



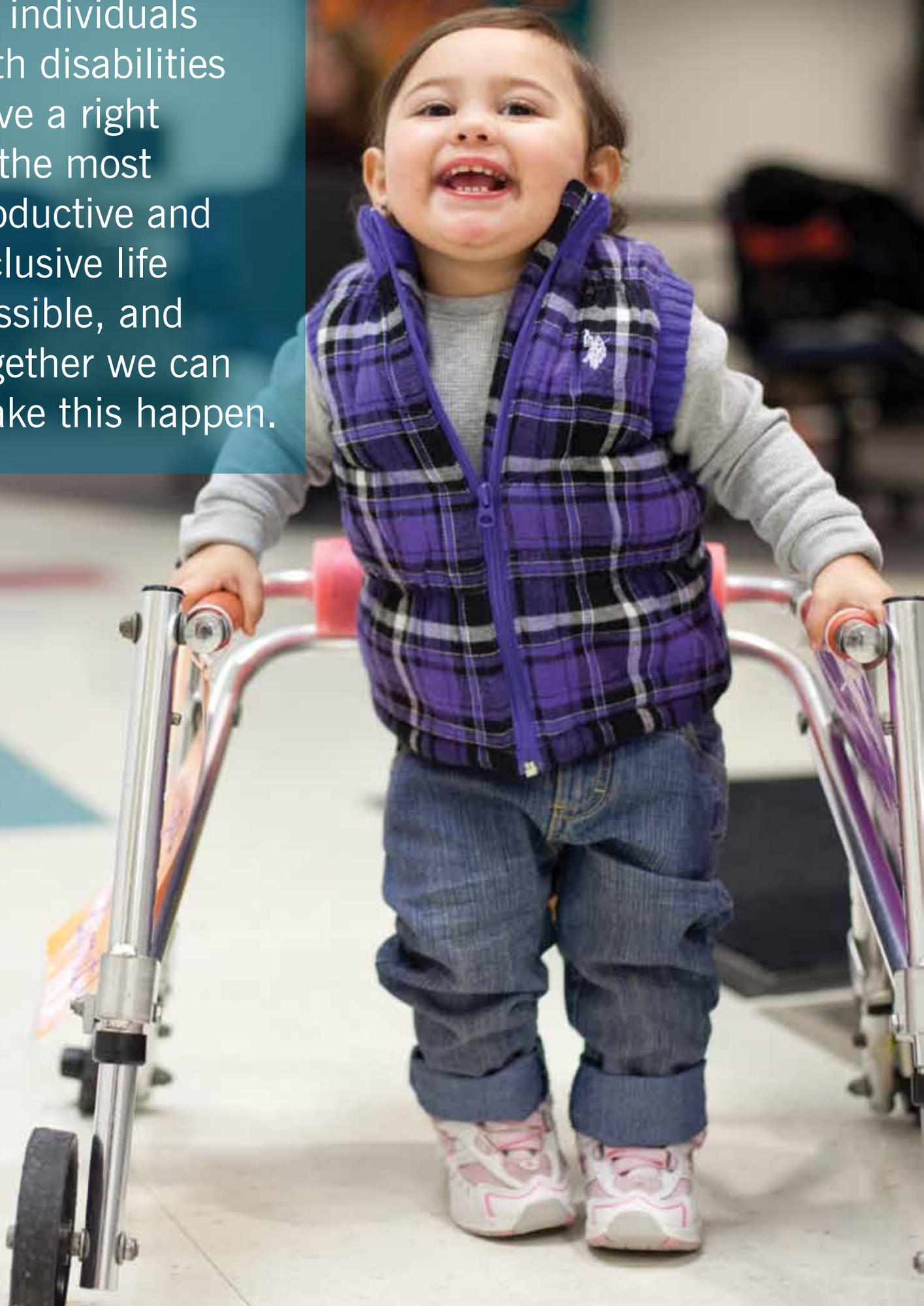
**advance**

independence  
productivity  
inclusion

**empower**

2010 Annual Report

All individuals with disabilities have a right to the most productive and inclusive life possible, and together we can make this happen.



