

Orthotic and Prosthetic Assistance Fund



MEDIA KIT 2008

Opportunities...



Possibilities...



and Fun...OPAF!

Giving Wings to Dreams!®



Greetings to you from the Orthotic and Prosthetic Assistance Fund, Inc. (OPAF) and our First Clinics. We appreciate your interest in the First Clinics as a marketing tool for your patients, your practice, and your community. OPAF, founded in 1995 to support the Paralympic Games in Atlanta, has gone forward to develop, implement, and partner with others to host adaptive recreational sports clinics and events that promote health and fitness for amputees and those with physical challenges.

First Volley, our nationally recognized adaptive tennis program was recently named both the United States Tennis Association Community Service Award Winner for Adaptive Tennis for 2007 and the USTA Middle States Organization of the Year. Founded in 2005, to offer adaptive tennis to those individuals who may want to try out their tennis skills, but chose not to sit in the wheelchair to do so, we have held clinics across the US and into Canada. In 2006, OPAF hosted over a dozen clinic and we are projecting for almost double that number in two thousand and eight. Our other First Clinics include First Swim, First Dive, adaptive "Intro to Scuba" and in cooperation with the National Amputee Golf Association, First Swing. There are always other "Firsts" in development.

With all of the First Clinics, our goal is to get individuals served by the O&P community active and integrated back into life. We have found that an equally important part of the First Clinic experience is the social interaction that participants enjoy. At a First Clinic, they find others like themselves who are moving forward with their lives and enjoying it! We are working towards health and fitness for everyone.

Within this packet of information, you will find registration materials for the various clinics, as well as press releases and promotional materials. Each clinic would be customized to your practice, your location and your needs and an appropriate time line of "what happens when" while hosting a First Clinic. You will also see a list of comments and endorsements from both participants and sponsors. Feel free to contact us with any questions or comments on the First Clinics...we are here to help you promote your practice!

We look forward to working with you in planning your event!

Kindest Regards,

Robin Burton
Executive Director
rlb@opfund.org


TABLE OF CONTENTS



OPAF is a nonprofit organization, a 501 (c) (3) public charity, incorporated in the state of Delaware. Our incorporation papers are on file at 750 Bridgeview Road, Langhorne, PA 19053. A copy of this document is available upon request.



The OPAF Mission	P. 3
OPAF History	P. 3
Governance and Board of Directors	P. 3
The OPAF Plan	P. 4
First Clinic Descriptions	P. 5
First Volley Clinic Sponsorship	P. 6
First Volley Sample Press Release	P. 7
First Swim Clinic Sponsorship	P. 8
First Swim Sample Press Release	P. 9
First Clinics 2008 Calendar	P. 10
Sample Registration Form	P. 11
Clinic Timeline	P. 12
Support the Fund	P. 13
Honors and Recognition	P. 14
Contacting OPAF	P. 14



The OPAF MISSION is to enable Individuals served by members of the orthotic and prosthetic community to enjoy the rewards of personal achievement, physical fitness, and social interaction.

The Orthotic and Prosthetic Assistance Fund, Inc (OPAF) is a nonprofit organization, a 501 (c) (3) public charity, established and incorporated in January of 1995 but the former Orthotics and Prosthetics National Office. The Orthotics and Prosthetics National Office is now three separate organizations including The American Orthotic and Prosthetic Association (AOPA), The American Academy of Orthotists and Prosthetists (AAOP), and The American Board for Certification in Orthotics and Prosthetics and Pedorthics (ABC). Each of these organizations still supports OPAF separately through both financial and in-kind support. OPAF now generates its own initiatives through partnerships with individuals, organizations, and institutes engaged in:

- raising public awareness of physical disability, and
- improving the quality of rehabilitation, medicine, science, and technology through health and fitness.

