



UCT inAction

Information for UCT's Members and Councils

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UCT GIVES BACK
AGAIN!
with a video contest
to award **\$15,000!**

Do you know of a school with programs for individuals with intellectual disabilities, or a college or university with classes to train special education teachers?

If so, chances are they could use some financial help to keep their programs or classes relevant and effective. Let them know UCT just might be able to help!

Last year UCT awarded \$10,000 to a program at Galax Elementary School in Galax, Virginia, through our UCT Gives Back...AGAIN contest. Following up on that success, we're calling for entries from schools and programs for individuals with intellectual disabilities in the U.S. and Canada for our UCT Gives Back...AGAIN contest. This year we're sweetening the contest by giving away two prizes - a \$10,000 first place award and a \$5,000 second place award.

Contact
Heather Darling at
800.848.0123, ext. 206,
or at hdarling@uct.org,
with any questions.

The UCT Gives Back...AGAIN contest is easy for programs and schools to enter:

- Create a short video up to 2 minutes long about their program
- The video doesn't need to be professionally filmed - they can use a video camera or phone and keep it simple
- Explain how the \$10,000 would help their program
- Post the video on YouTube and complete the contest form at UCT's Facebook page: [facebook.com/UCTinAction](https://www.facebook.com/UCTinAction) by clicking on the "UCT Gives Back...AGAIN" contest app
- Enter by **Dec. 31, 2013**, for their chance to win \$10,000

Video finalists will be posted on UCT's Facebook page Feb. 3-March 14 for fans to vote on the winners, and fans can vote once per day. The winning schools will be announced and awarded the \$10,000, and \$5,000 cash prizes in late March 2014.

It's really pretty simple, so get started spreading the word! Materials to help you promote the contest in your local community can be found at www.uct.org/uct-gives-back-again/. See www.uct.org/uct-gives-back-official-rules for contest rules.

Nominate a member for the Volunteer of the Year Award!

UCT members are dedicated volunteers helping others in communities throughout the U.S. and Canada. It's not easy to single out one volunteer who provides exceptional service to his or her local community each year, but we try to do just that through the Volunteer of the Year award.

Does your local council have at least one member who goes the extra mile in their volunteer efforts? If so, don't let their good works go unrecognized - submit a nomination before **April 30!** **CLICK HERE** for the Volunteer of the Year Award guidelines and nomination form.

Contact the Public Relations Department at lfisher@uct.org or at **800.848.0123, ext. 130**, with any questions.



5 tips for taking great photos

Your UCT local councils are busy with volunteer projects and community service events. The home office - and the media - wants to know and SEE what you're doing. You should try to take photos at every project and event and send them to the **Public Relations Department** at pr@uct.org for possible publication. You should also include at least one photo with each press release you distribute! Here are five easy tips for taking great photos:

1. Be creative! **ACTION-ORIENTED** photos and close ups attract more attention than posed or staged photos. Try to keep check presentation photos at a minimum.
2. Limit group shots to five people or less. **GET GOOD, CLEAR SHOTS** of members



working, not posed photos of members preparing to work. Whenever possible, incorporate into your photos the people you're working with and for.

3. People like photos of individuals working together on an activity. Whenever possible, show that the activity "belongs" to your council - **INCLUDE A UCT BANNER** or volunteers wearing UCT apparel in the shots you take.
4. Submit **PHOTOS WITH A CAPTION** that explains the who, what, when, where, why and how of the photo. Make it short but descriptive, and write in the present tense.
5. Make sure the image file format is **HIGH RESOLUTION** to ensure good quality. Most print publications require a photo of at least 300 dpi (dots per inch) to reprint. JPEG and TIFF files are the best and most widely accepted formats.

Special hockey in CANADA you can help it grow!

Special hockey gives individuals with intellectual and developmental disabilities a chance to learn and grow through playing hockey. UCT is in our third year of partnering with the American Special Hockey Association (ASHA) - which has been a great success! **Now we're taking steps to grow special hockey in Canada.**

UCT has been working with SHI to promote special hockey in Canada. There are currently nearly 20 special hockey teams in Canada that are members of SHI. In conjunction with ASHA, SHI and member programs in Canada, we're aiding in the formation of a Canadian Special Hockey Association (CSHA) to help support special hockey - and we've already donated \$5,000 toward the cause! Working with SHI and the creation of such an association will give Canadian members a chance to get involved with special hockey at a grass roots level.

You can make a difference in the lives of those with intellectual and



developmental disabilities by supporting special hockey. Ideally we would like UCT local councils to actively promote, support and recruit a qualified group of leaders in your local communities that would be capable of starting and sustaining a special hockey program. C'mon, we know there are few things Canadians love more than hockey - and this hockey program truly is special!

Community Outreach Managers Jen Chillinsky and Keith Ward are on hand to help identify opportunities and build relationships between UCT councils and SHI. Contact Jen at **614.487.9680, Ext. 207**, or **910.233.2483**, or at jchillinsky@uct.org. Contact Keith at **502.758.4280** or at kward@uct.org for more information and get started today!