



client-centered
excellence
integrity

United Cerebral Palsy of Greater Cleveland

ANNUAL REPORT **2009**

collaborative
compassion

Agency Programs

Children's Services

- Traditional Physical, Occupational & Speech/Language Therapy
- Steps to Independence®
- Early Intervention Service Coordination
- Case Management
- Parent Education
- Information and Referral

Assistive Technology Services

Vocational Services

- Adult Day Support
- Organizational Employment
- Community Employment

Residential Services

- Independent Living Program
- Group Homes



A letter from **Our Leadership**

Dear Friends,

As we organized our thoughts to report on 2009 at United Cerebral Palsy of Greater Cleveland (UCP), certain achievements consistently surfaced, including an increase in the number of children and adults served; continued offerings of quality services; strong stability in staffing at all levels; expanded Board of Directors' engagement and support; and of course, our clients and families reaching milestones that once seemed unattainable.

We thought you might be interested to know that the Board of Directors, UCP employees and other stakeholders collaborated throughout the year to lay the foundation for the agency's strategic plan. Over the course of several months, the team researched, brainstormed and debated to ensure the agency continues to meet the needs of the community in the most effective and efficient manner possible. Through the execution of this three-year plan, UCP is poised for future success. Outcomes include a newly written mission statement along with the identification of five core values that will continue to guide all that we do, both internally and externally. **Our newly stated mission: To empower children and adults with disabilities to advance their independence, productivity and inclusion in the community**

"Client-centered" is the first of our five guiding principles, and is a standard for all affiliated with the agency to follow. Our commitment to our clients and the community is unwavering. Though this approach may be challenged by changing external conditions, the UCP team consistently focuses on navigating through adverse conditions to ensure that the quality and level of client service is never compromised. The four remaining core values are collaborative, compassion, excellence and integrity. While these may seem to be a standard set of guidelines that any solid organization would adhere to, UCP is committed to making sure that they are more than mere words but are true tenets that direct the work we do every day.

We are very proud of the strides the agency made during 2009 and enthusiastic about our ability to carry out our newly invoked mission. We continue the long-standing tradition of UCP in maintaining an exceptional reputation as a provider of cutting edge, personalized services, being the best employer we can possibly be, acting thoughtfully and responsibly as a Board of Directors and doing all we can to serve some of the most vulnerable, yet promising members of our community.

Our clients and their families, employees and business relationships are all integral to the execution of our mission and the continued enhancement of UCP's services. Without their passion and encouragement, we would never have been able to advance to where we stand today. Please read the following testimonials provided by our partners to gain a greater perspective on the impact UCP has on all those who are touched.

As always, thank you for your continued support.

Sincerely,



Patricia S. Otter
President and CEO



Michael S. McMahon
Board Chair



Parent testimonial | **Mary LaBrake**

When asked how I would best describe UCP of Greater Cleveland, it took me a minute to put it into words. Then I thought about a common phrase that truly illustrates the agency and its services. The facilities, services, and people of UCP have been a gem amid the rough road our family has traveled over the past 19 years.

My son Michael was born nearly 12 weeks premature and despite early optimistic medical assessments he was diagnosed with moderately severe cerebral palsy just before his first birthday. As Michael grew, we pursued nearly every medically recommended intervention starting with school-based therapies at six months, numerous appointments with specialists, tests, evaluations and eleven surgeries. Beyond the traditional strategies we tried all the alternative methods offered including therapeutic electric stimulation, conductive education, and hyperbaric oxygen treatments. We traveled to medical trade shows to search for the best equipment, struggling with the first wheelchair and leading to specially designed equipment for daily living and transportation. We have fought the natural paperwork hassles of insurance denials and social service programs. We vowed not to be discouraged by the challenges of living with a wheelchair in a primarily non-accessible world even as it became increasingly difficult as Michael and his equipment grew in size and weight.

My first contact with UCP was an email to the Children's Services Program in early 2007. A good paraphrase of the correspondence would be – "moving from Buffalo, NY – need HELP!" It was clear to me at the first visit that UCP was not the ordinary special needs facility. The building was beautiful, clean and easy to access. The therapy equipment on the floor was state of the art with spacious, well-organized areas for treatment. I was more than impressed; it made UCP the obvious choice for additional therapy.