OPAF focuses on enabling individuals served by the Orthotic and Prosthetic community to enjoy personal achievement, physical fitness, and social interaction. In achieving this goal, OPAF also seeks to:

- raise public awareness of the benefits that individuals with physical disabilities receive from physical activity , orthotics, and prosthetics
- facilitate continuing education programs for allied-health professionals who serve as members of the rehabilitation team and;
- coordinate in-kind support for future Paralympic games, chiefly by ensuring that ortho-
- provide adaptive sports and activity programs that appeal to those served by the orthotic and prosthetic community.

The OPAF Governance and Board of Directors:

The Officers: President- Elizabeth Mansfield; Vice President- Dennis Williams, CP; Treasurer- Bob Manfredi Sr., CPO, CPed; Immediate Past President- Michael Burton

The Directors: Anne Moss Anderson, Lisa Arbogast, Jeff Collins, Darren Donnelly, CO; Bill Limehouse, CP, FAAOP; and Gay Molnar. Executive Director- Robin Burton

The Advisory Board: Darren Kindred, Jeffrey Reznick, Jason Wening, CP; Bob Boff, Justina Smith, CO; and Brad Mattear



By following the Mission, Vision, and Value Statements, OPAF will continue to serve as the official philanthropy of the U.S. Orthotic and Prosthetic community.

The OPAF Plan

The Orthotic and Prosthetic Association is focused on providing support to those individuals served by the O&P community. In order to ensure that our efforts are effective, a formal strategic plan was developed. This plan serves as a road map to aid the OPAF Board of Directors and the OPAF Advisory Board in the growth and continued development of this organization. Within this plan, our Mission, Vision, and Values Statement are addressed. Not only does this plan help to guide us down the right path from a business standpoint, but it also reminds us that our primary purpose is to work together towards “Giving Wings to Dreams.”

The OPAF Mission:

OPAF focuses on enabling individuals served by the Orthotic and Prosthetic community to enjoy personal achievements, physical fitness, and social interaction.

The OPAF Vision:

OPAF’s long -standing goal is to serve as “the official philanthropy of the U.S. Orthotic and Prosthetic community.”

The OPAF Values Statement:

OPAF ‘s values remain focused on the following:

- Opportunity, Possibilities, and Fun
- Inclusiveness in the communities



First Dive Participant

"FIRST" CLINIC DESCRIPTIONS

"This program is an excellent idea. The coordinators, and coaches were well organized knowledgeable, and helpful to all participants."

- Jim Pastor, First Volley Clinic Participant

FIRST CLINICS INCLUDE:

FIRST VOLLEY: Our flagship program, which offers top quality adaptive tennis instruction to amputees and those with physical challenges who want to give tennis a try, but chose not to sit in the chair to do so. Wheelchair players are always welcome. First Volley provides individuals who want to try out their tennis skills with adaptive techniques and coaches with years of experience working with this special population.

FIRST SWIM: Offers amputees instruction from a Paralympic champion swimmer and coach to feel more comfortable in and around water. Clinics offer both one-on-one and group instruction.

FIRST DIVE: Provides an "Intro to Scuba" class to amputees and those with physical challenges who may want to try scuba with certified adaptive scuba instructors.

FIRST SWING: In cooperation with the National Amputee golf Association, offers amputees the chance to learn or re-learn the game of golf. First Swing also offers the chance to "Train the Trainer" with instruction given to therapists and other rehab personnel who want to learn proven techniques of golf training and equipment.

More First Clinics are currently in development!



SPONSOR A FIRST VOLLEY CLINIC!

"Fantastic Program! A true gift to my daughter (and subsequently her siblings). Thanks to Billie Jean King for the racquets. Unbelievable!"

- Erik Rebstock, Father of Erika, clinic participant

SPONSORSHIP OF A FIRST VOLLEY CLINIC:

First Volley Sponsorship responsibilities include helping to locate a hosting tennis facility, indoors, if possible, so that the weather doesn't become a factor. OPAF can assist with clinic locations, if need be. Typically, three tennis courts are needed- but this is usually determined by the number of participants. Clinics typically run 3 hours, with the last 30 minutes or so dedicated to socialization, refreshments, and free play.

