



The Arc

*For people with intellectual
and developmental disabilities*

A TV PUBLIC SERVICE CAMPAIGN

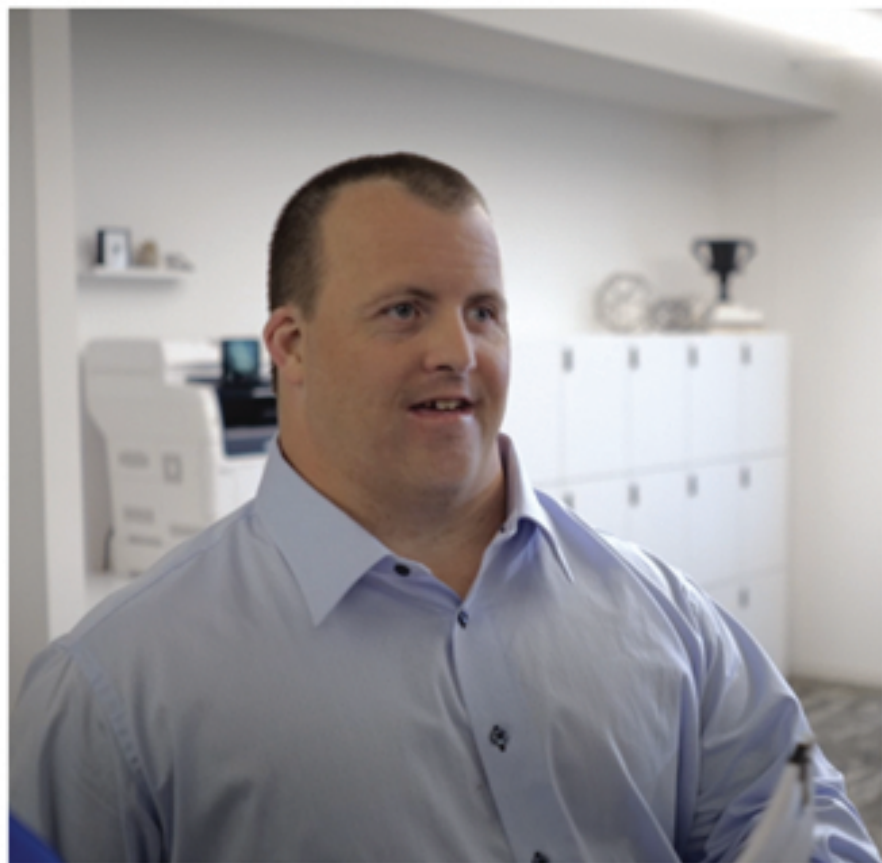


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The Arc

The Arc is the largest national community-based organization advocating for and with people with intellectual and developmental disabilities (IDD) and serving them and their families. We work tirelessly to uphold our vision that every individual and family living with IDD in the United States has access to the information, advocacy, and skills they need to support their full inclusion and participation in the community throughout their lifetimes.

To learn more, visit thearc.org.



Learn more about The Arc

ABOUT



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Dear Public Service Director:

The Arc was founded by families who wanted more for their children with intellectual and developmental disabilities (IDD) than a life in a state institution, sequestered away from their families and communities, which was the norm in America in the 1950s. Fast forward to today, and we have made great strides. But even in a society that values inclusion and equality, people with IDD are still often overlooked, underappreciated and still face discrimination.

A recent study by The Arc and The Harris Poll revealed alarming misperceptions about people with IDD and their capabilities among the general public. And research has always shown that a lack of knowledge around disability perpetuates negative attitudes, social exclusion, stigmatization, and discrimination.

The Arc has launched three new PSA commercials designed to educate people about what is possible in the life of a person with IDD:

Say Hi! (:30 second) addresses the hesitations people in the general public have about interacting with people with disabilities.

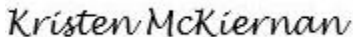
Say Yes! (:30 second) illustrates how people with IDD contribute to the workforce.

It's Possible! (:30 second) combats misperceptions around education, work, social life, love, and relationships.

We hope you will help us educate our friends, neighbors, and communities on what it means to have a disability and the ways our society can be more welcoming and accepting by airing these PSAs on your station. Each PSA directs viewers to visit thearc.org/stories to meet more people with IDD, hear their stories and learn how much is possible!

If you have any questions about these PSA please contact our distribution partner Shaliza Thomas at Connect360 Multimedia (stthomas@c360m.com; 212-624-9187).

Sincerely,



Kristen McKiernan
Senior Executive Officer, Marketing and Communications
The Arc of the United States

Say Hi!

People with intellectual and developmental disabilities (IDD) are good friends, coworkers, and valued members of the community. Get to know them, include them, and support them to achieve their goals.

To learn more, please watch The Arc's latest public service announcement (PSA) titled "**Say Hi!**" (:30). We ask that you please air our PSA as soon and as often as possible. **These PSAs have no end date for use.**

More PSAs are also available for review and download at:

<https://psaconnect.c360m.com/arc>



TV PSA SCRIPTS

"Say Hi!" (:30)

Kid #1 O/C: That was such a good joke today

Kid #2 V/O: She's in our class too

Kid #3 O/C: Well just invite her over

Kid #2 O/C: I feel weird. You do it

Kid #4 O/C: It's not that hard – Just say "Hi"

Disabled Kid O/C: Did you hear about the three holes in the ground?... well, well, well

Narrator V/O: Just say "Hi" – that's all it takes. Visit TheArc.org/Hi to meet more people like me.

"Say Yes!" (:30)

Joshua V/O: It's Monday again...but I love this job. It was hard to get, though. No one gave me a chance.

Joshua O/C: I found the problem; it's fixed.

Boss O/C: Perfect. Thank you, Joshua.

Employee O/C: Aren't you glad we hired him.

Boss O/C: Yes, I am.

Narrator V/O: Don't underestimate people with disabilities. Visit TheArc.org/Yes to see what's possible.

TV PSA SCRIPTS

"It's Possible!" (:30)

Narrator V/O: Every year, thousands of children are born with a disability. With the right support, they'll go to school. Have fun and make new friends. Some will go to college. Others will go right into good jobs. They'll be a part of their community, their family, achieve their dreams, fall in love and plan for a secure future together. Just like we all hope to.

Visit TheArc.org/Possible to see what is possible.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/arc/>

NO END DATE FOR USE

"Say Hi!" (:30)

"Say Yes!" (:30)

"It's Possible!" (:30)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at stthomas@c360m.com or by phone at (212) 624-9187.

501(c)(3) Certificate:

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **OCT 19 2007**

THE ARC OF THE UNITED STATES INC
1010 WAYNE AVE STE 650
SILVER SPRING, MD 20910

Employer Identification Number:
13-5642032
DLN:
17053163034007
Contact Person:
TRACY PRATER ID# 31330
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
December 22, 2000
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Publication 4221-PC



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