

SPECIAL EDITION VIP NEWS

OCTOBER 2006



ADULT DAY PROGRAMS // AQUATIC THERAPY & EXERCISE // ASSISTIVE TECHNOLOGY // BIRTH TO THREE & PEDIATRIC THERAPIES // INTEGRATED CHILDCARE // OUTPATIENT PHYSICAL & OCCUPATIONAL THERAPIES

53rd Annual Telethon Saturday March 3 and Sunday March 4, 2007 and...CP Needs You to be a Telethon VIP!

What are Telethon VIPs?



You probably already have a good idea of what the answer is to that question in everyday terms: Very Important Person.

Now for the detailed response to that question! By the end of this current year, 2006, it will have cost approximately \$4.7 million to provide our services to the people of Northeast Wisconsin. To keep our doors open and to meet the current demands of the community, each year CP needs to raise between 20% and 25% of that amount through fundraising activities. VIPs are individuals from our community of Northeast Wisconsin who volunteer to help CP raise money leading up to and during the annual local CP telethon each March. Money is raised by these volunteers through a variety of fundraising techniques and also by sitting on a "VIP Panel" during the telethon accepting pledges from people who call them directly. The amount of money they raise contributes to the overall telethon dollar amount. Last year VIPs raised \$307,805 of the total. That is a lot of money and why we refer to this group of volunteers as Telethon VIPs.

In short, our VIPs are caring everyday people who help ensure the CP organization's promise "*Where caring comes to life*" is a reality in your community.

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FROM THE DESK OF TED

Wow! It is hard to believe that we are talking Telethon already! But it is so exciting! Just think, we are headed toward our 53rd Annual Local CP Telethon. 53 years...unbelievable! The telethon that you all help with, either through your volunteer efforts in fundraising and putting on the show, your in-kind contributions, the sharing of your talent, and of course your pledges has become what we believe to be the longest running and most successful local telethon production in the country. It certainly is the most fun and entertaining! What a great statement this is to the compassion and giving nature of the people of Northeast Wisconsin. Join us in the fun! Become a CP Telethon VIP!

TED

NEW To Our 53rd Annual CP Telethon VIPs:

We have heard your call and realized that not everyone likes to be on television. So, this year we are introducing a new "Behind the Scenes VIP". It is similar to the "on-air" VIP but you won't be on TV. You will get the support needed to help raise money just like the traditional Telethon VIPs, plus you can come watch the Telethon and enjoy in the fun! But most importantly, you will be helping out a great cause through your fundraising efforts.



What it means to our VIPs to be part of our Local CP Telethon

I decided to become a member of the VIP panel because the CP Center has touched my family's heart/life. With my son receiving services there, we quickly realized what a wonderful service the CP Center is to the community. Coming from the Milwaukee area, there was nothing that compared to it.

I raised money by asking co-workers, friends, neighbors and relatives. I sent a letter out to all of them to let them know exactly how the center has impacted our lives. It was actually easy to raise the money. Being on the panel is a lot of fun and the telethon has now become a family tradition.

Kristen M. Worden
Principal, Chappell Elementary School

Serving as a VIP on the CP Telethon is an easy commitment to make, and one that I willingly accept year after year. I have no difficulty asking friends, neighbors, co-workers and the community in general to support CP, because I know that they will realize an immediate positive return on investment. It's also a lot of fun to help out the telethon for an hour and receive those surprise phone calls from people you haven't talked to in a while, who also support the CP Telethon year after year!

Marianne Oates
Operations Executive, Besiada Health Innovators

Chances are someone you know is or has been a VIP, check around, you may be surprised!

WHY WOULD I WANT TO BE A VIP?

-BECAUSE YOUR EFFORTS MAKE A DIFFERENCE-

Have you wanted to be part of something where you could give back to the community but you were not sure how or where to start? Being a Telethon VIP may be just the thing for you! But why help this cause?

Chances are you or someone you know could use one or more of the services that CP offers but never knew it. Yes, we do offer services to people with CP, but we do so very much more. We serve all ages through a variety of services and programs.

