

ENHANCING ABILITIES RESTORING LIVES: UDS FOUNDATION



It all began with Anna...and Mary Poppins. And a chance visit by a Caskey Group Sales Representative.

THE INSPIRATION: THE UDS FOUNDATION STORY

It was 1965 when a group of individuals were inspired by the touching story of a young girl named Anna who was unable to attend a local theater showing of Mary Poppins because she was in a wheelchair. From this inspiration was born United Cerebral Palsy of Lancaster County. In 2000, UCP of Lancaster became United Disabilities Services (UDS) — a new name to reflect the organization's greatly expanded capabilities.

The UDS Foundation is a non-profit organization based in Lancaster, PA, committed to helping people with disabilities lead more independent and fulfilling lives. In addition to helping participants navigate the challenging realms of healthcare and financial assistance, UDS has developed a wide variety of services and programs to improve quality of life and expand boundaries — including Adult Autism Support, Accessible Home Modifications, Home Medical Equipment, Service Dogs, Custom Wheelchair Seating and more.

Caskey Group's designers helped UDSF gain independence by designing the UDS Capital Campaign brochure, which helped raise money for their new location.



Today, over 300 caring, dedicated employees proudly serve people with disabilities in 35 counties throughout Pennsylvania and beyond. Last year alone, UDS provided services to more than 3,500 clients, enabling them to live more happily, more independently, and in control of the decisions that affect their lives.

PERFECT TIMING: THE UDS AND CASKEY GROUP PARTNERSHIP

It was August 2017 when Caskey Group Sales Representative Austin Rife walked through the doors at UDS to leave a packet of information for VP of Business Development, Nancy McCormick.

The timing of Austin's visit was precipitous because UDS was in the process of developing a re-branding of the organization as well as embarking on their first-ever capital campaign and needed additional marketing support. They were about to move into a new home. This bigger space would allow UDS to consolidate almost all of its programs into one location and would be the first building that the organization would own outright.

"This new space will enable us to expand a number of our programs and help more clients," Bill Kepner, UDS President and CEO said. *"Care management, our largest program, will be able to grow at least 10%, mobility, rehab and custom wheelchairs and home modification by 20% each, and new training facilities will result in three times more service dog placements."*

During this time of transition, UDS encountered several marketing challenges: reaching clients and community partners to keep them updated on the progress of the move, engaging potential donors, developing a clear and cohesive brand message and creating advertising collateral and signage to enhance their updated brand image.

VP of Business Development Nancy McCormick and marketing specialist Deb Showalter realized that with their plates so full, it would be necessary to outsource some of these tasks, so they made the call to Caskey Group. Caskey Group and UDS Foundation proved to be a great match – and even though the partnership is relatively new, the combination of teamwork and great communication has made the two companies a perfect fit.



Caskey Group's professional installers recently installed signage throughout UDS's new location at Erin Court.

According to Nancy, *"There was great synergy right from the beginning. It was obvious that the Caskey Group team was extremely knowledgeable and we appreciated their low-pressure sales approach. As we started our first projects together, we could tell that they had great vision and truly understood our needs. The communication provided by the Caskey team was stellar and their service excellent from start to finish. They made the whole process so easy!"*

Throughout the partnership, Caskey has provided a wide variety of services to support the UDS Foundation's marketing and communication initiatives, including: printed mailings such as event invitations, campaign letters, brochures and stationery, indoor and outdoor signs, vinyl wall graphics, and promotional items like shirts, mugs, magnets and more.

The ability to provide so many products and service in-house, combined with a commitment to customer service, are the key factors that help Caskey Group build and maintain such strong and lasting customer relationships. *Gala Save the Date*



We are proud to be partners to such a wonderful, life-changing organization. Please join us in congratulating UDS on the acquisition of their new facility. We hope you will join us at their Open House in September 2018. **To learn more about UDS Foundation and the services they offer, please visit www.udservices.org or contact Nancy McCormick at nancym@udsfoundation.org or 888-837-4235.**