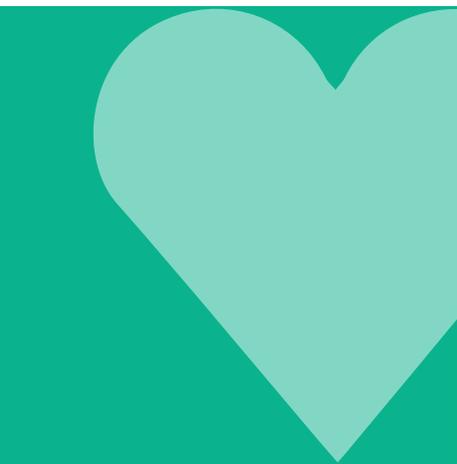
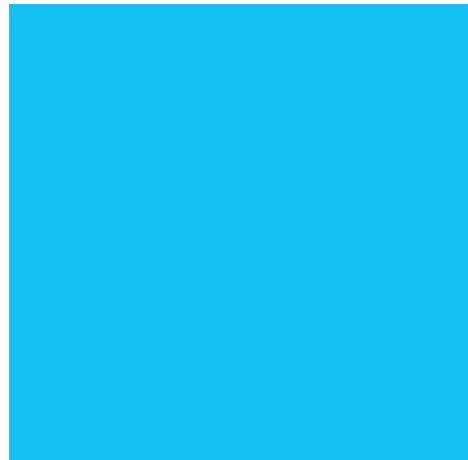




**CEREBRAL  
PALSY  
FOUNDATION**



**CPF IS**  
**CHANGING LIVES**  
**FOR PEOPLE**  
**WITH CEREBRAL PALSY**  
**TODAY**  
**THROUGH RESEARCH**  
**INNOVATION**  
**AND COLLABORATION**

# A Message from our CEO

We don't hear enough about cerebral palsy, nor know enough about the condition. However, if you considered all the people in the US who have CP, we would be the 12th largest city in America.

CP is caused by damage to an infant's brain; and creates movement disorders which last throughout a person's life. One in five people with CP can't speak. One in three can't walk. One in two people live in chronic pain.

Over the past decade, there have been enormous advances in the world of medical research. However, people affected by cerebral palsy often find themselves facing a deeply fragmented system, a lack of awareness about their condition, and an inability to access appropriate therapies and interventions. Because of this, people with cerebral palsy often live lives which are significantly and unnecessarily compromised.

The Cerebral Palsy Foundation is focused on an aggressive growth strategy which will enable us to expand our already meaningful impact on the research, therapies and insights which improve lives. This is not a far off vision: CPF's work is having an impact on lives today.

The following pages will take you through the initiatives, approach, and strategic plan which is driving our work for the next three years.

We invite you to become part of this important mission and to share the impact we are having.



Richard Ellenson  
Chief Executive Officer



*Richard Ellenson and his son Thomas*

**CP IS THE  
MOST COMMON  
PHYSICAL  
DISABILITY  
IN CHILDHOOD**

# We Are Implementing Ways to Recognize CP Earlier

Brain plasticity is greatest during the first 12 months of life.  
Yet too often CP doesn't get recognized until later on.

Cerebral palsy is due to damage to the developing brain, either during pregnancy or shortly before birth. However, diagnosis is often delayed until after a child is 24 months old when brain plasticity (the ability of the brain to rewire itself to compensate for specific challenges) is already decreasing.

issues as early as three months into a child's life. We are currently launching a national pilot project to introduce this technique into key medical institutions within our Collaborative Network, to monitor results in trials, and to capture information so that we can replicate it on a broader scale.

This program will be conducted in three phases. Firstly we will provide training for doctors and allied health practitioners in tools available for early recognition of CP. We will then complete a pilot study of infants born with a high risk of CP and finally we will disseminate our findings through stakeholder workshops.

CPF is actively involved with medical institutions throughout the country with a sharp focus on addressing this urgent issue. Together we are advancing provider knowledge about the innovative tools which can detect developmental delay in this group of high risk infants. General Movements Assessment has the potential to achieve significant recognition of these

## **OUR GOAL**

**LOWER THE AGE  
WHEN WE RECOGNIZE CP  
AND THEREBY PROVIDE  
A GREATER CHANCE  
TO IMPROVE AN  
INDIVIDUAL'S LIFE**



# We Are Advancing Healthcare for People with Disabilities

Today, women with disabilities receive shockingly substandard healthcare. In response, CPF is spearheading new initiatives to improve outcomes in breast health, gynecological care, and reproductive issues. Our work is changing how we define and address critical needs.

