



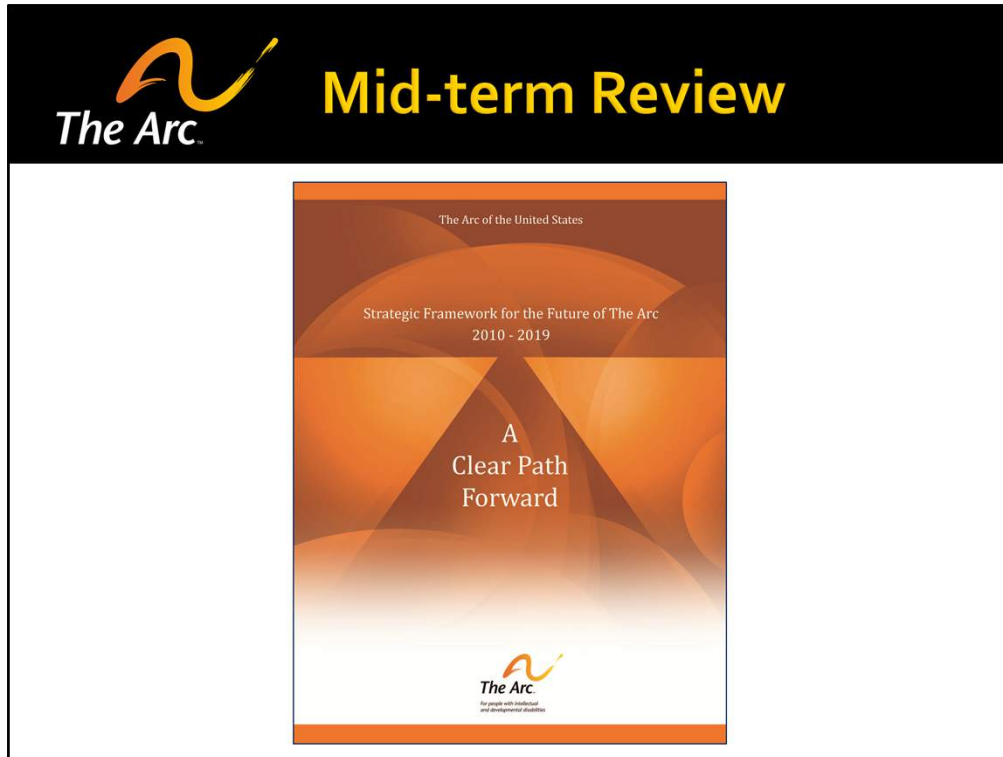
MID-TERM REVIEW
**Strategic Framework for the
Future of The Arc, 2010-2019**

Text of Remarks by Peter V. Berns, Chief Executive Officer
Annual Business Meeting, October 5, 2015

THANK YOU RON.

GOOD AFTERNOON. IT'S GREAT TO SEE EVERYONE HERE AND
THANKS FOR TAKING THE TIME TO ATTEND THE ARC'S ANNUAL
BUSINESS MEETING.

IN MY REMARKS TODAY I WOULD LIKE TO TALK WITH YOU ABOUT
WHERE WE ARE AT THE COURSE OF IMPLEMENTING THE ARC'S
STRATEGIC PLAN.



AS I HOPE YOU REMEMBER, IN 2010 AFTER AN EXTENSIVE PARTICIPATORY PROCESS IN WHICH YOU WERE ALL INVOLVED, WE PUT IN PLACE A NEW PLAN WE CALLED THE STRATEGIC FRAMEWORK FOR THE FUTURE OF THE ARC, 2010 – 2019.

AND THIS IS NOT A PLAN SITS ON THE SHELF. WE HAVE ACTIVELY USED IT TO GUIDE OUR WORK FOR THE PAST FIVE YEARS.

SO LET’S TAKE A LOOK AT HOW WE ARE DOING, WHAT HAVE BEEN OUR MAJOR ACCOMPLISHMENTS UNDER THE PLAN, AND WHAT WE NEED TO FOCUS ON IN THE YEARS AHEAD.

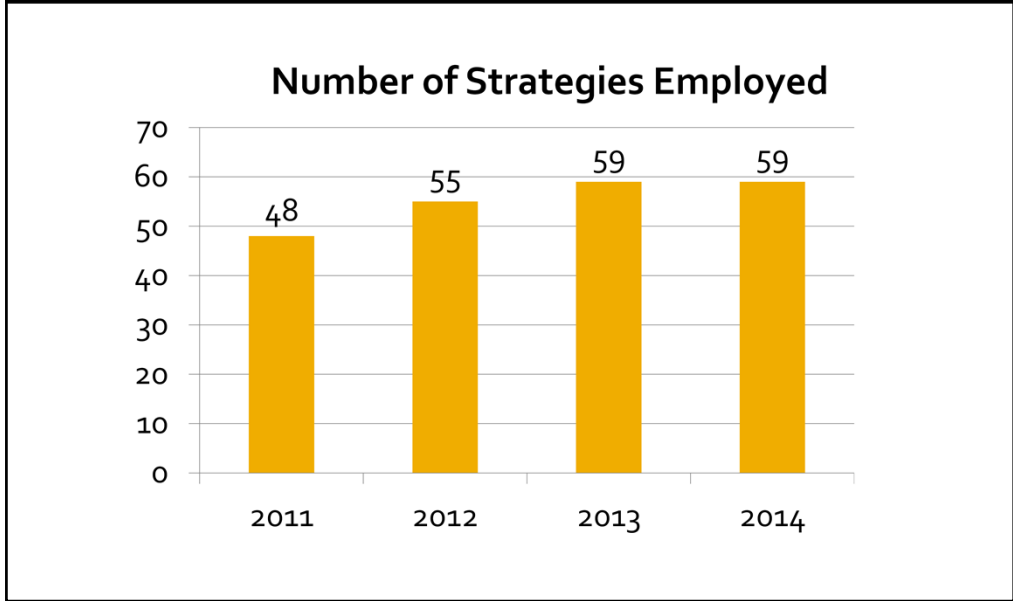
8 Goals 63 Strategies

THE SP HAS 8 GOALS, AND UNDER THOSE GOALS THERE ARE 63 SEPARATE STRATEGIES.

OF THOSE GOALS, FIVE ARE EXTERNALLY FACING AND SPEAK TO WHAT WE ARE WORKING TO ACCOMPLISH FOR ADULTS AND CHILDREN WITH I/DD

THREE ARE MORE INTERNALLY FOCUSED AND SPEAK TO WHAT WE ARE TRYING TO ACCOMPLISH FOR THE ARC AS AN ORGANIZATION AND A DISABILITY MOVEMENT.

IT WOULD TAKE HOURS TO REPORT TO YOU EVERYTHING WE'VE DONE TO ADVANCE EACH COMPONENT OF THE PLAN, SO I AM JUST GOING TO PROVIDE SOME HIGHLIGHTS.



OUR WORK OVER FIVE YEARS HAS IN SOME WAY TOUCHED
ON 59 OF THE 63 STRATEGIES



Goal I

Infants, children and youth with I/DD have access to the supports and services they need to live in their family homes, to succeed in school and to partake in all of the experiences of childhood.