## A LETTER FROM OUR LEADERSHIP



Dear Friends,

As our sixtieth year comes to a close, UCP of Greater Cleveland is excited about not only what we have already done, but also for the years to come. We recognize that our success would not be possible without those who have come before us. We stand on the shoulders of our founding members and all who have contributed to our accomplishments. Please know that UCP of Greater Cleveland honors this legacy and looks forward to continuing in the tradition of innovative services meeting the needs of children and adults with disabilities.

In 2010, the Board of Directors, agency leadership and all employees worked hard to make strides toward the goals set forth during the strategic planning process. We promoted the adherence to our guiding principles, enacted our newly re-stated mission and kept these tenets at the core of all we do. We responded to changing economic and political conditions that affect our clients and funding, and developed plans for the future. Throughout this report, you will read about the growth of our service numbers, the increasing use of partnerships with the community and most importantly, the impact agency programming has had upon our clients.

As we move ahead, while our message and our purpose remain consistent, we recognize that there are many new tools that will allow us to more effectively share our story with the community. Due to the generosity of the Cleveland Foundation, UCP of Greater Cleveland has completely redeveloped our web-based and multi-media technology. We recently launched a new website that offers a more comprehensive view of agency mission, programming and opportunities for collaboration. A new electronic newsletter and enhanced social media tools provide a cost-effective manner for the agency to reach out to current stakeholders and potential clients, donors, partners and employees. Simple videos and podcasts give visitors a window into the work we do, promoting connectivity and a true understanding of those we serve. All media allow the community the opportunity to be a part of who we are and what we do, and creates a true experience for everyone involved. This annual report reflects the new face and brand of UCP of Greater Cleveland.

We are constantly looking for ways to more effectively and efficiently serve the community, and our progress is only possible with the support of our stakeholders. Thank you for your part in making this year and all the previous years meaningful and prosperous. We look forward to continuing to work together toward a brighter future for children and adults with disabilities.

With Gratitude,

Michael S. McMahon  
Chair, Board of Directors

Patricia S. Otter  
President & Chief Executive Officer



## Our Mission

The mission of UCP of Greater Cleveland is to ***empower children and adults with disabilities to advance their independence, productivity and inclusion in the community.***

## Our History

In 1950, UCP of Greater Cleveland was formed by a group of determined parents who saw few true opportunities for their children with cerebral palsy. During this time, it was often recommended that individuals with disabilities be placed in institutional settings rather than live with their families and be contributing members of the community. The parents that founded UCP knew that their children, and all individuals with disabilities, had a right to the most productive and inclusive life possible and joined together to make this a reality. What began as a loosely-knit group of programs consisting of a nursery school, a summer camp for children, a social-recreational program for adults and a mother's club has evolved into an accredited, high impact, thriving organization meeting the complex health and social challenges facing children and adults with a range of disabilities. UCP today provides a continuum of services throughout Greater Cleveland ranging from early intervention for infants and children's therapy to lifelong adult residential and vocational supports.

## Our Vision

We aspire to be a premier provider of life-long, high quality, innovative services to children and adults with disabilities and their families. Agency services will be offered with a focus on our shared core values, including being client-centered, collaborative and acting with compassion and integrity. The agency will vigorously pursue excellence, financial sustainability and mission-related growth.

## Who We Serve

UCP of Greater Cleveland serves over 1,500 children and adults every year. While the agency initially served only children with cerebral palsy, we are now a network of support for people with a wide spectrum of disabilities including but not limited to, cerebral palsy, spina bifida, traumatic brain injury, spinal cord injury, muscular dystrophy, intellectual disability and autism spectrum disorder.

## Saphire Murphy

Saphire Murphy cannot wait for graduation day. Still in her junior year at Euclid High School, she has already started dreaming about walking across that stage and accepting her diploma. And when she envisions it, she is walking on her own.

This aspiration is not something that Saphire takes lightly and she knows it will not be easy. But that has never stopped her before. Born sixteen weeks premature, she weighed just a pound and a half at birth and was diagnosed with cerebral palsy. Throughout her childhood, Saphire has received physical, occupational and speech/language therapy at various service providers. When she came to UCP of Greater Cleveland three years ago, she did so with the goal of taking her first steps independently.

Saphire enrolled in the intensive Steps to Independence® Program, as well as traditional physical and occupational therapy. She worked with a team of therapists to increase her endurance and strength, first building stamina to stand for several minutes while holding conversations with family members and friends.



