

Deliver the Cure

2014 Best Practices Manual
for National Association of Letter Carriers



Dear NALC Member:

For more than 60 years, countless NALC members have raised millions of dollars for MDA — the Muscular Dystrophy Association. One bright-eyed, intelligent girl probably isn't aware of that history, but Alexis Villa is very aware of what MDA does for her and her mother — Los Angeles Branch 24 member Sonia Villa. Sonia's daughter has spinal muscular atrophy, a genetic disease that affects voluntary muscle movements.



Letter carrier Sonia Villa and her daughter, Alexis, who has spinal muscular atrophy.

It's because of individuals like Alexis and her mom that we're asking members to redouble their efforts supporting MDA to help save and improve the lives of people fighting muscle disease. We urge you to join us in strengthening the commitment between our two organizations. You can make that commitment now by reading through this booklet and selecting a fundraising activity. Next, call your Branch President, volunteer to serve as your branch's MDA Coordinator, and then call your local MDA office to get started.

We're counting on you to carry on NALC's tradition to "Deliver the Cure" and asking you to please keep the momentum going to fight muscle disease.

Together, we are progress.

Sincerely,

Fredric V. Rolando
President

Steven M. Derks
MDA President and CEO





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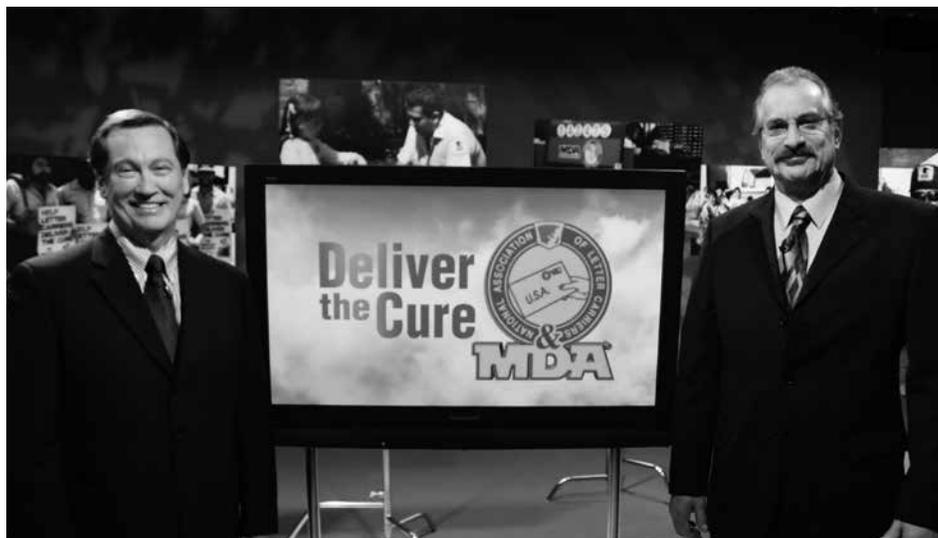
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We Appreciate Your Support

Because of generous partners like you, there has never been a more hopeful time in the battle against muscle disease. By supporting MDA, we can:

- Help enhance letter carriers' public image
- Boost members' morale
- Draw positive attention to the Postal Union



NALC and MDA

In 1952, NALC became MDA's first national sponsor and declared it the NALC's official charity. The union's first nationally coordinated campaign to raise funds for MDA took place during Thanksgiving week in 1953. Countless letter carriers returned to their routes, carrying their satchels and soliciting donations door-to-door. The all-volunteer effort was called "The Letter Carrier March for Muscular Dystrophy" nicknamed "The Porchlight Brigade." That year, letter carriers raised nearly \$4 million throughout the country.

Before that, and ever since, NALC boasts a rich tradition. In 1889, difficult working conditions led some 60 letter carriers from 13 states to establish the National Association of Letter Carriers. By founding their own labor union to fight for a decent living and justice on the job, these early letter carriers were joining fellow American workers in the fledgling labor movement of the late 19th century.

From its inception until 1970, the NALC fought its battle in Congress because it was Congress that oversaw the operation of what was then the Post Office Department. By 1970, finding strength and unity, the letter carriers along with other postal workers went on strike, which ultimately led to the passage of the Postal Reorganization Act. The Act replaced the old Post Office Department with the independent, publicly owned, quasi-corporate entity called the U.S. Postal Service. Under the new law, postal employees won the right to collective bargaining.

The NALC is organized into a well-defined structure, which is set down in a union constitution. Democratic procedures and lines of authority are specified in order to run an effective union. Union officers and functions are organized into four structural levels that ultimately represent 305,000 members.



Branches

Each letter carrier is a member of a local branch, of which there are 2,600 of varying sizes throughout the country.

State Associations

Members also belong to NALC State Associations, which represent the NALC grassroots legislative program in their jurisdictions. State associations hold conventions attended by branch delegates at least once every two years.

Regions

NALC's national administration is grouped into 15 regions, each directed by an elected National Business Agent (NBA). NBAs have extensive authority over union affairs in their regions and serve on the NALC Executive Council.

National Headquarters

National union business is generally conducted at NALC's Washington, D.C., headquarters by nationally elected resident officers.

NALC members share a common bond with the wider American labor movement. In recognition of that bond, NALC is affiliated with the American Federation of Labor and Congress of Industrial Organizations (AFL-CIO), our nation's largest-run labor institution.