## OUR GOAL

**EMPOWER WOMEN TO DEMAND A BETTER STANDARD OF HEALTH CARE AND THE INFORMATION TO FINALLY DELIVER IT**

**THE FATALITY RATE FROM BREAST CANCER IS THREE TIMES HIGHER FOR WOMEN WITH DISABILITIES.\***

There are many other areas where the results are nearly as shocking. The lack of accessibility in OB/GYN rooms as well as the fact that doctors routinely do not even mention the issue of pregnancy to women in their twenties, assuming – quite incorrectly – that it will not be a part of their lives, results in significant gynecological and social issues for so many women.

\*Strauss D, Cable W, Shavelle R. (1999) Causes of excess mortality in cerebral palsy. *Developmental Medicine & Child Neurology*. 41: 580– 5. 2  
\*\*Holder, Waldman and Hood in "Preparing Health Professionals to Provide Care to Individuals with Disabilities", *Int J Oral Sci* 2009

**80% OF GRADUATES FROM MEDICAL SCHOOL HAVE NEVER EXAMINED A WOMAN WITH DISABILITIES.\*\***

The condition of CP is complex and varied. It can range from minor control issues to devastating challenges across movement, balance, speech, and vision. Doctors who don't specialize in CP are often poorly informed about how to approach issues or about potential interventions. CPF is aggregating and disseminating the knowledge that will drive change.

**6 OF 10 PEOPLE WITH CP HAVE NORMAL OR SUPERIOR INTELLIGENCE**





# We Are Improving Lives for People with CP

## DESIGN FOR DISABILITY

Fashion is designed to dazzle and shape perceptions. However, when it comes to individuals with disabilities, things so often fall flat. Most adaptive clothing is simply functional, not what you'd imagine on runways or in magazines. CPF is partnering with Fashion Institute of Technology, Pratt Institute and Parsons School of Design to change that. We are working with students and mentors to build insights and inspiration for fashions that can transform the fashion experience, and perceptions, for women with disabilities. And we partner with fashion icons such as Thom Browne and Derek Lam. Lastly, this year, CPF will announce a partnership with Rent the Runway to tag their offerings with thoughtful criteria targeted to address women's needs across a variety of disabilities.

## THE VIRTUAL CP CENTER

In a world where information about CP is fragmented and difficult to access, creating an efficient pathway to critical resources is of the utmost urgency. As such, CPF is creating a Virtual CP Center, a state of the art digital ecosystem designed to inform, connect and empower users, as well as support general practitioners in best practices. This project, leveraging the expertise of our world-renowned Scientific Advisory Council, will provide people and families with CP a means to get the insights and information they need in a manner that is accessible, comprehensive and easy to navigate.



## BREAKTHROUGH TREATMENTS AND EARLY INTERVENTIONS

Perinatal white matter injury in premature birth is the predominant form of brain injury leading to CP. CPF is funding work at Johns Hopkins/Kennedy Krieger Institute which seeks to reduce neuroinflammation in premature newborns through the delivery of nano-medicine through the blood-brain barrier. Our support has allowed a multi-disciplinary team to focus on integration of this technology with day to day observation in the NICU and nursery.

## THE PAIN PROJECT

The experience of pain is one of the most prevalent, poorly understood, and inadequately treated conditions in the medical world, particularly as it pertains to disabilities. Up to 70% of pediatric patients with CP experience pain on a monthly to weekly basis, resulting in significantly decreased quality of life. CPF recently held a high level international symposium on pain attended by dozens of the world's experts. We are now creating the structure to address and improve understanding and approaches to this critical issue.



## "JUST SAY HI" IN NYC SCHOOLS: INNOVATION IN INCLUSION

Inclusion in school settings is critical, but it's also hard. Not accepting that fact minimizes the challenge – and often leads to failure. Inclusion requires not only the right attitudes, but also insights and tools to align diverse requirements. It takes a well defined and coordinated effort to make it happen. So CPF has partnered with the NYC Department of Education to leverage our powerful "Just Say Hi" campaign in developing a vibrant program which is now being implemented in the pilot stage in NYC public schools.



# We Are Committed to Delivering Measurable Impact

The CPF Process, *Moments of Impact*, defines key times in lives of people with CP when a properly implemented intervention, or approach can change a future.

## FIRST CPF DEFINES MOMENTS OF IMPACT IN THE LIVES OF PEOPLE WITH CP

CPF works closely with broad stakeholder groups to identify the critical moments across the lifespan where we can have measurable impact in improving lives. Once we define these priority areas, we aggregate and curate knowledge about appropriate interventions and therapies, as well as finding breakdown in the delivery of effective services.

