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### Mission Statement

United Spinal Association is a national 501(c) (3) nonprofit membership organization dedicated to enhancing the quality of life of all people living with spinal cord injuries and disorders (SCI/D), including veterans, and providing support and information to loved ones, care providers and professionals.

We believe no person should be excluded from opportunity based on their disability. Our goal is to provide people living with SCI/D programs and services that maximize their independence and enable them to remain active in their communities.

United Spinal transforms the lives of people with SCI/D by:

- Advocating for greater access to healthcare, mobility equipment, public transportation, rehabilitation, community services and supports, and the built environment
- Empowering our members with resources, one-on-one assistance, and peer support
- Promoting independence through employment opportunities and community integration of wheelchair users into mainstream society

### Our History

United Spinal was founded in 1946 by a determined group of paralyzed WWII veterans in New York City who advocated for greater civil rights and independence for themselves and their fellow veterans.

Rejecting the poor treatment they received at their local VA hospital, they decided to form a support group. From these modest beginnings, United Spinal was born. Since then, our core belief has remained unchanged. Despite living with SCI/D, a full, productive, and rewarding life is within the reach of anyone with the strength to believe it and the courage to make it happen.

### Our Reach

United Spinal has access to over 100,000 wheelchair users, 50+ chapters, 180+ support groups, and 100+ rehabs and hospital partners nationwide—including 10 distinguished Spinal Cord Injury Model System Centers that support innovative projects and research in the field of SCI. This year, we have touched over 1.8 million lives impacted by disability. Our expansive reach to wheelchair consumers, their families and caregivers, clinicians and disability stakeholders, through our national Spinal Network empowers individuals with disabilities to achieve their highest potential in all facets of life.

Membership in United Spinal is free and open to all individuals with SCI/D.

### Our Impact

United Spinal is committed to advocating for greater civil rights and independence for people with disabilities, including expanding education and employment, improving enforcement of the Americans with Disabilities Act (ADA), ensuring adequate access to public transportation and taxi services, and amending Medicare rules that restrict many individuals to their homes and nursing facilities.

## Letter From the President

I'm proud to present the annual report for fiscal year beginning July 1, 2017 and ending June 30, 2018.

The report demonstrates the wide range of services provided by United Spinal Association to people living with spinal cord injuries and disorders (SCI/D), their caregivers and loved ones, clinicians, design professionals, medical professionals, government, and the disability community at large.

Support from the Craig H. Nielsen Foundation helped us to distribute micro-grants to our members and others with disabilities in dire need after hurricanes in Florida, Houston and Puerto Rico. Over \$300,000 in aid was distributed this way, as were donations of medical equipment and supplies, batteries and battery chargers, and gasoline cards.

Our VetsFirst program closed over 1,400 veteran assistance cases during the year and provided disabled veteran seminars at VA hospitals. Our VetsFirst staff answered veterans' questions via telephone and email, while also representing veterans before the Department of Veterans Affairs, seeking benefits and healthcare.

New Mobility Magazine, which reaches 53,000 members and is read by approximately 95,000 individuals online and in print every month, provided cutting-edge information about lifestyle, travel, relationships, medical equipment and supplies specifically for wheelchair users.

Our Accessibility (consulting) Services Program provided hundreds of plan and site reviews for multiple dwellings, schools and universities, arenas and stadiums, theaters and office buildings, and taught continuing education classes for architects - ensuring accessibility for wheelchair users and all persons with disabilities.

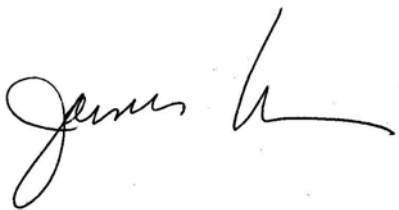
This year we brought approximately 100 wheelchair users to Washington, DC for our annual Roll on Capitol Hill, so they can address legislative and regulatory issues impacting the SCI/D community. Our new podcast series has become popular with people with disabilities.

Veterans, people with disabilities, medical professionals, design professionals and government agencies have come to rely on United Spinal Association for disability-related information and expertise.

United Spinal thanks the thousands of individual donors, corporate sponsors and foundation partners that believe in our work. We could not succeed without them.

Please enjoy United Spinal's Annual Report and feel free to contact me with any questions or comments.

Yours truly,



James Weisman  
President & CEO



## Officers & Board Members

David C. Cooper, CHAIRMAN OF THE BOARD

Patrick W. Maher, VICE CHAIR

Denise A. McQuade, SECRETARY

Darren Brehm, TREASURER

James Weisman, PRESIDENT & CEO



### **James Weisman, PRESIDENT & CEO**

James Weisman was General Counsel for United Spinal Association for over 35 years and became President and Chief Executive Officer in July 2015. Weisman is a recognized expert on disability rights. He has led efforts on public transit and taxicab accessibility in New York City and other major cities. Weisman was a key negotiator with Congress in drafting and achieving the passage of the Americans with Disabilities Act (ADA) and authored transportation provisions in the law. In July 1995, he became a founding member of the American Association of People with Disabilities' Board of Directors and in 2003 was elected Board Chair. He earned his law degree from Seton Hall University Law School and is routinely consulted by disabled people, advocates, attorneys, employers, and transit operators who wish to employ or provide services to people with disabilities.



### **Tom Aiello– President of March Marketing, LLC.**

Tom is a West Point graduate and Army veteran living with spinal cord injury (SCI) from Wheaton, Illinois. He is currently president and founder of March Marketing, LLC., a leading agency specializing exclusively in strategy, consulting, marketing, recruiting, public relations, social media, and word-of-mouth communications for products and services targeting military and veteran families. After graduating from West Point, Tom served in the 1st Cavalry Division with deployments to Kuwait, Panama, and Korea. Tom received his Master's in business administration from the Kellogg Business School. His prior positions include division vice president of Marketing at Sears Holdings; general manager and vice president of Marketing at Monster Worldwide and vice president, account director at Leo Burnett Advertising. Throughout his career, he has assisted employers in hiring over 50,000 veterans and raised \$118 million for community programs improving the quality of life for more than 110,000 military and veteran families. Tom was recognized by Kellogg Business School as a 2016 Young Social Impact Scholar for his social impact to better the lives of the military and veteran community.



### **Marty Ball–Vice President of Sales, TiLite (retired)**

Marty has been involved in improving the lives of wheelchair users for over 50 years! Marty has worked in the mobility business for over 30 years and recently retired from his position of vice president of sales for TiLite, manufacturer of ULTRA-light-weight, titanium and aluminum wheelchairs. Marty has encouraged and inspired numerous newly injured individuals in his long business career devoted to making sure that people with disabilities are as independent as possible. Marty's work has required extensive national and international travel and interaction with big and small businesses, as well as individuals within the disability community. Marty has been an active wheelchair athlete most of his life and believes in the importance of being as active as you can be. "It keeps a person young," says Marty. Early in his fascination with sports, Marty found that with a few "tweaks" to a wheelchair, the daily model chairs could perform much better in a not so accessible world. So he helped make these sports advantages begin to appear in chairs that would be used by the non-athlete user. This was the beginning of the "ultralight" wheelchair. As technologies continue to improve, so do the chairs of today. "If I can show someone who uses a wheelchair how to perfect skills in that chair, a whole new world opens up to them." This is what drives Marty today in the wheelchair manufacturing business.



### **Joshua Basile—Attorney, Jack H Olender & Associates**

Joshua Basile is a trial attorney with the preeminent law firm of Jack H Olender & Associates in Washington DC. The law firm fights for the injured with a concentration on medical malpractice and catastrophic injury cases. In 2004, Basile's life was literally flipped upside down. While on a family vacation in Delaware, he was slammed headfirst into the ocean floor by a wave. His paralysis rendered him a C4-5 quadriplegic but it did not stop him from finding his voice and wheeling after his goals. Basile's positive attitude and desire to help others motivated him to form the Determined2heal Foundation. For over 10 years, he has fought to simplify the difficult transition into life with paralysis for the newly injured. He went on to create the world's largest paralysis video mentoring network — [www.SPINALpedia.com](http://www.SPINALpedia.com). Basile's paralysis limited what he could do physically but mentally the sky was the limit. He went on to strengthen his mind and voice by graduating cum laude from the University of Maryland in communication. Three years later, Basile graduated magna cum laude from law school, and soon after passed the Maryland and District of Columbia bars. In his free time, Basile takes those in the spinal cord injury community on rehabilitative adventures. He invented a sport called Slingshot Golf which allows anyone with a physical limitation to play golf competitively. He received two patents for his putting device called The Pendulum Putter. His other rehabilitative adventures include skiing, sailing, bowling, fishing, gliding and indoor skydiving. In May 2016, he brought a quadriplegic and paraplegic on a sailing adventure from Key West to Cuba and back over eight days. He believes that with the right attitude and adventure spirit most anything is possible. In order to truly experience the world, one must not be afraid to get their wheels a little dirty. No matter the surface — land, air or sea — the world can and should be experienced by all. Life is too short not to dream big!



