



2014 ANNUAL REPORT



**UCP** United  
Cerebral  
Palsy™  
of New York City



**The mission of  
United Cerebral Palsy  
of New York City  
is to create opportunities  
for people with disabilities to lead  
independent and fulfilling lives.**

United Cerebral Palsy of New York City, Inc. (UCP of NYC) is a leading nonprofit agency in New York City providing direct services, technology, and advocacy to children and adults with cerebral palsy and other developmental disabilities.

UCP of NYC is an award winning multi-service provider, community partner, and an employer of choice. We deliver more than 75 comprehensive programs – including healthcare, education, technology, residential, recreation, and habilitative services – to over 14,000 New York City residents and families annually.



# BECAUSE OF YOU...

UCP of NYC depends on the generous support of our donors, sponsors, and community partners.  
91 cents of every dollar donated is spent directly on vital programs and services.  
Contact us for information on how you can support UCP of NYC.

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## LETTER FROM THE CHIEF EXECUTIVE OFFICER AND BOARD PRESIDENT

UCP of New York City continues to provide vital services to thousands of New Yorkers with disabilities, despite living and working in a world in which it becomes increasingly more difficult. The role that our Federal, State, and local governments played for almost 40 years has changed dramatically, directly impacting our industry. The cost of educating children in need of multiple therapeutic interventions, the cost of providing meaningful activities and training for adults, even the cost of repairing and restoring wheelchairs – the lifeline for so many – has increased, and yet funding and support has come under greater, more rigid scrutiny.

Regardless of these obstacles, you will undoubtedly see in this Annual Report and beyond, that UCP of NYC is proud of the tremendous gains made by so many people in walking, learning, living independently, and for some, bringing home a paycheck. It is for all of these reasons that UCP was founded and it is why our mission continues to be the singular focus for us every day.

Both in Washington and in Albany, the new mantra for service providers is outcome. Government wants to see meaningful differences being made in people's lives. No longer is it sufficient to simply take care of people and make sure they have someplace to go and something to do. They are insisting that organizations hold themselves to a higher standard of innovation and accountability than ever before. Frankly, that's hard to argue and we are proud to go beyond expectations. Since 2011, we have received accreditation by national bodies like the Commission on Accreditation of Rehabilitative Facilities (CARF). In 2014 CARF awarded us their highest level of certification and in their summary report named us, Exemplary. By holding ourselves to the highest degree of consumer satisfaction, properly utilizing our resources, and innovating for improved outcomes, we reach for and grasp the standards we believe MUST be met. For this we are very

proud and we hope that it comforts all of you who give to know that we are not just a "good cause" but also a smart investment.

There are challenges ahead to be sure. When government seeks higher outcomes you can be sure they also mean for service providers to do more with less. Like you, they also want to invest smartly, not just in organizations who meet regulatory requirements, but those who go beyond. For UCP of NYC, going beyond is – put simply – what we have always done. It is what we will always do. Children and adults with disabilities have made tremendous strides over the past several decades. Yet, many people still cannot live where they want or find meaningful employment.

What we are all doing together– our volunteer leadership, staff, donors, and the individuals and families we support – is ensuring that UCP of NYC continues to set the bar high and solve these problems. We are honored to sustain the support of investors – government and private industry alike – who believe in our ability to build a brighter future for the thousands of children, adults, and families we serve. I hope you are all very proud to be part of our collective success; we are incredibly grateful to have your support.

Thank you again for all that you do for UCP of NYC. Together we are creating opportunities for people with disabilities to lead independent and fulfilling lives.



EDWARD R. MATTHEWS  
Chief Executive Officer



GARY GERESI  
President of the Board

# ABOUT UCP OF NYC

**A**t UCP of NYC we are adults, children, families, employees, caregivers, stakeholders, and community partners who; empower all to fulfill their dreams, guide our children to a future without limits, celebrate individuals' choice, independence and diversity, elevate awareness of the extraordinary contributions of people with disabilities, build trust, respect, community, and remove barriers and advocate for endless possibilities..