OPAF advertises First Volley as adaptive tennis for ambulatory players, though we also welcome wheelchair players. Participants tend to be amputees, people with limb differences, stroke victims, kids with CP, MS patients, etc.

OPAF's biggest struggle has been reaching out to patients. That's where you come in- as you have a patient basis to draw from!

- OPAF can provide you with contact information for local amputee support groups and PT's in your area.
- A registration form and an initial press release is also provided to you. Insurance Liability and a Waiver and Release, naming OPAF, the hosting facility, and the physical location of the clinic are also provided.
- Clinic information can be placed in your waiting room and patient care exam rooms.
- Mailings can be done to those patients who might be interested.
- Those that should be specifically targeted are PT's, OT's, RT's, clinics, hospitals, etc.
- **Talk It up!** It's the best kind of advertising out there!

OPAF will provide one to two First Volley instructors for the clinic, along with the Executive Director, to be onsite for the clinic. Equipment for the clinic is provided by Prince Sports. The clinic will conclude with the always popular Prince Sports Hitting for Prizes. OPAF will supply 50 First Volley t-shirts with the First Volley logo on the left chest and the hosting clinic logo across the back. All participants are also presented with a First Volley Certificate and a pair of First Volley tennis socks.

You, as hosting facility, are asked to secure attendees & volunteers (volunteers will serve as ball chasers) and to provide refreshments for the group. After that, just sit back and enjoy your clinic! OPAF will take still photography and provide a press release with photos to follow up with the clinic. The charge for hosting a First Volley Clinic is \$2500.00, which covers OPAF's travel expenses, as well as the professional fees for the tennis instruc-



First Volley Participant



SAMPLE PRESS RELEASE FOR FIRST VOLLEY CLINIC:

Below you will find a sample press release that you can use to promote your First Volley Clinic! It is available in a Microsoft Word document, can be used for any First Clinic, and can be emailed to you for easy customization.

PRESS RELEASE
For Immediate Release

Contact
Robin Burton, Executive Director
Orthotic & Prosthetic Assistance Fund, Inc.
215-752-5756 phone
215-752-5759 fax
415-534-1857 Efax
rlb@opfund.org
www.opfund.org

OPAF Announces upcoming First Volley Tennis Clinic

The Orthotic & Prosthetic Assistance Fund, Inc. (OPAF) announces their next First Volley™ tennis clinic is scheduled for Saturday, March 25, 2006. We will once again be hosted by Bucks County Racquet Club in Washington Crossing, Pennsylvania and the event will begin at 5 PM. Our inaugural event was a smashing success!

First Volley™ is an adaptive tennis clinic for amputees, orthotic wearers, those with limb differences and physical challenges who play tennis standing up. This is not your typical wheelchair tennis!

The clinic will begin with introductions of sponsors and exhibitors and move to coaching and instruction, both one-on-one and team play. The evening will include a time for socialization as well as hard work and athletic play. Refreshments will be provided. There is no charge for First Volley™, but attendees are urged to register early so that we have an approximate count.

If you would like more information on First Volley™, or would like to host a First Volley™ clinic in your area, please contact Robin Burton, OPAF Executive Director at 215-752-5756 or rlb@opfund.org. OPAF continues to reach out to provide health and fitness programs for those with physical challenges. We work to continue our mission of *"Giving Wings to Dreams!"*



"Jason did an excellent job teaching and coaching the different swim techniques!"
- Bridget Lawler, CO

SPONSORSHIP OF A FIRST SWIM CLINIC:

First Swim sponsorship includes helping to locate a hosting swim facility, indoors, if possible, so that the weather doesn't become a factor. OPAF can assist with clinic locations, if need be. Typically, one large laned pool is needed- but this is usually determined by the number of participants. Clinics typically run 3 hours, with the last 30 minutes or so dedicated to socialization, refreshments, and open swim.