The annual CP telethon raises money needed to ensure that these services can be provided to all persons regardless of income, or their reason for needing services.

Cerebral Palsy, Inc. is independent of any state or national organization, and all dollars raised stay locally and are used to help persons in Northeast Wisconsin.

Want the specifics? You asked for it!

Children's Services:

Birth-to-3 Program providing Occupational, Speech and Physical Therapies in "Natural Environments"

Pediatric Therapy Program at the CP Center providing Occupational, Speech and Physical Therapies to children over the age of three

Common Paths Childcare an inclusive child care facility serving children with and without special needs ages 6 weeks to 7 years old

Adult Day Services:

Adult Day Program providing programming for persons with severe physical and multiple disabilities

Vocational Service for prevocational training, supported employment, and direct work activities

Outreach Program:

Outreach Program designed to provide support services for individuals and families needing assistance outside of the programs offered at the Center.

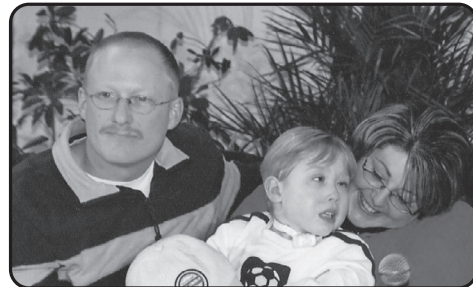
Assistive Technology Program:

Augmentative Communication providing children and adults who can not speak with an alternate means of communication

Adaptive Computer Access services are to provide children and adults with alternative means of accessing the standard computer

Aquatics Services:

Center for Aquatic Rehabilitation and Exercise offering the highest in quality land and water based physical therapy. We also provide adult occupational therapy, individual and group aquatic exercise, as well as personal training. Our two therapeutic swimming pools average 92 degrees and our whirlpool which is kept between 102 to 104 degrees are open to the public...so join us.



Is It Hard To Raise \$?

We all know it is hard to get started, but once you start you will be surprised at how easy it is, and we can help you. We can provide a fund-raising kit to each VIP and our VIP Committee will work with you to get started. We won't even ask you to collect the money, we just ask you to get the pledges (and a little bit of information), then we do the rest! First things first, you will want to set a personal target for the amount of money you want to raise for CP. A key to success is to raise as much as you can pre-telethon weekend. It helps to make your list of personal supporters from your business contacts, family, friends, cell phone, and e-mail, then set a personal strategy to reach the recommended VIP goal. One suggestion is using the pledge sheet "pass around" strategy at work and school. More people give when they see that others have also pledged. Another strategy is to write your own fundraising letter explaining what you are doing, why you are doing it, and asking for support (samples are available).

Also, a week or so before telethon, drop a note to people giving out your VIP phone number asking people to call you during your time on the telethon, this is especially helpful to those living outside of the 50 mile radius around Green Bay since we don't have any long distance service at the telethon!

Any questions during the process we are only a call away.



Cerebral Palsy, Inc.
2801 South Webster Avenue
Green Bay, WI 54301

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Need more information before making a commitment?

Please contact Sara at:
920-337-1121 ext. 1256
or
satrepanier@cp-center.org

This Sounds Like Fun! How Do I Get Started?

If you would like to be a Telethon VIP this year, please fill out the enclosed reply card and drop it in the mail by 11/30/06.

Upon our receipt of your reply we will follow up with you to provide you with additional information and important dates.

Additional fundraising strategies you may want to give a try:

Change Jar Competition: Set up spare change jars in different departments, losing team gets pies in the face by winners!

Packer (favorite team) tailgate party: Have a group organize and donate the food for a tailgate party, then sell plates of food or individual hamburgers, brats and hot dogs for a set price.

Good old fashioned bake sale: Have a group donate baked goods for a bake sale to raise VIP funds.

Sell paper cutout holiday ornaments with the CP logo: Use the ornaments to decorate an office holiday tree

Remember to have fun!

A Special Thank You to **Imagināsium**