UCP of NYC was built to keep children with their families in the community, playing and learning like all other NYC children. 68 years later we are still helping children, adults, and the elderly find individual solutions to their unique health care, residential, employment, recreation, and education needs. Our 2,000 dedicated employees –who work in over 85 service delivery sites – make UCP of NYC exceptional in the services we offer. We employ direct support workers, nurses, doctors, therapists, IT specialists, behavioral health specialists, home modification specialists, recreational therapists, social workers, and teachers.

Our philosophy of *one person at a time* is realized through listening, caring, and catering to each individual and their specific needs, with the right services at the right time. In an effort to realize a world of dignity, opportunity, and

community we take person-centered planning seriously. We are currently using Commission on Quality of Life (CQL) standards to provide leadership that improves the quality of life for people with disabilities, people with mental illness, and older adults. In addition to implementing overall CQL standards, we are specifically focused on creating extensive planning around Personal Outcome Measures (POMs). POMs put listening to, and learning from, each person at the center of our organizational life. This allows us to learn about people in new and different ways, helping to guide our person-centered planning by identifying and effectively responding to people's individual priorities.

UCP of NYC has proven to be a great partner for a variety of business and community initiatives and innovations. We value good stewardship and are ourselves exceptional stewards of the public and private funding we receive. Our offerings lower the cost of care for individuals with disabilities, while simultaneously increasing desirable outcomes like keeping people in their homes longer and improving individual independence. The quality of our programs and services are second to none.

We build trust, respect, and community. At UCP we remove barriers, create opportunities, and advocate for endless possibilities.







## UCP OF NYC EVENTS

# WOMEN WHO CARE LUNCHEON 2014

UCP of NYC was proud to celebrate the 13th Annual *Women Who Care* on May 7, 2014 at Cipriani 42nd Street. The sold-out event celebrated the extraordinary accomplishments of women as professionals, caregivers, and philanthropists and raised over half a million dollars to support UCP of NYC. The presenting sponsor of the event was Hearst Magazine.

Celebrity Presenters at the Luncheon included America Ferrara, Emmy® Award-winning star (*Ugly Betty*) of the film *Cesar Chavez*; Nicole Miller, Award-winning Fashion Designer / Entrepreneur; Tamsen Fadal, Emmy® winning PIX 11 News Anchor; Alex Witt, Award winning MSNBC Host of *Weekends with Alex Witt*; and: Jill Herzig, Editor in Chief for *Redbook* Magazine.



**FOUNDER AND CHAIR OF WOMEN WHO CARE:** Loreen Arbus

**2014 WOMEN WHO CARE HONOREES:**

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**CO-CHAIRS:** Robin Givens, Ali Stroker, and Paula Zahn

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Devin Cutugno

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Lori Sokol

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Terrie Williams

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Richard Ziegelasch









## UCP OF NYC EVENTS

# 13TH ANNUAL GOLF TOURNAMENT AND CELEBRITY DINNER

The 13th Annual UCP of NYC Golf Tournament was held on Monday, September 29, 2014 at *Brae Burn and Century Country Clubs* in Purchase, New York. The annual tournament attracted 200 golfers from the tri-state area for a day of golf and entertainment in support of the vital programs delivered by United Cerebral Palsy of New York City.

The event was Presented by the Carmel Family and Hosted by Scott Stanford, Pix 11 Sports Anchor. The 3rd Annual UCP of NYC Champion Award, recognizing individuals with disabilities who demonstrate the power to inspire and lead as role models for people with and without disabilities, was presented to Devin Cutugno.

