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United Cerebral Palsy
February 25, 2004
Page #1

(Carrier Copy: 1 Page)

**Tyler Rudy Gets Straight A's...And YOU Helped Him
Get It!**

**He Was President Of His 5th Grade Class Because Of
YOU, Too.**

Tyler's Amazing Triumph Is Detailed Inside...

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(Headline and Fundraising Letter: 11 Pages)

Because you have a good and kind heart...

Your Donation Helped Mainstream Tyler Rudy In A “Regular” Public School (Where He Gets Straight A’s, No Less!)

Dear Friend of United Cerebral Palsy:

Please meet Tyler Rudy. (Insert photo of Tyler)

You should be so proud of Tyler! Your kind and generous donation has helped him **achieve so much**. Tyler’s story is one of hope and triumph. And YOU helped make it possible.

What 13-year old Tyler has achieved would make *any parent* proud. And Tyler’s parents, Karen Klink-Rudy and Mark Rudy of Covina are *so proud* of their remarkable son Tyler. Especially when you consider they were told Tyler had “little chance of surviving” when he was just 19 days old. His dire diagnosis was “cerebral palsy, spastic quadriplegia.”

Can you imagine how devastated Karen and Mark must have been? It must have been almost too much to bear. But, fortunately, by the grace of God, Karen and Mark’s baby boy did survive.

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Almost unbelievably, Tyler not only survived, but he actually **flourishes** today. So much so that...at the time of his birth...it was considered absolutely impossible! And truly your kind and generous donation helped make it all possible for Tyler. Without your support, it's very likely I would not be telling you this happy story today. Let me explain...

It's certainly Tyler's innate intelligence, hard work and persistence that is responsible for much of his achievements. But a lot of it is *directly* because of YOU! Your kind and generous gift to UNITED CEREBRAL PALSY and to Tyler has helped mainstream him since pre-school. He attended Badillo Elementary, where your donation provided Tyler with indispensable aides, a computer-printer-scanner set-up, physical therapy and an accessible bathroom.

And without all of these things, Tyler would not have had the wonderful opportunity afforded him by attending "regular" school. Not only would this have been a great loss for Tyler, but for the other children as well. You see, Tyler was elected **school President as a 5th grader!** What a wonderful year that was for Tyler!

And it was this caring, supportive environment that allows Tyler to flourish to this very day...as a **straight A student!** He even won his local PTA's essay contest. Then he read his first-place entry to the entire PTA.

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If you could have seen the pride and yes...the tears...on Tyler's Mom's and Dad's face when he read his winning essay...it would have *melted your heart away!*

Tyler still loves student government. He even loves math! He enjoys karate, as well as other hobbies and sports.

Your Donation At Work Today

Realize now how your donation has helped Tyler and his family and so many others...

Helping a disabled adult who desperately wants to learn a skill...and find a paying job...to contribute to society in a meaningful way. To enjoy the freedom of self-sufficiency. The *everyday* freedom you and I take for granted!

Making it possible for a little boy or girl who can't run...or even *walk*...learn how to have control of his or her arms and legs...just to be able to enjoy the simple joy of play like other children.

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Providing a mentor to a disabled teenager who very often feels friendless and lonely. A kid, just like any other...who desperately needs someone to confide in. A caring friend to enjoy fun activities with. A friend and confidant to share the joy (and pain) that comes with growing up.

Because of YOU, these very vital services are available. These services (and so much more) are provided only because of your kind and generous donation.

Count Your Blessings

Take just a moment...

Think about how *blessed* you really are. Sure, life has its challenges. There are problems to overcome.

But, just imagine...if you couldn't walk on your own...or even feed yourself. Or speak clearly enough to be understood. And what if you had to endure debilitating seizures? Imagine now what

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it would be like *not to have control of your bladder*. And this is how it's been your whole life long.

Realize now, the challenges that people afflicted with Cerebral Palsy are confronted with everyday. It makes the problems you and I face seem so petty, sometimes, doesn't it? It truly makes you realize how fortunate you really are!

You see, *every minute of the day* presents a challenge for young Tyler. He can't bathe himself. He also needs assistance for eating, dressing and even sitting-up.

So my friend, **count your blessings!** And let me show you how your blessed gift to UCP is a wonderful and yes...a wise giving decision...

Your UCP "Investment" Delivers *Big Dividends*

Oh, Dear Friend, we realize that you are a caring and generous person since you've helped the less fortunate in the past. And believe me, they truly appreciate your kindness. You see, we can't continue with our vitally important work for the less fortunate among us without your help. So now, we humbly ask for your support again.

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And when you make a charitable donation you want to be sure that it's a good investment—that your money is used *wisely and well*.

Today, you can rest assured...your donation to United Cerebral Palsy *is* a wise investment. You get tremendous dividends. Your donation helps to ensure the well-being and care of children and adults with severe disabilities. And we are so proud of how we manage each and every dollar that you “invest” in us.

