



Visit www.MyChildWithoutLimits.org for an online resource and community that provides access to accurate, user-friendly and relevant disability-related information, resource guides, and experts on early intervention and family support.

For more than 60 years, United Cerebral Palsy (UCP) has been a leading service provider and advocate for adults and children with disabilities. Founded in 1949, UCP and its network of approximately 100 community-based affiliates in 37 states and four international locations, strive to ensure the inclusion of persons with disabilities into every facet of society—from the Web to the workplace, from the classroom to the community.

As one of the largest health nonprofits in America, the UCP mission is to advance the independence, productivity and full citizenship of people with disabilities through an affiliate network.

The backbone of UCP is the services that are provided by its affiliates, which serve more than 176,000 children and adults with disabilities and their families, daily. Affiliates' services include housing, therapy, assistive technology training, early intervention programs, individual and family support, social and recreation programs, community living, state and local referrals, employment assistance and advocacy. Each affiliate offers a range of services tailored to its community's needs.

The UCP national office in Washington, D.C. serves people with disabilities and their families through programmatic assistance to its affiliates, including an annual conference to share knowledge and best practices; events to raise awareness and support; marketing and communication services; advocacy; advancement of federal disability public policy through the Disability Policy Collaboration (DPC), a partnership of UCP and The Arc of the United States (The Arc); the Web at www.UCP.org; and development of forward-thinking programs like UCP's *Life Without Limits* initiative (www.LifeWithoutLimits.org), a national movement

to empower people with disabilities to envision and build a better future for themselves, their community and society. *Life Without Limits* includes *My Child Without Limits*, (www.MyChildWithoutLimits.org), an online resource and community for parents, families, professionals and caregivers of children ages zero to five, newly diagnosed with a disability or developmental delay.

Circle K convenience stores continue a tradition of support that began in 1984, when The Circle K Corporation purchased the Utothem chain of convenience stores. After the acquisition, Circle K management adopted UCP as the company's designated charity, and today UCP remains Circle K's charity of choice. Since 1997, Circle K has been UCP's largest corporate sponsor, and to date, Circle K convenience stores have raised more than \$38 million through coin collection canisters at every retail site and with special events like golf tournaments, casual days, bake sales and car washes.

Over the years, Circle K has launched various activities to strengthen its relationship and fundraising efforts for UCP. Annual events throughout the Florida, Gulf and Southwest regions welcome Circle K employees, vendors and UCP affiliates to participate in fun and rewarding experiences. Three main fundraising tournaments include FishStix, Fish N' Chips and the Southwest Benefit Golfing Tournament.

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For more information about the UCP and the Circle K partnership, please visit www.circlek.com or www.UCP.org.



FishStix is an annual three day golfing and fishing tournament for Circle K RODs (Regional Operations Directors), market managers and Circle K vendors. This event has been a successful fundraiser for the UCP national office and Florida region affiliates in raising over \$350,000 in 2009 alone.

Launched in 2009 by the Circle K Gulf region, Fish N' Chips is a vendor fundraising event held every March to support UCP. It includes a fishing, golf and gambling tournament for UCP affiliates, Circle K vendors, Circle K RODs and Circle K marketing managers. In 2009, the event raised over \$100,000 for UCP and Gulf region affiliates.

The Southwest Benefit Golf Tournament is an annual event launched in September 2009 by UCP of Oklahoma and Circle K Southwest region. It was a great success for both parties and featured an opening reception, silent auction, golf tournament and closing awards ceremony. The inaugural benefit raised over \$26,000 for UCP of Oklahoma and has motivated Circle K to set a \$200,000 goal for future tournaments.

FAST FACTS:

- The UCP mission is to advance the independence, productivity and full citizenship of people with disabilities through an affiliate network.
- UCP provides services and supports to over 176,000 adults and children, daily.
- More than 65% of UCP clients have disabilities other than cerebral palsy.
- 85 cents of every dollar raised goes directly to programs and services.
- More than half of the money Circle K raises for UCP comes from the coin canisters in approximately 900 convenience stores nationwide.
- The UCP national office is headquartered in Washington, D.C.
- For more information, please visit the UCP Web site, at www.UCP.org.

KEY DATES

1949: UCP was founded.

1984: UCP became Circle K's national charity.

1994: Circle K reached \$10 million in total donations.

1997: Circle K became UCP's largest corporate sponsor.

1998: Circle K raised a record \$3.2 million in one year.

2000: UCP launched a new Web site at www.UCP.org.

2002: UCP and TNT presented the original film, *Door to Door*, featuring William H. Macy, who portrayed Bill Porter, a salesman with cerebral palsy.

UCP ranked 18th in *Non-Profit Times'* list of Top 100 non-profit organizations, based on total revenues that Circle K sites raised, including more than \$2.3 million for UCP in just 12 months.

UCP announced William H. Macy as UCP Ambassador.

2004: *Life Without Limits* launched in April, and UCP started a far-reaching dialogue about how people with disabilities can become fully integrated in society and live life without limits.

2005/6: Dozens of "Focus Groups in a Box" were sent to organizations across the country, allowing people to envision how *Life Without Limits* might impact their work.

UCP affiliates in places like Massachusetts; Texas; and Alberta, Canada began hosting Rides Without Limits, Walks Without Limits and Laughs Without Limits.

2009: The interactive, future forecasting, role playing immersive experience, *Ruby's Bequest* (www.rubysbequest.org), looked to community instead of government to find strategies to create the future of caregiving; caring.

April marked the launch of *My Child Without Limits* (www.MyChildWithoutLimits.org), an online resource and community for parents, families, professionals and caregivers of children ages zero to five, newly diagnosed with a disability or developmental delay.