

# Walk to End ALS

presented in BC and the Yukon by



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## SPONSORSHIP OPPORTUNITIES



AMYOTROPHIC LATERAL SCLEROSIS  
SOCIETY OF BRITISH COLUMBIA

### CONTACT

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## ALS SOCIETY OF BC

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The ALS Society of BC was founded by ALS patients, their family members and health care professionals to meet the physical and emotional needs of people with ALS and their caregivers.

**Since 1981, the Society has helped thousands of patients and their families, by providing direct services, information and support.**

### 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 supporting research, we are committed to find the cause of, and cure for Amyotrophic Lateral Sclerosis (ALS).

## WHAT IS AMYOTROPHIC LATERAL SCLEROSIS (ALS)?

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ALS, Amyotrophic Lateral Sclerosis, is a **fatal 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.

ALS is a disease that **demand urgent attention**. Its devastation is wreaked on the person diagnosed with ALS, the family, the caregivers, and the health-care system. When ALS hits a family, the focus turns to provision of care, equipment, and emotional support to the person living with ALS. In the later stages of the disease the person with ALS often cannot speak, swallow or move anything but his/her eyes; however, the mind remains alert.

In Canada, with a population of 35.1 million, **two to three Canadians die every day of ALS**. Approximately 4,000 Canadians are currently living with ALS. Multiply this number by the family, friends and caregivers who are also affected by this disease caring for the person living with ALS, and the number grows to millions of Canadians affected by ALS.

**In BC, there are over 400 people living with ALS at any given time.** The sad reality is that as one is diagnosed with the disease, another one passes away so the number remains static.

Walk to  
End ALS

## WALK TO END ALS

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The Walk to End ALS is the nationwide signature fundraising event for the Federation of the ALS Societies across Canada, which brings together family and friends in support of ALS. From a modest beginning in 2002 with eight walks across the country, the Walk to End ALS has grown to **more than 90 Walks to date**.

**Donations made to the Walk to End ALS help in two critical ways:**

1. *PATIENT SERVICES:*

To support people living with ALS in BC and the Yukon the ALS Society of BC provides direct services for people with ALS and their families, such as equipment assistance, referrals to local health care and community services, educational information, home visits and co-ordination of peer support groups.

2. *RESEARCH:*

By supporting the ALS Canada Research Program and its ability to fund breakthrough research into the causes, treatments and, ultimately, a cure for ALS.

**The Walk to End ALS is more than just a fundraising event:**

- It is a celebration of hope for those living with ALS.
- It is a celebration of lives for the family and friends of those who have lost their lives to the disease.
- It gives participants the chance to share and connect with other families who have been affected by the disease.
- It provides an opportunity to generate funds to support the ALS community.
- It serves to increase awareness and support for ALS. With increased awareness comes increased financial support which will enable people living the ALS to have the services they need to live with independence, dignity, and choice.



## WALK TO END ALS IN BC

Since the inception of the Walk to End ALS in British Columbia 15 years ago, the program has expanded each year.

- In 2019 over \$700,000 was raised at 15 event locations across BC
- 60% of funds raised from the BC & Yukon Walks to End ALS stay in BC to fund direct services for people living with, and affected by ALS. The remaining 40% is allocated to the ALS Canada Research Program.
- In BC and the Yukon, 85 cents of every dollar raised go directly to the cause (under 15% administration costs). It is through the partnership with our volunteers that we are able to achieve this.

## LOCAL SPONSORSHIP OPPORTUNITIES

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These sponsorship levels provide you with an opportunity to strengthen awareness throughout British Columbia and the Yukon by partnering with the ALS Society of British Columbia providing the best quality of life possible while living with ALS.

### *GOLD SPONSORSHIP*

*\$2,000 AND UP*

#### **BENEFITS:**

- Company Logo on print materials including brochures and posters
- Company Logo on Location's Walk to End ALS Website
- Mention as "Gold Sponsor" on all media spots, print and web ads
- Opportunities for a company representative to be introduced and welcomed at the walk
- Opportunity to have a representative from your Company present a cheque live on stage
- Opportunity to provide a Company banner to be displayed in a prominent location at the walk
- Opportunity to provide tents and promotional items for the event
- Opportunity to provide prizes for Walk participants
- Opportunity for your employees to participate as Volunteers for the Walk
- On-going verbal recognition of your Company by Emcee live during the event
- Documentation to use as a marketing tax deduction for your company

