

Help for Today, Hope for Tomorrow

A CAMPAIGN FOR THE ALS ASSOCIATION
GREATER PHILADELPHIA CHAPTER



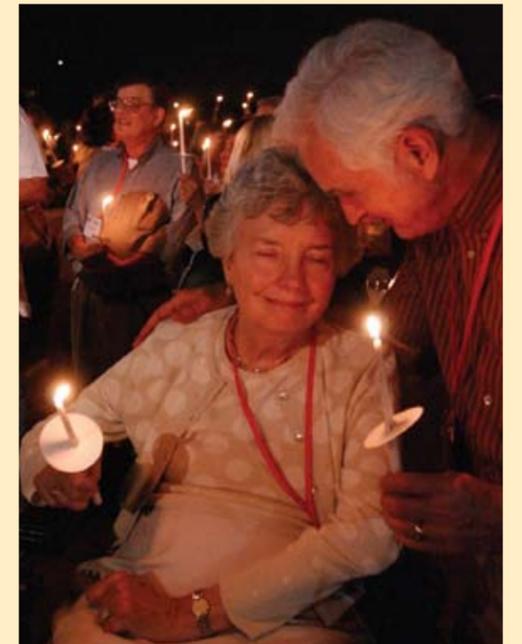
**Greater Philadelphia
Chapter**

321 Norristown Road, Suite 260
Ambler, Pennsylvania 19002
p. 215-643-5434 f. 215-643-9307

www.alsphiladelphia.org

“I think
nothing
can prepare you
for what
it is like to
live with
a gradual loss
of freedom.”

LARRY DODDS | DIAGNOSED 1999



Every single day, there are thousands of people struggling with amyotrophic lateral sclerosis (ALS, or Lou Gehrig’s Disease)—both those who have the disease and their family members and friends who care for them. Time and time again, they proceed with grace and strength almost impossible to believe. For these brave people—the mothers, brothers, daughters, best friends—we must rise to the challenge of helping them achieve their goals, whether it is to keep working, be mobile, or simply be able to communicate with loved ones.

You can give people with ALS and their families Help for Today and Hope for Tomorrow through a special gift to the \$5 million Campaign for The ALS Association, Greater Philadelphia Chapter.



great listener
always smiling
always laughing
best tea-time companion
dog lover
girl scout at heart
witty conversationalist
beach lover
everybody's inspiration
avid traveler
wine enthusiast
our sunshine

CHERYL ZADROGA CONNOLLY | DIAGNOSED 2005

ALS is not just Lou Gehrig's Disease...



ALS is a devastating progressive neurodegenerative disease that knows no racial, ethnic or socioeconomic boundaries, and strikes adults in the prime of life.

Every 90 minutes someone new is told that they too have ALS. In approximately two to five years from diagnosis, the degeneration of motor neurons in the brain and spinal cord will lead to muscle weakness and rob the patient of the ability to walk, talk, swallow, and finally, breathe. With no cure and no viable treatment to slow or stop progression, every 90 minutes another person is lost to ALS.

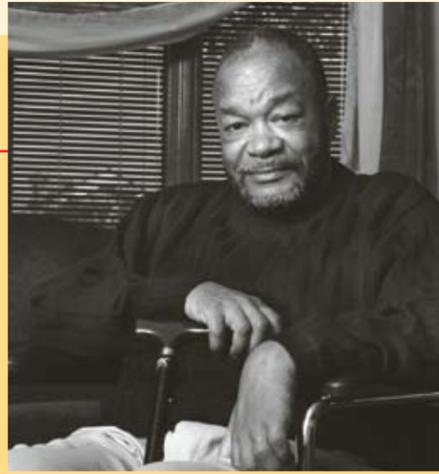
Baseball legend Lou Gehrig first brought attention to the disease when he was diagnosed in 1939. But this is not just Lou Gehrig's Disease; it could be your father's disease, or your sister's disease...or your disease. ALS strikes real people with hopes and dreams, talents and passions. With the burden of care falling heavily on immediate family members, entire families are affected. Facing incredible emotional, physical and financial stress, they turn to the ALS Association, Greater Philadelphia Chapter for help, for hope.