After just a year at UCP, she was able to go across the room using a walker, and today uses it at school and in her everyday life. Saphire continues to build her core, upper body and leg strength through utilization of the therapy pool, pilates reformer, yoga and treadmill during therapy. This has allowed her to begin using canes to walk.

Saphire is a positive influence on her peers in therapy due to her strong drive and motivation. She is involved in her treatment and setting of therapeutic goals, and she wants to be challenged. When asked recently what she would like to be able to accomplish, Saphire responded that “there isn’t anything I can’t do.

I just need to find different ways to do them.”

Amidst all of this hard work and commitment to therapy, Saphire is a typical teenager. She loves spending time with friends, listening to music, talking on the phone, texting and being on the computer. She enjoys sports, volunteers at Ronald McDonald House on the weekends and is starting to make plans for college.

Saphire works daily toward her goal of walking. She is looking forward to the day when she can hold her diploma, celebrate her many accomplishments and show everyone just what can be done with dedication, determination and a positive outlook.



## Tim Sokol

While most young boys say they want to be like Superman, growing up Tim Sokol always wanted to be Clark Kent. He wanted to be the person telling the story as opposed to the one saving the day.

Tim has been a client in both the Independent Living and Organizational Employment Programs at UCP of Greater Cleveland for three years.

He lives with three roommates in a house south of Cleveland and works five days a week at the agency's on-site workshop. Throughout this time, Tim has not only continued to develop as an individual, but has impacted the lives of his friends and peers in many different ways. Tim is described as a kind, pleasant person who has a big heart and enjoys life. He approaches life with maturity and demonstrates responsibility for his own care and daily needs.

Tim does not view his disability as a hindrance. He continues to pursue all of his interests and sets a good example for other clients, as well as

everyone he comes into contact with. Tim is thoughtful and approachable, which recently led to his appointment as the Organizational Employment Client Representative. In this position, he listens to the concerns of his peers, helps them to consider appropriate solutions and directs them to appropriate UCP staff to handle problems.

At home, Tim likes to go grocery shopping as well as prepare meals with the staff a few times a month to enjoy with his roommates. His specialty is chicken thighs in marinara and he picked up some new tips during culinary camp last year! He spends a lot of time with family and friends going to plays, movies, shopping and dining out. He is currently making arrangements to begin volunteering to read to students at a local elementary school. At home, he likes to read, especially historic fiction and mystery novels. Tim also works on his own creative writing and recently finished writing a book entitled "Armageddon at the School for Spies." Writing is his driving force and he would like to return to school and pursue a degree in journalism.

Tim forges his own path and continues to write his story while also helping others to script their own. He may not see himself as someone who saves the day, but most heroes do not. There is no doubt that he has impacted many in countless ways and will continue to do so throughout his life.



## Inspired to TRI!

Four years ago, a group of families set out to pay tribute to their children with special needs by participating in a race. They had seen the extraordinary challenges their children faced. They had witnessed the determination in their children's eyes while they responded to countless obstacles. It was a simple idea. And it has turned into a movement.

August 8, 2010 marked the third year UCP of Greater Cleveland was the Official Charity of the Cleveland Triathlon. Team UCP consists of family members, friends, athletes and recreational enthusiasts who participate, volunteer and raise funds and awareness for agency programming. What started as a small group of families has grown

into close to 400 participants, 200 volunteers and hundreds of spectators! The event was a sea of gold and green Team UCP shirts with seventeen families including their children in the race by pushing them in jogging strollers, pulling them in bike trailers and even bringing one child along for the swim leg.

Throughout the course of the year, individuals trained and pushed their bodies to the limits just as individuals with disabilities do on a daily basis. Many of the participants were not athletes when they started out, but were inspired to do more. While they trained, they also raised dollars through individual events, online fundraising and traditional pledge

drives. In 2010, Team UCP members swam, biked and ran their way to close to \$200,000. Every dollar donated helps to ensure that UCP of Greater Cleveland is able to continue vital programming that serves over 1,500 individuals each year.

Team UCP has become a way for agency stakeholders to connect with each other and with the greater community. It has become an avenue to celebrate accomplishment and to showcase to the world just what can be done when you work together as a team. Every year, more individuals are **Inspired to TRI!** and there is no limit to what Team UCP can do in the future.