Host a Fundraiser

Helping MDA can help you, too. It's a great way to demonstrate to the public how much you care about your community. When you support MDA, you are helping save and improve the lives of people fighting muscle disease by finding treatments and cures, supporting families and rallying communities to fight back. Putting together an MDA special event also will create excitement and teamwork within your branch.

Event publicity will enhance your branch's image and boost letter carrier morale. In addition, by meeting local criteria, a representative of your branch may appear on the local broadcast of the annual MDA Show of Strength®.

Best of all, when you organize a special event for MDA, you get a sense of pride and accomplishment — not to mention the knowledge that you've made a big difference in the lives of people with muscle disease.

Your local MDA representative can supply guidance and support materials.

The following fundraisers should be supported with the involvement of your local MDA representative:

Deliver the Cure Branch Bowls

The pride and teamwork arising from an MDA bowling event will carry over into your workplace. An MDA bowling event unites employees, family members and others in a friendly competition. Make it a branch occasion, or challenge other branches in your community. See the Appendix for the recipe for an MDA Deliver the Cure Branch Bowl.

MDA Muscle Walk — MDA's National Walk Program

Everyone can participate in MDA's Muscle Walk. This nationwide series of walking events unites communities and families to fight back against muscle disease by raising funds and awareness. Make it a branch event for your members, and join one of MDA's citywide walks. It's a great morale booster that's flexible. MDA does the planning and promotion. You reap the benefits and make a difference.

Texas Hold'em Tournaments (in accordance with state law)

Charity poker tournaments are a fun, social, fast-paced and a terrific way to involve branch members, family and friends while raising money for MDA.

Golf

You can Deliver the Cure and drive a hole-in-one with MDA's golf tournaments. Golf provides an excellent way to involve postal customers and outside parties in a day of business and camaraderie. MDA staff will help get you out on the greens for a day of networking and fun.

Trivia Tournaments

Trivia tournaments are ideal for state conventions and any gathering of NALC members — they're easy and can be put together quickly. See the Appendix for a recipe for Trivia Night.

Satchel Drive

The Satchel Drive is the NALC's signature person-to-person fundraising effort. Branch members assemble at pre-confirmed retail shopping locations — entertainment and sporting events are great locations, too!

“MDA fundraising doesn't have to be one event — it can be fun events all year-round. You have to include MDA as a part of your ongoing branch activities, and be aware of small opportunities that arise from time to time that can help raise money.”

— NALC Branch President

More Fundraising Ideas

Select from these simple events that can be done without involving your local MDA representative.

Quick and easy events:

- Casual dress-down days
- Auctions
- Raffles
- Car washes
- Bake sales
- Pool and dart tournaments
- Comedy/karaoke nights
- Bingo nights
- Pancake breakfasts/spaghetti dinners
- Branch member donation drive
- Local credit union partnership

Ways MDA staff can help:

1. Sample letters
 - Donation requests
 - Volunteer thank-you's
2. Sample press releases and media materials
3. Donation receipts and tax ID information



Sample Fundraiser Timeline

1. Evaluate your branch's membership potential
2. Determine event(s) (three to six months)
3. Organize (three to six months)
 - Create a branch committee
 - Delegate responsibilities
4. Pick a date and time (two to four months)
5. Pick a location (two to four months)
6. Donation request letters for items such as (two to four months):
 - Refreshments
 - Auction items
 - Prizes
 - Event supplies
 - Decorations
 - Volunteers
7. Publicize your event (one to three months):
 - Fliers/posters
 - Newsletters
 - Announcements at branch meetings
 - Press releases
8. Day of event:
 - Have fun!
 - Convert all cash to a check, complete Branch Activity Report Form and mail to your local MDA office.
9. Send thank-you letters

Supplies Make It Easy

Contact your MDA representative to order fundraising materials that will support your selected special event program.



Deliver the Cure Bowl:

- Sponsorship form
- Collection envelope



Golf supply:

- Brochure shell
- Tee signs
- Marketing collateral
- Photo frame holder
- Video presentations



Muscle Walk:

- Muscle Walk brochure
- Poster
- Team Captain Kit
- Team Member Kit
- Marketing collateral

CFC (Combined Federal Campaign) — A Simple Way To Help Deliver the Cure

The CFC is the most inclusive workplace giving campaign in the world, with the number of participating charities estimated at more than 20,000 nonprofit organizations worldwide. As the NALC's "official charity," branch members are encouraged to include MDA among their choices.

CFC provides opportunities for federal workers to become involved in their communities, and branch members can play a vital role in boosting CFC contributions to MDA by volunteering to serve as the administering agent on behalf of the USPS. In this role, you'll be in a position to communicate to branch members the mechanism by which they can contribute through the CFC.

This leadership role also will help you fine-tune many skill sets necessary for serving and advancing through the union's leadership — consider communication, organization, negotiating and planning.

Follow these steps:

1. Contact your MDA Executive Director to help establish MDA's participation in the CFC campaign.
2. Speak with your branch president to discuss/confirm members' participation in the CFC campaign.
3. Confirm with the CFC coordinating agency (usually United Way) that MDA will be able to obtain copies of pledge cards completed by NALC branch members making a pledge to MDA.
4. Make sure your MDA Executive Director completes an FMS Event form designating the name of the event as NALC/CFC and identified as follows:

**Event Type: Combined Federal Campaign
Sponsor NALC — (Branch #)**

MDA annually participates in the Combined Federal Campaign, a workplace-giving program for federal personnel. The CFC is a convenient and easy way for letter carriers to support MDA through a payroll deduction campaign.