We offer a wide spectrum of free services to ALS patient families:

- Hospital-based clinical care
- In-home care
- Equipment loan
- Communication devices
- Accessibility solutions
- Respite care
- Transportation
- Support groups
- Recreational outings

It is only through your direct support that we are able to help people with ALS live fully and help families take care of their loved ones and themselves.





awesome friend
 honorable veteran
 ambitious mechanic
 organized pack rat
 secret soap opera watcher
 loyal Eagles fan
 devoted husband
 adoring father
 proud grandfather
 bashful dancer
 computer geek wannabe
 our family's hero

WILLIAM BOOKER | DIAGNOSED 2007

Help for Today, Hope for Tomorrow

Campaign for The ALS Association, Greater Philadelphia Chapter

The ALS Association, Greater Philadelphia Chapter is seeking to raise \$5 million over three years to meet the increased needs of the Chapter's growing patient population, establish important new service initiatives, and accelerate the discovery of the cause and cure of Lou Gehrig's Disease.



PATIENT SERVICES: \$3 million

- Expansion of essential core services for patients and caregivers
- Three new wheelchair-accessible vans
- A new van loan program for families
- A new Multicultural Outreach Initiative



RESEARCH: \$2 million

- Aggressive, cure-directed ALS Association-initiated research
- Drug development aimed to prevent, halt or significantly slow ALS
- Investigator-initiated research into the mysteries of ALS
- Studies examining genetic and environmental factors

Your gift will help us serve more patient families and fund promising ALS research.

life of the party
wonderful sense of humor
total talkaholic
compassionate listener
spiritual confidante
dedicated runner
tireless organizer
avid reader
hard-working professional
devoted wife
loving mother



SALLY McLAUGHLIN | DIAGNOSED 2006

Help for Today... Patient Services



The number of families in eastern Pennsylvania, central and southern New Jersey and Delaware that the Chapter is now helping has grown from 600 to 875 in recent years—a 46% increase. While there is no scientific evidence that the incidence of ALS is rising, earlier diagnosis, longer life expectancies and increased awareness have combined to dramatically expand the number of families we serve.

Essential core services of the Chapter's Lea R. Powell Patient Services Program reflect this growth: the number of patients followed at our two major clinical care centers has risen sharply—by 39% at the ALS Center in Philadelphia, and by a staggering 60% at our ALS Center in Hershey, PA.

Our Howard I. Abrams In-Home Care Program, which provides home health aides in patients' homes to deliver personal care and gives family caregivers a much-needed break, has grown by 91% in just two years as more families need assistance in providing the extraordinary level of care required by ALS patients.

While we are pleased to be able to help so many families in need, we are also acutely aware that many families have not yet been reached and are still struggling alone with the debilitating and exhausting effects of ALS. A new Multicultural Outreach Initiative will identify patient families presently unaware of or unable to access our services due to language or cultural barriers.

To meet the growing needs of our steadily increasing patient population, we are seeking to raise \$3 million to support and expand our Patient Services programs.

Through your generosity, we can make sure that everyone who needs help today can find it through the Lea R. Powell Patient Services Program of The ALS Association, Greater Philadelphia Chapter.



music aficionado
tenacious problem solver
nature lover
in love with Tuscany
adoring husband
avid gardener
respected teacher
my role model
enthusiastic adventurer
caring father
gifted artist
man of deep faith



GREG TELTHORSTER | DIAGNOSED 2005

Hope for Tomorrow...Research



While providing a full range of services to ALS patients and their families, The ALS Association, Greater Philadelphia Chapter is also fully focused on finding effective treatments and, ultimately, a cure.

The ALS Association directs the most comprehensive research program ever organized to find a cure for this devastating disease, and the Greater Philadelphia Chapter is extraordinarily proud to be the largest chapter supporter of this outstanding global research effort.

