

LES  
TURNER  
ALS  
FOUNDATION™

# LES TURNER ALS FOUNDATION INDUSTRY PARTNERSHIP PROGRAM

HELP US CREATE A WORLD FREE OF ALS



# BECOME AN INDUSTRY PARTNER

When you partner with the Les Turner ALS Foundation, you are having a direct impact on individuals currently living with ALS and their family members as well as those who will be diagnosed with this devastating disease in the future. Your partnership helps to provide invaluable education and research, support services, and access to treatments to those affected by ALS across the Chicagoland area. As an industry partner, your engagement can be customized to help achieve your brand goals and business objectives, while helping move the mission of the Les Turner ALS Foundation forward.

## WHAT IS ALS?

ALS (Amyotrophic Lateral Sclerosis), formerly referred to as Lou Gehrig's Disease, is a terminal, progressive, neuromuscular disease that causes muscle weakness in the arms and legs and causes difficulty speaking and swallowing and, generally, complete paralysis. ALS can, in some cases, also cause changes in intellectual function, mood, behavior or personality. No two cases of ALS are the same and no two people living with ALS are exactly alike. While technically considered a "rare disease," experts predict an individual's lifetime risk of acquiring ALS is about 1 in 300, by the age of 85. There is no cure, yet.

## WHY THE LES TURNER ALS FOUNDATION?

Founded in 1977, the Les Turner ALS Foundation is one of the longest-serving independent ALS groups in the country. For more than 40 years, it has been our mission to provide the most comprehensive care and support to people living with ALS and their families in Chicagoland so they can confidently navigate the disease and have access to the most promising therapies. We treat each person like family, supporting them every step of the way, and provide their loved ones with answers and encouragement.

The Les Turner ALS Center at Northwestern Medicine is led by the most well-respected and successful clinicians and researchers in the field, advancing vital care and scientific research in pursuit of life-enhancing treatments and a cure for ALS.



# OUR ANNUAL IMPACT



## RESEARCH PILOT GRANTS

*In 2020, we funded six unique research grants funded in the areas of drug development, genetics, cellular mechanisms, novel ALS models and clinical trial advancement. By understanding how ALS operates, scientists can develop more effective treatments while working toward discovering a cure. We have continuously funded ALS research since 1979.*



## FREE INDIVIDUALIZED CARE

*In 2020, there were 2,389 engagements with our Support Services Team (Foundation Visits, Clinic Encounters, and Support Groups), providing expert guidance, comfort and a continuum of care.*



## FREE SUPPORT GROUPS

*In 2020, over 450 people living with ALS and their family members received comfort through our support groups.*



## EDUCATIONAL OPPORTUNITIES

*In 2020, we provided over 2,013 attendees with ALS community education through our research symposium, professional in-services, ALS-provider medical conference, ALS Learning Series, and other programs.*



## GRANT PROGRAMS

*In 2020, we awarded nearly \$100,000 in grant dollars to people living with ALS and their families, based on financial need.*

# SPONSORSHIP

For decades, the Les Turner ALS Foundation has built signature events, educational programs and awareness initiatives with a local, regional and now national footprint. When you sponsor a Les Turner ALS Foundation event or program, you reach thousands of passionate people supporting our mission. Our digital assets are extensive and allow us to provide sponsors with brand recognition and awareness via a multitude of platforms; social media, e-mail, web, e-news and more.

Whether you seek year-round exposure or would like to sponsor a specific event or series of events, our program accommodates all budgets.

# COVID-19 and EVENTS

As COVID-19 restrictions ease and in compliance with public safety guidelines and the CDC, we anticipate moving to a hybrid model for our events, giving people the opportunity to gather in person or participate in a virtual format in their community.

## OUR SIGNATURE EVENTS

### Hope Through Caring Gala

Each spring, we host the Hope Through Caring Award Gala to honor those whose extraordinary commitment to the fight against ALS has helped advance ALS research and care. This black-tie event of over 500 guests includes dinner, dancing and a balloon raffle. Our 2021 Gala was virtual and raised over \$450,000. We had participants from 25 states and Canada join us along with 45 individuals living with ALS. Our Hope Through Caring Award Honoree was Robert Ives; veteran, businessperson, philanthropist and person living with ALS. The Harvey and Bonny Gaffen Advancements in ALS Award Honoree was Steve Gleason; former NFL player, founder of Team Gleason and Answer ALS, and Congressional Medal of Honor recipient.



### Strike Out ALS 5k and 1 Mile Run, Walk & Roll

The Strike Out ALS 5k and 1 Mile Run, Walk & Roll has attracted thousands in the Chicagoland area to this one-of-a-kind race at Guaranteed Rate Field. The event provides a truly unique Chicago experience by giving over 500 participants the opportunity to run, walk or roll on the field's warning track. After crossing the finish line, we celebrate with an after-party. Since 2010, this event has raised over \$600,000. The 2020 first-ever Virtual Strike Out ALS 5k and 1 Mile Run, Walk & Roll had participants from 17 states and 2 countries.