THE FIRST GOAL IN OUR STRATEGIC FRAMEWORK IS



Affordable Care Act



AND HERE OUR MOST SIGNIFICANT ACCOMPLISHMENT IS THAT WE GAINED PASSAGE OF THE AFFORDABLE CARE ACT – FONDLY REFERRED TO BY SOME AS OBAMA-CARE – AND HAVE SUPPORTED ITS IMPLEMENTATION.

THE AFFORDABLE CARE ACT IS THE MOST IMPORTANT LEGISLATIVE VICTORY FOR PEOPLE WITH DISABILITIES THAT WE'VE ACCOMPLISHED SINCE THE ADA WAS ENACTED 25 YEARS AGO --- AS THE KEATON'S WHO APPEAR IN THE LEFT SIDE OF THIS SLIDE CAN ATTEST.

THEY HAD BEEN DENIED HEALTH INSURANCE COVERAGE FOR THEIR SON, GRAYSON.

THAT CAN'T HAPPEN TO PEOPLE WITH DISABILITIES ANY LONGER.



- 19 chapters
- 5 airlines
- 17 airports
- 24 events
- 3,935 individuals with disabilities and their families

WE HAVE ALSO ADVANCED THE FIRST GOAL IN OUR STRATEGIC FRAMEWORK THROUGH PROGRAM ACTIVITIES – LIKE WINGS FOR AUTISM, THE TRAVEL SIMULATION WE OFFER TO CHILDREN WITH AUTISM OR OTHER DEVELOPMENTAL DISABILITIES AND THEIR FAMILY MEMBERS.

WINGS HAS NOW TAKEN FLIGHT AT 17 AIRPORTS AND IS SUPPORTING CHILDREN WITH AUTISM TO BE INCLUDED IN THEIR FAMILIES AND THEIR COMMUNITIES BY HELPING THEM TO PREPARE FOR AIR TRAVEL.



Goal II

Adults with I/DD have the opportunity to lead lives of their own choosing, to be free from poverty, to be employed, to reside in the community, and to live independently with ready access to whatever services and supports they need.

THE SECOND GOAL IN OUR STRATEGIC FRAMEWORK IS THAT

CERTAINLY OUR VICTORY WITH THE AFFORDABLE CARE ACT ADVANCED THIS GOAL TOO, BUT LET ME SHARE A FEW OTHER ACCOMPLISHMENTS HERE



Medicaid, SSDI and SSI held harmless



*DON'T CUT OUR
LIFELINE*

9

THROUGH OUR DON'T CUT OUR LIFELINE CAMPAIGN, WE'VE SUCCEEDED IN BEATING BACK MULTIPLE EFFORTS IN CONGRESS TO CUT MEDICAID, SOCIAL SECURITY DISABILITY INSURANCE, AND SSI DISABILITY BENEFITS

THAT FIGHT, I SHOULD NOTE, IS NOT OVER!



Steve Beck Jr. Achieving a Better Life Experience Act



ABLE Act Becomes Law



December 19, 2014

AND WE GAINED PASSAGE OF THE ABLE ACT --- SO THAT FAMILIES WITH A LOVED ONE WITH DISABILITIES CAN SET UP DISABILITY SAVINGS ACCOUNTS, MUCH LIKE OTHER FAMILIES DO TO SAVE WITH A COLLEGE SAVINGS PLAN



PROGRAMMATICALLY, WE HAVE WORKED TO CREATE JOBS FOR PEOPLE WITH DISABILITIES THROUGH A NUMBER OF INITIATIVES

WE STARTED WITH WALMART FOUNDATION'S HELP, TO SUPPORT 55 CHAPTERS AROUND THE COUNTRY TO HELP YOUNG ADULTS TRANSITION FROM HIGH SCHOOL TO ADULTHOOD, INCLUDING JOBS



Program Initiatives (2011)

8 chapters nationwide

The Arc's
eXplore eRecycling
Walmart*

WE MOVED ON, WITH WALMART AND ALCOA'S SUPPORT, TO HELP CHAPTERS EXPLORE HOW TO CREATE JOBS FOR PEOPLE WITH I/DD IN THE RECYCLING INDUSTRY.



AND JUST LAST YEAR WE ORGANIZED A NEW INITIATIVE WE CALL THE ARC AT WORK, WHICH WILL TRY TO CAPITALIZE ON THE FACT THAT THE FEDERAL GOVERNMENT AND FEDERAL CONTRACTORS HAVE NEW GOALS TO HIRE MORE PEOPLE WITH DISABILITIES.

WE WANT TO MAKE SURE THAT PEOPLE WITH INTELLECTUAL AND DEVELOPMENTAL DISABILITIES AREN'T LEFT BEHIND AS THIS HIRING TAKES PLACE.



WE DEVELOPED AUTISM NOW, OUR NATIONAL AUTISM RESOURCE AND INFORMATION CENTER, SO THAT WE CAN BETTER SUPPORT INDIVIDUALS WITH AUTISM AT HOME, IN THE WORK PLACE AND AT SCHOOLS

THIS PROGRAM, ALONG WITH WINGS FOR AUTISM, AND OUR ADVOCACY OF THE AUTISM CARES ACT, WHICH PASSED CONGRESS LAST YEAR, PUTS THE ARC MORE VISIBLY, FRONT AND CENTER, AS THE LEADING DISABILITY ORGANIZATION SERVING THE AUTISM COMMUNITY ---- SOMETHING THAT YOU, ARE CHAPTERS, TOLD US YOU WANTED TO SEE HAPPEN.

BUT WE DIDN'T STOP THERE IN OUR EFFORTS TO IMPROVE THE QUALITY OF LIFE FOR PEOPLE WITH I/DD.



Program Initiatives (2014- present)

Center for Future Planning

Center for Future Planning

See how others have planned →

What is Future Planning?
Creating a plan to help guide a person with I/DD to lead an independent life.
[Begin →](#)