### **Theresa Berner, MOT, OTR/L, ATP, Rehabilitation Clinical Manager, OSU Wexner Medical**

Theresa Berner, MOT, OTR/L, ATP is an occupational therapist and Rehabilitation Clinical Manager at the OSU Wexner Medical. She has over 25 years' experience in seating and positioning and adult rehabilitation. Theresa has been certified by RESNA as an Assistive Technology Professional (ATP). She is responsible for Assistive Technology center and is a clinical instructor at the School of Health and Rehabilitation Sciences at OSU where she is involved in teaching both in the OT and PT programs. Theresa is a member of the Clinician Task Force, AOTA, RESNA and Academy of Spinal Cord Injury Professionals. Theresa has participated in presentations at the International Seating Symposiums, Congress on Spinal Cord injury Medicine, The Academy of PM&R, American Spinal Injury Association (ASIA), RESNA and Posture and Mobility Group in Glasgow Scotland. Theresa received the 2016 Academy of Spinal Cord Injury TLC Distinguished Clinical Award and the 2017 OSU Medical Center Values in Action Award. Theresa has served on multiple professional boards including The Ohio OT Association and The Academy of Spinal Cord Injury Professionals.



### **Darren Brehm—Senior Director, Direct Materials Procurement Dairy Farmers of America**

Darren currently works as Senior Director of Direct Materials Procurement with Dairy Farmers of America. In that capacity, he successfully manages all commodity, ingredients, packaging, and co-manufacturing spend to drive value for the 14,000 member farmer-owners. Prior to working at DFA, Brehm led the North America Ingredients Procurement Team for KraftHeinz, and was also an Engagement Manager with McKinsey and Company. Brehm received his Masters of Business Administration from Harvard Business School in 2007, graduating in top 10 percent of his class. In 2002, he received his Bachelor of Science degree in business administration from San Diego State University. Among his community accolades, Brehm served as peer ambassador at the Rehabilitation Institute of Chicago to help individuals with spinal cord injuries transition back into their communities.



### **Ronald W. Drach—Drach Consulting, LLC**

Ronald is a results-oriented leader with a strong record of directing organizations in the delivery of benefits and employment to service members and veterans with service-connected disabilities. Ronald specializes in helping veterans to reintegrate into their family and community after sustaining combat and other injuries or illnesses in the line of duty to their country. He also has strong connections to support services and other resources necessary to enhance the quality of life of the severely injured and extensive experience working in all programs and services for people with disabilities.



### **David C. Cooper—President and CEO of Media Solutions, Inc.**

David C. Cooper is president and CEO of Media Solutions, Inc. a full-service publishing and marketing media company. Among the company's portfolio are two industry-leading, BPA Worldwide-audited trade publications, their associated web and digital media platforms, and a robust custom publishing arm. In April 1987, as a senior in the Business and Marketing program at the University of Montevallo, Cooper was a passenger in an automobile accident that resulted in spinal injuries. The injuries required the Army veteran to spend nearly a year in the hospital and rehabilitation. Cooper's career in publishing began in August 1988 at Vulcan Publications in Birmingham, Alabama. With Vulcan, Cooper rose to the level of senior vice president and group publisher. Individually, and with his team, Cooper set numerous sales records and his division averaged \$283,000 per week in sales revenue. During his tenure, the company grew from 30 employees supporting four titles, to over 400 employees working on nearly 60 properties—including magazines and websites. In a move he helped orchestrate, Vulcan Publications was sold to Cygnus Business Media in 2002. Cooper was then charged with transitioning Vulcan's titles and employees to Cygnus, thus forming the company's Manufacturing Division. Shortly thereafter, Cooper put his acute sales and business acumen to work for himself in creating Media Solutions. Currently in his second term as a United Spinal Association board member, Cooper looks to lend his strong organizational skills and knowledge of the marketing media industry to encourage new streams of revenue—particularly through the Association's growing publication arm—as a vehicle to accomplish his primary goal of making United Spinal Association the authoritative voice and service provider for the SCI/D community. David and his wife Teresa have two daughters and one granddaughter, and live in Pelham, Alabama—a suburb ten miles south of Birmingham. When not overseeing the daily operations of his company, David spends his time following the Alabama Crimson Tide football program, and saltwater fishing.



### **Mark T. Gennarelli—Corporate Partnerships with the New York Giants**

Mark is currently in Corporate Partnerships with the New York Football Giants. In this role, he is responsible for the development of customized marketing programs for both new and existing clients. Previously, he was the Director of Sales of the 2014 Super Bowl Host Committee, responsible for generating revenue from the sale of corporate partnerships, media programs, and hospitality. Mark received his BS from Fordham University with a Primary Concentration in Marketing. He actively serves within the local community at Hoboken Grace Church and at True Mentors- a local one-on-one mentoring program. Mark is a two-time marathoner and also enjoys cross-fit.



### **Rick Hayden, President, The Hayden Group**

Rick Hayden has been involved in the DME side of the healthcare industry for over 30 years having launched his career with Everest & Jennings in the mid 80's. He is President of The Hayden Group, a small sales and marketing consulting group, the Executive Director for the Southern California Chapter and the Western Regional Coordinator for United Spinal. The Southern California Chapter is a group of dedicated people whose mission is to provide resources that will have a positive impact on a person's life and the lives of those around them. Their project

Reinventing Life: A Journey to Independence is all about simplifying the journey from rehab to being gainfully employed and experiencing true independence. Rick's passion is to be involved with great organizations such as the Southern California Chapter and the United Spinal Association helping people find the path to success and independence.



**Andy Hicks, ATP, SMS-Owner, Complex Rehab Technology Education, LLC**

Andy is owner of Complex Rehab Technology Education, LLC, which provides continuing education for physical and occupational therapists in the US and Canada.



**Carmen D. Jones-CEO/President of Solutions Marketing Group**

Carmen has been an advocate within the disability community for more than 25 years. She is the CEO/President of the Solutions Marketing Group, a consulting firm that develops strategies for companies and government agencies to employ, market to and provide customer services to the Nation's 56M people with disabilities. Carmen previously served as an appointee of President Barack Obama from 2009 to 2016 at the U.S. Department of Agriculture. In that capacity she served as a Senior Advisor in the Office of the Secretary and developed new market opportunities for minority farmers in the rural south. Most recently, she served as the Director of the Office of Small and Disadvantaged Business Utilization. She was a part of the Board of Directors for the National Spinal Cord Injury Association from 1998 to 2006; and then joined the United Spinal Board in 2010.



**Gary Karp-Internationally recognized public speaker, corporate trainer, author, and editor**

Gary Karp has been writing and teaching about disability since 1996, when he began work on his first of four books, "Life On Wheels: For the Active Wheelchair User." Paralyzed at T12 in a fall from a tree in 1973 at the age of eighteen, and after earning degrees in architecture and a career in graphic design, Gary has devoted the last twenty years of his professional life to optimizing the potential and independence of people with disabilities. He has taught at universities and colleges across the U.S., spoken at rehab facilities, and taken his message of "Modern Disability" to corporate and government clients, among them Microsoft, Genentech, the FDIC, and U.S. EPA. While he continues to support those involved in recent adaptation to disability, his work also focuses on the workplace, helping employers gain a clear picture of the considerable capabilities of the emerging population of people with disabilities in our transformed society. His most recent accomplishment is the production of a computer-based workplace awareness course, [www.RealPeopleRealPotential.com](http://www.RealPeopleRealPotential.com). In 2007 Gary was inducted into the NSCIA Spinal Cord Injury Hall of Fame as a disability educator, and lives in Phoenix, AZ. [www.ModernDisability.com](http://www.ModernDisability.com).



**David Korse-CEO, Abilities Expos**

David Korse is the CEO of Abilities Expos, a North American portfolio of exhibitions focused on serving the disability community in each of the regional markets the events serve. The events feature consumer workshops, interactive adaptive activity demonstrations and an opportunity for visitors to experience a wide variety of products and services. The company also owns/manages the website [www.abilities.com](http://www.abilities.com) as a free reference for the disability community. Prior to acquiring the Abilities Expo events with his business partner (Lewis Shomer) in 2008, David spent over 30 years as an international exhibition organizing executive with over 500 events produced around the world.



### **Pat Maher—Director of Civic Engagement, SPR Consulting**

As Director of Civic Engagement for SPR, a digital transformation agency headquartered in Chicago, Pat Maher continues a personal and company initiative that fosters and develops key civic partnerships with leading non-profit organizations with a mission to improve career opportunities in tech for historically marginalized populations. Pat leads SPR efforts to support the technical and professional growth of younger professionals with disabilities, opportunity youth, and girls and young women from challenged communities. Pat also leads SPR's support of critical research related to career development among targeted populations like disability, returning citizens, and individuals who have been in the foster care system. He works with research teams from University of Wisconsin, University of Illinois, IIT, VCU and others to engage corporate partners for an array of multi-year research studies. Additionally, Pat co-founded the Information Technology Knowledge and Abilities Network (ITKAN) in 2008 to foster self-directed professional growth and networking among job seekers, professionals, and transitioning professionals with disabilities within the technology field. ITKAN meets regularly at the Microsoft Technology Center in downtown Chicago. Computerworld Honors recognized ITKAN as a Laureate initiative for their Collaboration category in 2012. As an advocate for the complete integration of people with disabilities into our nation's fabric, Pat has served on a wide array of boards and committees through the past 30 plus years.



