



# CANADA YOU MADE A DIFFERENCE ALS ICE BUCKET CHALLENGE



## \$17 MILLION WAS RAISED THROUGH THE ALS ICE BUCKET CHALLENGE IN 2014



### RESEARCH

from ALS Societies across Canada

70% INCREASE in grant applications through the ALS Canada Research Program

By October 2015 \$12.9 MILLION will be invested in research grants and programs



### CLIENT SERVICES

to ALS Societies across Canada

Each provincial society DIRECTLY SUPPORTS clients living with ALS in their communities



### PROCESSING FEES

6% to administer the ALS Ice Bucket Challenge

INCREASED AWARENESS OF ALS THROUGH THE ALS ICE BUCKET CHALLENGE RESULTED IN:



**\$10 MILLION MATCHING GRANT FOR RESEARCH BY BRAIN CANADA**



**INCREASE IN COMPASSIONATE CARE BENEFIT**  
6 Weeks to 26 Weeks  
\$13,500 Benefit for ALS Caregivers



## SUPPORT CANADIANS LIVING WITH ALS HELP MAKE ALS TREATABLE NOT TERMINAL



**2-3 PEOPLE A DAY** die from ALS  
**3000** Canadians living with ALS



It costs an ALS family **\$150K - \$250K** in direct and indirect costs



ALS has no treatment  
**IT IS TERMINAL**

## EVERY AUGUST UNTIL A CURE ALS ICE BUCKET CHALLENGE 2015