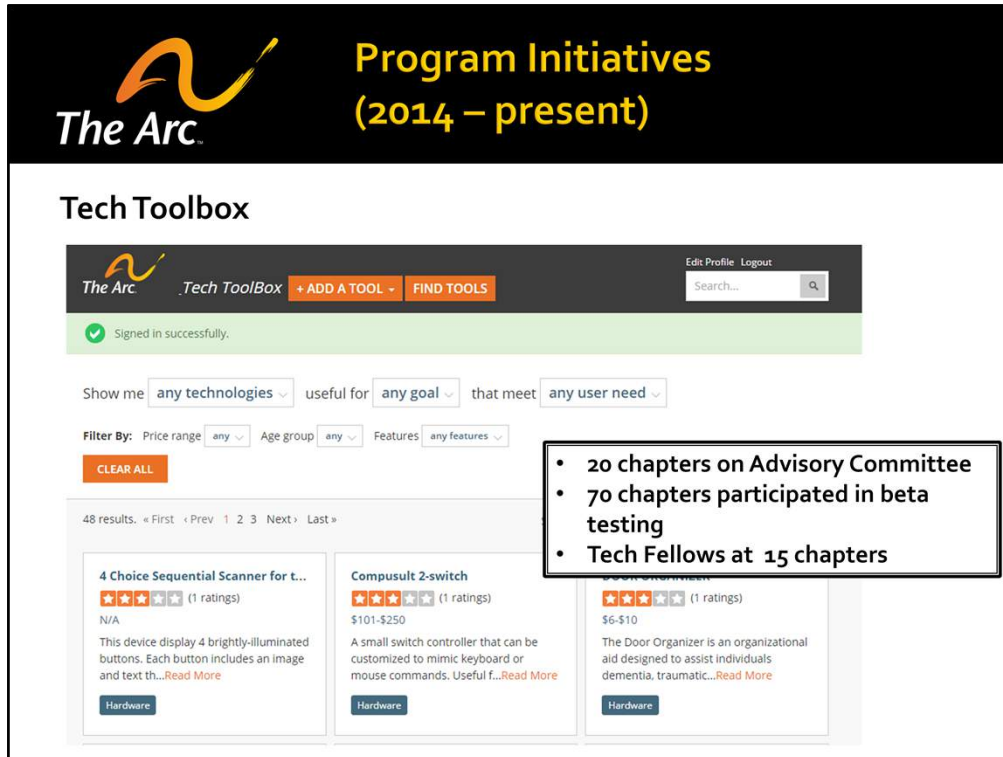
Not Sure Where to Start?
Planning ahead can be overwhelming. Get tips on how to get started.
[Begin →](#)

Get Started!
Learn more and begin to plan.
[Begin →](#)

Urgent Need
Need urgent help? Start here instead.
[Begin →](#)

See how others have planned →

WE ALSO LAUNCHED OUR NEW CENTER ON FUTURE PLANNING, WHICH SEEKS TO SUPPORT INDIVIDUALS WITH I/DD AND THEIR FAMILIES TO PLAN FOR THE FUTURE – IN PARTICULAR, THOSE FAMILIES WHERE AN INDIVIDUAL WITH I/DD IS LIVING WITH FAMILY MEMBERS IN THEIR 60S OR OLDER, AND THE FAMILY DOESN'T HAVE A PLAN FOR THE FUTURE.



WE LAUNCHED TECH TOOLBOX, WHICH WILL HELP PEOPLE WITH I/DD TO FIND THE TECHNOLOGY – HARDWARE, SOFTWARE AND APPS – THAT WILL SUPPORT THEIR BEING INCLUDED IN THEIR COMMUNITIES.

AND YOU WILL BE HEARING SOME EXCITING NEWS ABOUT THIS WORK SOON.



Goal III

People with I/DD have the opportunity to participate in civic activities, volunteerism and community service, religion, art, culture, and recreation alongside their peers without disabilities.

THE THIRD GOAL IN OUR STRATEGIC FRAMEWORK IS

AND I HAVE TO ADMIT THAT WE HAVEN'T DELVED ANYWHERE NEAR AS DEEPLY INTO THIS AREA AS WE HAVE WITH THE FIRST TWO GOALS



WE DID MAKE AN EFFORT IN THE LAST ELECTION CYCLE, AS WE WILL DO AGAIN OVER THE NEXT TWELVE MONTHS... TO SUPPORT PEOPLE WITH I/DD TO BE INVOLVED IN VOTING

AND I'M HAPPY TO ANNOUNCE THAT JUST LAST WEEK WE WERE AWARDED A GRANT FROM THE CORPORATION FOR NATIONAL AND COMMUNITY SERVICE TO WORK WITH TEN CHAPTERS OF THE ARC TO ENGAGE PEOPLE WITH I/DD IN VOLUNTEER SERVICE.



PBATS PLAY Program



AND OVER THE 2014 AND 2015 BASEBALL SEASON, WE WORKED WITH CHAPTERS AND THE PROFESSIONAL BASEBALL ATHLETIC TRAINERS SOCIETY TO BRING CHILDREN WITH I/DD TO BALLPARKS TO PARTICIPATE IN "PLAY" -- A YOUTH SPORTS, FITNESS AND HEALTH PROGRAM

THIS IS, TO OUR KNOWLEDGE, THE FIRST TIME A MAJOR LEAGUE SPORTS PROGRAM HAS REACHED OUT TO AND INVOLVED YOUTH WITH I/DD.



Goal IV

Individual members of the public value, respect and accept people with I/DD as equal members of society.

GOAL FOUR OF OUR STRATEGIC FRAMEWORK IS READ ABOVE

AND HERE A LOT OF PROGRESS HAS BEEN MADE

ON THE PUBLIC POLICY FRONT...

Rosa's Law



21

WE GAINED PASSAGE OF ROSA'S LAW, WHICH TAKES THE R-WORD OUT OF FEDERAL LAWS

AND GOT THE SOCIAL SECURITY ADMINISTRATION TO STOP USING THE R-WORD IN THEIR REGULATIONS, PROCEDURES MANUALS AND PUBLICATIONS AS WELL

AND MANY OF OUR STATE CHAPTERS HAD SIMILAR SUCCESSES IN GETTING THE R-WORD OUT OF STATE LAWS AND OUT OF THE NAMES OF THE AGENCIES THAT SERVE THEM

Matthew Shepard & James Byrd Jr. Hate Crimes Prevention Act



22

WE GAINED PASSAGE OF AMENDMENTS TO THE FEDERAL HATE CRIMES LAW, TO MAKE IT A FEDERAL CRIME TO COMMIT VIOLENCE AGAINST A PERSON WITH DISABILITIES



Program Initiatives (2013 - present)

The logo for the National Center on Criminal Justice & Disability. It features a dark grey rectangular background with a yellow brushstroke graphic on the right side. The text 'National Center on Criminal Justice & Disability' is written in white, italicized font on the left side of the grey background.

*National Center on
Criminal Justice & Disability*

AND, WE LAUNCHED OUR NEW NATIONAL CENTER ON CRIMINAL JUSTICE AND DISABILITY, WHICH AMONG OTHER ACTIVITIES IS EDUCATING LAW ENFORCEMENT, ATTORNEYS, JUDGES, COURT AND EVEN CORRECTIONS PERSONNEL TO RESPECT THE RIGHTS OF PEOPLE WITH I/DD.



Expanded Social Media Presence

Websites

www.thearc.org
www.autismnow.org
www.selfadvocacyonline.org
www.wearethearc.org (TUMBLR)

Facebook

<https://www.facebook.com/thearcus>
<https://www.facebook.com/NCCJD>
<https://www.facebook.com/AutismNowCenter>

YouTube sites

<https://www.youtube.com/user/thearcoftheus>
<https://www.youtube.com/user/AutismNowCenter>

Flickr

<https://www.flickr.com/photos/thearcus>
<https://www.flickr.com/photos/autismnowcenter/>