Presently, the ALS Association oversees and coordinates more than 100 different research projects around the world, and each year more than 300 grant proposals are received from an international cadre of scientists seeking support for their work. While the Association actively seeks out the most promising studies, many are not able to be immediately funded. Thus, it is a lack of monetary support, not a lack of talent or will, that is impeding progress toward eliminating the suffering and inevitability of ALS.

Through this campaign, we are seeking to raise \$2 million to increase our funding of promising ALS research. This unique effort brings together leading technology, exploration of gene therapy, stem cell biology, genetic research, environmental factors and patient care in the optimistic belief that effective therapies for Lou Gehrig's Disease can and will be developed.

Our best hope for tomorrow is the cure for ALS, and your gift to this Campaign will help bring us one step closer, one minute faster.





**outstanding cook
fiercely independent
world traveler
consummate entertainer
wonderfully stubborn
doting grandmother
professional fashion advisor
dog lover
competitive swimming fan
martial arts master
indomitable spirit**

KUNIKO FINKELSTEIN | DIAGNOSED 2002

How You Can Help

Your generous gift to this Campaign will provide help for today by reaching more patient families and meeting their increased needs, as well as hope for tomorrow through the funding of promising ALS research.

How to Make Your Gift

Gifts to the Help for Today, Hope for Tomorrow Campaign can be made in honor or memory of a loved one or friend.

Pledges can be paid over a period of three years or longer if special circumstances warrant.

Gifts may be in the form of cash, securities, life insurance, retirement account assets, real estate and tangible personal property.

GIFT DESIGNATIONS

Donors to the Help for Today, Hope for Tomorrow Campaign may direct their gifts as follows:



PATIENT SERVICES

To meet the increased needs of patients and establish important new service initiatives.



RESEARCH

To support efforts to find better treatments and ultimately a cure for ALS.



GENERAL SUPPORT

To provide the Chapter with the flexibility to apply resources where they are most needed at the time.

We would be pleased to provide additional information and guidance regarding various ways of giving that best suit your individual needs and situation. Please contact the Chapter Development Office at 215.643.5434.

Together we can improve the quality of life and, perhaps, extend the lifespan of people with ALS. There can be no greater gift than that for our patients and their families.

Named Gift Opportunities



NAMED FUNDS may be established with a gift of \$25,000 or more and may be directed to support a specific interest of the donor that falls within the overall context of the Chapter's mission. Named Funds become part of the Chapter's permanent record, provide a lasting tribute to the honoree, and serve as a destination for ongoing gifts from family and friends.

NAMED DISCOVERY GRANTS FOR RESEARCH may be established with a gift of \$40,000 or more. Discovery Grants are one-year starter grants to support investigators entering the field of ALS research who propose innovative, novel projects likely to provide important results.

We would be pleased to provide additional information about naming and memorial opportunities to support the Help for Today, Hope for Tomorrow Campaign. Please contact us at 215.643.5434.

Please join us in providing help and hope for Cheryl, William, Sally, Greg, Kuniko and the many other patient families we are privileged to serve.

“Within
each of us
lies the power
to help.”

ELLYN C. PHILLIPS, CHAPTER PRESIDENT
WIFE OF THE LATE ALAN L. PHILLIPS | DIAGNOSED 1982

Help for Today, Hope for Tomorrow

CAMPAIGN CHAIRS

Arthur Powell and the Powell Family

CAMPAIGN COMMITTEE

Jeff Abrams	The Mackler Family
Marcy Cardonick	Ben Ohrenstein
Jeff Cline	Ellyn Phillips
Chris Dyer	Sandy Piersol
Vickie and Jack Farber	Jim Pinciotti
Nancy and Bill Giles	David Ricci
Margaret and Derek Hathaway	JoAnn and John Rooney
Tom Hipp	Barbara and Richard Schiffrin
Hara Jacobs	Shonda Schilling
David Kasoff	Dale Shimer
Susan Katz	Al Slipakoff
Evie and Ron Krancer	Felice Wiener