OPAF advertises First Swim as adaptive swim techniques for amputees, though we always welcome anyone with a physical challenge. Jason Wening, CP, our First Swim instructor is a Paralympic swim champion and coach. He is a bi-lateral amputee. OPAF's biggest struggle has been reaching out to patients. That's where you come in as the host- as you have a patient basis to draw from!

OPAF will send out our First Swim instructor for the clinic, along with the Executive Director, to be onsite for the clinic. You are asked to secure clinic participants, volunteers to provide extra hands, and refreshments for the group. After that, just sit back and enjoy your clinic! OPAF will take still photography and provide a press release with photos to follow up with the clinic. OPAF will provide 50 First Swim t-shirts with the sponsoring facility listed on the back of the shirt.

The charge for hosting a First Swim Clinic is \$2500.00, which covers OPAF's travel expenses, as well as the professional fees for the instructors. It also helps to offset the in-house costs incurred for clinic development.

- OPAF can provide you with contact information for local amputee support groups and PT's in your area.
- A registration form and an initial press release is also provided to you. Insurance Liability and a Waiver and Release, naming OPAF, the hosting facility, and the physical location of the clinic are also provided.
- Clinic information can be placed in your waiting room and patient care exam rooms.
- Mailings can be done to those patients who might be interested.
- Those that should be specifically targeted are PT's, OT's, RT's, clinics, hospitals, etc.
- **Talk it up!** It's the best kind of advertising out there!



Jason Wening (Left), First Swim Participants



SAMPLE PRESS RELEASE FOR FIRST SWIM CLINIC:

Below you will find a sample press release that you can use to promote your First Swim Clinic! It is available in a Microsoft Word document, can be used for any First Clinic, and can be emailed to you for easy customization.

PRESS RELEASE
For Immediate Release

Contact
Robin Burton, Executive Director
Orthotic & Prosthetic Assistance Fund, Inc.
215-752-5756 phone
215-752-5759 fax
415-534-1857 Efax
rlb@opfund.org
www.opfund.org

Scheck & Siress to host First Swim Clinic in Addison

First Swim, an adaptive swim clinic for amputees will be hosted by Scheck & Siress Orthotics, Prosthetics & Pedorthics on Saturday, June 16 at the Addison Park District Community Pool in Addison, IL. First Swim, sponsored by the Orthotic & Prosthetic Assistance Fund, Inc (OPAF) will be led by OPAF Advisory Board Member and Paralympic Swim Champion, Jason Wening, CP, who is also a valued member of the Scheck and Siress staff of practitioners. Jason does an excellent job, giving one-on-one instruction to the attendees. He coaches from poolside, and he gets into the water with the participants to demonstrate different swim techniques that provide more efficiency in the water. All participants, attendees, and volunteers for First Swim will be presented with a First Swim t-shirt with Scheck & Siress listed as sponsor. OPAF looks forward to more First Swim Clinics in the Chicagoland area to provide top quality adaptive recreational sports clinics to amputees and those with physical challenges.



"I would like to have this program up in Milwaukee, my place of residence. Thank you for having the family involved. I loved this! You are a blessing!"
 - Lori Kopchinski, First Swim Participant



2008 FIRST CLINIC CALENDAR:

DATE	CLINIC	LOCATION
May 3	First Volley Tennis Clinic Shriners Hospital for Children	Philadelphia, Pennsylvania
May 10	First Volley Tennis Clinic Frosty Holley Tennis Center	Levittown, Pennsylvania
May 17	First Volley Tennis Clinic Sponsored by Berke Prosthetics	Portola Valley, California
June 1	First Volley Tennis Clinic SOAR	Bloomfield, Michigan
June 14	First Volley Tennis Clinic Frosty Hollow Tennis Center	Levittown, Pennsylvania
June 20	First Swim Clinic ACA Conference	Atlanta, Georgia
June 20	First Volley Tennis Clinic ACA Conference	Atlanta, Georgia
June 21	First Swim Clinic ACA Conference	Atlanta, Georgia
June 22	First Swim Clinic ACA Conference	Atlanta, Georgia
June 28	First Volley Tennis & First Swing Clinics Centennial Park Tennis Court	Addison, Illinois
July 10	First Volley Tennis Clinic Adventure Amputee Camp	Bryson City, North Carolina
July 21	First Volley Tennis Clinic	Clarksville, Ohio



FIRST CLINIC REGISTRATION FORM:

Registration is EASY! Below is a sample registration form for First Clinics. It is available in a Microsoft Word document, can be used for any First Clinic, and can be emailed to you for quick and easy customization!