Twitter

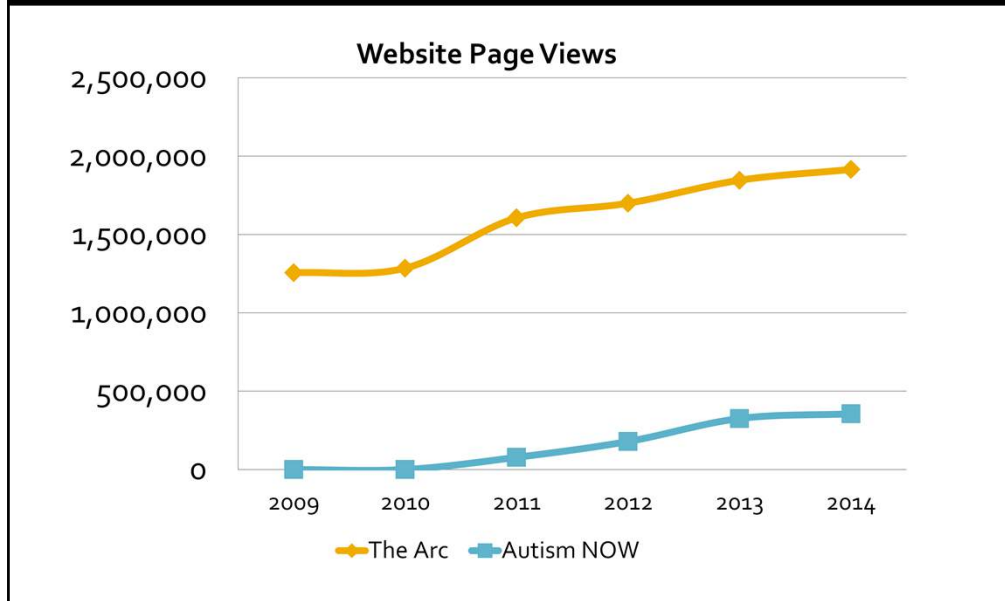
<https://twitter.com/thearcus>
<https://twitter.com/autismnowcenter>

IN OUR EFFORTS TO EDUCATE THE PUBLIC AND GAIN RESPECT FOR PEOPLE WITH I/DD WE ESTABLISHED A ROBUST SOCIAL MEDIA PRESENCE

AND AS YOU WILL SEE WE ARE GARNERING MORE ATTENTION ONLINE



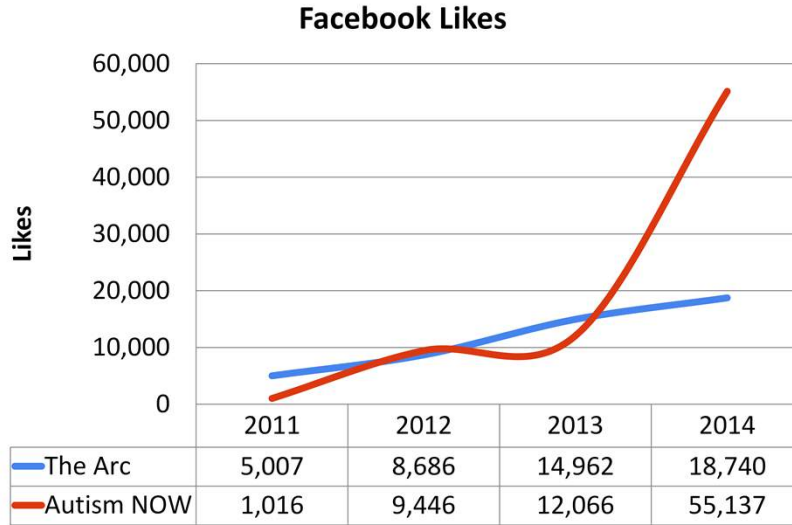
Website Visitors



WITH STEADY GROWTH IN VISITORS TO OUR WEBSITES



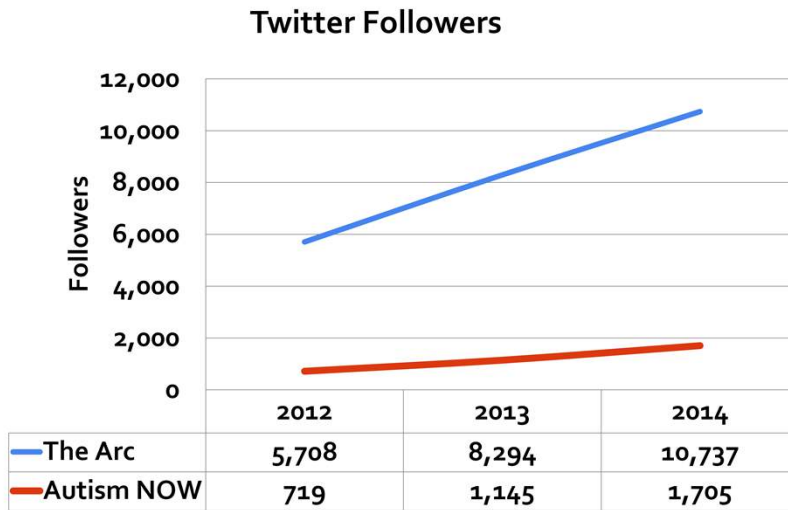
Facebook Likes



WITH LIKES ON FACEBOOK



Twitter Followers



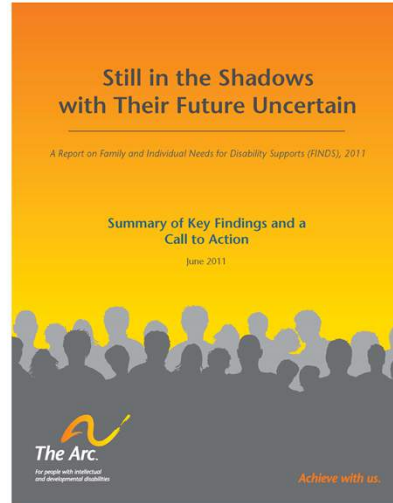
AND WITH FOLLOWERS ON TWITTER



Public education thru FINDS survey and related efforts



The Arcwe have our finger on the pulse of people with I/DD and their families



WE'RE ALSO USING RESEARCH AS A TOOL TO EDUCATE THE PUBLIC ,
SUCH AS OUR SURVEY OF FAMILY AND INDIVIDUAL NEEDS FOR
DISABILITY SUPPORTS AND THE ACCOMPANYING EXECUTIVE SUMMARY
– STILL IN THE SHADOWS WITH THEIR FUTURE UNCERTAIN




Public Service Announcements


The Arc obtained \$1,781,142 in
airtime from Comcast for
distribution of the 2014 public
service announcement



WE'VE TAKEN TO THE AIRWAVES AND CABLE WITH PUBLIC SERVICE
ANNOUNCEMENTS

WHICH ALSO CAN BE CUSTOMIZED FOR LOCAL USE

 **Public Relations tools**



#DDAware
a day for developmental disabilities awareness
The Arc

March 29

Other Toolkits

- Autism Acceptance Day (April)
- Fetal Alcohol Spectrum Disorders (FASD) Awareness Day (Sept. 9)
- Don't Cut Our Lifeline Medicaid and Social Security Toolkit (Summer 2015)

