

Press Release Press Release



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For Immediate Release:

United Cerebral Palsy of South Florida Becomes United Community Options of South Florida

Leading 70-year-old not-for-profit organization changes its name to reflect who it supports and serves

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On April 1, 2017, the Board of Directors of United Cerebral Palsy of South Florida, (UCPSF), the umbrella organization for the family of organizations serving Miami, Dade, Broward and Palm Beach counties, announced after 70 years of serving the South Florida community as one of the leading social service agencies for people with disabilities will officially change its name to: **United Community Options of South Florida** (UCO of SFL) and re-launch its brand. The new website is: www.unitedcommunityoptionssfl.org.

United Community Options of South Florida's name change and brand launch is being announced to coincide with the organization's 70-year Anniversary in 2017 to honor this milestone. UCP of Miami, Charter Schools and Broward, Palm Beach and Mid-Coast Counties will also change their names to United Community Options.

"It was time to make this change because we have grown dramatically and are so different from the tiny organization started in Miami in 1947 by parents of children with cerebral palsy who needed services because little existed in our community at that time," said **Dr. Joseph A. Aniello**, President of the organization for the past 40 years. "We are very proud of our UCP history but the UCP name has caused confusion regarding who we serve and often preventing those who could benefit from our services and supports from contacting us."

"For many years we have served children and adults with a wide range of needs and abilities including physical, intellectual and neurological disabilities, as well as developmental delays and developmental disabilities" said **Dr. Debbie Terenzio**, Vice President of the organization for the past 40 years. "In addition to cerebral palsy, we have long served people with Down syndrome, autism spectrum disorder, spina bifida, Prader-Willi syndrome, epilepsy, traumatic brain injury, those dependent on technology as well as typically developing children and adolescents".

“We have been discussing for over a decade the pros and cons of changing our name” said **Ms. Linda Gluck**, Chief Executive Officer of the organization. “The Board and staff are very proud of our 70-year history and our many accomplishments, but this name change is very timely and necessary as we sensitively balance the feelings of those we serve and support now and in the future. While UCP was comforting for generations of parents who felt that we would understand the needs of their loved ones, the parent or individual of today receiving supports does not necessarily want to be associated with an organization known only by a single diagnosis.”

In an attempt to balance the old with the new, UCO of SFL is keeping “formerly United Cerebral Palsy” as part of the new logo. **United Community Options of South Florida** has been expanding and diversifying as an organization to respond to the needs of the South Florida communities for decades. United Community Options of South Florida’s supports and services include a wide variety of settings and options which are often met with surprise by those who require assistance and the public at large so the focus is on making sure the word gets out regarding the services provided each and every day. Currently services include: schools (private school board contract-Early Beginnings), McKay Scholarship (Transitional Learning Academy, Diamond Minds Transformational Leadership Academy), Step Up for Students (Transformational Leadership Academy), charter (Early Beginnings Academy), summer, afterschool, VPK, childcare, adult training (Adult Day Training/Sheltered Workshop, Life Long Learning Program, supported employment, residential options (group homes, Intermediate Care for Individuals (ICF/IID—MCP), supported living coaching and in home supports, therapy (physical, occupational, speech, music and behavioral), transportation, advocacy and respite services.

United Community Options of South Florida better reflects who the organization is today. **United** represents the connection between the organization and the community across Miami-Dade, Broward and Palm Beach counties supported by management and administrative services that link us together. **Community** signals that we, and the people who are served and supported each and every day, are part of the fabric of the community in which we live. **Options** represent the many programs, services and supports offered within and across the counties that have evolved to meet the unique needs of each community and will continue to do so for years to come.

United Community Options of South Florida’s new tagline is: Creating the future.One person at a time. The tagline represents the work done each and every day over a period of 70 years.

About United Community Options of South Florida, formerly United Cerebral Palsy of South Florida, is a leading not-for-profit agency and a pioneer in providing supports and services that improve the quality of life for children and adults with disabilities, as well as typically developing children and their families. For over 70 years, **United Community Options of South Florida** has “Created the future. One person at a time” for thousands of people with various needs and challenges in Miami Dade, Broward and Palm Beach Counties. **United Community Options of South Florida** has over 60 locations that serve more than 1,500 children and adults providing education, training, residential, therapy, respite, in home supports, and advocacy services provided by hundreds of trained and dedicated staff.

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For further information on making a donation or to learn more about the organization, please call (305) 325-1080 or visit www.unitedcommunityoptionssfl.org.

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