



Partnership Opportunities

ALS Society of BC

Dear Friends and Corporate Partners,

The ALS Society of BC was formed in 1981 to provide direct support and information to ALS patients, their families and caregivers. This includes the equipment loan program. After thirty years, the ALS Society of BC has expanded its equipment loan program and has branched out to offer more programs that help improve the quality of life of people living with ALS.

Today, the ALS Society of BC provides the following programs to the ALS community in British Columbia and Yukon: Equipment Loan Program, Research, Outreach and Public Awareness, Team ALS BC & Yukon Volunteer Conference, Transportation Support Program, Camp Alohi Lani, Support to ALS Centre, Caregivers' Days, Annual ALS Symposium, Mobile Clinics, Annual Patient Priority Survey, Psychological Support Program and Patient & Family Support.

Our Donor Relations staff partner with individuals and organizations with fervent commitment to charity. It is through these generous hearts and philanthropic acts that the ALS Society of BC is able to fulfill the mandate of the Society and develop the programs and services for people living with ALS. Included in this brochure are descriptions of each ALS Society of BC program and the level of recognition should you decide to be one of our partners.

We would very much appreciate the opportunity to personally discuss our cause with you. Our team is available to give you more information and assistance.

For more information please contact:

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AMYOTROPHIC LATERAL SCLEROSIS
SOCIETY OF BRITISH COLUMBIA

The ALS Society of BC was founded by ALS patients, their family members and health care professionals to meet the physical and emotional needs of people with ALS and their caregivers. Since 1981, the Society has helped thousands of patients and their families, by providing direct services, information and support.

WHAT IS AMYOTROPHIC LATERAL SCLEROSIS – ALS (LOU GEHRIG'S DISEASE)?

ALS, Amyotrophic Lateral Sclerosis, is a neurodegenerative disorder that affects the person's motor neurons that carry messages to the muscles resulting in weakness and wasting in arms, legs, mouth, throat and elsewhere; typically the person is immobilized or deceased within two to five years of the initial diagnosis.

ALS is a disease that demands urgent attention. Its devastation is wreaked on the person diagnosed with ALS, the family, the caregivers, and the health-care system. When ALS hits a family, the focus turns to provision of care, equipment, and emotional support to the person living with ALS. In the later stages of the disease the person with ALS often cannot speak, swallow or move anything but his/her eyes; however, the mind remains alert.

In Canada, with a population of 32.5 million, two to three Canadians die every day of ALS. Approximately 3,000 Canadians currently have ALS. In BC, there are over 325 people living with ALS. The sad reality is that as one is diagnosed with the disease another one passes away so the number remains static.

OUR MISSION

The ALS Society of BC is dedicated to providing direct support to ALS patients, along with their families and caregivers, to ensure the best quality of life possible while living with ALS. Through assisting research, we are committed to find the cause of, and cure for Amyotrophic Lateral Sclerosis (ALS).

The ALS Society of BC has three principal objectives:

- To provide direct support to patients, their families, and caregivers. This includes an equipment loan program
- To raise funds for patient services and ALS research to find a cure, and
- To increase public awareness and understanding of ALS



OUR PROGRAMS AND SERVICES

EQUIPMENT LOAN PROGRAM

PROGRAM COST: \$400,000

With over 2,200 pieces of medical equipment our Equipment Loan Program is designed to help people cope with the daily challenges of decreasing mobility and independence, through obtaining basic and essential assistive equipment. This includes mobility equipment, lift equipment, beds & accessories, communication devices, and bathroom aids. If needed, all equipment loaned is available at no charge to registered members as prescribed by a healthcare professional such as an occupational therapist, speech language pathologist or physiotherapist. Delivery and setup of equipment is also provided.



RESEARCH

PROGRAM COST: \$235,000

Over the past decade the average lifespan of people living with ALS has extended by a full year. Recently, new high-potential research studies have been published which point the way to a “great leap forward” for ALS research. At the same time, novel uses of new technologies and drug therapies hold exciting potential for today’s patients to function, communicate, and live with greater comfort than ever before.