AND WE HAVE CREATED MEDIA TOOLKITS FOR CHAPTERS TO USE TO SPREAD THE WORD DURING

DEVELOPMENTAL DISABILITIES AWARENESS DAY

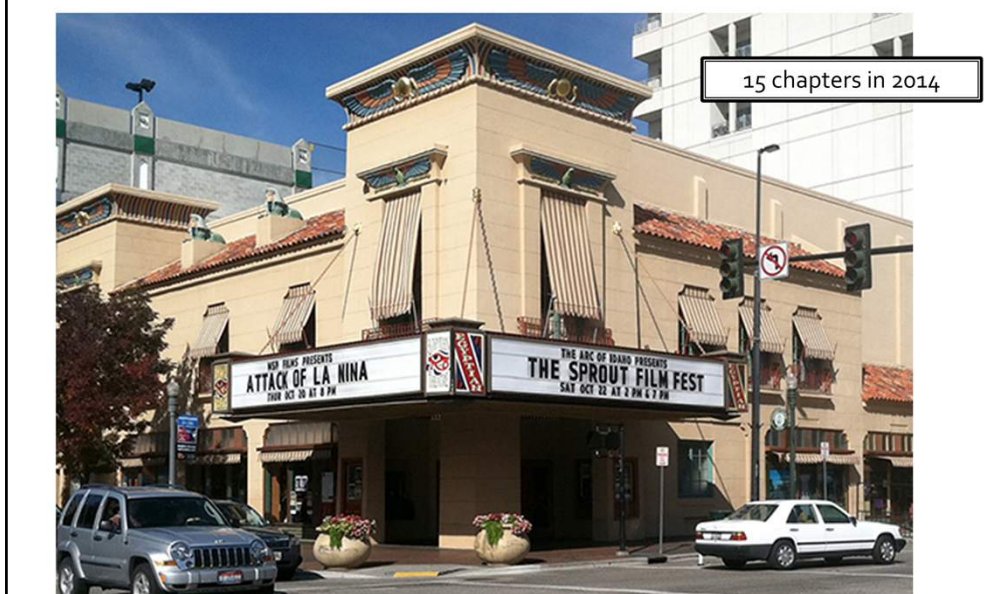
AUTISM ACCEPTANCE DAY

AND

FASD AWARENESS DAY



The Arc and Sprout National Disability Film Festival



WE EVEN WORKED WITH SPROUT, TO CREATE A NATIONAL TRAVELING DISABILITY FILM FESTIVAL, THAT CHAPTERS ARE BRINGING TO LOCAL COMMUNITIES.



Goal V

Quality health education, health promotion and health care are widely available and accessible, enabling individuals to avoid known environmental causes of I/DD and to prevent secondary health problems for people with I/DD.

THE FIFTH GOAL IN OUR STRATEGIC FRAMEWORK IS THAT [READ GOAL]

WE'VE HAD TWO MAJOR PROGRAM INITIATIVES TO ADVANCE THIS GOAL

The Arc **Program Initiatives**
(2012 - present)

The Arc **HealthMeet™**
Promoting Health for People
with Intellectual Disabilities

- 15 chapters participating in health assessments
- 17 chapters participating in HealthMatters train the trainer program

FIRST, IS OUR HEALTHMEET PROJECT, IN WHICH WE HAVE WORKED WITH 32 CHAPTERS

TO CONDUCT HEALTH ASSESSMENTS OF PEOPLE WITH I/DD TO DOCUMENT THE HEALTH DISPARITIES THEY EXPERIENCE

AND TO TEACH PEOPLE WITH I/DD TO TAKE CHARGE OF THEIR OWN HEALTH, NUTRITION AND PHYSICAL FITNESS



Program Initiatives (2013)

Fetal Alcohol Spectrum Disorder Prevention Project

- 12 chapters provided mini-grants, totaling \$24,000
- 19 additional chapters using FASD Toolkit to conduct outreach to health professionals

MORE THAN 30 CHAPTERS ARE INVOLVED IN OUR FETAL ALCOHOL SPECTRUM DISORDER PREVENTION PROJECT – NOT AS CATCHY A NAME AS HEALTHMEET ---

IN WHICH WE ARE EDUCATING DOCTORS, NURSES, MIDWIVES AND OTHER HEALTH PROFESSIONALS TO GIVE BETTER ADVICE TO WOMEN WHO ARE PREGNANT, OR CONSIDERING BECOMING PREGNANT, ABOUT THE RISKS OF DRINKING.



Goal VI

The Arc is a powerful advocate for people with I/DD, leading a vibrant, engaged and growing movement of people with I/DD; their family members, friends and colleagues; and the nonprofit organizations that serve them, committed to the full inclusion of people with I/DD in society.

THE SIXTH GOAL IN THE STRATEGIC FRAMEWORK IS [READ GOAL]

HERE – DESPITE THE PUBLIC POLICY VICTORIES THAT WE HAVE BEEN ABLE TO ACHIEVE, WE CLEARLY HAVE SO MUCH MORE WORK TO DO




- Uncoupled the government affairs office of The Arc and United Cerebral Palsy

AT THE OUTSET, THOUGH, I SHOULD NOTE THAT WE TOOK A VERY IMPORTANT STEP BY DISSOLVING WHAT USED TO BE CALLED THE DISABILITY POLICY COLLABORATION – WHICH WAS AN EIGHT YEAR EFFORT THAT HAD MERGED THE ARC’S AND UCP’S GOVERNMENT AFFAIRS OPERATIONS INTO A SINGLE OFFICE

BY UNCOUPLING FROM UCP, WE HAVE BEEN ABLE TO MUCH MORE CLEARLY IDENTIFY THE PUBLIC POLICY WORK THAT WE DO AS DONE BY THE ARC –

SO IT IS NOW CLEAR TO ELECTED OFFICIALS THAT IT IS THE ARC THAT IS VISITING THEIR OFFICE, OR BARRAGING THEM WITH EMAIL AND LETTERS. AND WHEN THEY SEE THE ARC IN DC THEY KNOW THAT IT IS PART OF THE SAME ORGANIZATION THEY KNOW IN THEIR HOME DISTRICT.

UNCOUPLING THE DPC HAS ALSO ENABLED US TO LEVERAGE AND COORDINATE OUR GOVERNMENT RELATIONS, COMMUNICATIONS AND SOCIAL MEDIA, AND CHAPTER ORGANIZING TO HAVE GREATER IMPACT.



The Arc ... we are the leading advocate for people with I/DD



SO THE ARC IS, ONCE AGAIN RECOGNIZED AS THE LEADING ADVOCATE FOR PEOPLE WITH I/DD, WORTHY OF AN AUDIENCE WITH THE PRESIDENT OF THE UNITED STATES AND THE VICE PRESIDENT, AND WELCOME IN THE HALLS OF CONGRESS AND THE INNER REACHES OF FEDERAL AGENCIES.