Branch members are encouraged to serve in leadership roles coordinating CFC activities and helping to advance MDA's lifesaving mission by **designating number 10561** on pledge forms provided during the fall campaign.

PLEASE COMPLETE THIS FORM IN QUINTUPPLICATE EACH TIME YOUR BRANCH CONDUCTS A FUNDRAISING EVENT FOR MDA.



NATIONAL ASSOCIATION OF LETTER CARRIERS ACTIVITY REPORT

This will confirm that our branch or NALC Auxiliary conducted a fundraising campaign on behalf of MDA and raised a total of \$ _____ for MDA's research and health care services programs.

A NALC BRANCH INFORMATION NALC BRANCHES COMPLETE SECTIONS A & C

NALC BRANCH NAME _____ BRANCH NO. _____

BRANCH PRESIDENT _____

BRANCH ADDRESS _____

CITY/STATE _____ ZIP CODE _____ TELEPHONE NO. _____

B NALC AUXILIARY INFORMATION NALC AUXILIARY COMPLETES SECTIONS B & C

NATIONAL SECRETARY/AUXILIARY CONTACT _____

ADDRESS _____

CITY/STATE _____ ZIP CODE _____ TELEPHONE NO. _____

EVENT LOCATION _____ MDA OFFICE TO BE CREDITED (IF APPLICABLE) _____

C FUNDRAISING ACTIVITY INFORMATION NALC BRANCHES AND AUXILIARY COMPLETE SECTION C

TYPE OF FUNCTION _____

DATE OF FUNCTION _____ AMOUNT RAISED \$ _____ \$ _____ \$ _____
(GROSS) (EXPENSES) (NET)

TOTAL AMOUNT MAILED TO _____ ON _____
(NAME OF MDA REPRESENTATIVE) (DATE)

MDA FIELD OFFICE _____
(REQUIRED) (CITY) (STATE)

SIGNATURE _____ (BRANCH PRESIDENT) (DATE)

COPY DISTRIBUTION

1. Mail copy to Mr. Jim Williams, MDA Coordinator, National Association of Letter Carriers, 100 Indiana Avenue, Washington, DC 20001.
 2. Mail/deliver copies with donation in check or money order to your local MDA representative (IF APPLICABLE).
 3. Mail copy to your NALC business agent.
- Completion of this Activity Report will allow President Fredric V. Rolando and the NALC to report on the great job our nation's letter carriers are doing for MDA.

(Extra copies of this form are available from your local MDA representative.)

Tell Your Story on the MDA Show of Strength® Telethon

The Show of Strength Telethon, MDA's annual spectacular televised event to benefit children and adults with muscle disease, can benefit you, too! Among the show's most important stars are caring organizations whose representatives will appear on the national broadcast to tell the viewing audience about their branches' year-round support of MDA's efforts.

Each year, some 40 million viewers in the United States tune in to the show's broadcast. When representatives from branches like yours appear, they're part of a show that holds a unique position in the hearts of the American viewing public.

Year after year, NALC and its members are featured on the show because helping MDA works for them. It will work for you, too.

**MDA SHOW_{of}
STRENGTH[®]**

TELETHON

Put Yourself in the Picture

Helping support MDA shows the public that letter carriers are concerned members of the community. Organizing an MDA special event creates excitement and teamwork within the NALC. The image of letter carriers is enhanced with the publicity of our partnership with MDA.

Certainly, the benefit of having a fundraiser for MDA is the satisfaction from knowing that you're making a difference in the lives of those living with muscle disease. And, there are terrific benefits that encourage members as well!

MDA Awards

NALC branches that raise the most money to benefit MDA in each of the 10 categories and the auxiliary will be rewarded with an incentive trip to be announced by the NALC President in June. The categories are:

Category I	One through 50 members
Category II	51 through 100 members
Category III	101 through 200 members
Category IV	201 through 350 members
Category V	351 through 500 members
Category VI	501 through 700 members
Category VII	701 through 1,000 members
Category VIII	1,001 through 1,500 members
Category IX	1,501 through 2,000 members
Category X	2,001 and over

In addition to the top fundraising awards, the NALC also recognizes all branches in the following categories:

- \$5,000 to \$9,999 — Friends of MDA — Branch receives a certificate
- \$10,000 and over — President's Award — Branch receives a plaque



“Your MDA fundraising efforts are nothing short of spectacular. Thanks to you, families served by MDA have a future with hope. So let’s keep up the great work, letter carriers, and deliver that cure for kids and adults with muscle disease.”

— Fredric Rolando, NALC President

The Muscular Dystrophy Association

MDA is the world's leading nonprofit health agency dedicated to saving and improving the lives of anyone with muscular dystrophy, amyotrophic lateral sclerosis (ALS) and dozens of other conditions. These diseases are disorders of the muscles or parts of the nervous system that almost always severely limit body movement. Most of the 43 diseases MDA fights are progressive, causing the muscles to gradually weaken over time. Diseases that weaken the muscles often result in people losing basic functions that many of us take for granted, such as walking, standing, breathing, hugging, dressing, eating or even talking. Several also affect the heart and lungs, which can be life-threatening. Some muscle diseases appear at birth, while others strike during childhood, young adulthood or even late middle age. Most are genetic in origin, and most limit life span and quality of life. **There are few treatments, and no cures.**

MDA is working tirelessly to change this picture by funding worldwide research to develop treatments and cures, by providing comprehensive health care services and support to MDA families nationwide, and by rallying communities to fight back through advocacy, fundraising and local engagement.