### **Wendell Matas—President, Premium Healthcare Products**

Wendell Matas is President of Premium Healthcare Products, a marketing entity dedicated to improving people's lives by promoting awareness and choice of innovative healthcare products in the field of mobility, independence and neuromuscular training. Wendell has over 30 years experience serving people with disabilities, including owning his own medical equipment company, serving in senior management positions of regional/national companies, and in the development of several innovative products. Wendell has served on the board of directors of numerous non-profit organizations, most recently as Board President of the Northwest Chapter of The American Parkinson Disease Association.



### **Denise McQuade—Public Information Coordinator, Paratransit Division, MTA New York City Transit**

Denise states: "I was asked to be one of the first women to join United Spinal Association. I wanted to again be involved in a national disability rights organization and I was encouraged to run for the board of United Spinal." As staff and then executive director of the Brooklyn Center for Independence of the Disabled, Denise had worked with on the passage of human rights legislation, NYC accessible building code, access to mass transit in New York City and then our country, with passage of the ADA. Denise worked for implementation of an accessible bus and subway system and the creation of a paratransit service in New York City, as Governor's appointees to the NYC Transportation Disabled Committee from 1984 until 1992, when she resigned from the TDC to work in the ADA Compliance Office of MTA New York City transit. In this capacity, Denise continued to work with United Spinal and the disabled community on ADA implementation through joint educational efforts such as bringing buses to schools or other locations where people with disabilities could try boarding a bus. She also worked on Bus Operator Awards ceremonies that recognized operators who members of the disabled community nominated for their commitment to delivering accessible bus service." McQuade adds: "Being a member of United Spinal's board affords me the opportunity to be involved in expanding its core services to an ever widening base of consumers with disabilities while keeping our commitment to veterans with disabilities."



### **Ronnie Ellen Raymond—Advocacy for the Disabled-UJA Disability Awareness Task Force, the Jewish Museum, Taxis for All Campaign, Concerts in Motion**

During the 1990s, Ronnie was involved in a case against a New York City Cooperative where she lived that revolved around creating a wheelchair accessible entrance. At that time, United



Spinal offered to represent her legally. In 1999, she had a hearing at the New York City Human Rights Commission and prevailed. The Co-Op was instructed to build a ramp at the main entrance. Later, Ronnie became involved in United Spinal's Women without Limits program that dealt with issues facing women with disabilities. Ronnie is also on the board of Concerts in Motion, a New York City-based nonprofit organization that reaches out to people who are homebound, veterans, people with disabilities, people who are homeless, and medical patients of all ages. Through United Spinal, Concerts in Motion has been connected with the VA hospitals in New York City and performs for the veterans monthly.



**Jim Sinocchi, Managing Director, Office of Disability Inclusion, JPMorgan Chase**

Jim Sinocchi is Head of the global Office of Disability Inclusion at JPMorgan Chase. Sinocchi joined the firm in 2016 to head the newly established office. He works closely with senior leaders across the firm to establish consistent standards and processes to better support employees with disabilities. The office also supports employees who care for disabled family members. Having sustained a spinal cord injury early in his business career, Sinocchi is keenly aware of the issues and challenges facing people with disabilities. He actively creates awareness and understanding of disability inclusion through his blog, View from the Chair. Sinocchi has served on the boards of Jawonio, an organization focused on the well-being and equality of people with disabilities, and the Human Rights Commission in Rockland County, N.Y. He is a board member of the Viscardi Center's Board of Directors Inc., a K-12 school in New York for severely disabled students affiliated with The Viscardi School. Jim received a Master's degree in Public Administration from New York University and a Bachelor of Arts from Colgate University. He is married with two grown children and two grandchildren, and resides in New York City.



**Teresa Fausti, Public Relations, Corporate Communications and Branding Executive**

Teresa has developed, grown and led corporate communications, branding and public relations departments/programs for large global organizations, start-up companies and international public relations agencies – most recently with Clearwire, Eagle River Investments and her independent consulting practice.



**Len Zandrow-Partner, Brister & Zandrow**

Len has been involved with the disability community for 16 years. Len was the General Counsel of the National Spinal Cord Injury Association (NSCIA) from 1995 until its merger with United Spinal Association in 2011. He is a member of the NSCIA's Greater Boston Chapter. In 2001, he received the James E. Smittkamp award for outstanding service to NSCIA. Len has been an attorney in civil litigation since graduating from Boston College Law School in 1981. Previously, he earned bachelor's and master's degrees in Journalism from Northwestern University. Before beginning private practice, Len was the Chief Law Clerk to the Justices of the Massachusetts Superior Court. He is one of the founding partners of Brister & Zandrow, LLP, a personal injury law firm with offices in Boston and Plymouth, Massachusetts. Len also currently serves as the Executive Director of the Justice Bridge Legal Center, a non-profit law incubator of the University of Massachusetts School of Law, with offices in Boston and New Bedford, Massachusetts. Len has been involved in over 40 reported decisions in the Massachusetts and Federal courts including the United States Supreme Court, where he represented the NSCIA twice as an amicus curiae. He has held a variety of volunteer positions in bar associations and civic, service and religious organizations, and he has been recognized in the International Who's Who of Professionals, Marquis Who's Who in American Law, Who's Who of Emerging Leaders in America, and Strathmore's Who's Who.

United Spinal Association is dedicated to enhancing the quality of life of all people living with spinal cord injuries and disorders (SCI/D), including veterans, and providing support and information to loved ones, care providers and professionals. This year, we have touched over 1.8 million lives impacted by disability. We believe no person should be excluded from opportunity on the basis of their disability. Our goal is to provide people living with SCI/D programs and services that maximize their independence and enable them to remain active in their communities.



### VETSFIRST

VetsFirst is a leader in advocacy for veterans with disabilities, ensuring they achieve the highest level of independence and quality of life. The program also connects with thousands of veterans and actively serving military personnel through our call center and online help desk, Ask VetsFirst. [www.vetsfirst.org](http://www.vetsfirst.org)



**National  
Chapter Network**

### NATIONAL CHAPTER NETWORK

United Spinal Chapters are self-dependent organizations that share our goals. They support the SCI/D community by promoting health and well-being, inclusion and independence, organizing local events and projects, advocating for rights and accessibility, and offering information and support.



### CHAPTER LEADERSHIP MEETING

This meeting is held annually with the goal of bringing together our national leadership to discuss topics that affect the SCI/D community. [www.unitedspinal.org/chapter-leadership-meeting](http://www.unitedspinal.org/chapter-leadership-meeting).



**Advocacy &  
Policy Network**

### ADVOCACY & POLICY NETWORK

United Spinal is actively engaged in advocating for policies that benefit paralyzed Americans and all people with disabilities. Our priorities focus on advancing access to quality affordable healthcare, community integration, employment opportunities, disability benefits and disability rights for all people living with SCI/D. [www.unitedspinal.org/action-center/](http://www.unitedspinal.org/action-center/)



### ROLL ON CAPITOL HILL

Roll on Capitol Hill is United Spinal's annual legislative advocacy event which brings wheelchair users to Washington, DC from across the country, promotes the inclusion of people with disabilities in the policy debate, and addresses legislative and regulatory issues that impact individuals living with SCI/D. [www.unitedspinal.org/events/roll-on-capitol-hill](http://www.unitedspinal.org/events/roll-on-capitol-hill)



**Spinal Cord  
Resource Center**

### RESOURCE CENTER

When someone sustains a spinal cord injury or is diagnosed with a spinal cord disorder, SCI/D, there can be a great deal of uncertainty and an overwhelming amount of questions. Our Spinal Cord Resource Center Information Specialists connect people with personal guidance and state and local resources through our "Ask Us" help desk. <https://unitedspinal.org/spinal-cord-injury-resources/>



**Pathways to  
Employment**

### PATHWAYS TO EMPLOYMENT

The Pathways to Employment program supports the pursuit of new career opportunities for people with SCI/D. The program partners with employers to place people with SCI/D in workplace jobs and provides trained peer mentors, resources, and professional support to facilitate return to work. [www.spinalcord.org/pathways-to-employment/](http://www.spinalcord.org/pathways-to-employment/)



**Membership  
Program**

### MEMBERSHIP PROGRAM

United Spinal has over 70 years of experience educating and empowering individuals with SCI/D to achieve and maintain the highest levels of independence, health and personal fulfillment. We connect people with SCI/D to their peers and foster an expansive grassroots network that enriches lives.