### *SILVER SPONSORSHIP*

*\$1,000 AND UP*

#### **BENEFITS:**

- Company Logo on print materials including brochures and posters
- Company Logo on Location's Walk to End ALS Website
- Mention as "Silver Sponsor" on all print and web ads
- Opportunity to provide a Company banner to be displayed in a prominent location at the walk
- Opportunity to provide tents and promotional items for the event
- Opportunity to provide prizes for Walk participants
- Opportunity for your employees to participate as Volunteers for the Walk
- On-going verbal recognition of your Company by Emcee live during the event
- Documentation to use as a marketing tax deduction for your company

### *BRONZE SPONSORSHIP*

*\$500 AND UP*

#### **BENEFITS:**

- Company Name on print materials including brochures and posters
- Company Name on Location's Walk to End ALS Website
- Mention as "Bronze Sponsor" in print and web ads
- On-going verbal recognition of your Company by Emcee live during the event
- Opportunity for your employees to participate as Volunteers for the Walk
- Documentation to use as a marketing tax deduction for your company.

## *ADDITIONAL WAYS TO SUPPORT*

**By donating products or services, your company will enable us to maximize our fundraising efforts while enhancing the experience of the Walk Participants.**

Some examples of Gift in Kind donations are:

- Use of PA Equipment
- Tents
- Unique service that you offer – i.e. Henna Tattoos, face painting, music
- BBQ food and supplies
- Raffle prizes and/or Silent Auction items
- Printing of promotional materials
- Coffee
- Water Bottles

*The fair market value of the Gift in Kind will determine the level of sponsorship recognition.*

## OUR PROGRAMS AND SERVICES

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### *EQUIPMENT LOAN PROGRAM*

With 3,030 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.

If needed, all equipment loaned is available at no charge to registered members as prescribed by a Healthcare Professional such as an Occupational Therapist, Speech Language Pathologist or Physiotherapist. Delivery and setup of equipment is also provided.

### *RESEARCH*

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.

### *OUTREACH AND PUBLIC AWARENESS*

The Outreach and Public Awareness Program of the Society includes the following initiatives:

- **Global BC News** – since 2018, every Monday during month of March, Global BC airs interviews which feature ALS patients, families, directors, doctors, and researchers. This campaign specifically highlights the need for support of our Equipment Loan Program.
- **Believe BC** – Three times a year, the Society publishes an article in the Vancouver Sun and The Province newspaper. The article provides information about ALS, research updates, ALS sponsors and fundraising events. Through these articles, the Society is able to reach people that are not affected by ALS.
- **Newslink** - The Society’s newsletter, “Newslink” is circulated twice a year and it is distributed to clients, members and major supporters of the Society.
- **ALS BC Website**
- **Brochures & Banners**





### *CAMP ALOHI LANI*

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 with ALS. The camp is a safe setting in which youth aged 8-17 years old can come together and receive support in their ALS journey.

### *SUPPORT TO THE ALS CENTRE TEAM*

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

### *DAY OF CARING FOR CAREGIVERS*

Held every fall in communities across BC, Day of Caring for Caregivers 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 opportunity for caregivers to learn how to take better care of themselves and how to cope with grief. Caregivers put their lives on hold while they are dealing with their loved one's ALS journey. This is the reason why the Society strives to make Day of Caring for Caregivers special for all attendees by providing a comfortable and a supportive environment.



### *MOBILE CLINICS*

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 provide follow-up appointments to patients who can no longer visit the ALS Centre. Past locations have included Nanaimo, Victoria, Kelowna, Kamloops, West Kootenays and Prince George.



### *PATIENT PRIORITY SURVEY*

The 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*

Registered Psychologists and Clinical Counselors provide therapy and counseling to ALS patients, their families and caregivers at any stage of the illness. These healthcare professionals have received ALS education and training from the ALS Society of BC.

### *PATIENT AND FAMILY SUPPORT*

#### **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 & staff.

#### **Care Connections**

The ALS Society of BC's Care Connection is a program to aid a group of caring family and friends to help loved ones with ALS and their caregivers by using a specially customized on-line web tool that has been developed by ALS Society of BC and Lotsa Helping Hands. Assistance and support that may be provided to the families are as follows: walking the dog, cooking a meal, providing companionship or transportation and other daily caregiver activities.