# The Oatey Company

Partnership is the cornerstone of success in the nonprofit sector. It is only with collaborative efforts that the needs of the community can be met. UCP of Greater Cleveland recognizes this and is fortunate to have solid partners in the business community that allow the agency to offer responsive programming for adults with disabilities. Each year, UCP of Greater Cleveland deploys a workforce of over 125 qualified individuals with a range of disabilities through facility-based and community employment programming. They fulfill jobs in multiple business areas such as banking, food service, retail, customer service, manufacturing, packaging and health care.

The Oatey Company has been a long-standing partner of UCP of Greater Cleveland, establishing their first supported worksite in the year 2000. The start of this partnership was the catalyst for growth within the Community Employment Program, allowing the agency to illustrate the versatility of client skill, leading to new or sustaining existing partnerships. Gary Oatey has been a true advocate for UCP clients, working with other area companies to encourage continuance and growth of critical sites.

The Oatey family of companies currently employs sixteen individuals at two sites. At the Oatey Company main facility, eight client workers assemble, package and bag various plumbing products,



as well as label the boxes for shipping. Oatey Supply Chain Services employs an additional eight individuals with disabilities in the drain department of the distribution center who complete light assembly, packaging and material handling of various plumbing parts.

For over a decade, the Oatey Company has invested in the UCP of Greater Cleveland team through its regular financial support and willingness to open up more employment slots. In 2010, at the urging of Oatey Plant Manager, Kevin Ellman, the company invested in the upgrade of UCP work stations for comfort, ergonomics and increased productivity and needed accommodations for improved

accessibility. The Oatey Company believes in the Supported Employment model and understands the benefits of employing a diverse workforce. UCP client workers are productive members of the Oatey workforce, and are included in the many fun activities that Oatey offers its own employees. They contribute not only to the quality of the product, but also to the morale of the entire team.

The relationship between the Oatey Company and UCP of Greater Cleveland is the definition of true partnership. The community is a better place thanks to the dedication of organizations like the Oatey Company, and UCP looks forward to continuing and expanding upon this in the future.

## There are many ways to define impact in the nonprofit sector.

Some consider the amount of a donation. Others may think about the number of clients served. Governing bodies look at efficiency. UCP of Greater Cleveland considers all of these factors and many more. However, the impact of the volunteer program was recently illustrated with just one simple question from a client in the Adult Day Support Program: “when are those kids from Hawken coming back?”

UCP offers many opportunities for volunteer involvement from membership on the Board of Directors to assisting with cleaning and clerical support. Volunteers help keep administrative costs low, allow fundraising events to operate more smoothly and build

connectivity between the agency and the greater community. They socialize with clients, assist them with activities and parties and do whatever they can to make the day a little brighter.

For the past three years, UCP of Greater Cleveland has had a partnership with Hawken Middle School to provide on-going volunteer support and activities throughout the year. Teams of eighth grade students spend full days at the agency’s headquarters fulfilling a variety of functions, including wheelchair maintenance, janitorial services and office work in various departments. They play games with clients, decorate for holiday celebrations and have been known to have a great time with the karaoke machine. For the second year in a row, a group of students brought a carnival to UCP! Clients from all departments were given the opportunity to test

their skills with adapted carnival games and win prizes.

These experiences not only bridge connections between clients and members of the community, they also serve to teach young people how they can be a part of something bigger than themselves. This is the first opportunity for many students to interact with individuals with disabilities. While they provide a valuable service to the agency, they also learn important lessons about diversity, the functioning of nonprofit organizations and how they can contribute to the greater good.

Philanthropy can be described as anything a person does to make the world a better place. This program is teaching the leaders of the future how to do them all. And the positive results can be seen in every smile, every laugh and every true connection that is made.





**Dedicated. Committed. Hard Working.** These three words were used over and over again by clients, parents and partners to describe UCP of Greater Cleveland's employees during a survey analysis in 2010.

UCP has over 200 employees who attend to the various needs of the clients and the agency administration. They come from diverse backgrounds, bring specialized expertise and go about their work with the mission of the agency in mind at all times. When asked why they choose to work at UCP, employees overwhelmingly cite the sense of fulfillment they receive while working with the clients and family members. They understand and operate according to the core values of the agency, knowing that every decision must be made with compassion and integrity – and most importantly, with the client at the center.

