



Dear Friend,

My name is Avery Olmstead and I am the Communications & Development Manager, for Speaking Up For Us (SUFU). SUFU is Maine's nonprofit self-advocacy organization for adults living with Intellectual and/or Developmental Disabilities (www.sufumaine.org). I am asking for *your* help this year, by advertising your business in our 2018 SUFU Ad Book. In 2017, our 1st ad book was such a success that we had to do it again! The 2018 SUFU Ad Book will be distributed statewide. Not only will it be possible to increase the reach of your business but **95% of the funds raised from this ad book will directly support our growing programs! Here's how:**

- ***Our members are incredible advocates in their communities for disability awareness & disability rights:*** Last year, over \$25,000 was spent ensuring that members had transportation to and from board meetings, legislature sessions, statewide Chapter meetings, SUFU events, etc. Almost 100% of our members needed transportation to our statewide conference.
- ***Our members are making a difference in policy:*** For the first time, since our founding in 1993, The SUFU Board (composed *entirely* of SUFU members) wrote a transportation bill that was heard by the Maine Legislature, this past Spring! Members testified in person but many more had written testimony because they didn't have a way to get to Augusta.
- ***Our members are making Maine's citizens understand disability issues from our perspective:*** Tucker Conley, our Board Chairperson, wrote a powerful Letter to the Editor, which was published in newspapers statewide! The letter (<http://sufumaine.org/newsletters/>) decried abuse and neglect complaints of thousands of people with disabilities, that were being under-investigated, or not investigated, by the Maine Department of Health and Human Services.
- ***Our members are challenging perceptions of the capabilities of people with disabilities:*** Through a partnership with the Maine Coast Heritage Trust, SUFU members will have the opportunity to volunteer alongside members of their communities, on environmental projects! (This is a pilot project that is supported nationally by the Land Trust Alliance and the Maine Developmental Disabilities Council.)
- ***Our members are leaders:*** Since its inception in 2015, SUFU's Leadership has empowered over 30 SUFU Members with skills and knowledge, to not only become more active in their own SUFU Chapters, but also to understand that leadership can also have a positive impact on themselves, their communities and their state!

Your donation to our SUFU 2018 Ad Book, will help our members continue to live full lives, just as you do!

Enclosed in this letter is an explanation of our SUFU Ad Book, and on the back of this letter is more information about Speaking Up For Us. SUFU is a 501c3, and your donation will be tax deductible, to the extent allowed by law.

We look forward to being able to announce *your business name* as a partner with SUFU, this year.

Sincerely,

Avery Olmstead
Communication and Development Manager



A Little Bit About SUFU

1. In June of 2016, the Board approved its first Strategic plan. Here is an abbreviated version:

The Mission of Speaking Up For Us is “*To create new opportunities for adults living with developmental disabilities to discover their abilities, exercise freedom and contribute to their communities*”.

Our Vision is to:

- **DECREASE** all barriers so everyone can participate in whatever they want to
- **VOICE** our opinions and thoughts for what we need
- Create **CHANGES** to improve OUR lives
- Teach people about us and our **ABILITIES**

Our Philosophy is that *we shall work for and strive towards the freedom of choice for all people with disabilities.*

Goals:

- To end discrimination and bullying towards people who live with developmental disabilities
- To remove legislative restrictions from our lives
- To have Freedom of Choice in all our decisions
- To end being taken advantage of

Some additional information about SUFU:

- **Currently there are 15 SUFU Chapters throughout the state.**
 - Out of these 15 Chapters, there are two specialty Chapters:
 - i. Sports
 - ii. Video
- **Our members are challenging perceptions of the capabilities of people with disabilities:** Through a partnership with the Maine Coast Heritage Trust, SUFU members will have the opportunity to volunteer alongside members of their communities, on environmental projects! (This is a pilot project that is supported nationally by the Land Trust Alliance and the Maine Developmental Disabilities Council.
- **SUFU has developed a unique leadership development program that has received regional recognition.** Here are a couple of quotes from participants on how the leadership development program has impacted their lives:

“Not only have my leadership skills improved, but I’ve also gained a lot of self-confidence. The leadership program has also showed me skills to help improve the self-confidence of other people, too!” – Abbott



\$5,000 Full Conference Sponsorship (1 available)

- Back Outside Cover of the Ad Book (7.25x10 usable space)
- Recognition at the SUFU Statewide Conference
- Recognition on the SUFU website (www.sufumaine.org) throughout the remainder of 2018.
- A double table at the Vendor Fair at the SUFU Statewide Conference September 25-26, 2018.

\$750 (2 available)

- Inside (Back or Front) Cover of the Ad Book (7.25x10 usable space)
- Recognition at the SUFU Statewide Conference
- Recognition on the SUFU website (www.sufumaine.org) throughout the remainder of 2018.
- A table at the Vendor Fair at the SUFU Statewide Conference September 25-26, 2018.

\$500

- Full page of the Ad Book (7.25x10 usable space)
- Recognition at the SUFU Statewide Conference
- Recognition on the SUFU Website (www.sufumaine.org) throughout the remainder of 2018.
- A table at the Vendor Fair at the SUFU Statewide Conference September 25-26, 2018.

\$250

- ½ page of the Ad Book (7.25x 4.9 usable space)
- Recognition at the State Wide Conference
- Recognition on the SUFU website (www.sufumaine.org)
- A table at the Vendor Fair at the SUFU Statewide Conference September 25-26, 2018.
- You provide the copy-ready print

\$150

- ¼ page of the Ad Book (3.5 x 4.9 usable space)
- Recognition at the SUFU Statewide Conference
- Recognition on the SUFU Website (www.sufumaine.org)
- You provide the copy-ready print

\$50

- Business Card in the Ad Book (2 x 3.5 usable space)
- Recognition at the SUFU Statewide
- Recognition on the SUFU website (www.sufumaine.org)
- You provide the copy-ready print

Application on Back



SUFU 2018 Ad Book Application

_____ **\$5,000 Full Conference Sponsorship (1 available):** (A member of our team will contact you to work out the details)

_____ **\$750 (2 available): Inside Front or Back Cover** (A member of our team will contact you to work out the details)

_____ **\$500... Full Page:** (A member of our team will contact you to work out the details)

_____ **\$250... ½ Page: You Provide the Copy-Ready Print**

_____ **\$150... ¼ Page: You Provide the Copy-Ready Print**

_____ **\$50... Business Card: You Provide the Copy-Ready Print**

Name: _____

Business Name: _____

Address: _____

Phone: _____

Email: _____

Registration and payment can be made online @ <http://sufumaine.org/adbook>

Copy-Ready Print needs to be received by August 15, 2018 to guarantee accurate publication. Please send to:

SUFU Ad Book
PO Box 6320
Cape Elizabeth, Maine 04107