### ALS Walk for Life

As one of the world's largest gatherings of ALS supporters and a true celebration of hope, the ALS Walk for Life at Soldier Field is the signature event for the Les Turner ALS Foundation. More than 7,000 friends and family members organize into fundraising teams in honor and in memory of their loved ones. Participants enjoy a scenic two-mile walk along Chicago's lakefront and are given a unique opportunity to walk through iconic Soldier Field. In its 19-year history, the ALS Walk for Life has raised nearly \$14 million to fund our support services programs and the Les Turner ALS Center at Northwestern Medicine. The 2020 first-ever Virtual ALS Walk for Life had participants from 32 states and three countries, raising over a half a million dollars. Our 2021 ALS Walk for Life is planned for September. Date TBD.



### Les Turner Symposium on ALS

For the last 10 years, the brightest minds in the ALS field come together in person annually to share the latest information and advancements in research and clinical care. The now-virtual Symposium offers you the unique opportunity to hear from some of the foremost professionals in the ALS community, locally, nationally and internationally. The day features presentations from leading ALS clinicians and



Les Turner ALS Center



researchers, including members of the Lois Insolia ALS Clinic at our Les Turner ALS Center at Northwestern Medicine. The 2020 symposium featured Dr. Sabrina Paganoni of the HEALEY ALS Center at Massachusetts General Hospital and had over 300 people attended virtually.

## AWARENESS INITIATIVES & EDUCATION

### ALS Awareness Month

ALS Awareness Month, recognized nationally each May, is an opportunity to share information with the community about Amyotrophic Lateral Sclerosis (ALS), and the unmatched work of the Les Turner ALS Foundation. We invite your company, your passion and commitment to a cure, to join us as we spread the message of hope and help for people living with ALS. Above all, ALS Awareness Month is a way for community members and businesses to rally around people living with ALS and their families and spread awareness.



This ALS Awareness Month, we are launching our **Take a Breath Campaign**. To honor and recognize the resiliency of people with ALS, for whom breathing is a daily challenge, we invite you to raise awareness and funds during the month of May.

### ALS Learning Series: *Empowering Through ALS Education*

A branded, educational program developed by the Les Turner ALS Foundation to increase delivery of community education about ALS through webinars, video interviews, online training, online interactive materials, social media, blog posts, articles, print materials and engagement strategies to advance health literacy and support people and families living with ALS, as well as health care providers.



## A WORD FROM OUR SPONSORS

*"We thoroughly enjoyed being a part of the event (ALS Walk for Life)! It is such a motivating event for us to see ALL the support there is for this population. We are very excited for this partnership that we have rekindled with Les Turner and look forward to building upon it."*



*"Cytokinetics is proud to partner with the Les Turner ALS Foundation to help patients and families facing ALS. We are inspired by the strength of the community and the foundation's important role in research, patient care and education. Through our collaboration we believe that we can truly make a difference."*





## OUR REACH

Through the stories of our patients and families impacted by ALS, clinicians working in the field, and the latest news on clinical trials and research, we reach a wide and diverse audience. Our strategic marketing/communications program includes regular targeted e-mails and e-newsletters, twice a year print newsletter and annual report, mailed and online collaterals, grassroots and professionally produced videos and earned local and national media coverage.

### Social Media:



5,000+ followers



2,900+ followers



825+ followers

### E-mail and Newsletter:



36,000+ e-mail database



16,000+ print newsletter recipients

### Earned Media:



# CAUSE MARKETING

Cause marketing provides an easy way for your customers to support a cause they care about. When you partner with the Les Turner ALS Foundation, you build brand loyalty while driving sales. It's a win-win situation.

**Key Findings Include:** (per the *2018 Cone/Porter Novelli Purpose Study*)

- **78%** of Americans believe companies must do more than just make money; they must positively impact society as well.
- **77%** feel a stronger emotional connection to purpose-driven companies over traditional companies.
- **66%** would switch from a product they typically buy, to a new product from a purpose-driven company.
- **68%** are more willing to share content with their social networks over that of traditional companies.

# EMPLOYEE ENGAGEMENT

By inspiring your employees to become part of the fight to end ALS, you can boost morale, increase productivity, and instill an even stronger sense of pride. In a remote working environment, employee engagement is even more critical and fosters better team culture by bringing together employees to focus on a shared cause.

Employee Engagement can take many forms:

- Form a company team for the ALS Walk for Life, Strike Out ALS 5K or Team Race for ALS
- Offer workplace giving through payroll deduction
- Matching Gifts
- Volunteerism



# YOU ARE IN GOOD COMPANY



*\*This is a partial list. We thank all our sponsors for their support.*

*"Orphazyme appreciates the work of the Les Turner ALS Foundation to raise awareness and encourage community action in the fight to end ALS. Our Chicago-based team was honored to participate in this year's virtual ALS Walk for Life, walking together through downtown Chicago in support of the ALS community. Thank you for the opportunity to support this year's Walk for Life – we look forward to continued partnership with the Les Turner Foundation in our shared mission to serve people and families affected by ALS." - Molly Painter, U.S. President, Orphazyme Inc.*