## NEXT WE DEVELOP INTERVENTIONS AND INSIGHTS TO ADDRESS THE MOST PRESSING ISSUES

CPF's novel approach brings together our Scientific Advisory Council, which includes many of the country's most highly-regarded medical professionals, with innovative thinkers in diverse areas such as technology and media. In doing so, we not only create novel relationships and breakthrough interventions, but also create a blueprint for implementing them in a manner which can be efficaciously scaled and shared.

## WE THEN COLLABORATE WITH KEY INSTITUTIONS TO IMPLEMENT OUR APPROACHES

The diverse and fragmented ecosystem within the world of CP often keeps effective interventions from being delivered to patients. As such, CPF has built a robust Collaborative Network, including many of the nation's leading medical institutions, to serve as our dissemination hub. This model allows active and iterative implementation of the work, and also creates a template to distribute it throughout our network and beyond.

## CPF'S MEDIA PARTNERS HELP BUILD AWARENESS ABOUT CEREBRAL PALSY - AND CPF

It is not enough to develop great work. It needs to be shared and embraced. CPF's campaigns are changing how the world perceives disabilities – and creating new opportunities to better support individuals with disabilities. Our videos are breaking down stereotypes and creating opportunities for engagement and open

conversation: the first steps needed for change. Additionally our expert videos provide smart, usable information on very specific topics.

## FINALLY WE TRACK OUR WORK TO ENSURE MEASURABLE IMPACT

CPF's work responds specifically to unmet needs and addresses challenges within a complex environment. Launching this work, however, is only the beginning of our involvement. In every initiative, we work closely with all involved parties to ensure positive, short-term impact. In this way, CPF is ensuring our mission is truly met: empowering patients and informing medical practitioners about insights and interventions that can significantly improve lives for people with CP and related disabilities.

CPF strives to ensure our work has the greatest possible impact by evaluating against these four metrics:

DOES THE WORK FIT OUR MODEL?

IS THE WORK UNIQUE AND INNOVATIVE?

CAN THE OUTCOME BE SCALED?

WILL IT HAVE NEAR TERM IMPACT?

# We are Changing the Way the World Sees Cerebral Palsy

Too often, people with CP don't get the therapies and interventions they need at the moments they need them. As such, lives are significantly and unnecessarily challenged. The first step toward change is changing the way we look at disabilities.

## OUR GOAL

**CREATE AND DISSEMINATE A UNIQUE BODY OF INFORMATION TO ENGAGE AND EMPOWER**

CPF is driven by a clear vision of how we can improve outcomes for people with cerebral palsy. However, we know that success relies on having the broader world share our vision. Our diverse and dynamic content informs, empowers, inspires - and creates change.

As such, CPF has created a unique and diverse body of communication to address the many challenges and changes needed to improve lives for people with cerebral palsy.

Our "Just Say Hi" videos bring the powerful celebrity-driven communication that creates awareness. And our "Insights from Experts" series informs doctors, patients, and caregivers about the many available supports and insights which can be implemented, often in a simple and efficient manner.



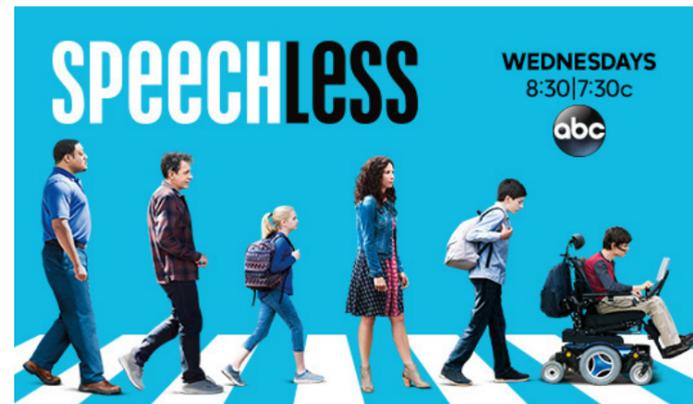
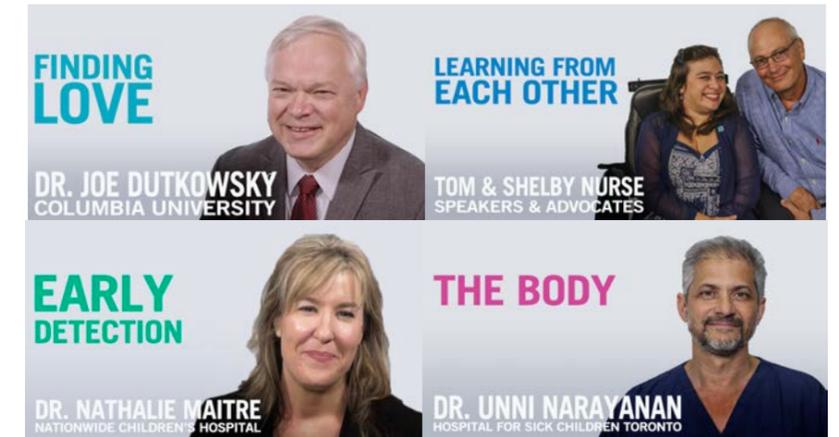
## "JUST SAY HI" CAMPAIGN