Michael has had the pleasure of stretching his muscles and functional skills at UCP for the past two years. After his first Steps to Independence session, he was able to sit unsupported for 30 minutes for the first time in his life. The therapists have disproved over and over again that functional gains are unlikely after the age of 10-12. As the team worked together, Michael's self-confidence and social skills strengthened along with his muscles.

Words cannot adequately express my appreciation for the people who lead and support the daily services at UCP. It is a beacon of light and hope for me as a mother – I can always recharge my resolve and spirit by a visit to UCP!

**It was clear to me at the first visit
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I am writing a few words not as a consumer or a stakeholder but as a father. These words are not for a client without a name but for my daughter, Kristin. Kristin is twenty-six years old and it continues to be a hard transition for me as a parent, because I am no longer able to keep my daughter at home (yes, my home is still her home). I am sure that I speak for Kristin's mom and other families who have relatives either in the United Cerebral Palsy residential facilities and/or their workshop. We all have hopes, dreams and wishes for our children and families – in the present and for the future.

I hope that when my daughter is in your world she is treated with the love and respect that I show her at home, or as you give to your own children. I hope that when she lifts her arm a certain way that you know this means to turn her music up, this requires a kind of attention that is rare in our world. I hope that you know what her favorite radio stations are. I hope that you know that her favorite t-shirts are ones with sports logos and that when she doesn't want to wear a certain shirt on any given day, you offer her another (just like you and I get to choose). I hope you know that she doesn't display illness and pain like most people do. I know you care when I see her name written not as "Kristen" but as "Kristin" as is her birth name.

My daughter is the most precious person in the world to me. I write these words to give voice for myself, her mother and my daughter. I write as a teaching tool for those who don't know Kristin as I do. I write in the hopes that you are students of my daughter's needs and the needs of all children and adults with special needs. There will be a day when her mother and I are no longer here and unable to speak for my daughter and at that time I will count on United Cerebral Palsy to be her advocate and her voice. Our experience with United Cerebral Palsy gives me confidence and hope – for a great today and an even better tomorrow.

**In 2009, Vocational
and Residential Programs
served over 275 clients**

Employee testimonial | **Rebecca Ravas**

I started working part-time in Children's Services at United Cerebral Palsy of Greater Cleveland in the summer of 2002 while working full-time at another facility. I was brought on to work with the Steps to Independence program while it was still in its pilot phase, and I knew right away that this was a program that could have far-reaching impact on the lives of children with disabilities.

I was immediately trained on the intensive therapy model with respect to warm-up, strength training and goal writing for achievement of functional skills, using state-of-the-art equipment that was unique in the area at the time, including the Universal Exercise Unit. As a physical therapist, I am always excited to learn new techniques, try cutting edge treatment modalities and see the impact on the clients I work with. I am not going to lie, Steps was very difficult work – it was physically exhausting and took a lot of stamina. But at the same time, it was a chance to help children make gains in strength, flexibility and meaningful functional changes. I referred to the Steps program as the “hardest job you’ll ever love.”

I was not looking to change jobs when an opportunity opened up at UCP. I had worked several summers here, and I was impressed with the space, number of modalities at my disposal, the training, the unique family-centered approach, and the collaboration of the occupational, physical and speech/language therapists. It was an easy decision to accept the position. The children I worked with then and those I continue to work with now are amazing in their efforts to achieve, to do more and to reach goals that once seemed impossible. The staff works together for the best outcomes for the clients and their families. Our director supports learning opportunities and supports us in all we do – while at the same time accepting only the highest quality of care for our clients.

The reasons I continue to work at UCP are very simple. I enjoy that every day is different. I enjoy coming to work. I love my job. Everyone who knows me – knows that.

Over 1,000 children and families accessed programming of the Children's Services Department in 2009

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Employee testimonial | **Margie Troupe**

I can hardly believe that I have been working at United Cerebral Palsy of Greater Cleveland for thirteen years as a Direct Support Professional in the Independent Living Program. And although it is a part time position, I have truly enjoyed the job!