An estimated 1 million Americans are living with life-threatening muscle disease, and no one is doing more than MDA to accelerate progress for the families and individuals it serves.

Here are a few of the ways MDA is making a difference today:

- MDA invests more to fight muscle disease than any other nonprofit organization in the United States. MDA is currently funding 250 research projects in 12 countries.
- Last year, 100,000 Americans received direct support from MDA.
- MDA's nationwide network of nearly 200 specialized clinics is the largest in the country, providing comprehensive, world-class care to people with muscle disease. Last year, our clinics supported more than 55,000 visits.
- MDA helps families get access to the medical equipment they need to maintain independence, such as power wheelchairs, bath equipment and walkers. Last year, MDA provided more than 4,000 items and thousands of repair services.
- Every year, MDA sends more than 3,500 children with muscle disease to MDA summer camps, where they enjoy a week of barrier-free fun while gaining self-confidence and independence — at no cost to their families.
- MDA empowers families by providing them with information about what matters most: diagnosis, signs and symptoms, medical management, research, clinical trials, health care services and support, support groups and daily living strategies.
- MDA-led advocacy efforts make legislators and policymakers aware of important issues in matters of public policy, research advances and therapy development.

Thanks to its generous supporters like the NALC, there has never been a more hopeful time in the fight against muscle disease. Four times as many new clinical trials are underway now than in the 1990s; more drugs are expected in the next five years than in the previous five decades; and more people with muscle disease can hope to live longer and stay stronger than at any time in history. In this extraordinary time of discovery, MDA is on the brink of unprecedented opportunity, and it needs your help to accelerate progress.

Comprehensive Services Provide Vital Help

To help people in your community meet the challenges imposed by chronic, progressive muscle diseases, MDA sponsors a nationwide network of 200 clinics — including more than 40 specialized MDA/ALS centers — staffed by teams consisting of top health professionals who can advise individuals about the medical management of their conditions. MDA also offers a network of support groups across the country. Through MDA's 100 field offices, MDA staff is available to notify families about various community agencies that can provide assistance in areas such as medical benefits and financial aid.

Through MDA's summer camp program, kids with muscle diseases in your community have a lot to smile about. Youngsters have the time of their lives at summer camps, which feature activities geared to the special needs of those with neuromuscular diseases.

MDA summer camps give youngsters an unmatched opportunity to develop new friendships, share interests and build self-confidence. Activities range from outdoor sports, such as swimming and horseback riding, to programs like arts and crafts, and talent shows.



Worldwide Research Program Keeps Hope Alive

Each year, MDA funds more than 250 research projects worldwide to find treatments and cures for the more than 40 neuromuscular diseases in MDA's program.

MDA has funded the discovery of the genetic underpinnings of almost all diseases in its program and is partnering with biopharmaceutical companies to turn basic science into practical and effective treatments. MDA-funded research holds the promise of minimizing symptoms, prolonging life and even reversing the course of a disease. Recent MDA-funded research includes:

- Assisting in the development of an FDA-approved enzyme therapy that's saving the lives of infants and improving the lives of older children and adults with the metabolic muscle disorder Pompe disease
- Conducting basic research that ultimately led to FDA approval of the first drug to treat ALS (amyotrophic lateral sclerosis, or Lou Gehrig's disease)
- Developing a molecular strategy called "exon skipping" that is now being tested in clinical trials in boys with Duchenne muscular dystrophy and yielding promising interventions
- Utilizing immature nerve and muscle cells to repair nerve and muscle damage
- Testing a molecular strategy called "antisense" in spinal muscular atrophy (SMA), one form of ALS and three forms of muscular dystrophy

MDA also helps advance important neuromuscular disease research through its clinical research networks for ALS, DMD, myotonic dystrophy and (in conjunction with the National Institutes of Health) Charcot-Marie-Tooth disease. These networks collect disease information, assess and compare treatment strategies, and allow the conduct of multicenter clinical trials with standardized procedures.

Recipe for an MDA Deliver the Cure Branch Bowl Ingredients:

- 1 Event: Bowling is a simple, easy way to raise money that includes all members, their friends and family.
- 1 Location: Look for a local bowling alley that donates or discounts lane and shoe fees. Will need at least 20 to 30 lanes. One lane per team of four to five bowlers. Request three games per team, and plan to average about three hours of playing time.
- 1 Space within the bowling alley large enough for hosting a pre-bowl tailgate party.
- 1 MDA staff member to help you with packet materials and to verify incentive prizes.
- 1 Head Coach of the Challenge Bowl. Head coach is in charge of finding the team captains.
- 1 Company to donate beverages for tailgate party (if allowed by bowling alley).
- 1 Sponsor to either donate food for the tailgate party or underwrite the cost of food. Name the tailgate party after that sponsor.
- 1-2 Registration volunteer(s) to collect all of the team captains or individual bowler pledge kits and count money collected from each team. Record pledges on displayed barometer or poster board.
- 10+ Attendance prizes. You can award prizes during bowling time for first player to “strike” or ask random bowling trivia over the PA system. (Sell MDA paper mobiles before and draw a name from the paper mobiles to win a prize.)
- 20 Team Captains who each recruit four to five bowlers for their team.
(Yields 80 to 100 bowlers)

Directions:

After locating a bowling center, designate the head coach. The head coach will need to identify team captains, or individual bowlers to participate. Ideally, the challenge is to recruit as many branches as team captains with team players. Set a goal for the number of bowlers based on the amount of money you would like to raise for MDA. Don't forget to involve your MDA staff in initial plans, and give volunteers written instructions of event day details.