Our "Just Say Hi" campaign has attracted many world renowned individuals to share our message of inclusion and understanding by answering a simple question: "How do you start a conversation with someone who has disabilities?" By acknowledging an awkward hesitation that occurs far too often, we're helping to eliminate it. #JoinTheConversation.

**CPF'S CONTENT IS REACHING MILLIONS OF PEOPLE ANNUALLY**

## INSIGHTS FROM EXPERTS

Our expansive video library, featuring the most prominent doctors and researchers in the field, is providing information and encouragement so desperately needed by families affected by cerebral palsy. These videos, viewed nearly 500,000 times in their first two months, are setting a new benchmark for how we can use modern communication to address the fragmentation and diverse challenges which have created problems for so many.



## CPF AND SPEECHLESS: A POWERFUL PARTNERSHIP

The new ABC sitcom Speechless, about a family and their teenage boy who has CP, is bringing an unprecedented level of attention to the world of disabilities. As they've done so, they've also partnered with CPF to get the details right and to gain knowledge about the condition and the many challenges surrounding CP. CPF is also using this partnership to help people with CP and their families get more of the information they need by providing dozens of powerful videos keyed to the themes in each episode, and released weekly right after an episode airs. It's the sort of partnership we've all dreamed about.

# We Are the Cerebral Palsy Foundation

## CPF BOARD

### PAUL A. VOLCKER Chairman Emeritus

Paul A. Volcker worked in the United States Federal Government for almost 30 years, culminating in two terms as Chairman of the Board of Governors of the Federal Reserve System from 1979-1987. Educated at Princeton, Harvard and the London School of Economics, Mr. Volcker launched the Volcker Alliance in 2013.

### LISA B. BAIRD Chairman of the Board

Lisa B. Baird is a Partner with Heidrick & Struggles in the global financial services practice, based in New York City. Prior to becoming an executive recruiter, Ms. Baird worked as a strategy consultant in financial services at McKinsey & Company. She is the mother of two wonderful children, one of whom is affected by cerebral palsy and is committed to improving the lives of individuals and families impacted by this condition and related disabilities.

### ILA ECKHOFF

Ila Eckhoff, CPA, Managing Director, is a member of BlackRock's Business Operations as part of Investment Operations – Derivative Operations. She is responsible for leading BlackRock's Industry and Counterparty Management strategy for derivatives and collateral.

### RICHARD ELLENSON

Richard Ellenson was the founder and CEO of two companies, Blink Twice and Panther, which helped reimagine the field of assistive technology. Prior to that, he was an advertising executive who created memorable campaigns for brands such as American Express and Remy Martin. Mr. Ellenson is also the father of a 17-year-old son who has CP. They have been featured as ABC World News People of the Year, in a New York Times Sunday Magazine cover story, and a feature story on ESPN's E:60.v

### ERIC J. HESPENHEIDE

In his professional role, Mr. Hespeneide has served as one of the Global Leaders of Deloitte Touche Tohmatsu Limited (DTTL) member firms' Sustainability group within Audit and Enterprise Risk Services. He was recently elected to the Board of the Global Reporting Initiative (GRI) and chairs its Technical Advisory Committee.

### MICHELLE KASSNER

In 1988, Michelle joined her family's business, Liberty Travel and GOGO Worldwide Vacations. Over the course of twenty years, she held various executive positions, including CEO, until the company was sold in 2008. Michelle's latest venture is the launch of a restaurant in NYC's West Village. 99 Bank, a Gluten-Free local and seasonal restaurant is set to open July 2016. She is a graduate of Hamilton College and lives in NYC with her two daughters.

### RICHARD LOBEL

Richard Lobel is Executive Director of Global Partnership at Sotheby's, where he integrates luxury brands into the portfolio of assets across media, experiential events and content. Prior to this, he created and led Altitude Group, the local engagement division of CBS Corporation. Lastly, for 13 years, Rich created and managed visions for iconic brands from Chrysler to American Express. Richard is passionate about being a CPF board member as his sister has learning disabilities - and his sister-in-law was born with CP.