- Annual funding of \$30,000 to ALS Centre team to extend hours to host ALS clinical trials. The research is in collaboration project with other ALS Centers in the country.
- Annual funding of \$5,000 to genetic testing for familial ALS research.
- Over \$200,000 is contributed annually to the ALS Society of Canada to fund various ALS research.

OUTREACH AND PUBLIC AWARENESS

PROGRAM COST: \$80,000

The Outreach and Public Awareness Program of the Society includes the following initiatives:

- **Believe BC Feature** - The Society releases three times a year publication of an ALS BC article full page in Vancouver Sun and The Province newspapers. The article provides information about ALS, research updates, ALS sponsors and fundraising events. Through these articles, the Society is also able to reach people that are not affected with ALS.
 - **Newslink** - The Society's newsletter "Newslink" is circulated three times a year and it is distributed to clients, members and major supporters of the Society.
 - **ALS BC Website** - The ALS Society of BC website is another vehicle for public awareness. Through the ALS BC website, the community is informed about the mission of the Society, client services and programs and fundraising events. It is also a good resource for research articles and services that are provided by other organizations to the ALS community.
 - **Brochures & Banners** - The ALS Society of BC banners and brochures are displayed at ALS Society of BC fundraising events and programs and 3rd party events. The banners and brochures provide information about the Society.
 - **Video Conference** - The video conference was made available for the first time in 2011 to the Society's clients, volunteers, members and donors. Through the video conference, ALS clients, volunteers and donors who have difficulty in travelling for meetings and consultations can communicate to the Society face to face.
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TRANSPORTATION SUPPORT PROGRAM

PROGRAM COST: \$50,000

The Transportation Support Program provides transportation for people living with ALS to attend appointments at the ALS Centre in Vancouver and other ALS related medical appointments, support groups and Society's events. The program was initiated to ensure that all people living with ALS in BC and Yukon are given an equal opportunity to see an ALS Specialist in order to improve their quality of life. Types of assistance provided are ground transportation for those requiring wheelchair accessible vehicles, overnight accommodation for patients and a family member when travelling from outside the lower mainland to the ALS Centre and assistance in obtaining flights through Hope Air – a national charity that assists Canadians in obtaining complimentary flights if receiving medical treatment outside their region and cannot afford the cost.

TEAM ALS BC & YUKON VOLUNTEER CONFERENCE

PROGRAM COST: \$30,000

The ALS Society of BC recognizes that volunteers are the backbone of the organization. It is because of our volunteers that the ALS Society of BC is able to provide services to people living with ALS with less than 15% administration costs. TEAM ALS BC & Yukon was launched at the Volunteer Conference held in November 2005. To increase visibility of ALS volunteers, a logoed vest is presented to volunteers who achieve 50 hours volunteer service. Professional development programs are offered to continue to build strength and skills of the team.

CAMP ALOHI LANI

PROGRAM COST: \$30,000

Camp Alohi Lani which means 'Bright Sky' in Hawaiian is a camp for youth who have a parent (or grandparent in a significant role) living with ALS. Through funding received from sponsors, the Society is able to offer a youth weekend retreat at no cost to families affected with ALS. The camp is a safe setting in which youth aged 8-17 years old can come together and receive support in their ALS journey.



SUPPORT TO THE ALS CENTRE TEAM

PROGRAM COST: \$30,000

In 2007 the ALS Society of BC started to provide quarterly financial support to the ALS Centre team in order to increase clinic hours of the neurologist at the centre and see more ALS patients and to explore and host clinical trials. This support addresses the waiting list issue for patients to see ALS specialists, and provides an opportunity for BC ALS patients to participate in clinical trials as they become available.

CAREGIVERS' DAYS

PROGRAM COST: \$20,000



Held every fall in communities around BC, Caregivers' Days is a chance for caregivers and former caregivers of ALS patients to have a day of respite. This event allows ALS caregivers to come together and share experiences. It also provides opportunity for caregivers to learn how to take better care of themselves and how to cope with grief. Caregivers put their lives on hold while they are dealing with their loved one's ALS journey. This is the reason why the

Society strives to make Caregivers' Days special for all attendees by providing a comfortable and a supportive environment.