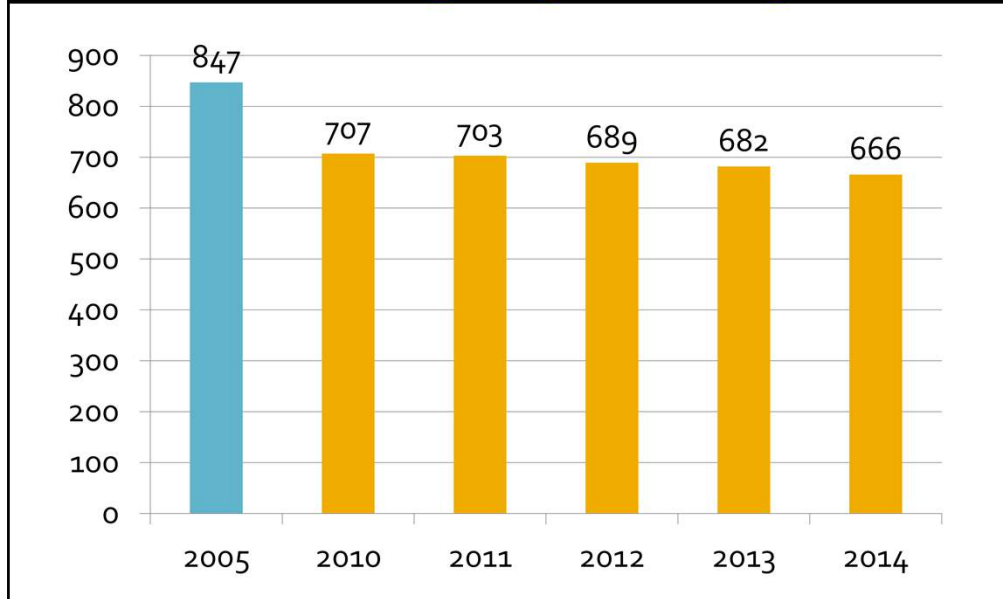
WE'VE ALSO STEPPED UP EFFORTS TO INFORM OUR CONSTITUENTS ABOUT MAJOR DEVELOPMENTS AT THE FEDERAL LEVEL WITH MORE IN-DEPTH PUBLICATIONS, SUCH AS OUR SERIES -- NATIONAL POLICY MATTERS

AND JUST THIS YEAR, WE BEGAN TO FOCUS MORE ATTENTION ON ADVOCACY AT THE STATE LEVEL WITH A NEW PUBLICATION – STATE ADVOCACY MATTERS.

AND WE ARE BEGINNING TO EXPLORE HOW WE CAN WORK TOGETHER WITH STATE AND LOCAL CHAPTER LEADERS TO SHARE KNOWLEDGE AND LEVERAGE SUCCESSES FROM ONE STATE TO ANOTHER



Chapter Growth is an Ongoing Challenge

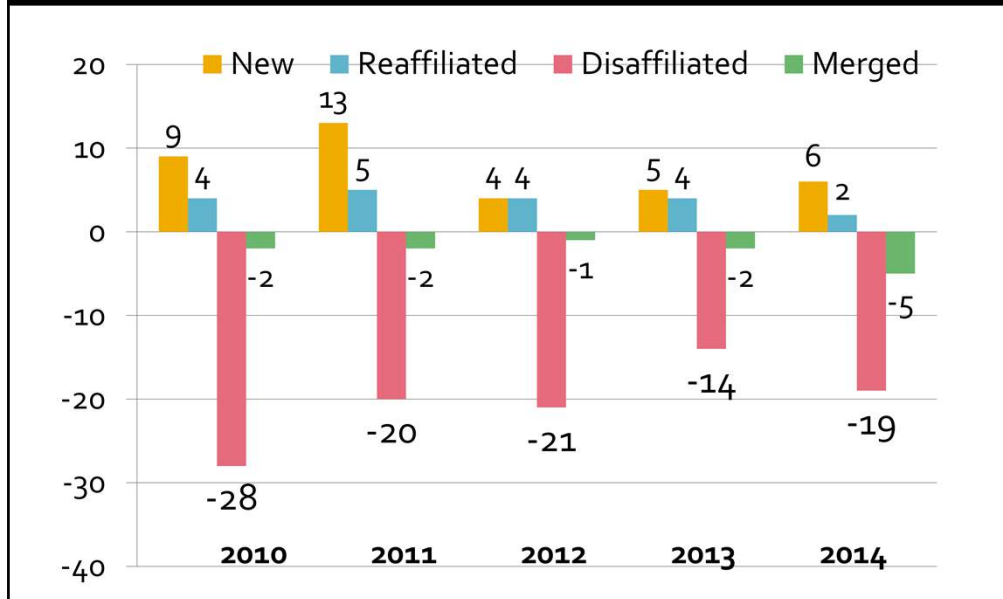


ONE AREA WHERE WE HAVEN'T HAD MUCH SUCCESS IS IN GROWING OUR CHAPTER NETWORK

AFTER DECLINING PRECIPITOUSLY FROM 2005 TO 2010 – LOSING 140 CHAPTERS IN THAT PERIOD - WE'VE LEVELED THINGS OFF, BUT CLEARLY ARE NOT YET ON A GROWTH TRACK



Coming & Going

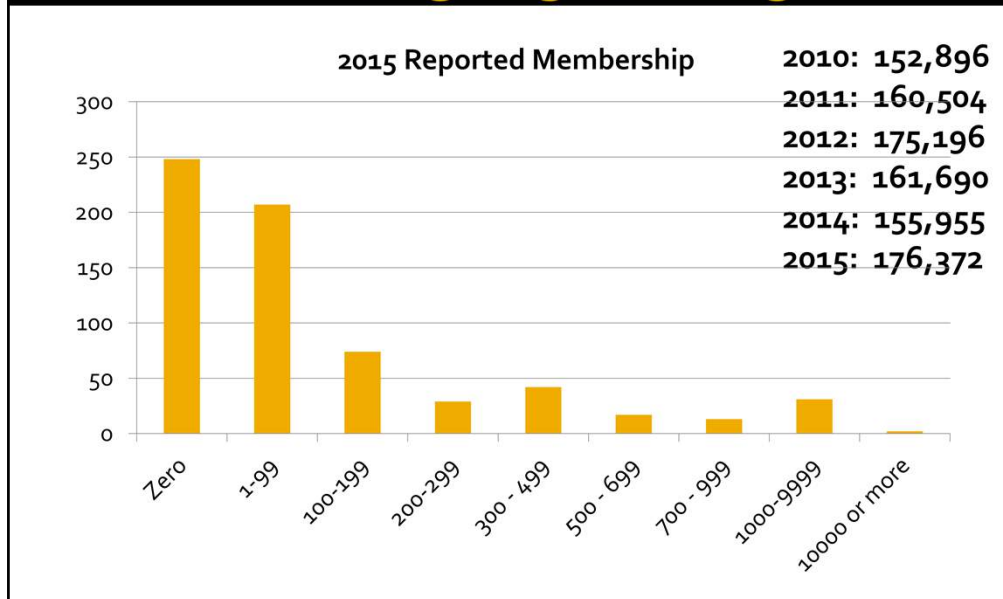


WE ARE MAKING SOME MODEST PROGRESS IN BRINGING NEW CHAPTERS ON BOARD, AND REAFFILIATING FORMER CHAPTERS,

BUT WE CONTINUE TO EXPERIENCE SOME ATTRITION, PARTICULAR AMONG THE SMALL, ALL VOLUNTEER CHAPTERS THAT ARE SIMPLY RUNNING OUT OF STEAM



Membership is an Ongoing Challenge



MEMBERSHIP IS A CHALLENGE AS WELL – WITH IT HOOVERING BETWEEN 150,000 AND 175,000 REPORTED PAID MEMBERS OVER THE PAST FIVE YEARS