	
<h2>Tennis Anyone? Tennis for Everyone!</h2>	
<p>OPAF's First Volley™ Adaptive Tennis Clinic Come Try new tennis skills and drills For those with Physical Challenges No running required!</p>	
<p>Saturday, December 29, 2007 Bucks County Racquet Club 1150 Lord Sterling Road Washington Crossing, Pennsylvania 18977 1-4 PM</p>	
<p><i>There is NO Charge for First Volley, just the chance to try your tennis skills!</i> <small>First Volley Tennis Clinics are made possible in part by a grant from the United States Tennis Association Tennis & Education Foundation</small></p>	
Name: _____ Address: _____ E-Mail: _____ Phone: _____ Date of Birth: _____ Level of Amputation: _____ OR Type of Orthosis: _____	List any special requirements: _____ _____ _____ Orthotic & Prosthetic Assistance Fund, Inc. 750 Bridgeview Road Langhorne, Pennsylvania 19053 215-752-5756 Fax: 215-752-5759 rlb@opfund.org



FIRST CLINIC TIME LINE

What happens when?

WEEKS	TO DO:
6 to 8 Weeks Prior to Clinic	Display materials TALK I T UPI
4 Weeks Prior to Clinic	Press releases to local media, including TV, radio, and print Contact Local Support Groups:
3 Weeks Prior to Clinic	Contact local support groups: (Amputee, Stroke, MS, CP, etc.) TALK I T UPI
2 Weeks Prior	Secure refreshments (Beverage, fresh fruits, breads) TALK I T UPI
1 Week Prior	Phone calls to all potential attendees and groups TALK I T UPI
0 Day of Clinic	Enjoy your clinic and reap your marketing rewards

Get People Talking!

Word of mouth is the best form of advertising for a First Clinic. Let people know what you're doing for your patients and your community. The greater the effort you put towards promoting your First Clinics, the more participation and involvement you are likely to have. So spread the word. Get people talking about the exciting things OPAF can provide to your facility and your patients!



First Swing Participant



"Thanks to the generosity of our donors and sponsors, OPAF programs like First Swim™, First Dive™ and First Volley™ have impacted people's lives significantly. Your donation will help OPAF continue to provide new and improved programs, touch more lives and bring 'Opportunities, Possibilities, and Fun!' to amputees and orthosis wearers for years to come!" -Elizabeth Mansfield, OPAF President



OFFERING YOUR SUPPORT:

Growth of OPAF and its programs depends on the generosity of all contributors who share our commitment to enhance the quality of life for individuals with disabilities. All financial and in-kind donations to these events are tax deductible to the fullest extent allowable by the US law. We welcome your support through the following initiatives:

THE OPAF LEGACY PROGRAM: The OPAF Legacy Program enables you to embrace and carry forward your own legacy of charitable giving through the official philanthropy of the O&P community. Here is a way of giving a gift that will make an enduring difference to the entire O&P community and the individuals we serve. It is made possible through the T. Rowe Price Charitable Giving Program. Visit www.opfund.org and click on "Support the Fund" for more information.

OPAF ANNUAL SPONSORSHIP OPPORTUNITIES: Diamond, Platinum, Gold, Silver and Bronze sponsorship opportunities are available. Please visit www.opfund.org and click on "Support the Fund" for more information.