2014 UCP of NYC Golf Tournament Sponsors included Alliance Brokerage; Avison Young; Baker Tilly Virchow Krause, LLP; Cauldwell Wingate Company, LLC; Colliers International; Goldman Sachs & Co.; Heffernan Insurance Brokers; Linda Laul; Putney, Twombly, Hall & Hirson LLP; Raymour & Flanigan; and The Kenneth Rosenberg Foundation.









## UCP OF NYC EVENTS

# TEAM UCP 2014

On June 29, 2014, [Team UCP](#) participated in the Achilles International *Hope & Possibility* 5 mile Race in Central Park. The event attracted over 5,000 participants, including celebrity support from the host of *The Daily Show*, Jon Stewart.

[Team UCP](#) one of the largest teams to join the *Hope & Possibility* 5 Miler, included over 200 registered team members consisting of staff, supporters, and *Honored Racers*—individuals with disabilities. [Team UCP's](#) *Honored Racers* accounted for over a quarter of the team and raced in a variety of capacities alongside athletes from all over the country. *The Achilles Hope & Possibility Race* celebrates and inspires athletes of all abilities.

2014 [Team UCP](#) sponsors included, Carnival of Love Foundation, Casa Redmix Concrete Corp, EmblemHealth, First Republic Bank, Heffernan Insurance Brokers, and HOK.









## UCP OF NYC EVENTS

# SANTA PROJECT 2014

The 5th Annual *Santa Project Party & Auction* was held Wednesday, December 10, 2014 at Clarkson Restaurant in the West Village. Beyond the core programs and services UCP of NYC delivers year round, proceeds from the 2014 *Santa Project Party & Auction* helped fund holiday gift cards for children with disabilities in UCP of NYC's programs as well as the expansion of UCP of NYC's Children's Education Program.

The Santa Project Party & Auction was co-hosted by Tamsen Fadal, four-time Emmy award winning anchor of PIX 11 News, & Mike Woods, meteorologist for Fox 5's *Good Day New York*. Co-Chairs of the *Santa Project Party & Auction* were Camilla Barungi, entrepreneur & model; Javier Gomez, abstract photographer; Scott Stanford, Emmy award winning lead sports anchor PIX 11 News & host WWE; and Isiah Whitlock Jr., co-star of the HBO series *Veep*.

2014 *Santa Project* Sponsors included Lead Sponsor, WorldQuant; Hope Sponsors, Heffernan Insurance Brokers; Peace Sponsors: HOK, Rosemont Press, Inc.; Cheer Sponsor: World Class Business Products, Burke Supply, Armstrong Professional Services, Raymour & Flanigan, and Edward R. Matthews, as well as Colliers International, and Imperial Bag & Paper, LLC.



### 2014 SANTA PROJECT LEADERSHIP

Tamsen Fadal, *Co-Host*  
Mike Woods, *Co-Host*  
Camilla Barungi, *Co-Chair*  
Javier Gomez, *Co-Chair*  
Isiah Whitlock, Jr., *Co-Chair*  
Scott Stanford, *Co-Chair*

### COMMITTEE MEMBERS

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Calcie Cooper  
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Daniel Harrison  
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Julie Welkowitz  
Isiah Whitlock, Jr.





# THE FOUNDERS CIRCLE

The Founders Circle recognizes corporations, foundations, and individuals for their extraordinary generosity and lifetime contributions in support of the mission and vision of United Cerebral Palsy of New York City. Members of the Founders' Circle have made cumulative gifts in excess of \$250,000.

The Founders Circle also honors a generation of dedicated parents who founded United Cerebral Palsy of New York City and helped to create national and international movements to improve care, undertake research, and to enrich the quality of life for children and adults with cerebral palsy and related disabilities. United Cerebral Palsy of New York City extends its heartfelt thanks to the families of Isabelle Weinstein Goldenson and Leonard H. Goldenson, Ethel and Jack Hausman, and Hilda Sault Sloan and Irving Sloan.