**Peer  
Mentoring**

### PEER MENTORING SUPPORT GROUPS

A national network of peer support groups that provide peer to peer support for individuals, friends, caregivers and family members. <https://unitedspinal.org/peer-mentoring/>



### NEW MOBILITY

New Mobility is United Spinal's monthly membership magazine which provides the latest information and resources on active living for wheelchair users. [www.newmobility.com](http://www.newmobility.com)



### NEW BEGINNING BACKPACK

Our New Beginning Backpack program provides information and resources as a person transitions into a "new beginning" after SCI/D. The backpack is distributed through our national network of rehab hospital partners, member chapters, and peer support groups. [www.spinalcord.org/backpack/](http://www.spinalcord.org/backpack/)



**Hospital  
Network**

### HOSPITAL NETWORK

Our Affiliate Hospital Members provide the full scope of clinical and rehabilitative services with an emphasis on spinal cord injury care.



**Product  
& Service  
Providers**

### PRODUCT & SERVICE PROVIDERS

Our products and service directory provides the full spectrum of clinical care, products and services, with an emphasis on SCI/D. Search our valuable directory to discover service providers near you that specialize in optimizing the health, independence and quality of life of people with SCI/D. <http://providers.spinalcord.org/>



### ACCESSIBILITY SERVICES

The Accessibility Services program ensures that the built environment is accessible to all people with disabilities. A team of certified accessibility specialists and staff architects provides training to design professionals and reviews design plans on national projects. [www.accessibility-services.com](http://www.accessibility-services.com)

For more information about United Spinal's programs and services, call **800-404-2898** or email [askus@unitedspinal.org](mailto:askus@unitedspinal.org).

## Support When and Where It's Most Needed

United Spinal understands that the right resources and support can change someone's outlook on living with a spinal cord injury or disease (SCI/D). For over six years, our Spinal Cord Resource Center has offered people with SCI/D, as well as their family members and loved ones, guidance to rediscover independence and greater quality of life.

This past year, our Resource Center fielded over 5,000 inquiries from wheelchair users, paralyzed veterans and the larger disability community, offering a variety of assistance that made a positive difference in many lives.

"I have requested assistance on several occasions and can't say enough about the timely, detailed, and professional service provided by each representative I had the pleasure of dealing with."—**Hugh McCourt**

"The response time amazed me. The content was much more than I had expected. Very pleased with the overall experience. Bottom line it made me feel like someone cared."—**Joe Brown**

## Offering Resources Across the Country

United Spinal members have access to 50+ chapters, 180+ support groups, and 100+ rehabs and hospitals nationwide—including 10 distinguished Spinal Cord Injury Model System Centers that support innovative projects and research in the field of SCI.

Throughout the year, United Spinal works with our large national network of chapter, support groups and hospital partners to assist the SCI/D community in many different ways – by promoting health and well-being, promoting inclusion and independence, organizing local events and projects, advocating for rights and accessibility, and offering information and support to our chapter communities.



## Chapter Leadership Meeting

United Spinal's national Chapter Leadership Meeting brings together leaders from over 50 affiliated chapters across the United States to discuss a multitude of topics to enrich chapter operations and outreach. It offers United Spinal's key staff and chapter representatives the opportunity to collaborate on future initiatives to enhance our organization's mission. United Spinal chapters share the goals of United Spinal Association and support them in their respective communities reaching out to those impacted by spinal cord injuries and disorders (SCI/D) including veterans, the aging, homebound and individuals in rural areas.

"Being part of the United Spinal family means that our members are connected to a nationwide network of support and knowledge that can help make independence possible."—**Debra Poli, NYC Chapter**

"Being part of United Spinal gives us an amazing opportunity to be part of something bigger and impact the world in a positive way not only for people with disabilities, but for everyone."—**Gina Schuh, Arizona Chapter**

"Being part of United Spinal Association Tn. Chapter means we have the support and direction of a well established and recognized National Organization that provides both authenticity to what we are doing and a plethora of resources to help us achieve our goals and objectives."—**Wes Bowden, Tennessee Chapter**

## Empowering New Beginnings

United Spinal is committed to helping individuals overcome the wide-range of challenges that accompany life with SCI/D—from accessing quality health-care, pursuing employment and education, choosing the proper adaptive equipment and home modifications, to locating peer support groups and living an active lifestyle.

To achieve this, United Spinal has distributed 3,142 wheelchair adaptable backpacks to people who are newly injured or diagnosed with disorders such as multiple sclerosis that are leaving hospitals and rehabilitation facilities. The backpacks are filled with relevant information and consumer resources on mobility and medical equipment, disability benefits, accessible housing, leisure and travel, healthcare, and much more.



## Promoting Active Lifestyle

A colorful, award-winning lifestyle magazine, *New Mobility* encourages the integration of active wheelchair users into mainstream society with articles on health, advocacy, travel, employment, relationships, recreation, media, products and more. Ninety percent of its writers live with disabilities, creating a vibrant culture of disability journalism, philosophy and advocacy within each monthly edition. As the official publication of United Spinal Association, *New Mobility* advances the organization's mission to improve quality of life of people with spinal cord injuries and disorders by highlighting member opportunities for further education, peer support and community involvement.

With a combined print/online digital circulation of 95,000, *New Mobility* is distributed to consumers, members, caregivers, professionals, dealers, distributors, and veterans in the disability community nationwide.



## Coast-to-Coast Advocacy for Disability Rights

United Spinal's Grassroots Advocacy Network empowers individuals to engage their local and state policymakers by creating a coast-to-coast network of dedicated grassroots advocates to fight for disability rights.

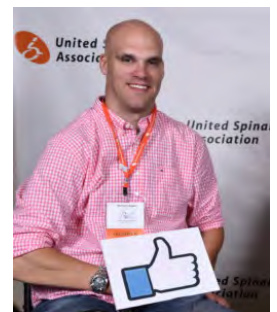
We are broadening our legislative influence by providing helpful guidance to support people with disabilities, whether they are seasoned advocates or motivated newbies so they can become a powerful voice for change within their communities. By educating and nurturing grassroots advocates regionally, United Spinal can mobilize effective campaigns that play an important role in improving disability policies.

"I view advocacy as my responsibility. It presents me with an opportunity to act as a voice for many people struggling to adjust to the unique challenges of living with spinal cord injury and new barriers to their independence."

—Richard Bagby, United Spinal member from Virginia

"As an average citizen, the opportunity to represent people with disabilities and injured veterans in order to advocate for new laws, is a powerful reminder that that our voices can make a positive difference. United Spinal has allowed me to achieve this."

—Cheri Arnold, United Spinal member from Arkansas



Richard Bagby



Cheri Arnold

## Public Policy

Each year, United Spinal and over 100 wheelchair user members, clinicians, partners and other disability advocates from 30-plus states gather in Washington, D.C. for Roll on Capitol Hill. This annual signature policy event supports key advocacy priorities for the disability community to ensure that legislators include wheelchair users and all people with disabilities in the policy discussion.

Beyond our work on Capitol Hill, this past fiscal year, our grassroots advocates made their voices heard in their home states on quality healthcare; improved access to complex rehab technology; greater access to home- and community-based services; and more employment opportunities.

“Roll on Capitol Hill has given me the skills to go to any state and sit with an official, not only to share my perspectives, but build a solution through positive dialogue.”

— **Andrea Dalzell, United Spinal member from New York**



Andrea Dalzell

## Improving Access to the Built Environment

Through our Accessibility Services program, United Spinal is devoted to making our built environment accessible to people with disabilities. Accessibility Services is the cutting edge of our commitment to guaranteeing the civil rights of all citizens to fully participate in our culture and society.

Accessibility Services provides training on state and federal accessibility requirements to over 4,000 design professionals and code enforcement officials around the country on an annual basis; it has consulted on projects as varied as the Philadelphia Airport, the new Yankee Stadium, and residential projects. The program is staffed by certified in code enforcement and as accessibility specialists/plans examiners.

There are dozens of frequently overlooked aspects of building design that can create insurmountable difficulties for people with disabilities. Accessibility Services ensures that projects meet the accessibility requirements. This past year, we gained 70 new clients and completed 346 plan reviews and 516 site inspections.

“I would like to thank Accessibility Services for their professional and thorough assistance regarding my inquiry concerning grab bar specifications. The staff was knowledgeable, poised, patient and courteous. They not only provided me with an articulate explanation of the standards, but immediately faxed me pictures and a written commentary illustrating these standards and then followed up with a telephone call to ensure that I received this fax.”

— **Janet Pfeffer, Senior Equal Opportunity Specialist; U.S. Department of Education, Office for Civil Rights New York, NY**

“I’m proud of our partnership and the steps we are taking to ensure that people with disabilities will have a place to enjoy activities such as ice hockey and swimming. We look forward to collaborating with United Spinal Association on many future projects.”

— **Adrian Benepe, Commissioner City of New York; Department of Parks & Recreation**



Dominic Marinelli, VP of Accessibility Services”



United Spinal and VetsFirst staff visit veterans at the James J. Peters VA Medical Center.

## Fighting For Our Nation’s Veterans

United Spinal’s VetsFirst program continues to lead the way in advocating for veterans living with disabilities and ensuring they achieve the highest level of independence and quality of life. This year, VetsFirst closed over 1,400 cases, providing individual support and counseling services on disability compensation and state benefits, healthcare, separating from the military, education, and employment.