ANNUAL ALS SYMPOSIUM

PROGRAM COST: \$10,000

The ALS Symposium is the major public awareness program of the Society every year. ALS specialists and researchers are invited to provide ALS research updates and to discuss how to improve the quality of life for those families affected with ALS. All ALS clients, their families and healthcare professionals are invited to this Symposium. The ALS BC Symposium is also a learning opportunity for healthcare professionals in British Columbia.

MOBILE CLINICS

PROGRAM COST: \$7,000

In partnership with Vancouver Coastal Health and the ALS Centre at GF Strong Rehab Centre, the ALS Society of BC provides Mobile Clinics to outlying communities to provide follow-up appointments to patients who can no longer visit the ALS Centre. Past locations have included Nanaimo, Victoria, Kelowna, Kamloops, West Kootenays and Prince George.

ANNUAL PATIENT PRIORITY SURVEY

PROGRAM COST: \$5,000



The annual survey was introduced in 2006 to identify the needs and requirements of patients and caregivers. Through this survey the ALS Society of BC is able to determine its strategic goals and objectives for the year. Through the commitment and support of the respondents, the Society is able to introduce new programs and enhance existing services that would help in improving the quality of life of people living with ALS.

PSYCHOLOGICAL SUPPORT PROGRAM

PROGRAM COST: \$5,000

Registered Psychologists and Clinical Counsellors provide therapy and counselling to ALS patients, their families and caregivers at any stage of the illness. These healthcare professionals have received ALS education and training from the ALS Society of BC.

PATIENT AND FAMILY SUPPORT

PROGRAM COST: \$5,000

- **Support Groups**

Support groups provide an open, friendly and safe environment for ALS patients, family members, caregivers and friends to discuss issues related to living with ALS. Groups are facilitated by trained volunteers & staff.

- **Care Connections**

The ALS Society of BC's Care Connection is a program to aid a group of caring family and friends to help loved ones with ALS and their caregivers by using a specially customized on-line web tool that has been developed by ALS Society of BC and Lotsa Helping Hands. Assistance and support that may be provided to the families are as follows: walking the dog, cooking a meal, providing companionship or transportation and other daily caregiver activities.



CORPORATE PARTNERS LEVELS OF RECOGNITION

The ALS Society of BC has identified the following standard level of recognition but if there are suggestions, please contact Donor Relations at donor-relations@alsbc.ca.

ALS BC Visionary

Sponsorship Opportunity - \$100,000 and up

Recognition & Benefits

- **Newsletter** - full page ad in the ALS BC newsletter (3 times per year)
- **AGM Guest Speaker** - opportunity to speak to ALS BC Membership during AGM
- **ALS BC Website Donor Wall Recognition** - to include 100 word profile, photo, logo and link to corporate website
- **Corporate Logo** to appear to 3 editions of the colour full page “Believe BC” feature published in Vancouver Sun & The Province newspapers
- **Media Release** – prepare a media release about the corporate partnership including social media broadcasts
- **Display Table** will be available at the annual ALS Symposium and at the annual ALS General Meeting to promote your business
- **Tax receipt** or documentation to use as marketing expense for tax purposes, whichever is applicable
- **Major Donor Reception** - 10 invitations
- **Team ALS BC & Yukon Membership** - opportunity for your employees to volunteer to ALS BC events and programs and to become a member of the team
- **Plaque** recognizing your company as Corporate Partner
- **Company Advertisement** in the ALS BC Annual Report
- **Recognition** of your company to the ALS BC Annual Report
- **Renewal** 3 year term. Right to first refusal to sponsor an additional three year term.