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*\*Lifetime gifts from Disney include contributions from ABC, Inc., ABC Foundation, Inc., and Capital Cities/ABC, Inc.*

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## THE ETHEL & JACK HAUSMAN CIRCLE

**\$500,000 - \$999,999**

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The Joseph LeRoy & Ann B. Warner Fund  
The Family of Alan Lichtenberg  
The New Kids on the Block  
The New Yorker League for Children  
Olin Family Foundation  
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*\*Lifetime gifts from the International Brotherhood of Teamsters include contributions from I.B.T. Locals 111, 202, 205, 277, 326, 338, 391, 456, 462, 550, 553, 560, 628, 633, 707, 773, 803, 805, 808, 812, 813, 815, 819, 863, 917, 945, 966, 1034, and Teamster' Lodge 2201 B'nai Brith*

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*\*Lifetime gifts from Emblem Health include contributions from Group Health Incorporated.*

*\*Lifetime gifts from Mr. & Mrs. Kenneth G. Langone include gifts from Invemed Associates, Inc., and a gift from Bernard Marcus in Honor of Kenneth Langone.*

*\*Lifetime gifts from Viacom also include contributions from CBS and National Amusement.*

# 2014 DONORS

UNITED CEREBRAL PALSY OF NEW YORK CITY WISHES TO ACKNOWLEDGE AND THANK THE MANY ASSOCIATIONS, CORPORATIONS, FOUNDATIONS, AND INDIVIDUALS WHOSE CUMULATIVE GIFTS FOR 2014 REPRESENT THEIR SIGNIFICANT INVESTMENT IN OUR MISSION.

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# LEGACY SOCIETY

United Cerebral Palsy of New York City acknowledges with deep appreciation our many friends and supporters who have made provisions for UCP of NYC in their estate planning or have given a legacy through a bequest or a gift annuity.

Whenever you make a gift to United Cerebral Palsy of New York City (UCP of NYC), you express your deep commitment to children and adults with disabilities and their families. Through planned giving, you can assure a powerful legacy that enhances UCP of NYC's ability to provide essential services in the present and to create more effective and efficient resources for people with disabilities in the future. When you put aside discretionary money for your children's' education or your own retirement, you build future equity. Similarly, bequests and charitable trusts enable UCP of NYC to invest your gift and thus provide additional revenue year after year. UCP of NYC's Legacy Society recognizes those special donors who have taken steps to leave a legacy to our organization, thus helping us ensure increased independence and a higher quality of life for children and adults with developmental disabilities.

## BEQUESTS

One of the simplest ways to leave a legacy to UCP of NYC is through your will. Within your will, you can include charitable bequests which can be gifts of a fixed amount, or a percent of your estate, or all or part of the residue of your estate, to be given to UCP of NYC and other qualified charitable institutions after you are deceased. A bequest may consist of cash, securities, or real property. It may also consist of a trust set up through your will.

While the following wording for bequests is offered for your consideration, UCP of NYC recommends that you consult a legal or financial advisor in preparing a planned gift.

*"I hereby give, devise, and bequeath to United Cerebral Palsy of New York City, Inc.,...the sum of \$\_\_\_\_\_."*

(FOR A GIFT OF A FIXED AMOUNT)

OR

*...an amount equal to \_\_\_\_\_% of the value of my estate."*

(FOR A GIFT AS A PERCENTAGE OF AN ESTATE)

OR

*....whatever remains of my estate" or ... \_\_\_\_\_% of whatever remains of my estate after all specific bequests have been made and after all taxes, fees and other costs of administering my estate have been paid."*

(FOR A GIFT AS A RESIDUAL OF AN ESTATE)

## REMAINDER TRUSTS and UNITRUSTS

The advantages of Charitable Remainder Trusts and Unitrusts are that the rate you (and your beneficiary) receive annually is agreed upon by you and the trustee when the trust is created. Other advantages of charitable remainder trusts are that you receive an income tax deduction at the time the trust is created, and that you generally avoid tax on the capital gain when transferring appreciated property. Both trusts can be invested so that part of the annual payments is favorably taxed and part can be tax-free altogether.