Just as the title sounds, my job entails working directly with adults with disabilities in their own homes to ensure their health, safety and well-being. What does this mean? Well – it means something different for everyone, as all of our clients are unique individuals. We work with them to help with tasks such as bathing, dressing, feeding, giving medications, shopping, housekeeping, cooking and even attending appointments in the community with them. Some clients need a lot of assistance – and others just some basic help.

When I first started at UCP, I was working full time at a bank. I took the position as a way to make a little extra money, but what I found was so much more. I have been taught love, compassion and understanding from the clients who have become a part of my life. I truly love them and treat them as I would my own family.

When I left the bank in 2005, I never thought I'd stay at UCP. But I care about the clients that I serve, some of who I've been with since I started in 1997. To some I have taken on the role of mother figure. I've gotten to know their families and their friends; their likes and dislikes; I've grown accustomed to their moods and their humor. I care about them as I do my own grandchildren.

And what do I get in return? At seventy-one years old – they keep me young!

**I have been taught
love, compassion and
understanding from
the clients**

Client testimonial | **Kathy Caputo**

My experience with United Cerebral Palsy of Greater Cleveland is somewhat unique from most. I went from being a client, to a volunteer, to an employee, and then back to a client. My family and I came to UCP when I was about four years old and recently diagnosed with cerebral palsy. I received both physical and occupational therapy services when UCP was still located on Overlook Road. I was always pushed to go beyond what anyone believed I could do. The therapists helped me reach what some would deem “trivial” goals, such as riding a bike and walking tall without tripping down the aisle for my brother’s wedding.

When I was a teen, a UCP staff member asked if I would like to volunteer as a camp counselor at the summer camp. I was so excited because someone felt that I was capable enough to help other kids with disabilities. Showing those kids how technology could help them communicate, play with their siblings, and giving them an outlet for their creative side was amazing. I was able to watch what the UCP staff saw everyday - someone with a disability go from being dependent to independent. I must have done something right with those kids because not only did they ask me back for six more summers, but they gave me my very first job as a Volunteer Coordinator!

Thanks to all that UCP had given me, I was able to earn a degree in Communications from John Carroll University, get a job, and live on my own. However in 2007, I lost my job. That is when I came back to UCP and had the pleasure of working with job coach Brad Doane. Brad helped me to obtain a position at the Cleveland Clinic, as an EHP Wellness Specialist. I love my job and I know that if I ever need help ever again UCP will be there for me.

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Professional testimonial | **Lori Sides**
Cuyahoga County Board of Developmental Disabilities

During recent years, the Cleveland area has experienced significant changes to the economy, as well to the federal, state, and local funding streams that help to support the vocational programs for adults with disabilities. Despite these changes and challenges, United Cerebral Palsy has never wavered in their mission to build brighter futures for the individuals they serve. The staff of the UCP Employment Services division understands that individual differences can and should be recognized as an asset to potential employers rather than a liability. As such, they have remained dedicated in their efforts to partner with the Cleveland business community and to educate them about the benefits of employing a diversified work force.

The transition between school and the workforce is difficult for young adults under the best circumstances. When an individual is living with a disability, these milestones can cause additional stress and therefore must be handled with solid preparation and understanding of their needs. As a leader in vocational programming in Northeast Ohio, UCP is especially cognizant of the talents of these individuals, and I welcome the opportunity to partner with them as individuals engage in their first work experience. I have the good fortune of witnessing first hand the personal growth that occurs when individuals are given the opportunity to take on risks and challenges that enable them to be an integral part of the work force. Rarely do these achievements happen overnight, but rather occur when families, along with competent and committed professionals, offer ongoing encouragement and support through collaborative planning.

This can easily be seen when you look at how far Andy has come over the past few years. When he graduated from high school, Andy was unable to ride the bus independently and was very shy and reserved. He knew he had the skills necessary for gainful employment, yet needed support to get started. After enrolling in UCP's clerical and computer training program, Interface, Andy began working in the mail room at the corporate headquarters of Fifth Third Bank. He learned to coordinate transportation to and from work, independently navigates several floors of the office to deliver mail to bank employees and has started to form relationships with individuals at all levels in many departments. Andy is learning how to compose himself, to interact and even to dress as a professional.