I thought the information given was thorough and easy to understand. I know how complicated it can be to maneuver through websites to find info or to actually get web or email based assistance when it comes to government. VetsFirst was quick to answer and knowledgeable.--**Vanessa Weber**

I searched other sites and Ask VetsFirst is my go to site. I appreciate the on-point answers that are provided with a wealth of information. The information on the VetsFirst website is accurate, easy, readable, and backed up by knowledgeable staff that is quick to reply. Thank you so much for being there.--**Bruce Buren**

## MISSION SPOTLIGHT



### **7th Annual “Roll on Capitol Hill” Gathers Record Number of Disability Advocates in D.C.**

United Spinal and over 120 wheelchair user members, clinicians, partners and other disability advocates from 33 states plus Washington, D.C. and Puerto Rico, gathered in Washington, D.C. on June 24-27 for the 7th Annual Roll on Capitol Hill to highlight greater access to quality affordable healthcare, community integration, disability rights, assistive and rehab technology, veterans benefits and air travel protections vital to people with spinal cord injury/disease (SCI/D).

Roll on Capitol Hill is United Spinal’s annual signature policy event that supports key advocacy priorities for its membership and the broader disability community to ensure that legislators include wheelchair users and all people with disabilities in policy debates on Capitol Hill. During Roll on Capitol Hill, attendees took part in over 200 congressional office visits, meeting face-to-face with their representatives and other key legislators to personally discuss their unique challenges living with a disability.

“We have a unique perspective that is not only valued on the Hill, but with our allies in the community. Our advocacy efforts in DC this week also support our local and state efforts,” said Brooke McCall, MPH, United Spinal’s Grassroots Advocacy Manager.

### **Craig H. Neilsen Foundation Supports Our Weather Related Disaster Relief Efforts**

In January, United Spinal Association received a \$500,000 grant from the Craig H. Neilsen Foundation to support weather related disaster relief efforts for the spinal cord injury and disease (SCI/D) community. Wheelchair users and other people with disabilities are among the most vulnerable from severe weather and natural disaster events such as the recent hurricanes and floods in Puerto Rico, USVI and Houston. Funds from the grant will be utilized for United Spinal’s Resource Center to add dedicated disaster relief staff, a call in number, an online portal, and specific SCI/D case management services. The grant will allow increased and targeted outreach to the SCI/D community in affected areas and increase participation in, and coordination between, regional relief efforts.

United Spinal’s regional chapters impacted by the recent hurricanes and floods will also receive funds to provide local hands-on assistance and resources and services toward rebuild efforts. Micro-grants will be made available to individuals (both United Spinal members and SCI/D community members at large) to close the “FEMA” gap – which includes funding for accessible housing, equipment and general subsistence needs.

### **Coca-Cola Supports VetsFirst Program**

This past year, The Coca-Cola Foundation supported United Spinal’s VetsFirst program and its free online resource hub and call center that provides guidance and support to all veterans, regardless of disability. The

Foundation's grant was part of Coca-Cola's renewed commitment to support of U.S. military veterans and their families.

"We are grateful to our U.S. military servicemen and women, veterans and their families who bravely serve our country," said Helen Smith Price, president, The Coca-Cola Foundation. "Our grants help complete the cycle of support for our U.S. military, starting with their time in active duty and continuing once they return home so that they can thrive and continue to use their skills to serve their community. Each program we are supporting meets a different need and helps veterans and their families with their transition home."



### Helping Puerto Rico's Disability Community

In December, United Spinal sent a delegation to Puerto Rico to provide disaster relief from Hurricane Maria to wheelchair users and other people with disabilities so they can regain their independence and quality of life. Free mobility equipment repairs were offered to attendees, including cleaning, lubrication and adjustment of all types of wheelchairs, lifters, ramps and hand controls. Doctors, therapists, and specialized personnel were on hand to provide assistance and answer questions. United Spinal also collected applications for micro grants from

those impacted by Hurricane Maria for accessible housing, equipment repairs, and general subsistence needs.

United Spinal's efforts to assist the disability community in Puerto Rico are part of a larger initiative made possible through a \$500,000 grant awarded to the organization by the Craig H. Nielsen Foundation to coordinate and support regional weather-related disaster relief efforts for the disability community. Funds from the grant were also utilized for United Spinal's Resource Center to add dedicated disaster relief staff, call in number, online portal and specific SCI/D case management services.

### Bringing Down Barriers in Arizona

United Spinal's Arizona chapter gathered for an inaugural 'Roll on Arizona's Capitol' in January to advocate for progressive legislation that would bring down barriers and benefit wheelchair users and all people living with disabilities.

'Roll on Arizona's Capitol' (ROAC) is Accessible Arizona's first state legislative day bringing people with disabilities together to raise their concerns and priorities with their state legislators. "Far too long people with disabilities have been underrepresented in Arizona's legislature," said Gina Schuh, president of Accessible Arizona, United Spinal's Arizona chapter.

United Spinal member advocates, many of whom use wheelchairs, encouraged Arizona legislators to pass a bill that requires a minimum of wheelchair accessible bathrooms in apartment buildings. Attendees also advocated for already established government agencies, such as the Arizona Department of Forestry and Fire Management and the Office of the State Fire Marshal to inspect public buildings for Americans with Disabilities Act (ADA) compliance, and ensure parking, entrances and bathrooms meet accessibility standards.

ROAC is a state version of United Spinal's national policy event, Roll on Capitol Hill, which highlights advocacy priorities for its membership and the broader disability community to ensure people with disabilities are included in policy debates impacting their health, independence, and quality of life.



### **Cyclist Ian Andersen Completes Epic Journey to Raise Funds for United Spinal**

On Dec. 5, 2017, approximately 15 and a half months after he set off from Prudhoe Bay, Alaska, Ian Andersen completed one of the most epic fundraising efforts for United Spinal Association ever. Andersen cycled over 15,000 miles, from above the arctic circle to the southernmost city in the world, Ushuaia, Argentina, to help raise more than \$22,000 dollars for the organization.

“The money aspect was good, I don’t think I changed the course of all spinal cord research [...] but I think I did as much as one guy can do,” Andersen says. But the real benefit of his partnership with United Spinal was the dialogue it opened it with people all over the Americas. “It makes the experience even better when you have a reason, or a story, or a cause. It really just opens up the narrative. When people ask you why you’re doing this, it opens up a whole conversation with the people you meet.”

### **United Spinal President Jim Weisman Honored as Humanitarian of the Year**

Our NYC chapter presented Jim Weisman, president and CEO of United Spinal with the 2018 Peter Zarba Humanitarian of the Year Award. Weisman was General Counsel for United Spinal Association for over 35 years and became President and Chief Executive Officer in July 2015. Weisman is a recognized expert on disability rights. He has led efforts on public transit and taxicab accessibility in New York City and other major cities. Weisman was a key negotiator with Congress in drafting and achieving the passage of the Americans with Disabilities Act (ADA) and authored transportation provisions in the law. In July 1995, he became a founding member of the American Association of People with Disabilities’ Board of Directors and in 2003 was elected Board Chair. He earned his law degree from Seton Hall University Law School and is routinely consulted by disabled people, advocates, attorneys, employers, and transit operators who wish to employ or provide services to people with disabilities.



### **New Mobility Magazine Honors Yannick Benjamin & Alex Elegudin as its 2017 People of the Year**

Alex Elegudin and Yannick Benjamin launched Wheeling Forward in 2011, eight years after sharing a room in rehab at New York City’s Mount Sinai Hospital. Since then, the nonprofit has grown into an invaluable resource for the thousands of New Yorkers with spinal cord injury. It has provided over 350 wheelchairs, transitioned approximately 75 people out of nursing homes, given away college scholarships, helped people find their first post-injury jobs, hosted dozens of adaptive sporting events around the city, and organized urban outings to cultural and sporting events. In recognition of their contributions to the disability community through Wheeling Forward, New Mobility, honored Elegudin and Benjamin as our 2017 NEW MOBILITY People of the Year.

New Mobility, the official publication of United Spinal Association, encourages the integration of active wheelchair users into mainstream society with articles on health, advocacy, travel, employment, relationships, recreation, media, products and more. Ninety percent of the writers who contribute to the magazine, which was launched in 1989, live with disabilities.

### **Expanding Outreach with New Podcast Series**

This past year, United Spinal launched a new wheelchair lifestyle podcast series ‘United on Wheels’ that covers a wide range of contemporary disability-related topics from dating, employment, and advocacy to accessible travel and misconceptions of live with spinal cord injury. The series includes roundtable discussions between wheelchair users and staff members. The podcast format has consistently increased in popularity with the public and the organization developed its own to reach new demographics.



## THANK YOU TO OUR SPONSORS

We are grateful to United Spinal Association's sponsors and partners who have invested in our mission, programs, and advocacy to improve the quality of life for all people with spinal cord injury and disease.

