



Founded in 1949, UCP (formerly United Cerebral Palsy) is a nationwide network of approximately 110 community-based affiliate partners in 39 states that provides services to infants, children and adults with disabilities. The direct services provided by these affiliates range from medical treatment to employment and social programs.

UCP is currently one of the largest health charities in the United States and was rated among the top five health charities by *Money* magazine. More than one million people with cerebral palsy and other disabilities receive assistance from UCP affiliates every year.

Circle K and Kicks 66 convenience stores continue a tradition of support that began in 1984, when The Circle K Corporation purchased the Utotem 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. In 1997, Circle K was named UCP's largest corporate sponsor and to date, Circle K and Kicks 66 convenience stores have raised more than \$38 million through coin collection canisters in every

retail site, and with special events such as golf tournaments, casual days, bake sales and car washes.

The most visible Circle K and Kicks 66 fundraising program is the annual holiday promotion in conjunction with Miller Brewing Company. Every November and



UCP's *Early Intervention Program* is designed to serve children from birth to three years of age. Through this program, specialists strive to advance their language and communications skills as well as each child's physical, emotional, cognitive and adaptive behaviors.

December, Circle K and Kicks 66 customers are invited to make a donation in exchange for recognition on a paper holiday decoration. The personalized decorations are displayed on Circle K and Kicks 66 store walls throughout the two-month promotional fundraiser. This successful program raised more than \$570,000 in 2002.

Interesting Facts

- UCP's mission is to advance the independence, productivity and full citizenship of people with cerebral palsy and other disabilities.
- UCP provides services to 30,000 people with disabilities per day.
- 65% of UCP's clients have disabilities other than cerebral palsy.
- Cerebral palsy is caused by damage to one or more areas of the brain, usually occurring during fetal development, birth or infancy.
- Each year, 5,000 babies are born with cerebral palsy.
- 85 cents of every dollar raised goes directly to programs and services.
- More than half of the money Circle K and Kicks 66 raise for UCP comes from the coin canisters in more than 2,300 convenience stores nationwide.
- UCP is headquartered in Washington, D.C.
- UCP invests more than \$611 million in programs and services each year.
- UCP's Web site, www.ucp.org, provides links to all affiliate partners and gives information and direction to services available to people with disabilities.



Key Dates

1949	1984	1994	1997	1998	1999	2000	2002	2003
United Cerebral Palsy founded	United Cerebral Palsy became Circle K's national charity	Circle K reached \$10 million in total donations	Circle K named United Cerebral Palsy's largest corporate sponsor	Circle K raised a record \$3.2 million in one year	United Cerebral Palsy was renamed UCP and launched a new brand image with a new logo and tagline	UCP launched a new Web site UCP launched a new National Public Education Campaign, "Understanding Disabilities, Creating Opportunities"	UCP and TNT presented the original film, <i>Door to Door</i> , featuring William H. Macy, who portrayed Bill Porter, a salesman with cerebral palsy	UCP announces William H. Macy as UCP Ambassador

UCP ranked 18th in *Non-Profit Times* magazine's list of Top 100 non-profit organizations based on total revenues

Circle K and Kicks 66 sites raised more than \$2.3 million for UCP in just 12 months



UCP's *Day Treatment and Training Program* (DTT) includes after-school and summer programs for school-aged children and adolescents with special needs. This program was created to develop social, cognitive and independent living skills, which help the children participate more actively in their homes and community.



Therapy plays a key role in improving the quality of life for the people UCP serves, and the goal is for each individual to reach their optimal level of independence in their daily activities.