There have been many situations where I have seen individuals like Andy be given the opportunity to thrive thanks to the dedication of the employees in the Employment Services division at UCP. They put an emphasis on each client as an individual and work to find the best match possible for them in the Cleveland job market, which I know contributes not only to their ability to be successful in the present, but perhaps more importantly, allows them to thrive in the future.

UCP partners with over 25 local businesses to provide work opportunities for adults with disabilities

Partner testimonial | **Jack Caress**
Cleveland Triathlon

A few years ago, I was approached by UCP of Greater Cleveland regarding a unique partnership – including children with disabilities and their families in the Cleveland Triathlon. Over the course of the past thirty years, I have been a part of countless races, both as a participant and as a producer. I have seen individuals with disabilities cross finish lines, have watched people of all athletic levels take part in races and was excited to invite UCP as our Official Charity. The Cleveland Triathlon had been around for over twenty years, and we were looking to put a fresh face on it. We ended up doing that and more.

When the idea began, we thought we would have a handful of racers and a few volunteers. I don't think anyone could have predicted the response from the families or from the Greater Cleveland community. The first year of our partnership there were 65 racers and close to 100 volunteers, and in 2009 – Team UCP grew to over 225 participants, 150 volunteers and hundreds of spectators lining the streets of downtown Cleveland cheering them on. There was a 'sea' of Team UCP shirts and hats as families, employees and their extended networks took to the course alongside seasoned triathletes and recreational enthusiasts. Watching the families take off on the bike course and then cross the finish line after the run is an emotional experience for everyone – showcasing ability, perseverance and teamwork.

Team UCP has in many ways become what the Cleveland Triathlon is known for in this area. Many of the other participants look forward to seeing the families each year, and the community has rallied around the families and the organization. Not only has Team UCP ran, biked and swam their way to raise funds for UCP of Greater Cleveland over the past two years, but has also raised awareness in the community. I am proud to have Pacific Sports and the Cleveland Triathlon as a part of this exciting initiative, and I look forward to continuing and expanding our partnership in the future!

Thanks to the support of the community, special events raised close to \$200,000 for the services of UCP in 2009

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Donor & Volunteer testimonial | **Dee Bauer**

Choosing a nonprofit organization to devote your time to and invest your money in is not always easy – there are hundreds of agencies right here in Northeast Ohio to choose from. And for the most part, they are all good causes. With a background in nonprofit development and fundraising, it may be a little easier for me to spot those agencies that go the extra mile – but I think anyone can see that this is true about UCP the minute they walk through the door.

About three years ago, I became acquainted with UCP through a friend whose children had benefited from its programming. I had recently watched the story of Dick Hoyt, an Ironman triathlete who completes races of remarkable distances WITH his adult son Rick, who has cerebral palsy. He pulls Rick during the swim and bike portion and pushes him in a jogging chair during the run. Myself and many of my friends were inspired – so we decided to train, complete a triathlon and raise funds for UCP at the same time! For me, this was about more than a race – it was about being a part of something bigger and supporting a cause that impacts countless children and adults throughout Greater Cleveland.

In addition to training and pushing ourselves to the limits, we worked hard to spread the word about UCP and to garner support from our friends, families and the community. Our first fundraising event raised over \$15,000 – and this was months before the race! We brought in new supporters and spread the word about the remarkable work that UCP does.

I remember visiting the agency for the first time and seeing that they do much more than I had ever realized within their headquarters and out in the community. When I first heard of UCP I thought only of children with cerebral palsy, and I was surprised to learn that both children and adults with all different types of disabilities are impacted by the agency each day. I had no idea of the scope of what was accomplished there, and all I could think about was what an impressive agency UCP was. It motivated me even more to make sure that this important work continued.

I am proud to support the work of United Cerebral Palsy, and I believe 100% in their mission and their vision for a brighter future for individuals with disabilities. As a donor, as a volunteer and as a member of the community – I am thrilled to be a part of this special place.

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Board testimonial | **Steven Zabowski**

The first time I entered the doors at UCP, I knew I had the opportunity to be a part of something extraordinary. I had recently moved to Northeast Ohio and was considering different agencies I could devote my time to, and I knew immediately I had found the right one. I wanted to be a part of an organization that impacts people in the community I live in and at the same time an agency whose work was respected by associates, partners and competitors alike. UCP fit that description and continues to do so today.