### SILVER

Genentech  
Hollister

### BRONZE

Abbvie  
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NCART  
NMEDA  
Permobil  
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Bard  
American Airlines  
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Pfizer  
Consumer Technology Association Foundation  
Myomo  
Biotechnology Industry Association  
BD  
Motion Composites  
NRRTS  
ReWalk  
EMD Serono  
US Rehab  
Sunrise Medical  
Wheeleez

**Keith Haber, CPA, LLC**

**UNITED SPINAL ASSOCIATION, INC.**

*FINANCIAL STATEMENTS  
WITH  
INDEPENDENT AUDITOR'S REPORT*

*YEAR ENDED JUNE 30, 2018 WITH  
COMPARATIVE TOTALS FOR 2017*

**KEITH HABER, CPA, LLC**

907-803-9661

## **INDEPENDENT AUDITOR'S REPORT**

Board of Directors  
**United Spinal Association, Inc.**  
Kew Gardens, New York

I have audited the accompanying financial statements of United Spinal Association, Inc. (the "Organization") which comprise the statements of financial position as of June 30, 2018 and the related statements of activities, functional expenses and cash flows for the year then ended, and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

My responsibility is to express an opinion on these financial statements based on our audit. I conducted my audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amount and disclosures in the financial statements. The procedures selected depend upon the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, I express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

### **Opinion**

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of United Spinal Association, Inc. as of June 30, 2018, and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

**Prior Period Financial Statements**

The financial statements of United Spinal Association, Inc. as of June 30, 2018, were audited by other auditors whose report dated May 11, 2018, expressed an unmodified opinion on those statements.

Keith Hake, CPA, LLC

Hackensack, New Jersey  
December 20, 2018

**UNITED SPINAL ASSOCIATION, INC.**

STATEMENT OF FINANCIAL POSITION

	-----JUNE 30,-----	
	2018	2017
<b>ASSETS:</b>		
Cash and cash equivalents	\$ 207,480	\$ 667,222
Accounts, bequests and other receivables, net of allowance for doubtful accounts of \$0 and \$7,811, respectively	703,736	661,546
Investments	168,475	126,067
Prepaid expenses and other assets	43,526	62,076
Assets of discontinued operations	-	423,215
<b>TOTAL CURRENT ASSETS</b>	<b>1,123,217</b>	<b>1,940,126</b>
<b>PROPERTY AND EQUIPMENT, NET</b>	<b>32,160</b>	<b>48,070</b>
<b>OTHER ASSETS:</b>		
Intangible assets, net	<b>234,445</b>	<b>256,667</b>
<b>TOTAL ASSETS</b>	<b>\$1,389,822</b>	<b>\$2,244,863</b>
<b>LIABILITIES:</b>		
Accounts payable and accrued expenses	\$ 735,960	\$ 588,829
Deferred rent payable	47,448	45,782
<b>TOTAL LIABILITIES</b>	<b>783,408</b>	<b>634,611</b>
<b>NET ASSETS:</b>		
Unrestricted	279,170	1,283,008
Permanently restricted	327,244	327,244
<b>TOTAL NET ASSETS</b>	<b>606,414</b>	<b>1,610,252</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$1,389,822</b>	<b>\$2,244,863</b>

See notes to financial statements

**UNITED SPINAL ASSOCIATION, INC.**

STATEMENT OF ACTIVITIES

YEAR ENDED JUNE 30, 2018  
(WITH COMPARATIVE TOTALS FOR 2017)

	UNRESTRICTED	PERMANENTLY RESTRICTED	YEAR ENDED JUNE 30,	
			2018	2017
<b>SUPPORT AND REVENUE:</b>				
Contributions	\$ 4,499,717	\$ -	\$ 4,499,717	\$4,860,528
Bequests	416,148	-	416,148	431,162
Donated services and facilities	1,215,779	-	1,215,779	2,849,958
Investment income	42,543	-	42,543	27,772
Accessibility service income	1,586,696	-	1,586,696	1,385,717
Publication revenue	725,693	-	725,693	814,865
Other income	64,210	-	64,210	80,278
<b>TOTAL SUPPORT AND REVENUE</b>	<b>8,550,786</b>	<b>-</b>	<b>8,550,786</b>	<b>10,450,280</b>
<b>EXPENDITURES:</b>				
<i>Program services:</i>				
Veteran, member and public affairs	7,664,352	-	7,664,352	8,233,235
Total program services	7,664,352	-	7,664,352	8,233,235
<i>Supporting services:</i>				
Management and general	944,522	-	944,522	934,170
Fundraising	945,750	-	945,750	1,104,333
Total support services	1,890,272	-	1,890,272	2,038,503
<b>TOTAL EXPENSES</b>	<b>9,554,624</b>	<b>-</b>	<b>9,554,624</b>	<b>10,271,738</b>
<b>CHANGE IN NET ASSETS FROM CONTINUING OPERATIONS</b>	<b>(1,003,838)</b>	<b>-</b>	<b>(1,003,838)</b>	<b>178,542</b>
<b>LOSS FROM DISCONTINUED OPERATIONS</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(838,588)</b>
<b>CHANGE IN NET ASSETS</b>	<b>(1,003,838)</b>	<b>-</b>	<b>(1,003,838)</b>	<b>(660,046)</b>
<b>NET ASSETS-BEGINNING OF YEAR</b>	<b>1,283,008</b>	<b>327,244</b>	<b>1,610,252</b>	<b>2,270,298</b>
<b>NET ASSETS – END OF YEAR</b>	<b>\$ 279,170</b>	<b>\$327,244</b>	<b>\$ 606,414</b>	<b>\$ 1,610,252</b>

See notes to financial statements

**UNITED SPINAL ASSOCIATION, INC.**

STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED JUNE 30, 2018  
(WITH COMPARATIVE TOTALS FOR 2017)

	PROGRAM SERVICES		---SUPPORT SERVICES---		-----TOTAL FUNDS-----	
	Veteran, Member and Public Affairs	Total Program Services	Management and General	Fundraising	2018	2017
Salaries	\$2,543,167	\$2,543,167	\$454,137	\$30,276	\$3,027,580	\$3,006,171
Employee benefits and payroll taxes	646,351	646,351	115,420	7,695	769,466	771,371
<b>Total salaries and related expenses</b>	<b>3,189,518</b>	<b>3,189,518</b>	<b>569,557</b>	<b>37,971</b>	<b>3,797,046</b>	<b>3,777,542</b>
Mail program costs	986,887	986,887	34,560	898,567	1,920,014	2,320,780
Occupancy	302,837	302,837	31,302	715	334,854	338,940
Postage and shipping	83,628	83,628	16,005	400	100,033	99,254
Grants and philanthropic contributions	350,000	350,000	-	-	350,000	20,914
Professional and other services	430,930	430,930	82,475	2,061	515,466	397,978
Travel and conferences	577,309	577,309	110,490	2,762	690,561	694,381
Public relations and media cost	1,058,779	1,058,779	-	-	1,058,779	2,867,248
Printing and publications	155,049	155,049	29,674	742	185,465	259,858
Office equipment and supplies	273,582	273,582	51,008	1,310	325,900	147,855
Insurance	104,090	104,090	19,922	498	124,510	132,616
Depreciation	29,634	29,634	5,672	141	35,447	41,265
Repairs and maintenance	17,570	17,570	3,363	84	21,017	19,069
Telephone	67,030	67,030	12,829	320	80,179	78,353
Vehicle fuel and repairs	884	884	169	5	1,058	7,138
Finance charges	29,756	29,756	5,695	142	35,593	49,677
Books and subscriptions	6,869	6,869	1,315	32	8,216	12,054
Bad debt	-	-	(29,514)	-	(29,514)	55,963
	<b>7,664,352</b>	<b>7,664,352</b>	<b>944,522</b>	<b>945,750</b>	<b>9,554,624</b>	<b>11,320,885</b>
Less expenses of discontinued operations	-	-	-	-	-	(1,483,697)
<b>TOTAL EXPENSES OF CONTINUED OPERATIONS</b>	<b>\$7,664,352</b>	<b>\$7,664,352</b>	<b>\$944,522</b>	<b>\$945,750</b>	<b>\$9,554,624</b>	<b>\$ 9,837,188</b>