Mix all the rest of the ingredients together. Hand out the Team Captain instruction sheet as soon as you can. Blend in bowler pledge packets, making sure to fill in the event “who, what and where” information sheet and on any fliers. Add decorations and a theme. Create a fun atmosphere for all to enjoy. Most importantly, if bowlers didn't collect money upfront on their pledge forms, set a date at the latest for two weeks after the event to have all money collected.

- Don't schedule the MDA Deliver the Cure Branch Bowl during a conflicting NALC or community event.
- Involve other branches in a Challenge Bowl competition.
- HAVE FUN!!! MDA appreciates everything you are doing!

Head Coach Letter

Thank you for volunteering to be a “head coach” and to coordinate your organization’s participation in the MDA Super Bowl to benefit MDA — the Muscular Dystrophy Association. We know you will find it to be a fun, easy and worthwhile way to raise funds to fight muscle disease.

As head coach, your main responsibility will be to recruit team captains and communicate to them details of the event, including the emphasis of the group’s fundraising goals. MDA Super Bowls can be a popular social event, so you’ll be amazed that you will reach your goal if it is communicated to all participants. Make the event fun to attend, and be sure to communicate how your team is making a difference by helping MDA find treatments and cures, support families and rally communities to fight back.

EVENT DATE:

BOWLING CENTER:

TIME OF EVENT: Tailgate Party - Bowling -

The best way to build morale with your team of bowlers is to stay in contact with as many members as you can! These team members don't need to know much about bowling or even be good bowlers. They just need to have the ability to get others excited about contributing to a respected charity, MDA, and that it's a FUN event. Perhaps you may invite others from outside your organization.

You and another member/volunteer should plan to arrive at the bowling center early. Someone must be assigned to check in the participants, and if you're organizing them into teams of four, keep their packets in one group so that they pool their funds together for the team award, still giving credit to individual participants.

If you choose to do a tailgate party, get the bowling center to give you a room to serve donated beverages, food or snacks. After they register, the participants are invited to enjoy a tailgate party, basically giving you time to register. That leaves enough time for them to get their shoes, go to their assigned lane, look at auction/ raffle items and mingle before the event starts.

Play games to add excitement. Have donated items and trinkets, MDA giveaways or gift certificates on hand to reward those participants who get the very next “strike,” after you ring the bell. Sell MDA paper mobiles before the event starts for \$1. Put all mobiles in a box, and draw out the winning name to receive a donated prize.

As head coach, we ask for your assistance in the handling of these funds. Money collected the day of the event, or before, should be kept with the adviser and converted into a check or money order and forwarded to MDA immediately, along with a copy of the team accounting form.

In behalf of those served by MDA, thank you for taking on this important role as head coach. You have the most important task of organizing and coordinating this fundraising event. MDA will help you every step of the way. Just ask!

Head Coach — Team Organization Form

#	Team Captain & Phone #	Team Members of Four
1.		
2.		
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24.		
25.		

Team Captain Instructions

As an MDA Deliver the Cure Branch Bowl team captain, you play a very important role in the success of this event. Here are some tips to help you get started.

Recruiting Teammates

Remember that your teammates can come from anywhere, and they certainly don't have to be good bowlers. This isn't a tournament, so we aren't concerned about your score. Co-workers, business partners, family members, neighbors, etc., are welcome to join you! Keep in mind, however, that we need to raise money for MDA to participate. Once you have a teammate signed up, give him or her a bowler pledge packet. Ideally, recruit four to five people to be on your team.

Sponsorship

Each bowler is asked to raise a minimum of \$100 for MDA, and it's easier than you may think. Ask your teammates to carry their packet around with them for a week, and simply ask for a donation from everyone they see. You'd be surprised how easy it is to collect \$5 or \$10 at a time by simply asking! We strongly encourage collecting money upfront — collecting pledges after the fact can be time-consuming and may drag out the process.

Be sure to tell people how their donation will make an impact. Every dollar helps MDA save and improve the lives of people fighting muscle disease by finding treatments and cures, supporting families and rallying communities to fight back. NOTE: Bowlers can earn incentives based on the amount of money they collect. Before you know it, you will have reached an incentive level just by asking others for a donation.

Day of the Event

It is recommended that you meet with your teammates prior to the Deliver the Cure Branch Bowl, collect the funds, and fill out the accounting form on the bottom of this sheet. It saves you from doing so in a crowded bowling center. Once you have done so, only the team captain needs to sign in at the event registration. If a member of your team hasn't collected all of his or her funds, he or she must turn in at least \$50 to participate.

Accounting Form

Bowler Name	Prizes Earned* <small>*Check Each Below</small> \$100= MDA Mug or CD case \$150= MDA T-shirt \$200= MDA Sweatshirt	T-shirt or Sweatshirt Size	\$ Turned in Day of Event* <small>*must turn in \$50 on day of event to participate</small>	Grand Totals
Bowler #1	Mug ___ T-shirt ___ Thermos ___			
Bowler #2	Mug ___ T-shirt ___ Thermos ___			
Bowler #3	Mug ___ T-shirt ___ Thermos ___			
Bowler #4	Mug ___ T-shirt ___ Thermos ___			
Bowler #5	Mug ___ T-shirt ___ Thermos ___			
Team Totals	Mug ___ T-shirt ___ Thermos ___			

**Deliver the Cure Branch Bowl To Benefit
the Muscular Dystrophy Association**

Date:

Time:

Location:

THANK YOU for participating in the MDA Deliver the Cure Branch Bowl!