### JOHN PANAGAKIS

John Panagakis is Senior Managing Director, Head of Global Private Distribution, and leads the TIAA Asset Management Global Institutional Real Assets team supporting our real assets investment strategies. He is responsible for overseeing new business distribution and client relations.

### DR. PETER L. ROSENBAUM

Dr. Peter Rosenbaum, MD, FRCP(C), is the Chair of the Cerebral Palsy Foundation's Scientific Advisory Council.

### PETER W. SHAPIRO

Peter W. Shapiro is pleased to be serving on the board of the Cerebral Palsy Foundation, where his tenure is the longest of all its Board Members. Peter is a passionate and thoughtful advocate for individuals in the world of cerebral palsy.

### THOMAS SKROBE

Thomas Skrobe is Head of Client Solutions for Wisdom Tree Asset Management. Prior to joining them in 2017, Tom was a Managing Director at BlackRock for 16 years in a variety of senior management positions targeting Financial Advisors and Institutional Investors. Earlier in his career he worked for Goldman Sachs and Smith Barney. Tom earned a BBA degree in business from Baruch College in 1991. Tom is an advocate for people with disabilities and Treasurer for the Investment Committee of UCP's \$130 million foundation. Tom lives in NYC with his wife Lori and their two sons.

### JAMES P. VOLCKER

James P. Volcker has worked in the grant management field for over 13 years, currently at Dana-Farber Cancer Institute in Boston, MA and before that at Boston Children's Hospital. He has a BA in Economics from New York University and a Masters of Public Administration degree in Health Finance from NYU's Wagner School of Public Service. Mr. Volcker has CP and is pleased to be serving on the CPF Board with so many dedicated individuals as its mission hits close to home.

## SCIENTIFIC ADVISORY COUNCIL

### DR. PETER L. ROSENBAUM, SAC Chairman

Dr. Rosenbaum is the Professor of Paediatrics CanChild Centre for Childhood Disability Research at McMaster University. He has held over 80 peer-reviewed grants; is a contributing author to over 325 peer-reviewed journal articles and book chapters; and has been a guest lecturer in 30 countries. He was the first Canadian President of AACPDM (1996-8); received the Academy's Mentorship Award (2007) and its Lifetime Achievement Award (2014). In June 2015 he received the inaugural Holland Bloorview Medal of Excellence in Childhood Disability.

### DR. MURRAY GOLDSTEIN, Special Advisor

From 1953-1993, Dr. Murray Goldstein was a commissioned medical officer in the United States Public Health Service (USPHS) and a member of the staff of the National Institutes of Health (NIH); for the final 13 years at the NIH he served as the Director of the NIH National Institute of Neurological Disorders and Stroke. He was also an Assistant Surgeon General in the USPHS with the 2 star rank of Rear Admiral. From 1993-2005, he served as Director of the United Cerebral Palsy Research and Educational Foundation and medical consultant to the United Cerebral Palsy Association.

### DR. WILLIAM W. ANDREWS, PH.D, MD

William W. Andrews, Ph.D, MD, is the Charles E. Flowers, Jr. Endowed Chair of Obstetrics and Gynecology, Professor and Chairman of the Department of Obstetrics and Gynecology at the University of Alabama at Birmingham (UAB). He is a past site principal investigator for UAB in the Eunice Kennedy Shriver NICHD Maternal-Fetal Medicine Units Network and also the Genomics and Proteomics Network for Preterm Birth Research.

### DR. JAN BRUNSTROM-HERNANDEZ, MD

Dr. Jan Brunstrom-Hernandez, MD, is a Pediatric Neurologist and Director of 1 CP Place, PLLC, a clinic founded in 2015 in Plano, Texas to help children with cerebral palsy live their very best lives. Prior to moving with her husband to Texas, Dr. Jan (as she is known by her patients) was the founder and director of the Pediatric Neurology Cerebral Palsy Center at Washington University School of Medicine and St. Louis Children's Hospital from June 1998 to December 2014.

### DR. HANK CHAMBERS, MD

Hank Chambers, MD, a pediatric orthopedic surgeon at Rady Children's Hospital in San Diego, and a Professor of Clinical Orthopedic Surgery at the University of California at San Diego is currently the David Sutherland Director of Cerebral Palsy Research and serves as the director of the Motion Analysis Laboratory and the 360 Sports Medicine Program.

