



April 2025

Dear Friends of UCP Heartland,

First, let me introduce myself! I'm Cindy Owens, the new President & CEO of UCP Heartland. In my first several weeks, I've been inspired by:

- The amazing clients we serve every day.
- The incredible staff dedicated to our mission.
- The life-changing impact of your donations.



I'm honored to join this team and excited to work alongside you to create opportunities for people with disabilities and their families.

A true measure of any society is how it treats its most vulnerable members. Right now, I could use your help on a very important topic that will impact thousands of people in our community and millions across the country. Recently as you may have heard, Medicaid and its proposed cuts have been in the [news](#). At UCP Heartland, Medicaid funding represents 71% of the services that we provide. Medicaid is the lifeline for people with intellectual and developmental disabilities.

To help educate the community, we are launching a new campaign called "This is what Medicaid Looks Like." It will be rolling out on our social media platforms soon and we'd like to ask you to take THREE important action steps with us:

1. [Watch this video](#) and consider how Medicaid:

-Keeps families together – It allows people with disabilities to live in their communities, not institutions.

-Supports working families – Families can continue to work while their loved one attends a community program.

-Creates opportunity – People with disabilities can find jobs and give back to their communities.

2. Call or [write your Congressperson](#) and urge them to protect funding for Missourians with intellectual and developmental disabilities. This takes less than 60 seconds to have your voice heard (as you support millions of voices that may not be heard).

3. Follow and engage with us on social media by following us:

-[Facebook](#)

-[LinkedIn](#)

-[Instagram](#)

-[Twitter](#)

-[YouTube](#)

We are grateful for you taking the time to join us in these three important steps to make a difference! I look forward to meeting many of you in the coming months. If you have any thoughts that you'd like to share, please email me at owensc@ucpheartland.org.

Cindy Owens, MPA

President & CEO