AND 38% OF CHAPTERS NOT REPORTING ANY MEMBERS

WHILE 30% REPORT FEWER THAN 100

YET CHAPTERS CONTINUE TO TELL US THAT THEY BELIEVE MEMBERSHIP IS IMPORTANT TO THE SUCCESS OF THE ARC



Potential Activists

- 503,000 people with I/DD served
- 480,000 parents, sibs and family members served
- 124,000 chapter employees
- 6,900 chapter board members
- 46,000 chapter volunteers
- 31,000 activists in CapWiz/Engage System
- 81,700 Facebook friends, The Arc
- 10,700 Twitter followers, The Arc
- 160,000 Empower subscribers
- 37,000 The Arc e-newsletter subscribers
- 5,700 Fusion (board and staff leaders) subscribers

BUT HOW IS IT THAT WE ONLY HAVE 175,000 REPORTED MEMBERS,
WHEN

WE SERVE MORE THAN 1 MILLION PEOPLE WITH I/DD AND THEIR
FAMILIES

WE HAVE MORE THAN 135,000 EMPLOYEES



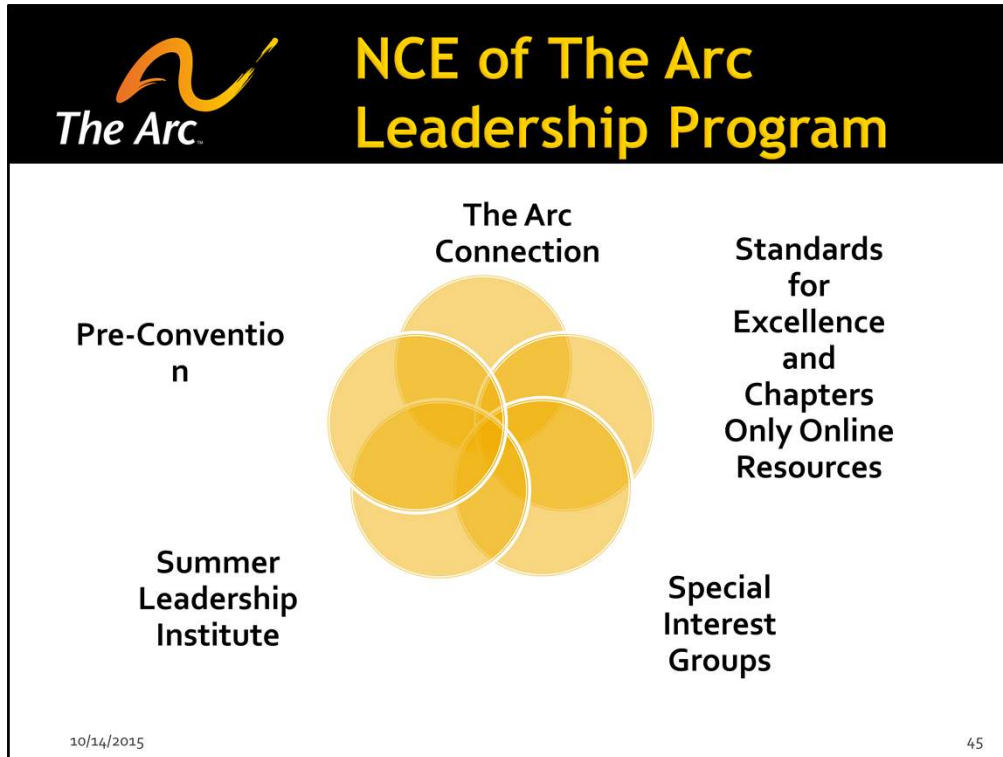
Goal VII

The Arc is a catalyst advancing best practices among all community-based service providers and the preeminent provider of inclusive services and supports for people with I/DD and their families.

GOAL SEVEN IN OUR STRATEGIC FRAMEWORK IS [READ GOAL]



IN THE FIRST INSTANCE THIS GOAL IS ADVANCED THROUGH ALL OF THE PROGRAM INITIATIVES I SPOKE OF PREVIOUSLY.



AND IT IS ALSO ADVANCED THROUGH THE WORK OF THE NATIONAL CONFERENCE OF EXECUTIVES OF THE ARC

ONE OF OUR PROUDEST ACCOMPLISHMENTS HERE IS THAT WE HAVE SUCCESSFULLY TRANSITIONED SO THAT NCE IS NOW PART OF THE ARC – BUILT RIGHT INTO OUR NATIONAL CORPORATE STRUCTURE – AND THAT EVERY CHAPTER EXECUTIVE IS AUTOMATICALLY PART OF NCE

WE HAVE WORKED TOGETHER TO DEVELOP A DYNAMIC, REVAMPED LEADERSHIP PROGRAM TO ADVANCE THE PROFESSIONAL DEVELOPMENT OF OUR EXECUTIVES, CHAPTER STAFF, AND BOARD LEADERS

IN SHORT, WE ARE NOW MUCH MORE INTENTIONAL IN HOW WE TAP THE EXPERTISE OF OUR PROFESSIONALS TO SPREAD BEST PRACTICES THROUGHOUT THE NETWORK.



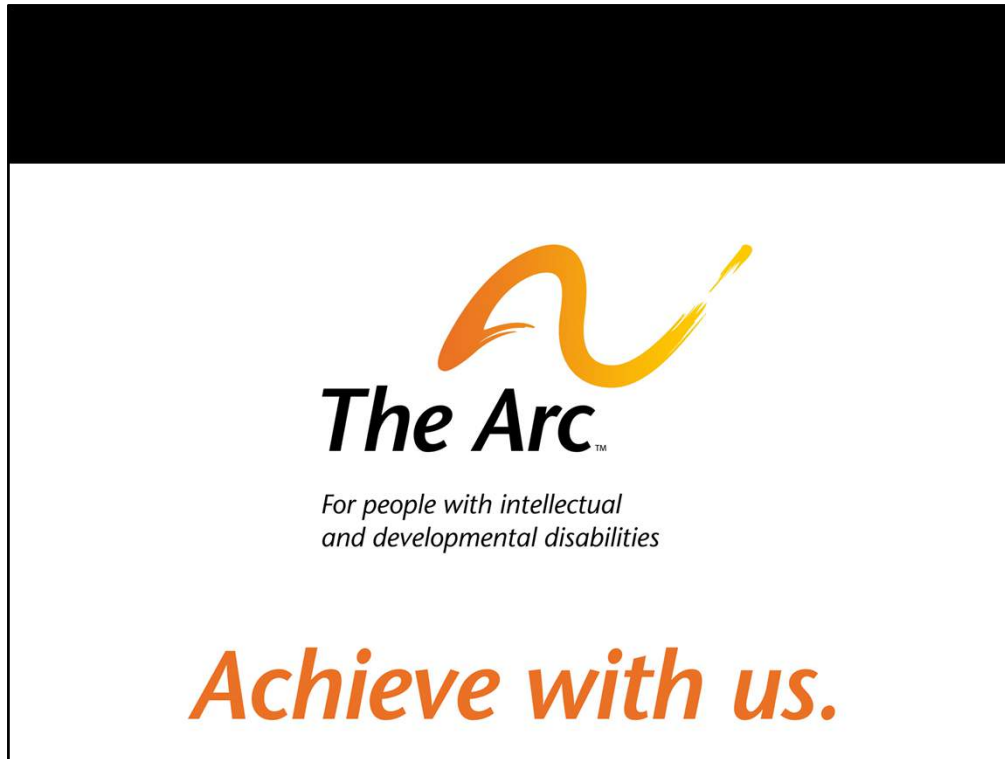
AND, OF COURSE, ONE WAY WE SPREAD KNOWLEDGE ABOUT BEST PRACTICES THAT IS GENERATED THROUGH THE ARC'S NETWORK IS THROUGH OUR MAJOR EVENTS.