He is a Past President of the American Academy for Cerebral Palsy and Developmental Medicine. His wife, Jill, is active in many local and national patient advocacy groups and is a healing touch provider at Rady Children's Hospital. His son, Sean, who has cerebral palsy, is currently in an assisted living situation in San Diego and his other son, Reid (31) is an orthopedic surgery resident at the Cleveland Clinic.

### DR. TED CONWAY, PH.D

Ted Conway, Ph.D, is currently the Department Head and Professor of Biomedical Engineering at the Florida Institute of Technology in Melbourne, FL. Prior to returning to Florida he was a National Science Foundation Program Director for the: 1) General & Age Related Disabilities Engineering Program (GARDE); 2) CBET-National Robotics Initiative (NRI); 3) CBET-Broadening Participation Research Initiation Grant in Engineering Program (BRIGE); and 4) Science and Technology Center (STC).

### DR. DIANE DAMIANO, PT, PH.D

Dr. Damiano is Chief of the Functional and Applied Biomechanics Section at National Institutes of Health in Bethesda, Maryland. Her research focuses on the use of portable brain imaging during functional movement to elucidate the brain mechanisms underlying normal and impaired coordination and the design and investigation of activity-based rehabilitation programs to promote optimal motor functioning and enhance muscle and neural plasticity in children with cerebral palsy. She has published over 90 articles and book chapters and is on two editorial boards. She is Past President of the American Academy of Cerebral Palsy and Developmental Medicine and the Gait and Clinical Movement Analysis Society.

### DR. DARCY L. FEHLINGS, MD MSC FRCP(C)

Dr. Darcy Fehlings is Head of the Division of Developmental Paediatrics and the Senior Physician Director of the Child Development Program at Holland Bloorview Children's Rehabilitation. She is the inaugural holder of the Hospital's Foundation Chair in Developmental Paediatrics. Her research focuses on the innovation and evaluation of interventions for children with cerebral palsy. She is the lead investigator of an Ontario Brain Institute integrated neuroscience network focused on children with cerebral palsy (CP-NET) and leads the CP Discovery Project in the Canadian NeuroDevNet Networks of Centres of Excellence. Professor Fehlings was the President of the American Academy for Cerebral Palsy and Developmental Medicine for 2014-2015.

### DR. EILEEN G. FOWLER, PH.D, PT

Dr. Fowler is a Professor in the Department of Orthopaedic Surgery at the University of California, Los Angeles (UCLA). She holds the Peter William Shapiro Chair and is the Director of Research and Education for the Center for Cerebral Palsy at UCLA and the Director of the Kameron Gait and Motion Analysis Laboratory. Dr. Fowler has over 30 years experience in the evaluation and treatment of pediatric onset disabilities.

Dr. Fowler is the Past President of the American Academy of Cerebral Palsy and Developmental Medicine for 2015-2016. She is an Associate Editor for Pediatric Physical Therapy.

### DR. ANNA PENN, MD, PH.D

Anna Penn, MD, Ph.D, is a clinical neonatologist and developmental neuroscientist at Children's National Health System in Washington DC. She is an Associate Professor of Pediatrics in the Fetal Medicine Institute, with additional appointments in the Division of Neonatology and the Center for Neuroscience Research. She is the director of translational research for Hospital Based Specialties and co-Director of the Board of Visitors Cerebral Palsy Prevention Program, a new multidisciplinary program at Children's National aimed at improving neurological outcome in preterm infants while training the next generation of Cerebral Palsy investigators.

### DR. SETH WARSCHAUSKY, PH.D

Seth Warschausky, Ph.D, is a Professor in the Department of Physical Medicine and Rehabilitation at the University of Michigan. He has been Director of the Division of Rehabilitation Psychology and Neuropsychology since 2009. In 2002, he founded the Michigan Adapted Cognitive Assessment Laboratory (M-ACAL). Dr. Warschausky is on the Editorial Boards of Rehabilitation Psychology and the Journal of Pediatric Rehabilitation Medicine. He is a former President of the American Psychological Association's Division 22, Section 1, Pediatric Rehabilitation Psychology and a Fellow in APA Division 22.

### DR. MARSHALYN YEARGIN-ALLSOPP, MD

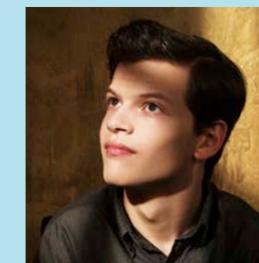
Marshalyn Yeargin-Allsopp, MD, is a Developmental Pediatrician, Medical Epidemiologist, and Chief of the Developmental Disabilities Branch in CDC's National Center on Birth Defects and Developmental Disabilities. She designed and implemented the first U.S. population-based studies of developmental disabilities among children. These studies laid the foundation for CDC's Autism and Developmental Disabilities Monitoring (ADDM) Network, which has been tracking the number and characteristics of children with autism spectrum disorders and other developmental disabilities in the U.S. since 2000.

