

ALS ICE BUCKET CHALLENGE



ALS Ice Bucket Challenge Numbers

How much money was given through the ALS Ice Bucket Challenge?

Total raised in Canada: \$16.2 million
Total number of donors: over 260,000

Total raised in Manitoba: \$350,000.00
Total number of Manitoba donors: over 6,000

What happened to the dollars given through the ALS Ice Bucket Challenge?

The ALS Societies across Canada have come together to dedicate \$10 million towards ALS research. ALS Canada has been able to double the \$10 million to \$20 million, with a partnership agreement with Brain Canada and the federal government.

Manitoba's contribution to the \$10 million towards ALS research is approximately \$280,000.00.

What is the total dollar impact from the ALS Ice Bucket Challenge?

Total impact of the ALS Ice Bucket Challenge in Canada to date is \$26.2 million.

Where will the dollars be allocated?

With the \$6M, each Provincial Society will be responsible for their own strategic planning in response to delivering critical care programs to meet the need of their individual communities.

Manitoba will have about \$70,000.00 to purchase equipment and provide support services to Manitobans living with ALS and their families.

The investment in ALS research will enable the ALS Canada Research Program to accelerate the strategic vision to find an effective treatment for ALS.

How much of the money given through the Ice Bucket Challenge will be directed towards administration fees?

The administrative costs for the ALS Ice Bucket Challenge are 7% and mainly consist of online transaction fees including credit card fees and costs associated with tax receipting. As it was a grassroots initiative, fundraising costs and administration was very low.

The ALS Societies across Canada are very grateful to Pete Frates who directed the Ice Bucket Challenge to ALS, and to everyone who participated in the ALS Ice Bucket Challenge – it has given ALS a name and a voice.

We are also thankful to the thousands of Canadians who supported the challenge. You embraced it, took it on, and by doing so helped accelerate change. More dollars invested in research means we are one step closer to changing the reality of this disease. Thank you Manitoba!