Goal VIII

The Arc is a household name, well-known and respected as an effective, responsive, well-managed, responsibly governed, and sustainable nonprofit federation.

LAST, BUT NOT LEAST, THE EIGHTH GOAL IN OUR STRATEGIC FRAMEWORK IS [READ GOAL]



THE REBRANDING OF THE ARC HAS BEEN, AND WILL CONTINUE TO BE,
FRONT AND CENTER IN THE EFFORT TO BUILD THE ARC INTO A
HOUSEHOLD NAME

AND WE HAVE MADE GREAT PROGRESS



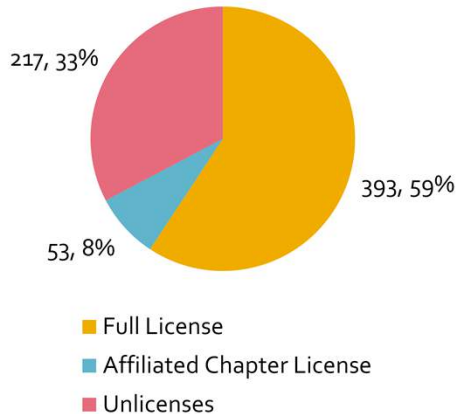
AS A FEDERATION, WE'VE GONE FROM PRESENTING OURSELVES TO THE PUBLIC AS YOU ARE SEEING ON THE LEFT SIDE OF THE SCREEN

TO NOW PROVIDING A CONSISTENT, MODERN, DYNAMIC BRAND IDENTITY FOR THE ORGANIZATION.



Adoption The Arc's new brand identity (as of 9/15/15)

Chapter Licensing Status



- New York (42)
- Alabama (20)
- Indiana (18)
- Texas (12)
- Georgia (10)
- Illinois (9)
- California, Louisiana, Wisconsin (8)
- Michigan, Arizona (7)
- Iowa (6)

SO FAR, IN THE FOUR YEARS OF OUR REBRANDING EFFORT, WE'VE HAD TWO-THIRDS OF CHAPTERS COME ON BOARD, WITH MORE SIGNING ON MONTHLY

THE MAJORITY OF THOSE THAT HAVE NOT COME ON BOARD HAIL FROM TWELVE STATES

AND THE MAJORITY, BUT NOT ALL, ARE SMALL, ALL VOLUNTEER CHAPTERS

BUT WE'LL KEEP PLUGGING AWAY, CONVINCING CHAPTERS TO REBRAND BY DEMONSTRATING THE VALUE THAT HAS BEEN REALIZED BY THE CHAPTERS THAT HAVE DONE SO...

	2012	2015
BRAND EQUITY	52.5	61.4
	Bottom 25%	Average
Familiarity	8%	16%
	Bottom 10%	Average
Quality	7.0	7.3
	Average	Average
Purchase Consideration	6.0	6.8
	Average	Average



IN AN EFFORT TO BUILD THE ARC INTO A MORE SUSTAINABLE ORGANIZATION – AT ALL LEVELS – WE’VE BEEN REACHING OUT TO MAJOR NATIONAL COMPANIES AND THEIR FOUNDATIONS – AND GETTING THEM ON BOARD TO SUPPORT OUR CAUSE

MORE THAN \$4 MILLION IN SUBGRANTS HAVE BEEN DISTRIBUTED TO CHAPTERS THROUGH THESE EFFORTS

MORE THAN \$3 MILLION IN FREE ADVERTISING HAS BEEN OBTAINED,

AS WELL AS MORE THAN \$2 MILLION IN FREE LEGAL SERVICES.



Fundraising Support

Planned Giving Pilot Project



WealthEngine™

Crescendo

INTEGRATED MARKETING FOR PLANNED GIFTS



AND WE HAVE BEEN WORKING TO HELP CHAPTERS BECOME MORE SUSTAINABLE BY SUPPORTING YOUR FUNDRAISING EFFORTS, FOR EXAMPLE, WITH OUR NEW PLANNED GIVING PROGRAM AND THE ARC'S CAR DONATION PROGRAM.



FINALLY, THE ARC HAS IS HAS NOW BEEN RECOGNIZED AS BEING AN EFFECTIVE, RESPONSIBLY GOVERNED AND WELL RUN NONPROFIT

BY THE BETTER BUSINESS BUREAU

GUIDESTAR

PHILANTHROPIA

AND MOST RECENTLY, YOURS TRULY, WAS RECOGNIZED BY THE NONPROFIT TIMES.



**How is that for the first
five years?**

WOW

SO HOW'S THAT FOR THE FIRST FIVE YEARS OF OUR WORK TOGETHER
UNDER THE STRATEGIC FRAMEWORK FOR THE FUTURE OF THE ARC?

- Expanding upon and sustaining what we've built
- Supporting chapters to manage change in turbulent times
- Building the movement
- New Initiatives
 - Special Education Advocacy

SO LET ME CLOSE WITH A FEW THOUGHTS ABOUT WHERE WE GO FROM HERE.

THERE ARE 8 GOALS AND 63 STRATEGIES IN THE PLAN. AND AS WE LOOK TO THE FUTURE A FEW THEMES JUMP TO MIND:

FIRST, THERE IS A LOT THAT WE ARE ALREADY DOING THAT WILL CONTINUE TO BE IMPORTANT. WE NEED TO SUSTAIN AND EXPAND UPON THE FOUNDATION WE'VE BUILT.

SECOND, THERE IS CLEARLY MORE THAT WE NEED TO DO TO SUPPORT CHAPTERS TO MANAGE CHANGE THAT IS UNDERWAY IN THE DISABILITY COMMUNITY.

THIRD, OUR MOVEMENT BUILDING IS FAR FROM OVER. WE NEED TO ATTRACT MANY MORE PEOPLE AND MUCH MORE IN RESOURCES TO OUR CAUSE.

FOURTH, WE HAVE YET TO VENTURE MUCH INTO THE AREAS OF SPECIAL EDUCATION AND HOUSING. I THINK BOTH ARE RIPE FOR NEW INITIATIVES AND INVOLVEMENT.

BUT WHAT DO YOU THINK? ARE THERE STRATEGIES WE ARE PURSUING THAT YOU THINK WE SHOULD ABANDON, OR THERE OTHERS THAT YOU THINK WE SHOULD ESCALATE, OR NEW STRATEGIES TO PURSUE. PLEASE LET US KNOW.



THANK YOU FOR YOUR WORK ON BEHALF
OF PEOPLE WITH INTELLECTUAL AND
DEVELOPMENTAL DISABILITIES AND FOR
THE ARC.