## MEDICAL DIRECTOR

### DR. DAVID P. ROYE, JR. MD.

Dr. Roye practices pediatric orthopedic surgery and leads the Weinberg Family Cerebral Palsy Center at Columbia University. A fixture on Castle Connolly's rankings of America's Top Doctors, Dr. Roye has dedicated his career to improving the lives of children both here and abroad. Dr. Roye has authored hundreds of articles, and lectured throughout the world. His dedication to teaching and research has led to fellowships in many national and international societies, as well as a multitude of honors and distinctions, including the American Academy of Orthopaedic Surgeons' Humanitarian Award, and the American Academy of Cerebral Palsy and Developmental Medicine's Mentorship Award.

## CPF AMBASSADORS



**MICAH FOWLER**

Star of ABC's Speechless



**ZACH ANNER**

Comedian and Internet Sensation



**JASON BENETTI**

Announcer, Chicago White Sox, ESPN Network



**JOSH BLUE**

Comedian, Winner of Last Comic Standing



**CEREBRAL  
PALSY**  
IS THE MOST  
COMMON CHILDHOOD  
DISABILITY

**1 IN 2**  
PEOPLE WITH CP  
LIVE IN CHRONIC  
PAIN

**1 IN 3**  
PEOPLE  
WITH CP  
CANNOT WALK

**1 IN 5**  
CHILDREN  
WITH CP CANNOT  
TALK

**EVERY HOUR**  
ANOTHER CHILD  
IS BORN  
WITH CP

**1 IN 10**  
PEOPLE WITH  
CP HAS A  
SEVERE VISION  
IMPAIRMENT

**1 IN 5**  
CHILDREN  
WITH CP HAS A  
SLEEP DISORDER

**1 IN 25**  
PEOPLE WITH  
CP HAS A  
SEVERE HEARING  
IMPAIRMENT

**OVER 17  
MILLION**  
PEOPLE IN  
THE WORLD  
HAVE CP

# Join Us

The Cerebral Palsy Foundation is changing lives today for people with CP through innovation, collaboration, and a ferocious focus on measurable impact.

CPF's approach is both aspirational and pragmatic. Rather than add incrementally to the vast body of scientific and medical research that looks to a distant future and which is funded by so many government and institutional bodies, we focus on the insights and information which, when properly implemented, can deliver therapies that can improve lives today.

Our work is far-ranging and deeply transformative. We work to improve basic healthcare for women with disabilities; to make gaming technology accessible for kids who are too often excluded from typical activities; to improve the dissemination of early detection and early intervention techniques; and to seek ways we can lower the age at which we can detect CP.

Additionally, our focus on creative messaging is generating advocacy and awareness unparalleled in our community. This work ranges from our engaging mass media campaign, "Just Say Hi" which has received millions of dollars of free media to the creation of new curriculum which is creating an innovative new platform to spur inclusion within NYC public schools.

The CPF vision is profound and important. We are creating a world where people who live with cerebral palsy – and with all related disabilities – will have greater access, receive the interventions and supports they need, and feel truly empowered.

However, we cannot succeed on the scale we envision without your support.

We invite you to join us. We ask you to share in this deeply meaningful work. Share these stories of impact, share our community, and share the message of intervention, progress and inclusion.

Finally, we invite you to share in the incredible power and joy we can all find working together to transform lives.