Walking through the agency and visiting the different sites, I witnessed an indescribable energy from the clients, their family members and even the employees who are going about their daily business. There is a sense of accomplishment as you watch adults with disabilities completing work and earning a wage for the first time; there is real emotion when you listen to an adult client talk about living independently for the first time; and there is true joy when you see a child learn to sit up, to crawl or to take their first steps – when it once seemed impossible. Being a father myself, I know how I feel when I see my young children reach milestones, and I am thrilled to be a part of an organization that allows parents to believe and have hope that this will happen for their children as well. I have come to know the families, I have come to recognize some of the children, and I am proud to have the opportunity to play a small part in their journeys through my membership on the Board of Directors.

When I joined the Board, I knew that it would mean a commitment to these clients, and I knew that with that came a set of defined responsibilities. Being a member of UCP does not mean simply having your name on the letterhead or attending meetings every once in awhile. I was excited to join a group that was truly dedicated to the mission of the agency, truly inspired by the individuals we serve and committed to ensuring the agency operates in the most effective and efficient manner possible. Trust me when I tell you that we are an active group, a responsive group and have an unwavering commitment to quality care. We developed the guiding principles that you will find displayed throughout this report deliberately and with care – and we keep them, and most importantly our clients, in the forefront of our minds as we go about the business of the organization. I am proud to call myself a member of the Board of Directors and look forward to many more years of service.

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2009 Financial Report

United Cerebral Palsy Association of Greater Cleveland, Inc. Statement of Activities for the Year Ended December 31, 2009

SUPPORT AND REVENUES

	2009
Support	
Contributions	\$144,318
United Way Services	368,735
Grants	368,548
Special Events, net	199,745
TOTAL SUPPORT	1,081,346
Revenues	
Government Fees	7,206,572
Fees for Services	792,691
TOTAL REVENUE	7,999,263
TOTAL SUPPORT AND REVENUES	9,080,609

EXPENSES

Children's Services	1,961,009
Adult Vocational Services	3,022,093
Independent Living	2,381,812
Group Homes	1,262,156
Fund Raising	227,766
Management and General	349,289
Total Expenses	9,204,125
Change in net assets from operations	(123,516)

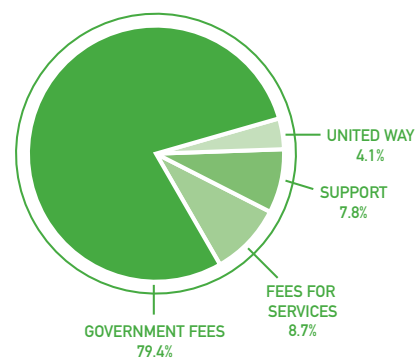
NON-OPERATING ACTIVITY

Investment income	103,128
Realized and unrealized (loss) gain on investments	567,642
(Loss) gain on sale of property and equipment	1,000
Interest rate swap mark-to-market	33,317
Change in net assets from non-operating activity	705,087
Change in net assets	581,571
Net assets at beginning of year	8,468,505
Net assets at end of year	9,050,076

The financial information presented is taken from the 12/31/2009 financial statements, which were audited by Maloney + Novotny LLC. A complete set of these audited financial statements are available for your review at the United Cerebral Palsy offices.

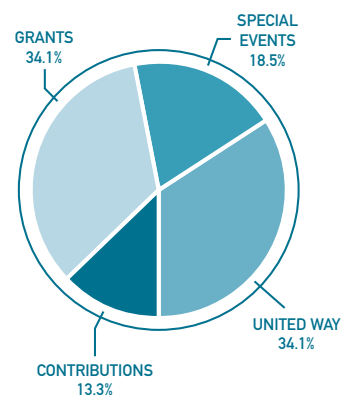
SUPPORT AND REVENUES

Support	\$712,611
United Way	\$368,735
Government Fees	\$7,206,572
Fees for Services	\$792,691



SUPPORT

Contributions	\$144,318
Grants	\$368,548
Special events	\$199,745
United Way	\$368,735



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Altruist's Circle

(\$50,000 and above)
Saint Luke's Foundation

Humanitarian's Circle

(\$20,000 - \$49,000)

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(\$250 - \$499)

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