The UCP team thrives on collaboration, both with each other and with agency stakeholders. They look at each client and each situation on an individualized basis and know that, should they not have the solution, they have a team of qualified colleagues and managers who can help them to find the answer. They know that clients and families put their trust in them and they do not take this lightly. One parent recently noted, "It is the staff that keeps you coming back. They make you feel a part of so much more than what you are here for." This sentiment is reinforced by partners who feel that employees truly value the dignity of each client and, most importantly, it is echoed by clients who talk about how they are respected and treated well.

UCP of Greater Cleveland is fortunate to have employees who go above and beyond in all that they do. Clients and families put their confidence in UCP and the agency is proud to hire and cultivate employees that continuously honor that trust.

**United Cerebral Palsy Association of Greater Cleveland, Inc.**  
**Statement of Activities**  
**For the Year Ended December 31, 2010**

**SUPPORT AND REVENUES**

**2010**

Support:	
Contributions	\$181,550
United Way	372,684
Grants	411,441
Special Events, net	236,553
TOTAL SUPPORT	1,202,228
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Revenues:	
Government Fees	7,586,904
Fees for Services	820,627
TOTAL REVENUE	8,407,531
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TOTAL SUPPORT AND REVENUES	9,609,759

**EXPENSES**

Children's Services	2,223,478
Adult Vocational Services	3,206,095
Independent Living	2,421,976
Group Homes	1,317,237
Fund Raising	267,018
Management and General	364,059
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Total Expenses	9,799,863
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Change in net assets from operations	(190,104)

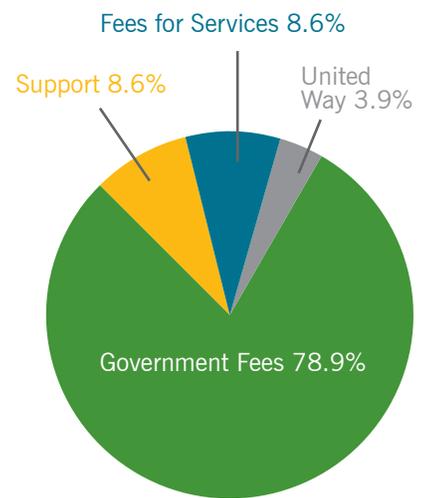
**NON-OPERATING ACTIVITY**

Investment income	190,558
Realized and unrealized (loss) gain on investments	433,547
(Loss) gain on sale of property and equipment	950
Interest rate swap mark-to-market	33
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Change in net assets from non-operating activity	625,088
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Change in net assets	\$434,984
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Net assets at beginning of year	9,050,076
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Net assets at end of year	\$9,485,060

The financial information presented is taken from the 12/31/2010 financial statements, which were audited by Maloney + Novotny LLC. A complete set of these audited financial statements are available for your review at the UCP of Greater Cleveland offices.

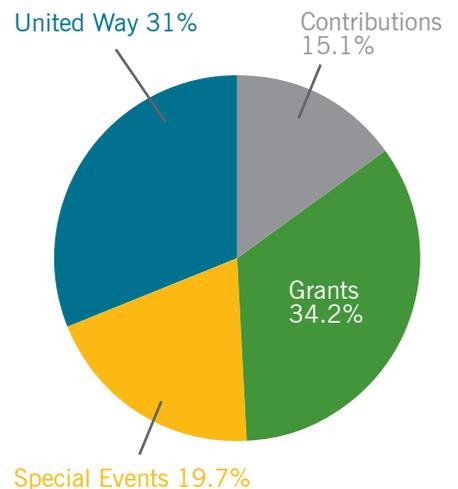
**SUPPORT AND REVENUES**

Support	\$829,544
United Way	\$372,684
Government Fees	\$7,586,904
Fees for Services	\$820,627



**SUPPORT**

Contributions	\$181,550
Grants	\$411,441
Special Events	\$236,553
United Way	\$372,684



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- Steps to Independence®
- Early Intervention Service Coordination
- Case Management
- Parent Education

### Vocational Services

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- Organizational Employment
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