## CORPORATE AND INSTITUTIONAL PARTNERS

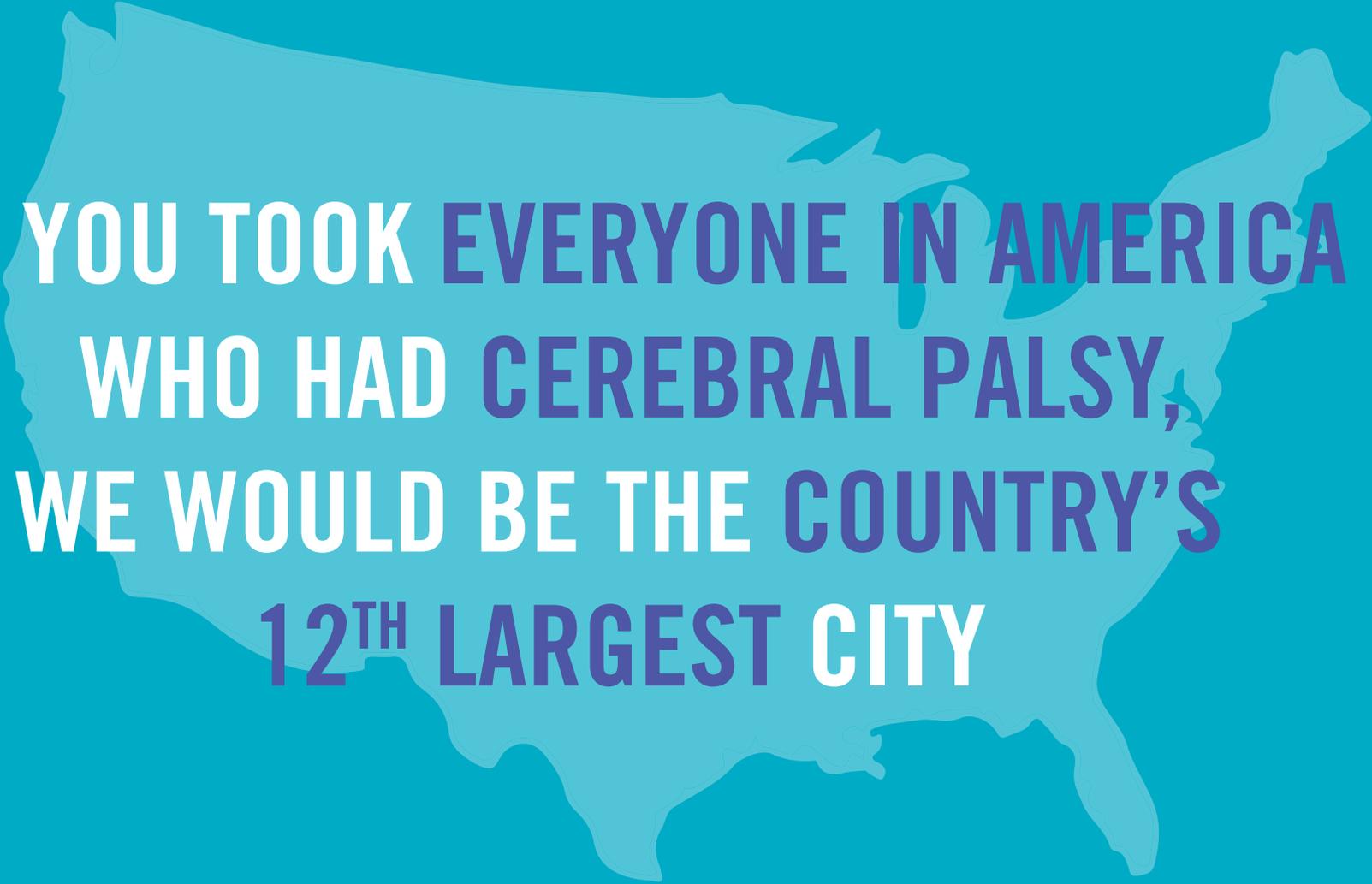
CPF maximizes our impact and awareness by partnering with some of the world's top corporations and institutions.

**Columbia University**  
**Weinberg Family Cerebral Palsy Center**  
**UCLA**  
**Center for Cerebral Palsy**  
**Harvard University**  
**Boston Children's Hospital**  
**Northwestern University**  
**Rehabilitation Institute of Chicago**  
**McMaster University**  
**CanChild**  
**Johns Hopkins**  
**Kennedy Krieger Institute**  
**Nationwide Children's Hospital**  
**American Academy for Cerebral Palsy and Developmental Medicine**



AS WE LOOK  
TO THE AMAZING ADVANCES  
WHICH WILL ONE DAY OCCUR,  
LET US NEVER LIFT  
OUR GAZE  
SO HIGH THAT WE MISS  
THE MANY POWERFUL  
SOLUTIONS  
WHICH ARE AVAILABLE  
TODAY

RICHARD ELLENSON, CEO



**IF YOU TOOK EVERYONE IN AMERICA  
WHO HAD CEREBRAL PALSY,  
WE WOULD BE THE COUNTRY'S  
12<sup>TH</sup> LARGEST CITY**

**JOIN OUR COMMUNITY. BECOME PART OF THE CEREBRAL PALSY FOUNDATION.**

Cerebral Palsy Foundation  
3 Columbus Circle, 15th floor  
New York, NY 10019  
212-520-1686

CerebralPalsyFoundation.org  
✉ [info@YourCPF.org](mailto:info@YourCPF.org)  
f CerebralPalsyFoundation  
✔ YourCPF