renovations, the Washington state Capitol is still not accessible enough for visitors and employees with disabilities, the state Department of General Administration has found. It will take another \$300,000 to resolve remaining issues, from restrooms to power-assist doors to elevators, in the newly renovated building.

Wyoming P&A Group Sues State

Protection and Advocacy System, Inc., filed a federal lawsuit against Wyoming last week, alleging that health officials have not followed through on a 2002 settlement to improve conditions for mentally ill patients. The suit alleges that patients at the Wyoming State Hospital are not checked on regularly, have had access to weapons, have left the hospital grounds without knowledge of staff, and have been subjected to racial slurs. As result, the advocacy group claims patients are at increased risk of suicide, assault, and theft.

Tennessee Governor Cuts 323,000 Adults from TennCare

Tennessee Gov. Phil Bredesen has decided to eliminate 323,000 adults from TennCare, the state's

expanded Medicaid program. However, the governor said he will preserve coverage for all children in the health care program. The announcement capped weeks of negotiation between Bredesen and lawyers for enrollees aimed at saving TennCare, an \$8 billion program that serves nearly a fourth of the state's residents. Bredesen, threatening to end TennCare altogether, previously said that court settlements won by the Tennessee Justice Center meant the state couldn't afford to continue to provide unlimited health care for 1.4 million Tennesseans.

2005 United Cerebral Palsy Annual Conference



Stay tuned for updates about the UCP Annual Conference each week in UCPeople.

For more information about news clippings, please contact Jim Baker at jbaker@ucp.org.