

December 2014

## Greetings from ALS Manitoba

Diana Rasmussen, Executive Director

As I look back on the last year, I can't help but think about how grateful we are for all the support we have received. Our group of dedicated volunteers have helped us through numerous fundraising events and activities, our Volunteer Board has guided us through a successful year, and the community as a whole has come together to support ALS in a way that has never happened before. What more could we ask for?

I cannot describe how pleased I am to be a part of the last year. Over the last 34 years, the ALS Society of Manitoba has played a quiet role in the lives for those living with ALS in our community. This summer, ALS/MND was given a voice and it yelled at the top of its lungs! It called for action and support, it called for awareness and discovery and it put ALS/MND on the minds and lips of everyone in Winnipeg, Canada and around the world with the ALS Ice Bucket Challenge.

During this next year, we will take on this new found awareness and move forward to the spirit that was alive over the summer. We will continue to meet the needs of those living with ALS/MND and those that support them. I hope that you will join us over the next year at one of our many events – our Gala Dinner, the Walk, the Golf Classic or even our newest event the ALS Social, Manitoba Style.

I would like to also cordially invite everyone to the:

**Lite Up a Life – Tree Lighting Ceremony on December 10, 2014 at 7 pm**  
106 Kirby Drive – the Brummitt-Feasby ALS House

I'd like to thank all our donors, sponsors, funders and those that have given their time over the last year. Without the generosity of people like you, we would not be able to do the work we do everyday. On behalf of the ALS Society of Manitoba, I want to wish you all a Happy Holiday Season and again thank you for providing HOPE in the lives of those living with ALS/MND.

Diana

## Lite Up a Life with the ALS Society of Manitoba

Help to light the bulbs on the trees in the front yard of the Brummitt-Feasby ALS House, 106 Kirby Drive, Winnipeg.

**3 Bulbs for \$5 or 7 Bulbs for \$10**

**Lite a whole tree (150 bulbs) for \$150**

*Campaign runs from December 1 - January 31*

**Lighting Ceremony December 10, 2014 at 7 pm**

Everyone Welcome!

Join us for coffee, treats and holiday music!

For more information or to donate: 204-831-1510 or HOPE@alsmb.ca

# ALS Ice Bucket Challenge

Summer 2014

The ALS Society of Manitoba is pleased to announce that over \$350,000 was raised in Manitoba by over 6,000 donors from the ALS Ice Bucket Challenge. The Society is putting those donations to work by supporting research and families on their journey with ALS.

At the ALS Society of Manitoba, we are excited to be part of a National Research program with ALS Canada, who has been able to double the \$10 million to \$20 million, with a partnership agreement with Brain Canada and the federal government.. Donations will also be used at a local level to continue our support services to families living with ALS by providing equipment not covered by government agencies as well as running Canada's only facility for those living with ALS, the Brummitt-Feasby ALS House.

"The ALS Ice Bucket Challenge was a supreme gift and gives hope to those who battle this fatal disease," says Diana Rasmussen, executive director for the ALS Society of Manitoba. "We are extremely grateful for the amazing support given throughout the province. Thank you Manitoba!"



## How much money was raised through the ALS Ice Bucket Challenge?

In Canada: \$16.2 million from over 260,000 donors  
In Manitoba: \$350,000.00 from over 6,000 donors

## 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. Manitoba's contribution to 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 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.



## Cornflower Gala

St. Charles Country Club  
Saturday, April 25, 2015

Last years, event was a huge success, and helped raised much needed funds for ALS support and client services here in Manitoba.

The night's success can be attributed to the almost 200 guests that ate a delicious meal prepared by St. Charles Country Club, bid on top prizes including two tickets anywhere WestJet flies or a trip for two to Churchill, and danced the night away to the live music by the Luke and Murray Two Man Band.

## Walk for ALS

Assiniboine Park – Conservatory Tent & Open Area \*\*NEW LOCATION  
Saturday, June 20, 2015 – Registration 9:00 am Walk Begins 10:00 am

In 2014, more than 1600 people came out to support the ALS Society of Manitoba for its annual Walk for ALS. The event was a huge success and we raised over \$210,000!!