See notes to financial statements

**UNITED SPINAL ASSOCIATION, INC.**

**STATEMENT OF CASH FLOWS**

	-----YEAR ENDED JUNE 30,-----	
	2018	2017
<b>OPERATING ACTIVITIES:</b>		
Change in net assets	\$(1,003,838)	\$(660,046)
Loss from discontinued operations	-	838,588
<i>Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:</i>		
Amortization	22,222	26,000
Depreciation	12,132	12,215
Unrealized gains on investments	(39,962)	(25,927)
Bad debt	(29,514)	20,965
Deferred rent adjustment	1,666	6,093
<i>Changes in operating assets and liabilities:</i>		
Accounts, bequests and other receivables	9,491	(146,535)
Prepaid expenses	(18,550)	(24,157)
Accounts payable and accrued expenses	423,215	71,677
Accrued liability for compensated absences	147,131	-
<b>NET CASH (USED IN) PROVIDED BY CONTINUING OPERATIONS</b>	<b>(476,007)</b>	<b>118,873</b>
<b>NET CASH PROVIDED BY DISCONTINUED OPERATIONS</b>	<b>-</b>	<b>213,928</b>
<b>NET CASH (USED IN) PROVIDED BY OPERATING ACTIVITIES</b>	<b>(476,007)</b>	<b>332,801</b>
<b>INVESTING ACTIVITIES:</b>		
Sale (purchase) of investments, net	16,265	(37,802)
<b>NET CASH PROVIDED BY (USED IN) INVESTING ACTIVITIES</b>	<b>16,265</b>	<b>(37,802)</b>
<b>(DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS</b>	<b>(459,742)</b>	<b>294,999</b>
<b>CASH AND CASH EQUIVALENTS – BEGINNING OF YEAR</b>	<b>667,222</b>	<b>372,223</b>
<b>CASH AND CASH EQUIVALENTS – END OF YEAR</b>	<b>\$207,480</b>	<b>\$667,222</b>

See notes to financial statements



**UNITED SPINAL ASSOCIATION, INC.**

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2018

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**1 DESCRIPTION OF ORGANIZATION**

United Spinal Association, Inc., formerly the Eastern Paralyzed Veterans Association (the "Organization") was organized in 1946 and is certified as a national veterans' service organization. The Organization's mission is to improve the quality of life for Americans with spinal-cord injuries and disorders. The merger between the Organization and the National Spinal Cord Injury Association ("NSCIA") was approved by governing authorities on August 29, 2012. The Organization's support comes primarily from individual donor contributions.

**2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

***Basis of presentation***

Under accounting principles generally accepted in the United States of America, the Organization is required to report information regarding its financial position and results of activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets and permanently restricted net assets. In addition, the Organization is required to present a statement of cash flows. The accompanying financial statements have been prepared on the accrual basis of accounting.

***Cash and cash equivalents***

For financial reporting purposes, the Organization considers all highly liquid investments purchased with a maturity of three months or less to be cash equivalents.

The Organization maintains cash balances at various financial institutions. These accounts are insured by either the Securities Investor Protection Corp ("SIPC") up to \$500,000 or the Federal Deposit Insurance Corporation ("FDIC") up to \$250,000. The Organization's accounts may at times exceed the insured limits. The Organization has not experienced any such losses.

***Investments***

The Organization records investment purchases at cost, or if donated, at fair value on the date of donation. Thereafter, investments in equity securities with readily determinable fair values and all investments in debt securities are reported at fair value based on quoted market prices. Income earned from investments, including interest, dividends, realized and unrealized gains and losses is recorded in the net asset classes based on donor restrictions or the absence thereof.

***Property and equipment***

Property and equipment are recorded at their original costs or their fair values on the dates of purchase. Depreciation is provided over the estimated useful lives of these assets, which range from four to ten years. Likewise, depreciation of leasehold improvements is amortized over the lesser of the estimated useful life of the specific asset or the term of the applicable lease. Depreciation and amortization are calculated using the straight-line method.

Maintenance, repairs and minor renewals are charged to expense when incurred. Replacements and major renewals are capitalized.

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### ***Goodwill, other intangibles and long-lived assets***

The Organization records as goodwill the excess of purchase price over the fair value of the tangible and identifiable intangible assets acquired. Current authoritative guidance requires goodwill to be tested for impairment annually as well as when an event or change in circumstance indicates an impairment may have occurred. Goodwill is tested for impairment by comparing the fair value of the assets to their carrying amount to determine if there is a potential goodwill impairment. If the fair value is less than its carrying value, an impairment loss is recorded to the extent that the implied fair value of the goodwill of the reporting unit is less than its carrying value.

Long-lived assets, including fixed assets and intangible assets, are reviewed for impairment whenever events or changes in circumstances indicate that the carrying value may not be recoverable. In reviewing for impairment, the carrying value of such assets is compared to the estimated undiscounted future cash flows expected from the use of the assets and their eventual disposition. If such cash flows are not sufficient to support the asset's recorded value, an impairment charge is recognized to reduce the carrying value of the long-lived asset to its estimated fair value. The determination of future cash flows, as well as the estimated fair value of long-lived assets, involves significant estimates on the part of management. In order to estimate the fair value of long-lived assets, the Organization may engage a third-party to assist with the valuation. If there is a material change in economic conditions or other circumstances influencing the estimate of future cash flows or fair value, the Organization could be required to recognize impairment charges in the future.

### ***Impairment of long-lived assets***

Long-lived assets, including fixed assets and other intangible assets, are reviewed for impairment whenever events or changes in circumstances indicate that the carrying value may not be recoverable. In reviewing for impairment, the carrying value of such assets is compared to the estimated undiscounted future cash flows expected from the use of the assets and their eventual disposition. If such cash flows are not sufficient to support the asset's recorded value, an impairment charge is recognized to reduce the carrying value of the long-lived asset to its estimated fair value. The determination of future cash flows, as well as the estimated fair value of long-lived assets, involves significant estimates on the part of management. In order to estimate the fair value of a long-lived asset, the Organization may engage a third-party to assist with the valuation. If there is a material change in economic conditions or other circumstances influencing the estimate of future cash flows or fair value, the Organization could be required to recognize impairment charges in the future. The Organization has not recognized any impairment of its intangible assets.

### ***Net assets***

All financial transactions have been recorded as either unrestricted, temporarily restricted or permanently restricted net assets:

- Unrestricted net assets consist of investments and otherwise unrestricted amounts that are available for use in carrying out the mission of the Organization and include those expendable resources which have been designated for special use by the Board. Contributions with donor-imposed restrictions that are received and expended in the same year are classified as unrestricted.
- Temporarily restricted net assets represent those amounts which are donor restricted for specific purposes. When a donor restriction expires, that is, when a stipulated time restriction ends or a purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions.
- Permanently restricted net assets result from donors who place restrictions on the use of their contributions which mandate that the original principal be invested in perpetuity. This original principal is reported as permanently restricted net assets, the income from which may be either temporarily restricted or unrestricted, depending on the donor's specification.

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### ***Support and revenue recognition***

Contributions are recorded as revenue upon receipt of cash or unconditional pledges. Contributions are considered available for unrestricted use, unless specifically restricted by the donor. Conditional contributions are recorded when the specified conditions have been met. All contributions are recognized at their fair values at the dates received.

The Organization frequently receives bequests from decedents= estates. Because of the uncertainties associated with bequests, pending the finalization of various legal and estate matters, the Organization does not recognize bequests in its financial statements until the amounts to be received can be determined with reasonable certainty or are actually received in cash.

Accessibility service income is recognized when services are rendered.

Publication revenue consists of advertising revenue from the magazines that the Organization publishes periodically. Revenue from this activity is recognized when services are rendered.

### ***Donated services and facilities***

Those donated services and facilities that meet the requirements for recognition under generally accepted accounting principles are recorded as both revenue and expense in the accompanying statement of activities, at amounts determined by management to be reasonable for obtaining such facilities and services.

### ***Income taxes***

The Organization was incorporated in the State of New York and is a not-for-profit organization exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code and is also exempt from similar state and local taxes. Accordingly, no provision has been made for income taxes in the accompanying financial statements.

The Organization has evaluated the provisions of ASC Topic 740, *Accounting for Uncertainty in Income Taxes*. The evaluation was performed for the tax years 2015 through 2017, the years which remain subject to examination by major tax jurisdictions as of June 30, 2018. The Organization concluded that there are no significant uncertain tax positions requiring recognition in its financial statements. The Organization does not expect the total amount of unrecognized tax benefits ("UTB") (e.g. tax deductions, exclusions, or credits claimed or expected to be claimed) to significantly change in the next twelve months. The Organization does not have any amounts accrued for interest and penalties related to UTBs at June 30, 2018 and it is not aware of any claims for such amounts by Federal or state income tax authorities.

### ***Rental expense***

Rental expense is accounted for on the straight-line method.

Deferred rent payable represents the excess of recognized rent expense over scheduled lease payments

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### ***Expense recognition and allocation***

The cost of providing various programs and other activities has been summarized on a functional basis in the statements of activities and statements of functional expenses. Expenses that can be identified with a specific program or support service are charged directly according to their natural expenditure classifications. Certain costs common to multiple functions have been allocated among the various functions benefited. General and administrative expenses include those costs that are not directly identifiable with any specific function, but which provide for the overall support and direction of the Organization.

Fundraising costs incurred in one year, which may result in contributions received in future years, are expensed as incurred. Additionally, advertising costs are expensed as incurred.

Joint costs of informational materials or activities that include a fundraising appeal have been allocated between fundraising, public affairs, and general and administrative expenses in accordance with ASC 958-720 (formerly American Institute of Certified Public Accountants Statement of Position 98-2 *Accounting for Costs of Activities of Not-for-Profit Organizations and State and Local Government Entities that Include Fundraising*).

The Organization engages in list rental activities that management has determined to be peripheral and incidental to the central activities of the Organization. Gross revenue from these peripheral and incidental activities of \$79,457 and \$53,376 for 2018 and 2017, respectively, is included in other income in the accompanying statement of activities.