The purpose of the Bowl is to raise as much money as possible for MDA to save and improve the lives of people fighting muscle disease, while having as much fun as possible. Not only will you be raising money to benefit MDA, but you can earn some fabulous prizes as shown below.

You should use this packet when asking your friends, neighbors, relatives, people at school, people at work, people at church, etc., for a donation to MDA before you bowl. Bring this kit and funds raised with you to the event. You must raise at least \$50!

WHEN YOU BRING: YOU WILL RECEIVE:

\$50 to \$99	Three games to bowl, shoes and a pass to the tailgate party
\$100 to \$149	MDA mug or CD case and the above
\$150 to \$249	MDA Super Bowl T-shirt and bowl
\$250+	MDA sweatshirt, three games to bowl, shoes and tailgate party pass
\$800	You'll send one local child with neuromuscular disease to summer camp for a week and receive a special plaque plus \$200 incentive prize level

Certificates Will Be Awarded for the Following:

(Remember this is a fun fundraising event, and you don't have to be a good bowler to have a good time at this event!)

Highest Female Game	Highest Male Game
Lowest Female Game	Lowest Male Game
	Highest Team Total

Plaques Will Be Awarded for the Following:

Top Individual Fundraiser	Top Fundraising Team
---------------------------	----------------------

If you have any questions, please contact your team captain, or call your local MDA office. Can't wait to see you at the event.

Event Head Coach _____

Deliver The Cure Bowler Donation Log

Date:

Location:

Time:

Bowler's Name: _____

Team Captain: _____

Thank you for participating in this year's MDA Deliver the Cure Branch Bowl. We hope you have a great time bowling and participating in all the festivities. Please bring this kit and all the money you have collected to the bowling center with you. It will be turned in and processed with the other bowlers. Proceeds from the event will benefit MDA. You can see from the table below what you can earn — and MDA can provide — based upon your fundraising total.

**If You Collect
At Least**

**You Will
Receive**

**MDA Can
Provide**

\$50 to \$99

Free bowling, food and drink

A day of medical supplies at MDA summer camp

\$100 to \$149

MDA aluminum travel mug or CD case and above

Support group session

\$150 to \$249

MDA T-shirt and bowl

Initial clinic visit

\$250+

MDA sweatshirt and bowl

Assistance with repairs to durable medical equipment

Awards will be presented to top individual and team fundraisers and bowlers!

Donor Name	Amount Collected	Donor Name	Amount Collected
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
		Total Collections:	\$

THANKS FOR CARING!

2014 NALC Satchel Drive

A How-To Manual



Your Role: The Satchel Drive Coordinator



The coordinator:

- has leadership skills and works well with colleagues and management;
- makes a commitment to the job;
- is able to recruit strong leaders to help with the drive;
- is enthusiastic and wants to be involved;
- has an interest in learning about MDA, local services, MDA summer camp, etc;
- derives satisfaction from being part of a noble past and a brighter future;
- is an active union member interested in further developing leadership skills; and
- desires to make an impact in the local community.

Your Role: Working with MDA Year-Round

Your MDA office can provide information, support and guidance to help you with every aspect of your role as a coordinator. A few simple ideas to build rapport with your branch and the MDA District office can include:

- Ask the branch president to write an article about the benefits received from working with MDA to be included in the newsletter.
- Make MDA a part of your branch's awards banquet.
- Visit MDA summer camp.
- Invite an MDA family to have lunch or dinner at the union hall.
- Visit the MDA website at mda.org or the NALC site at nalc.org.

Making It Happen: Goal-Setting

1. Successful Satchel Drives – 100 Percent Participation

Start with collection goals that are:

- Challenging
- Realistic
- Attainable

2. The Goal-Setting Process

- Call on key members to be part of the goal-setting process.
- Establish what your market can bear, and do the math worksheet below.
- Analyze last year's results by shift and member contributions.

3. Set New Goals

- Establish branch goals (break it down to \$ goals per person).
- Have 100 percent concurrence on goal and strategy.
- Make sure everyone is aware of the goals.

4. Sample Formula

of branches X # of LC per branch = total # of LC
of days X # of hours per day = total # of hours per LC
total LC X total hours per LC = total hours
total hours X \$100 per LC = **Drive Potential**

10 branches X 5 LC per branch = 50 LC
3 days X 5 hours per day = 15 hours per LC
50 LC X 15 hours per LC = 750 hours
750 hours X \$100 per LC = **\$75,000 Potential**

Remember ... Emphasize the importance of everyone's participation for success.

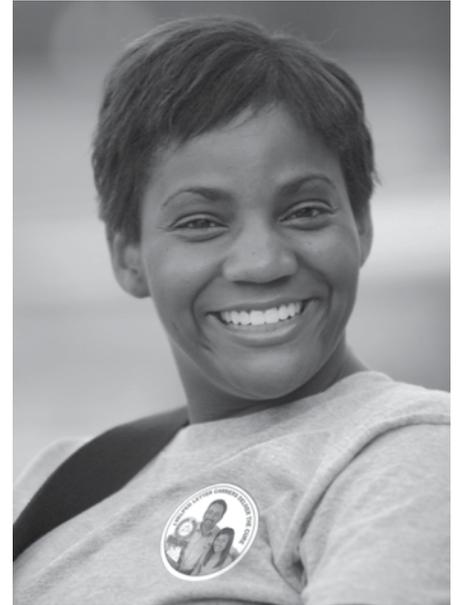
Making It Happen: Securing Funds

In tandem with MDA, please be aware of these money handling tips:

Whenever possible, have the proceeds taken to a local bank to be counted and verified. A check or money order (the cost may be donated because it is for MDA) should be made payable to MDA for the amount of funds from your drive.