We have a new location in the park this year so please make sure you and your team know where they are meeting on June 20.



Registration for the 2015 Walk will begin in January. Walk Packages are available to print off on the ALSMB.ca website.



## ALS/Lou Gehrig's Night

Shaw Park, One Portage Avenue East  
Saturday, July 4, 2015

On Saturday, July 4, 2015, the Winnipeg Goldeyes and the ALS Society of Manitoba will again partner to host the ALS/Lou Gehrig's Night in memory of this great man, whose name has become synonymous with ALS. Last year's event raised over \$3,000.00 and even with the rain many showed their ongoing support to this life changing disease.

## Drive for Life Golf Classic

Bel Acres Country Club  
September, 2015

Even with our first ever rain delay, the Drive for Life Classic certainly didn't stop the golfers, sponsors and volunteers from having a great time and helping us to raise over \$66,000.00 for people living with ALS in Manitoba.



## ALS Social, *Manitoba Style*

Assiniboia Downs, 3975 Portage Avenue  
Saturday, November 7, 2015

The ALS Society of Manitoba is very excited to introduce a new fundraising event - the ALS Social, *Manitoba Style*! Tickets are \$15. This event will include music, dancing, social meal, great prizes and the opportunity to party the night away with the ALS community. Hope to see you there!



*If you or your company is interested in sponsoring one or more of our events, please contact Leila Dance, Event & Fundraising Coordinator at 204-837-1270.*

**INTERESTED IN VOLUNTEERING?** The ALS Society of Manitoba is always looking for volunteers for everything from event personnel to office duties. If you are interested, please call our office at 204-831-1510 to find out more.

# Looking for a Holiday Gift? A Stocking Stuffer? Or just something to keep you warm?

Check out all the great ALS Society of Manitoba and Walk for ALS Swag

Lots of great sizes and colours available!

Available for viewing at:  
ALS Society of Manitoba's Head Office  
493 Madison Street  
Monday to Friday 9 am to 5 pm

Credit and Debit accepted

- | Item                               | Price   |
|------------------------------------|---------|
| Wheeled Travel Bag                 | \$40.00 |
| ALS Soc of MB Zippered Hoodie      | \$35.00 |
| Walk for ALS Zippered Hoodies      | \$35.00 |
| Reversable Jackets (Limited Sizes) | \$20.00 |
| Golf Shirts                        | \$20.00 |
| Windbreaks                         | \$20.00 |
| Sweat for ALS Pull on Hoodies      | \$15.00 |
| Active Colling Collars             | \$12.00 |
| ALS Society of Manitoba T-shirts   | \$10.00 |
| Sweating for ALS Sweatshirts       | \$10.00 |
| Set of 2 packs of cards in box     | \$10.00 |
| ALS Thermos                        | \$10.00 |
| Sweat for ALS T-shirts             | \$5.00  |
| Brummitt-Feasby T-shirts           | \$5.00  |
| Bandana                            | \$5.00  |
| Key Chains                         | \$5.00  |
| Travel Mug                         | \$5.00  |
| Tote                               | \$2.00  |
| Rain Poncho                        | \$2.00  |
| Memory Cubes                       | \$2.00  |
| Ceramic Mugs                       | \$2.00  |
| Taggy Luggage Tag                  | \$1.50  |
| Slim Line Key-Lights               | \$1.50  |
| Gel Bracelets                      | \$1.00  |
| Hand Sanitizers                    | \$1.00  |



## Donation Form

NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

ENCLOSED IS MY GIFT IN THE AMOUNT OF: \$ \_\_\_\_\_  
 CASH     CHEQUE     VISA     MASTERCARD

NUMBER: \_\_\_\_\_  
 EXPIRY DATE: \_\_\_\_\_  
 SIGNATURE: \_\_\_\_\_

Please make my donation in  MEMORY or in  HONOUR of:

Please send an acknowledgement to:

Name: \_\_\_\_\_

Full Address: \_\_\_\_\_