### ***Use of estimates***

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts and disclosures. Actual results could differ from those estimates.

## **3 FAIR VALUE MEASUREMENT**

The Organization carries its investments at fair value. Fair value is an estimate of the exit price, representing the amount that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants (i.e., the exit price at the measurement date). Fair value measurements are not adjusted for transaction costs. A fair value hierarchy consists of three levels that are used to prioritize inputs to fair value techniques:

- Level 1 - inputs to the valuation methodology are quoted prices (unadjusted) for identical assets or liabilities in active markets.
- Level 2 - inputs to the valuation methodology include quoted prices for similar assets and liabilities in active markets, and inputs that are observable for the asset or liability, either directly or indirectly, for substantially the full term of the financial instrument.
- Level 3 - inputs to the valuation methodology are unobservable and significant to the fair value measurement.

Investments whose values are based on quoted market prices in active markets, and whose values are therefore classified as Level 1, consist of active listed equities.

Investments that trade in markets that are not considered to be active, but whose values are based on quoted market prices, dealer quotations or valuations provided by alternative pricing sources supported by observable inputs are classified as Level 2. These generally include certain U.S. government obligations and investment-grade corporate bonds.

Investments whose values are classified as Level 3 have significant unobservable inputs, as they may trade infrequently or not at all. Investments whose values are classified as Level 3 generally include private investments. When observable prices are not available for these securities, the Organization uses one or more valuation techniques (e.g., the market approach or the income approach) for which sufficient and reliable data is available.

Within Level 3 of the fair value hierarchy, the use of the market approach generally consists of using comparable market transactions, while the use of the income approach generally consists of the net present value of estimated future cash flows, adjusted as appropriate for liquidity, credit, market and/or other risk factors.

The inputs used by the Organization in estimating the value of investments classified as Level 3 may include the original transaction price, quoted prices for similar securities or assets in active markets, completed or pending third-party transactions in the underlying investment or comparable issuers, and changes in financial ratios or cash flows.

The values assigned to investments are based on available information and do not necessarily represent amounts that might be realized if a ready market existed and such differences could be material. Furthermore, the ultimate realization of such amounts depends on future events and circumstances and therefore valuation estimated may differ from the values realized upon disposition of individual positions.

The carrying values and estimated fair values of the Organization's financial instruments for the periods presented are as follows:

	Carrying Value	Quoted Prices in Active Markets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)
<b>June 30, 2018:</b>				
Financial Assets:				
Mutual funds	\$ 30,218	\$ 30,218	\$ -	\$ -
Securities	<u>138,257</u>	<u>138,257</u>	<u>-</u>	<u>-</u>
Total Financial Assets	<u>\$168,745</u>	<u>\$168,745</u>	<u>\$ -</u>	<u>\$ -</u>
<b>June 30, 2017:</b>				
Financial Assets:				
Mutual funds	\$ 26,428	\$ 26,428	\$ -	\$ -
Securities	<u>99,639</u>	<u>99,639</u>	<u>-</u>	<u>-</u>
Total Financial Assets	<u>\$126,067</u>	<u>\$126,067</u>	<u>\$ -</u>	<u>\$ -</u>

In the normal course of its business, the Organization's investments may be subject to the following risks:

Market risk represents the potential loss that can be caused by increases or decreases in the fair value of investments.

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Interest rate risk is the risk that the fair value or future cash flows of fixed income or rate sensitive instruments will increase or decrease because of changes in interest rates. Generally the value of fixed income securities will change inversely with changes in interest rates. As interest rates rise, the fair value of fixed income securities tends to decrease. Conversely, as interest rates fall, the fair value of fixed income securities tends to increase. This risk is generally greater for long-term securities than for short-term securities.

Credit risk represents the potential loss that would occur if counterparties fail to perform pursuant to the terms of their obligations. In addition to its investments, the Organization is subject to credit risk to the extent a custodian or broker with whom it conducts business is unable to fulfill contractual obligations.

Liquidity risk is the risk that the Organization will not be able to raise funds to fulfill its obligations, including inability to sell investments quickly or at close to fair value.

The Organization's other financial instruments primarily include cash and cash equivalents, accounts receivable, prepaid expenses, accounts payable and accrued expenses. As of the balance sheet date, the estimated fair values of these financial instruments were not materially different from their carrying values as presented due to the short maturities of these instruments.

#### 4 LEASE COMMITMENTS

The Organization leases its headquarters and general offices pursuant to a lease which expires in October 2024. Base rent is \$78,351, adjusted annually by 3%. The Organization also leases an office in Washington D.C. under a lease expiring in April 2020 with a base rent of \$51,788 adjusted by 2.5% for yearly escalations.

At June 30m 2018, the future annual minimum lease payments, including the amended lease agreement, are as follows:

Year ending June 30:	
2019	\$167,022
2020	159,980
2021	105,904
2022	109,080
Thereafter	<u>260,336</u>
	<u>\$802,322</u>

Net rental and utilities expense for the years ended June 30, 2018 and 2017 totaled approximately \$169,570 and \$338,000, respectively, which included \$157,000 and \$157,000, respectively, of donated rental space (see Note 5).

#### 5 IN-KIND CONTRIBUTIONS

The Organization's financial statements include the following contributed services and in-kind contributions:

##### ***Donated facilities***

The Organization is given rent free occupancy in four offices located in U.S. Government facilities. In addition, the Organization has been granted free occupancy of a New York City owned building which is being used as an office, warehouse and garage facility for its Wheelchair Medic program. For the years ended June 30, 2018 and 2017, the spaces donated were recorded at their fair value of \$157,000 and \$157,000, respectively.

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### ***Donated services***

During the fiscal years 2018 and 2017, the Organization received the benefit of public service announcements ("PSAs") on local television and radio stations. The PSAs and other media and sports related services were recorded as contributions and expenses in the accompanying statement of activities, based on a fair value of approximately \$1,058,779 and \$2,686,160 for 2018 and 2017, respectively.

## **6 EMPLOYEE BENEFIT PLANS**

The Organization restarted its profit sharing plan covering all full time employees in 2013 which had been terminated in 2012. Employer contributions to this plan for 2018 and 2017 were \$105,791 and \$97,732, respectively.

In addition, the Organization has a voluntary deferred compensation plan under Section 403(b) of the Internal Revenue Code. During the years ended June 30, 2018 and 2017, contributions were made solely through elective deferrals by the employee through salary reduction arrangements.

## **7 JOINT COSTS**

In 2018 and 2017, the Organization conducted direct mail campaigns that included requests for contributions, as well as program and management and general components. The joint costs were allocated as follows in accordance with ACS 958-720:

	-----JUNE 30,-----	
	2018	2017
Development	\$ 898,567	\$ 586,914
Veteran, member and public affairs	986,887	1,069,634
Management and general	34,560	46,452
	<u>\$1,920,014</u>	<u>\$1,703,000</u>

The portion of cost allocated to program activities consists of that component of mailings that contain information about the Organization and the types of actions an individual may take with regard to a specific issue. Development is that component of joint costs associated with asking for contributions. Additional fund-raising activities that included program information were not eligible for allocation under generally accepted accounting principles and were treated exclusively as fund-raising expense.

## **8 PROPERTY AND EQUIPMENT**

A summary of property and equipment and the estimated lives used in the computation of depreciation and amortization is as follows:

	-----JUNE 30,-----		
	2018	2017	Life
Furniture and fixtures	\$ 187,758	\$ 187,758	4-10 years
Computer equipment	23,494	23,494	4-10 years
Leasehold improvements	112,115	112,115	31.5 years
Transportation equipment	194,441	220,584	5 years
	<u>517,808</u>	<u>543,951</u>	
Less accumulated depreciation and amortization	<u>481,871</u>	<u>480,616</u>	
	<u>\$ 35,937</u>	<u>\$ 63,335</u>	

Depreciation expense for the years ended June 30, 2018 and 2017 totaled \$15,265 and \$15,265, respectively.

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**9 INTANGIBLE ASSETS**

A summary of intangible assets and the estimated useful lives used in the computation of amortization is as follows:

	-----JUNE 30,-----		Life
	2018	2017	
Database	\$350,000	\$350,000	4-10 years
Logo and trademark	40,000	40,000	4-10 years
Goodwill	40,000	40,000	
	<u>430,000</u>	<u>430,000</u>	
	<u>199,333</u>	<u>147,333</u>	
	<u>\$230,667</u>	<u>\$282,667</u>	

Amortization expense for the years ended June 30, 2018 and 2017 totaled \$26,000 and \$26,000, respectively.

**10 RESTRICTIONS ON NET ASSETS**

Permanently restricted net assets are restricted to:

Permanent endowment with the income to be used for specific activity	<u>\$327,244</u>
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**11 SUBSEQUENT EVENTS**

The Organization has evaluated events occurring after the date of these financial statements through December 20, 2018, the date that these financial statements were issued. There were no material subsequent events as of that date which would require disclosure in or adjustments to these financial statements.