If it is not possible for your branch to have the funds deposited and accounted for by a bank or lending institution, procedures should be in place to have the funds counted in a secured area. This accounting should be handled by a designated group (minimum of three individuals) of volunteers.

After the money is counted and verified, an MDA-supplied Income Verification Form should be filled out and signed by all who are present. The yellow and pink copies should accompany the income, and you should retain the white copy. The money should then be secured in a safe or vault until it can be taken to the bank for processing.



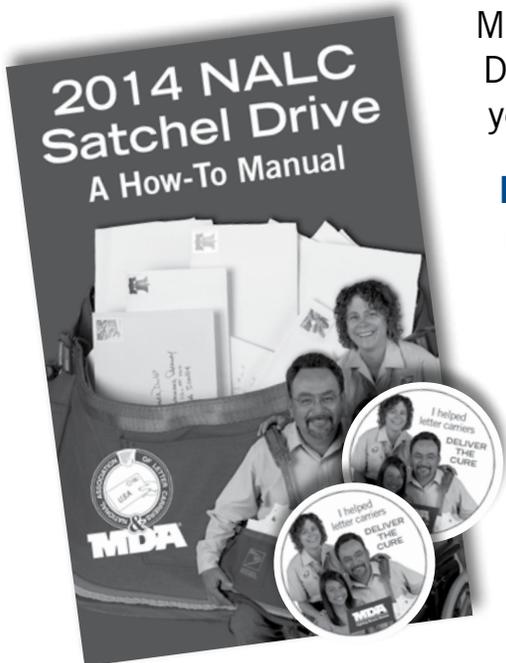
Do

- Make a plan to safeguard the bags and bags of money.
- Meet with branch's bank representative to arrange the counting and depositing of funds.
- Provide specific instructions in writing.
- Obtain money bags, seals, wrappers and ID tags.
- Establish a safe, secure area to handle funds.
- Arrange money pickups from specific locations.
- Determine system to track individuals, shifts and station collections.

Don't

- Take securing of funds for granted.
- Store money overnight in home, station, office or car.
- Bring money to MDA office.
- Never count money alone — always have a buddy system to verify results.

Resources: Supplies



MDA provides supplies specifically designed for the Satchel Drive. Your MDA staff representatives can help you order for your branch.

Double-check with each branch and its members to make sure they have everything they need before going out to collect.

Leftover supplies can be stored for next year's drive.

Letter Carrier Contact Form (for MDA use)

Name of Branch _____ Incentives _____

Date Delivered _____ # of Members _____ Branch _____

MDA Coordinator:

Name _____

Address _____

City _____ State _____ ZIP _____

Phone (W) () _____ (H) () _____

Branch President:

Name _____

Address _____

(is address) Home or Station

City _____ State _____ ZIP _____

Phone (W) () _____ (H) () _____

Supplies Needed:

Posters _____ Stickers _____ Other _____

Publicity:

Copy to MDA Coord. _____ Amt. Received: _____

Copy to Union Pres. _____ Date Received: _____

Press Release — Date Sent: _____ Previous Year's Net: _____

Kickoff Date: _____ Branch Visits Scheduled: _____

Dates: _____

Misc. _____



STATE	BRANCH NUMBER	BRANCH NAME	ACTUAL NET
ALABAMA	530	Birmingham	\$5,926
		Total:	\$5,926
ARIZONA	576	Phoenix	\$3,978
	1902	Arizona Merged	\$14,553
		Total:	\$18,530
CALIFORNIA	52	Central CA Coast	\$4,586
	133	Sacramento	\$5,708
	4249	Manteca	\$2,991
		Total:	\$13,285
COLORADO	204	Colorado Springs	\$12,697
	5996	Centennial	\$3,938
		Total:	\$16,635
CONNECTICUT	19	New Haven	\$5,056
	60	Stamford	\$6,018
	86	Hartford	\$44,913
	147	Norwalk	\$4,960
		Total:	\$60,947
FLORIDA	599	Tampa	\$4,884
	1071	South FL	\$8,044
	1091	Central FL	\$4,570
	1477	West Coast FL	\$24,125
	1690	West Palm Beach	\$6,029
	2008	Clearwater	\$7,661
	2591	DeLand	\$3,786
	4716	Naples	\$5,478
		Total:	\$64,578

STATE	BRANCH NUMBER	BRANCH NAME	ACTUAL NET
GEORGIA	73	Atlanta	\$20,647
		Total:	\$20,647
HAWAII	860	Honolulu	\$5,235
		Total:	\$5,235
IOWA	126	Clinton	\$200
	352	Central Iowa Merged	\$4,321
	512	Waterloo	\$11,026
		Total:	\$15,547
ILLINOIS	11	Chicago	\$16,832
	209	Pekin	\$1,784
	245	Rockford	\$13,097
	825	Oak Brook	\$20,004
	1132	Granite City	\$3,113
	1197	Southern IL Merged	\$4,241
	2076	Des Plaines	\$3,984
	Total:	\$63,055	
INDIANA	39	Indianapolis	\$8,900
	116	Fort Wayne	\$3,305
		Total:	\$12,205
KENTUCKY	14	Louisville	\$11,254
		Total:	\$11,254
LOUISIANA	197	Shreveport	\$8,139
		Total:	\$8,139