ALS BC Leader

Sponsorship Opportunity - \$75,000 to \$99,999

Recognition & Benefits

- **Newsletter** - 1/2 page ad in the ALS BC newsletter (2 times per year)
- **ALS BC Website Donor Wall Recognition** - to include 50 word profile, photo, logo and link to corporate website
- **Corporate Logo** to appear to 2 editions of the colour full page “Believe BC” feature published in Vancouver Sun & The Province newspapers
- **Media Release** – prepare a media release about the corporate partnership including social media broadcasts
- **Display Table** will be available at the annual ALS Symposium
- **Tax receipt** or documentation to use as marketing expense for tax purposes, whichever is applicable
- **Major Donor Reception** - 8 invitations
- **Team ALS BC & Yukon Membership** - opportunity for your employees to volunteer to ALS BC events and programs and to become a member of the team
- **Plaque** recognizing your company as Corporate Partner
- **Company Advertisement** in the ALS BC Annual Report
- **Recognition** of your company to the ALS BC Annual Report
- **Renewal** 3 year term. Right to first refusal to sponsor an additional three year term.

ALS BC Benefactor

Sponsorship Opportunity - \$50,000 to \$74,999

Recognition & Benefits

- **Newsletter** - 1/4 page ad in the ALS BC newsletter (once a year)
- **ALS BC Website Donor Wall Recognition** - to include logo and link to corporate website
- **Corporate Logo** to appear to 1 edition of the colour full page “Believe BC” feature published in Vancouver Sun & The Province newspapers
- **Media Release** – prepare a media release about the corporate partnership including social media broadcasts
- **Display Table** will be available at the annual ALS Symposium
- **Tax receipt** or documentation to use as marketing expense for tax purposes, whichever is applicable
- **Major Donor Reception** - 6 invitations
- **Team ALS BC & Yukon Membership** - opportunity for your employees to volunteer to ALS BC events and programs and to become a member of the team
- **Plaque** recognizing your company as Corporate Partner
- **Company Advertisement** in the ALS BC Annual Report
- **Recognition** of your company to the ALS BC Annual Report
- **Renewal** 3 year term. Right to first refusal to sponsor an additional three year term.

ALS BC Patron

Sponsorship Opportunity - \$25,000 to \$49,999

Recognition & Benefits

- **Newsletter** - business card size ad in the ALS BC newsletter (once a year)
- **ALS BC Website Donor Wall Recognition**
- **Tax receipt** or documentation to use as marketing expense for tax purposes, whichever is applicable
- **Major Donor Reception** - 4 invitations
- **Team ALS BC & Yukon Membership** - opportunity for your employees to volunteer to ALS BC events and programs and to become a member of the team
- **Plaque** recognizing your company as Corporate Partner
- **Recognition** of your company to the ALS BC Annual Report
- **Renewal** 3 year term. Right to first refusal to sponsor an additional three year term.

ALS BC Contributor

Sponsorship Opportunity - \$5,000 to \$24,999

Recognition & Benefits

- **Newsletter** - donor list ad (one time)
- **ALS BC Website Donor Wall Recognition**
- **Tax receipt** or documentation to use as marketing expense for tax purposes, whichever is applicable
- **Major Donor Reception** - 2 invitations
- **Team ALS BC & Yukon Membership** - opportunity for your employees to volunteer to ALS BC events and programs and to become a member of the team
- **Plaque** recognizing your company as Corporate Partner
- **Recognition** of your company to the ALS BC Annual Report
- **Renewal** 3 year term. Right to first refusal to sponsor an additional three year term.

ALS BC Friends

Sponsorship Opportunity - \$500 to \$4,999

Recognition & Benefits

- **Tax receipt** or documentation to use as marketing expense for tax purposes, whichever is applicable
- **Major Donor Reception** - 2 invitations
- **Team ALS BC & Yukon Membership** - opportunity for your employees to volunteer to ALS BC events and programs and to become a member of the team
- **Recognition** of your company to the ALS BC Annual Report

Contact

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More Help...More Hope.



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Through assisting research, we are committed to find the cause of, and cure for Amyotrophic Lateral Sclerosis (ALS).