*For more information regarding the UCP OF NYC LEGACY SOCIETY, please contact*  
SHEILA LENNON at 212.683.6700 or [SLENNON@UCPNYC.ORG](mailto:SLENNON@UCPNYC.ORG).



# AFFILIATES/PARTNERS

Adult Career and Continuing Education  
Services-Vocational Rehabilitation (ACCES-VR)

American Network of Community Options and Resources  
(ANCOR)

Artfully Unforgotten

Bankstreet College of Education

Baruch College

Bendiner & Schlesinger, Inc.

Beth Israel Residency in Urban Family Practice

Boswyck Farms

Brooklyn Boulders

BronxWorks

Brooklyn Public Library

Burke Rehabilitation Hospital

CARF International

Calvary Episcopal Church

Children's Village

Cerebral Palsy Associations of New York State

Columbia University College of Dental Medicine

Columbia University Medical Center

Coney Island Tabernacle

Developmental Disabilities Nurses Association (DDNA)

Doshi Diagnostic

Educational Alliance

Gramercy MRI & Diagnostic Radiology, PC

Gramercy Theatre

Greater New York Chamber of Commerce

Harlem Food Bank Community Kitchen

Harlem Grown

Harvest Home Farmers Markets

HBO

InterAgency Council of Developmental  
Disabilities Agencies, Inc. (IAC)

JASA

J-K Prosthetics & Orthotics Inc.

Leaps of Faith/Disabled Sports USA

Life Vest Inside

Lincoln Hospital

Maimonides Medical Center

Materials for the Arts

Meals on Wheels of Staten Island

Montefiore Medical Center

Mount Morris Park Community Improvement Association

MOUSE

National Association of Councils on Developmental Disabilities

National Committee for Quality Assurance (NCQA)

New York Cares

New York City Adaptive Climbing

New York Restoration Project

NYC Department for the Aging

NYC Department of Education

NYC Department of Health and Mental Hygiene

NYC Department of Small Business Services: Workforce 1

NYC Department of Youth and Community Development

NYS Commission on Quality of Care and Advocacy  
for Persons with Disabilities (CQC)

NYS Developmental Disabilities Planning Council (DDPC)

NYS Housing Trust Fund

NYS Office of Community Renewal

NYS Office for People With Developmental Disabilities (OPWDD)

NYS Rehabilitation Association, Inc. (NYSRA)

New York University Poly-Tech

New York University School of Medicine

Nylon Wound

Penn South Senior Center

Phillips Beth Israel School of Nursing

P.S. 175 Henry H. Garnet

Quest Diagnostics

RAIN Senior Center

Regional Aid for Interim Needs, Inc. (RAIN, Inc.)

Richmond University Medical Center

ROW New York

Self-Advocacy of New York State (SANYS)

Sing for Hope

SUNY ATTAIN Labs

The City University of New York (CUNY)

The Arts Experience

The Museum of Modern Art

The New York State Association of Community and Residential  
Agencies (NYSACRA)

Total Care Health Industries, Inc.