ANNUAL NATIONAL CONVENTIONS: OPAF hosts 2 fund raising events a year- both which are held at national conventions. The Thranhardt Golf Classic, First Bid, and our Live and Silent Auctions draw a great deal of attention! Join your friends, colleagues, and fellows within the industry by participating in these events. Visit www.opfund.org, and click on "OPAF 2008 Events Calendar" for a complete listing of upcoming events.

OPAF VOLUNTEER NETWORK: Join the OPAF volunteer network to offer your time, resources, professional services, and energy towards furthering the mission of the OPAF organization! Please contact OPAF via phone at 215.752.5756, fax 215.752.5759, or email at rlb@opaffund.org today!

MAKE A DONATION: Donate to OPAF directly through Network for Good- a secure website! Go to www.opfund.org and click on "Support the Fund" for more information.

PURCHASE GOODS AND SERVICES: You are supporting OPAF when you purchase goods and services online via igive.com. Go to opfund.org and click on "Support the Fund" to learn more.

HONORS AND RECOGNITIONS



COMMUNITY SERVICE AWARD: Langhorne, PA – November 21, 2007- First Volley, OPAF's adaptive tennis clinic has been named the USTA Adaptive Tennis National Community Service Award Winner for 2007. Recipient of the award must have been in existence for, or conducted a program, for a minimum of three consecutive years, and be registered, or connected with a registered, USTA Adaptive Tennis program. Further, the program or program leader should have demonstrated continued excellence, dedication, and service in tennis for Adaptive Tennis or those with disabilities.

"We are so pleased with this recognition from USTA on a national level. It continues to give credit to First Volley as a quality adaptive tennis program aimed at amputees and those with physical challenges" said OPAF Executive Director, Robin Burton.

GOLD LEVEL SPONSORSHIP: Langhorne, Pa – March 27, 2007 – The Orthotic & Prosthetic Assistance Fund, Inc. (OPAF) announces that Ohio Willow Wood returns as an OPAF Gold Level Sponsor for 2007. Ohio Willow Wood, an industry leader in the orthotics and prosthetics field has donated \$10,000 to help OPAF continue their work for the O & P population with their First clinics and other projects.

"We are very pleased to once again support OPAF as the Official Philanthropy of the U.S. Orthotic & Prosthetic community. OPAF's First Clinics have brought new life to the organization and its members and have helped to revitalize the OPAF mission", said Lisa Arbogast, OWW graphic designer and OPAF board member.

OPAF FIRST BID FUND RAISER: Langhorne, PA – March 29, 2007 – The Orthotic & Prosthetic Assistance Fund, Inc. (OPAF) announces the resounding success of First Bid, their live and silent auction event in conjunction with the American Academy of Orthotists and Prosthetists meeting in San Francisco last week. With well over 100 people in attendance, the evening garnered over \$20,000 for OPAF and our First programs.

"This is the largest single fundraising event ever for OPAF, said OPAF Executive Director, Robin Burton. "What a response from the O & P community! To have this type of support and affirmation is such a shot in the arm for the Official Philanthropy of the US O & P community. Our thanks to OPAF Vice President and First Bid Chairperson Elizabeth Mansfield for an outstanding job."

A Special Thank You...

to OPAF's 2008 Donors. Our mission cannot be reached without your generous support! Ohio Willow Wood, Otto Bock, AOPA, AAOP, ABC, O&P.com, Comfort Products, Hanger O&P, Allard USA, Harry J. Lawall & Son, Kempfer Prosthetics, Prince Sports, Cascade Orthopedic Group, Florida Brace Corporation, Medi USA, and Tandem O&P.

CONTACTING OPAF



PHONE:	215.752.5756
EMAIL:	rlb@opfund.org
FAX:	215.752.5759
ADDRESS:	Orthotic & Prosthetic Assistance Fund, Inc. 750 Bridgeview Road Langhorne, PA 19053

CONTACT OPAF TODAY:

OPAF is looking forward to hearing from you! Please contact Robin Burton, Executive Director, through phone, email, fax, or mail.



Robin Burton, OPAF Executive Director with First Volley Staff and Participants

Visit us at www.opfund.org today!