

How to Fundraise

There are many different ways. The key is to find the method that works best for you. Here are some general principles that will help you along the way.

- Set a goal
- Devise a strategy - choose techniques that you can execute well
- Track your progress and evaluate
- Always ask
- Use amounts that make it easy for people to say yes

For great fundraising techniques and tips please visit www.als.ca/hike4als

Form a Team

Participating as a group puts the fun in fundraising. The process is simple:

1. Get a group of friends, family or colleagues together
2. Select a team captain and name
3. Register for the event
4. Fundraise
5. HAVE FUN

Fundraising Prizes

Great prizes are available to the top individual fundraisers nationally:

For a complete list of fundraising prizes and descriptions please visit www.als.ca/hike4als



What is ALS?

Amyotrophic lateral sclerosis -ALS- also known as Lou Gehrig's disease, after the famous American baseball player who died of ALS in 1941. ALS is a fatal, rapidly progressing neuromuscular disease. ALS causes degeneration of the motor nerve cells. These nerve cells control movement by sending electrical impulses to the muscles. When the motor neurons degenerate, the muscles weaken, resulting in paralysis.

ALS Facts:

- Two to three Canadians a day die of ALS.
- Approximately 3,000 Canadians currently live with ALS.
- In at least 90 per cent of cases, ALS strikes individuals with no family history of the disease.
- Between five and 10 per cent have a familial form of ALS.
- ALS can strike anyone, regardless of age, sex or ethnic origin.
- The usual age of onset is between 55 and 65, but some have been younger than 20.
- Nearly 90 per cent of people with ALS die within five years of diagnosis. While some live longer, others die within a few short months.
- ALS affects the whole family.
- ALS is a costly disease - emotionally, physically and financially.

How Your Donation Helps

Funds raised through HIKE 4 ALS serve two very important purposes:

1. **Providing services for people with ALS and their families including:**
 - Educational information on ALS and disease management
 - Referrals to local health care and community services
 - Assisting clients with identifying and acquiring necessary equipment
 - Co-ordination of peer support groups for people living with ALS and their caregiver
 - Home visits
 - Educational programs for health and community service providers working with those living with ALS
2. **Funding important research that will bring us closer to a cure**
Our research program is a collaborative effort with Muscular Dystrophy Canada and the Canadian Institutes of Health Research. This unique partnership funds excellent and relevant neuromuscular research. Neuromuscular research funded in this partnership has seen results, in particular with Dr. Jean-Pierre Julien's team at the McGill University Health Centre Research Institute. His team recently discovered that an antibiotic commonly prescribed for acne may slow the development of this devastating disease, providing hope for thousands of Canadians living with ALS.

Location

Alberta's Virtual Hike 4 ALS

Hike the 10 km trail of your choice on Sunday, October 1, 2006.

You get to hike, raise money for a great cause, and feel good about participating in a healthy activity.

So grab your friends and family and hike the trail to help us prevail in support of ALS research and client support services.

ALS Society of Alberta
320-23rd Avenue SW
Suite 400
Calgary, Alberta T2S 0J2
403-228-3857
wayne@alsab.ca
www.als.ca/hike4als



October 1, 2006

Alberta's Virtual Hike 4 ALS

HIKE THE TRAIL
TO HELP US
PREVAIL

www.als.ca/hike4als

Registration

Let us know that we can count on your support and register now.

There are two easy ways to register:

1. **Online** - visit www.als.ca/hike4als
2. **Post/Fax** - Fill in the form below and fax or mail:

ALS Society of Alberta

320-23rd Avenue SW., Suite 400, Calgary, AB T2S 0J2
 403-228-3857 wayne@alsab.ca
www.als.ca/hike4als

or submit registration on-site

Name _____

Address _____

City _____

Daytime Phone _____

Home Phone _____

E-mail _____

I am hiking with team

Hike Location: _____

For a complete listing of Hike locations across Canada, please visit www.als.ca/hike4als



Individual Name: _____

Team Name: _____

Team Captain: _____

Address: _____

City/Province: _____ Postal Code: _____ E-mail: _____

Phone # Home: _____ Business: _____



Donor Name	Donor Mailing Address (# Street, Rural Route, City, Province)	Postal Code	Telephone/Email		Amount	CHQ./ Cash	Received
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			T:				
			E:				
			T:				
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WAIVER MUST BE SIGNED BY HIKER

In signing this release I acknowledge that I understand the intent thereof, and I hereby agree to absolve and hold harmless the ALS Society of Canada, provincial ALS societies, corporate sponsors, co-operating organizations and any other parties connected with this event in any way, singly, or collectively, from and against blame and liability for any injury, misadventure, harm, loss, inconvenience or damage hereby suffered or sustained as a result of participation in the 'HIKE 4 ALS' in 2006, or any activities associated therewith. I hereby consent to and permit emergency treatment in the event of injury or illness. I also give full permission for use of my name and photo in connection with this event.

Total number of donations _____

Total dollar amount of donations \$ _____

Signature of Participant

Parent/Guardian if under 18

- Please photocopy this form if you need extras
- Make cheques payable to the ALS Society of Canada
- Collect the money when the sponsor agrees to contribute
- Receipts will be issued for all donations of \$20 or more, unless requested
- Electronic receipt will be sent to donors indicating an e-mail address upon request

We appreciate your support of "HIKE 4 ALS". The information you provide will be used to provide tax receipts, and to keep you informed of other events and fundraising opportunities in support of the ALS Society. If at any time you wish to be removed from our list, simply contact us at hike4als@als.ca.