



Partnership Opportunities



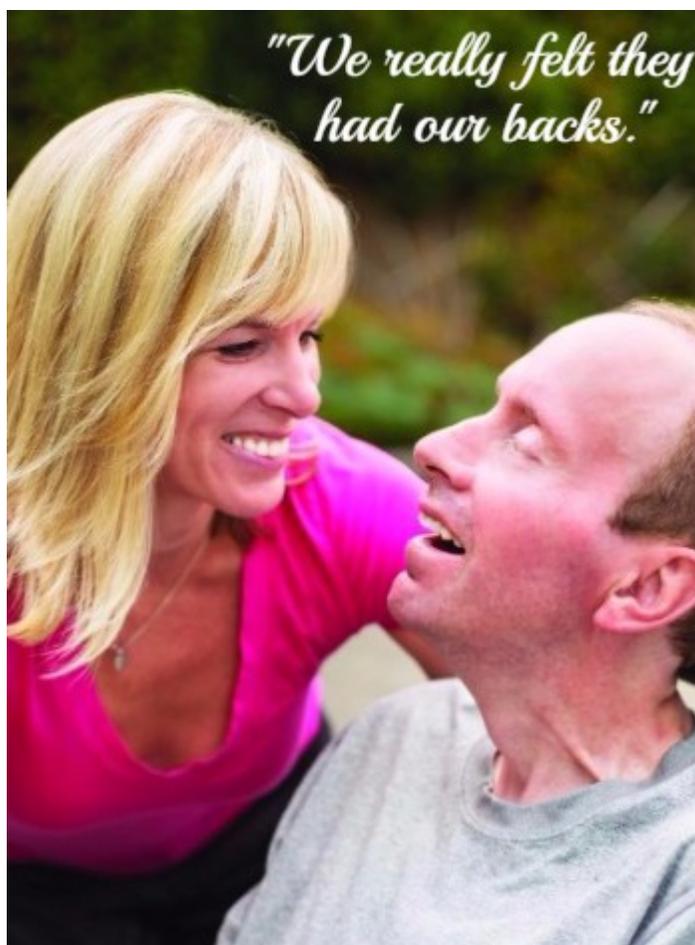
AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF BRITISH COLUMBIA

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:

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



"We are people that want to make ALS treatable not terminal"

WHAT IS AMYOTROPHIC LATERAL SCLEROSIS - ALS

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.

AMYOTROPHIC LATERAL SCLEROSIS (ALS)

A progressive, neurodegenerative disease

It is a terminal disease

Nerve cells in the brain and spinal cord that control muscle movement die. ALS robs you of your ability to walk, talk, swallow and eventually breathe.

 **2,500-3,000**
people are living with ALS in Canada

 **2-5 YEARS**
average life expectancy after diagnosis

 **5-10%**
of cases are familial (inherited through mutated gene)

 **90% +**
sporadic cases (unknown cause)

 **150,000 - 250,000**
cost to average family over the course of the disease



In Canada 2-3 people are diagnosed with ALS everyday



there is no cure



SYMPTOMS

PROGRESSIVE PARALYSIS, LOSS OF ABILITY TO TALK, SWALLOW, WALK, MOVE AND BREATHE

E.g. Difficulty clenching fist or grasping objects, slurred or slow speech, unexplained falls, choking or difficulty swallowing, shortness of breath or difficulty standing for periods of time



DIAGNOSIS

DIFFICULT TO DIAGNOSE

ALS is often diagnosed by ruling out other diseases

OUR PROGRAMS AND SERVICES

Equipment Loan Program

Annual Cost- \$700,000

With 2,900 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 and accessories, communication devices and bathroom aids. All equipment loaned is available at no charge to registered ALS patients.



Research

Annual Cost- \$500,000



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 provides the following initiatives:

- ◆ for ALS Centre team to extend hours to host ALS clinical trials. The research is in collaboration with other ALS Centers in the country.
- ◆ for genetic testing for familial ALS research.
- ◆ for ALS Canada to fund various ALS research.

Outreach and Public Awareness

Annual Cost- \$70,000

This program provides an opportunity for the society to publicize ALS and patient services information through the Believe BC feature in the Vancouver Sun and The Province newspapers three times a year, an ALS BC newsletter three times a year, an ALS Society of BC website and ALS BC informational brochures and banners.