It's important for you to know—85 cents of each dollar you give United Cerebral Palsy goes directly to services for children, adults and families who struggle everyday, with cerebral palsy and other disabilities. Now you can be certain that your donation goes for what you intended. And your UCP donor dollars go to support so much for so many of our neighbors who are much less fortunate.

We supply vital services **found no where else** for your friends and neighbors with Cerebral Palsy, and their families.

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Tremendous Success In Helping Those In Need

Thanks to caring, generous supporters like you, we have been tremendously successful in our mission to help those of us who suffer from severe disabilities. Even though cerebral palsy is not “curable” in the traditional sense—training, therapy and loving care can help most significantly. And we help more than 600 individuals and their families in our area with daily services. These services are very tangible and meaningful for those in need.

Building a Community Where Each Belongs

The reason we exist...our calling...is to give every person we serve dignity and purpose in life. Dignity and purpose...every American should have nothing less. And we also help worried parents find lasting security for their special child. We provide 24-hour a day, comprehensive care that people with severe disabilities and their families need...and cannot receive anywhere else. Here's what your dollars help support:

- **Group Housing**
22 community-based homes providing a warm and caring home for 195 residents who live as independently as possible with the 24-hour care they need
- **Supported Living**
3 accessible apartment buildings and 2 triplexes, all rent subsidized. 49 low income tenants enjoy maximum independence. We plan to build 4 more such facilities for 60 more deserving tenants in the next two years

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- **Adult Education Classes**
A place where adults with disabilities can learn the skills they need for gainful employment
- **Mentoring Program**
One-on-one mentoring and support. Our mentors are often a much needed and welcome friend for people with disabilities
- **Supported Employment**
We provide meaningful work—a purpose in life for people with disabilities who often do not have the opportunity to contribute to society any other way
- **Adaptive Physical Therapy**
Physical therapy is vital for improving and maintaining optimal physical functioning for those with physical disabilities. Physical therapy, very often, can mean the difference between walking on your own—rather than being stuck in a wheel-chair. A huge difference in quality of life for a disabled person.
- **Respite—a break for families**
We provide a break for family members who care for their disabled loved one 24 hours a day. This way they can enjoy a well-deserved break for some free-time for themselves. Now they will feel refreshed and energized when they return to caring for their loved one.
- **Other Services We Provide Include:**
Legal forums, information referrals, parent support services and children's social development programs.

All of these vitally important services—services found *nowhere else* for people with cerebral palsy are made possible solely by the support of good people like you.

Imagine now...how your donation, no matter how large or small, will change the lives of your friends and neighbors...people right here in your own community.

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Please take just a few short minutes, now, to help us continue supplying these absolutely vital services to those in our society who need it most desperately. It's so easy and will take just a few moments of your time. Simply call us at (818) 782-2211. Or you may log-on to our website at www.ucpla.com.

Your support, in any amount, will be greatly appreciated by those of us who are so much less fortunate than you are. Please help us, now!

Thank you in advance for your continued support.

Best Regards,

Ronald S. Cohen, Ph.D.
Executive Director

P.S. Please do it now. While it's on your mind. We are all so busy these days, it's easy to get distracted and forget. You could just pop a check in the mail, now. Or if you prefer, you could use a credit card for your donation.

Please see the following coupon for sending a check or donating using a credit card.

P.P.S. Your kind donation to United Cerebral Palsy is tax-deductible. From Tyler and his parents, and all of us at UNITED CEREBRAL PALSY, thank you, from the bottom of our hearts!

On behalf of our neighbors in true need. Thank you so much.

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Neighbors Helping Neighbors...Your Tax-Deductible Donation At Work

TO UNITED CEREBRAL PALSY:

Thank you for informing me how my donation helps my friends and neighbors right here in my own community. My support to UNITED CEREBRAL PALSY, provides unique and much needed assistance to people with disabilities. I wish to continue my support of Tyler Rudy and other deserving children and adults. I realize my donation will help the less fortunate flourish and achieve so they can become valuable, contributing members of society.

\$10 \$15 \$25 \$50 \$100 \$500 Other

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone #: _____

My check made payable to United Cerebral Palsy is enclosed.

I'd like to charge my donation to my credit card:

Visa MasterCard American Express

Card # _____

Exp. Date: _____

Signature: _____

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**To put your donation to work faster, please call: (818) 782-2211 or fax at (818) 909-9106.
Or log on at www.ucpla.com.**

Please complete this coupon and mail to:

**UNITED CEREBRAL PALSY, 6430 Independence Avenue, Woodland Hills,
CA 91367. USA.**

Your gift could double if your company has a matching gift program. Please speak to your Human Resources Officer for the appropriate forms and guidelines.

Many thanks for your kindness and generosity.