Union Design

Weinberg Family Cerebral Palsy Center at Columbia

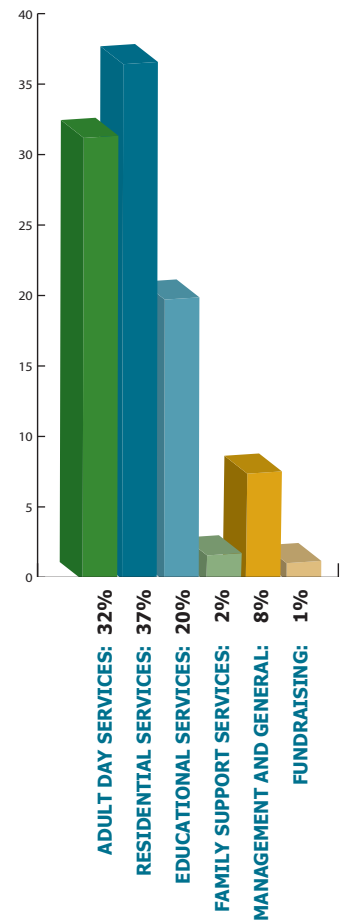
Youth Bridge NY

# CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

FISCAL YEAR ENDING JUNE 30, 2014

With revenues from individuals, corporations, foundations, government contracts, and Medicaid funding, we assisted over 14,000 children and adults with disabilities and their families through more than 75 programs during the fiscal year ending June 30, 2014.

	FY 2014	%
<b>WE RECEIVED REVENUES FROM:</b>		
GOVERNMENT CONTRACTS, GRANTS AND FEES	\$ 99,409,000	95%
<b>WE WERE SUPPORTED FROM:</b>		
CONTRIBUTIONS, SPECIAL EVENTS, INTEREST, GAIN ON INVESTMENTS AND OTHER INCOME	\$ 5,305,000	5%
<b>TOTAL OPERATING REVENUE AND SUPPORT</b>	<b>\$104,714,000</b>	<b>100%</b>
<b>WE PROVIDED PROGRAMS COSTING:</b>		
ADULT DAY SERVICES	\$ 32,790,000	32%
RESIDENTIAL SERVICES	\$ 38,545,000	37%
EDUCATIONAL SERVICES	\$ 21,259,000	20%
FAMILY SUPPORT SERVICES	\$ 1,904,000	2%
<b>TOTAL DIRECT PROGRAM SPENDING</b>	<b>\$ 94,498,000</b>	<b>91%</b>
MANAGEMENT AND GENERAL	\$ 8,935,000	8%
FUNDRAISING	\$ 700,000	1%
<b>TOTAL MANAGEMENT, GENERAL, AND FUNDRAISING</b>	<b>\$ 9,635,000</b>	<b>9%</b>
<b>TOTAL EXPENSES</b>	<b>\$104,133,000</b>	<b>100%</b>



UCP OF NYC 2014 EXPENSES



# UCP OF NYC LEADERSHIP

## BOARD OF DIRECTORS

GARY GERESI  
*President*

JEROME BELSON  
*Chairman*

MARTIN C. HAUSMAN  
*Honorary Chairman*

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*Vice-Chairman*

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SABINA MCCARTHY

AL RUTSKY

SCOTT RUTSKY

JAY SILVER

BILL WILLIAMS



*UCP of NYC has Programs located in:*

**BRONX • BROOKLYN  
MANHATTAN • STATEN ISLAND**



UCP of NYC received accreditation for a period of three years by the Commission on Accreditation of Rehabilitation Facilities (CARF International) for its Community and Employment Services, including Day Habilitation, Residential (*with medically fragile designation*), In-Home and Freestanding Respite (*with medically fragile designation*), Medicaid Service Coordination, and Supported Employment Programs. 100% of our programs surveyed received accreditation.

## EXECUTIVE TEAM

EDWARD R. MATTHEWS  
*Chief Executive Officer*

LINDA B. LAUL  
*Chief Operating Officer*

RAJESH SHAH  
*Chief Financial Officer*

ROBERTA G. KOENIGSBERG  
*Chief Administrative Officer*

JAMES BROWN  
*Chief Information Officer*

MARIETTE MCBRIDE  
*Senior Vice President, Program Services*

MARIANNE GIORDANO  
*Senior Vice President, Program Services*

SHEILA L. LENNON  
*Senior Vice President,  
Marketing and Fund Development*

GARY DREYFUSS  
*Senior Vice President, Human Resources*



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*Creating opportunities for people with disabilities*

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NON PROFIT  
INDICIA  
ROSEMONT  
TO SUPPLY