Transportation Support Program

Annual Cost- \$50,000

For people living with ALS who are unable to fund transportation themselves, the Transportation Support Program provides transportation to attend appointments at the ALS Centre in Vancouver and other ALS-related medical appointments, support groups and Society events. The program was initiated to ensure that all people living with ALS in BC and the Yukon are given an equal opportunity to see an ALS specialist in order to improve their quality of life.

TEAM ALS BC & Yukon Volunteer Conference Annual Cost- \$35,000

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 and to spend less than 15% on 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 of volunteer service. Professional development programs are offered to continue to build strength and skills of the team.

Camp Alohi Lani Annual 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 by ALS. The camp is a safe setting in which youth aged 8 to 17 can come together and receive support on their ALS journey.



Support to the ALS Centre Team**Annual Cost- \$30,000**

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

Caregivers' Days**Annual Cost- \$10,000**

Held in communities around BC, Caregivers' Day 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 opportunities for caregivers to learn how to take better care of themselves and how to cope with grief.



Annual ALS Symposium**Annual Cost- \$10,000**

The ALS Symposium is the society's major public awareness program of the 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 by ALS. All ALS clients, their families and healthcare professionals are invited to this symposium.

Mobile Clinics**Annual Cost- \$10,000**

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 offer follow-up appointments to patients who can no longer visit the ALS Centre. Past locations have included Abbotsford, Nanaimo, Victoria, Kelowna, Kamloops, West Kootenays and Prince George. The ALS Centre team also provides in-service training about ALS to caregivers and healthcare professionals.



Annual Patient Priority Survey

Annual 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

Annual Cost - \$30,000

Psychological services are available free of charge at locations across BC. Registered psychologists and clinical counsellors provide therapy and counselling to ALS patients, their families and caregivers at any stage of the illness. Services will be provided throughout the disease and up to one year following.

Patient and Family Support

Annual 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 and staff.

Care Connections

The primary purpose of forming a Care Connection is to reduce caregiver responsibilities and lessen the worry the person with ALS has about their caregiver. By caring for the caregiver, the person with ALS is helped as well. The ALS Society of BC's Care Connection is a program to aid your own group of caring family and friends to help their loved ones with ALS and their caregivers.



Greatest Needs

The purpose of the funds is to support activities, services or pilot programs initiated by the society at the discretion of the ALS Society of BC board. Through pilot programs, the society is able to expand and grow patient services to improve the quality of life of ALS patients. Programs such as mobile clinics, transportation support and counselling have been made possible through a pilot program.



Your support will keep alive the hope of finding a cure for ALS and provide quality care for those living with ALS.

You may not know the names of the patients that you are helping, but they carry thanks in their hearts for your kindness and generosity.

LEVELS OF RECOGNITION

These sponsorship levels provide you with an opportunity to strengthen awareness throughout British Columbia by partnering with the ALS Society in support of improving the lives of those living with ALS.

We want to work hand in hand with our partners. The ALS Society of BC is open for suggestions on activities that we might have overlooked in identifying the levels of recognition.

<u>Level</u>	<u>ALS BC Visionary</u>	<u>ALS BC BENEFACTOR</u>	<u>ALS BC Leader</u>	<u>ALS BC Patron</u>
<u>Investment</u>	\$100K & up	\$50K & up	\$25K & up	\$5K & up
<u>Naming Rights</u>	Program naming rights			
<u>Believe BC Feature in the Vancouver Sun & The Province</u>	Corporate logo to appear to two editions of the colour, full page of Believe BC			
<u>ALS Symposium Recognition</u>	Display table available at the annual ALS Symposium			
<u>Annual General Meeting</u>	Plaque of Recognition during the ALS BC AGM and address membership			
<u>ALS BC Banner</u>	Company and logo on ALS BC banners w/c are displayed to events			
<u>Media Release</u>	Corporate partnership media release	Corporate partnership media release		
<u>Newsletter</u>	One full-page ad in the ALS BC newsletter (two times)	¼-page ad in the ALS BC newsletter (one time)	Company name to appear with logo	Donor List
<u>Annual Report Recognition</u>	½-page ad in the annual report of the Society	Company to appear on annual report with logo	Company to appear on annual report	Company to appear on annual report
<u>Social Media</u>	Company recognition on ALS BC social media eight times a year	Company recognition on ALS BC social media (four times)	Company recognition on ALS BC social media (two times)	Company recognition on ALS BC social media (one-time)
<u>Website Recognition</u>	Homepage logo Hyperlink Company info	Donor Wall page logo Hyperlink	Donor Wall with company hyperlink	Company to appear on Donor Wall

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