STATE	BRANCH NUMBER	BRANCH NAME	ACTUAL NET
MASSACHUSETTS	18	Southeast MA	\$8,730
	33	MA North Shore	\$5,000
	34	Boston	\$23,940
		Total:	\$37,670
MARYLAND	443	Hagerstown	\$5,059
	4266	Kensington	\$1,340
		MD/DC State Association	\$3,811
		Total:	\$10,210
MICHIGAN	74	Saginaw	\$11,583
	232	Jackson	\$3,763
	579	Adrian	\$3,117
	2184	Western Wayne Co.	\$5,340
	3126	Royal Oak	\$9,588
	4374	South Macomb	\$11,293
		Total:	\$44,683
MINNESOTA	9	Minneapolis	\$19,894
	388	St. Cloud	\$618
	440	Rochester	\$1,608
		State Association	\$7,451
		Total:	\$29,570
MISSOURI	127	Jefferson City	\$5,289
	343	St. Louis	\$34,146
	763	Columbia	\$3,008
	1015	Cape Girardeau	\$1,834
	5847	Hazelwood	\$1,477
		Total:	\$45,753

STATE	BRANCH NUMBER	BRANCH NAME	ACTUAL NET
MISSISSIPPI	487	Meridian	\$770
	938	Hattiesburg	\$1,341
		Total:	\$2,111
NORTH CAROLINA	382	Durham	\$5,000
	459	Raleigh	\$3,500
	545	Charlotte	\$7,120
	1852	Lenoir	\$2,400
	Total:	\$18,020	
NORTH DAKOTA	205	Fargo - West Fargo	\$18,895
	957	Bismarck	\$1,061
		Total:	\$18,020
NEBRASKA	5	Omaha	\$3,056
	8	Lincoln	\$4,555
	312	Kearney	\$1,781
		State Association	\$555
	Total:	\$9,947	
NEW HAMPSHIRE	44	NH Merged	\$5,022
		Total:	\$8,139
NEW JERSEY	38	New Jersey Merged	\$82,632
	42	Jersey City	\$3,923
	425	Bergen County Merged	\$6,696
	924	Freehold	\$2,368
	1492	Westfield	\$4,029
	4102	Scotch Plains	\$974
	Total:	\$100,622	

STATE	BRANCH NUMBER	BRANCH NAME	ACTUAL NET
NEW MEXICO	504	Albuquerque	\$7,141
		Total:	\$7,141
NEVADA	709	Reno	\$5,121
	2502	Las Vegas	\$13,259
		Total:	\$18,380
NEW YORK	3	Buffalo - Western NY	\$9,529
	36	New York City	\$25,835
	41	Brooklyn	\$17,446
	134	Syracuse	\$11,807
	210	Rochester	\$5,305
	302	Watertown	\$1,600
	358	Northeastern NY	\$20,006
	387	Yonkers	\$8,602
	693	Westchester Merged	\$5,260
	5229	New City	\$1,389
	6000	Long Island Merged	\$57,277
	Total:	\$164,056	
OHIO	43	Cincinnati	\$6,720
	385	Youngstown	\$5,991
		Total:	\$12,711
OREGON	82	Portland	\$17,389
	295	Astoria	\$1,935
	916	Eugene	\$4,041
		Total:	\$23,365

STATE	BRANCH NUMBER	BRANCH NAME	ACTUAL NET
PENNSYLVANIA	332	Mon-Yough	\$4,711
	500	Harrisburg	\$9,213
		Total:	\$13,924
RHODE ISLAND	55	Pawtucket	\$6,340
		Total:	\$6,340
TEXAS	421	San Antonio	\$4,237
	3867	Pasadena	\$5,418
		Total:	\$9,654
UTAH	111	Salt Lake City	\$3,519
			\$3,519
VIRGINIA	524	Roanoke	\$4,765
	685	Fredericksburg	\$2,921
	1605	Salem	\$660
	3520	Northern VA	\$10,911
		Total:	\$19,257
WASHINGTON	130	Tacoma	\$8,169
	442	Spokane	\$3,473
		Total:	\$11,642
WISCONSIN	2	Milwaukee	\$15,052
	490	Manitowoc	\$3,767
	619	Green Bay	\$9,140
	822	Appleton	\$1,113
		Total:	\$29,072

STATE	BRANCH NUMBER	BRANCH NAME	ACTUAL NET
WEST VIRGINIA	531	Charleston	\$7,000 \$7,000
WYOMING	1372	Rock Springs	\$2,035
		Total:	\$2,035
OTHER		CFC Board Donation	\$137,000
Grand Total			\$1,104,642

MDA Alaska

121 W. Fireweed Lane,
#150
Anchorage, AK 99503
(907) 276-2131

MDA Birmingham

700 Century Park South,
#225
Birmingham, AL 35226
(205) 823-8191

MDA Montgomery

7011 Fulton Court
Montgomery, AL 36117
(334) 396-4534

MDA Little Rock

204 Executive Court,
#208
Little Rock, AR 72205
(501) 227-7098

MDA Arizona

4500 S. Lakeshore Drive,
#440
Tempe, AZ 85282
(480) 496-4530

MDA Fresno

1943 North Gateway
Boulevard, #101
Fresno, CA 93727
(559) 453-9822

**MDA Greater
Los Angeles**

3415 South Sepulveda
Blvd., #550
Los Angeles, CA 90034
(310) 390-6802

MDA Orange County

5836 Corporate Avenue,
#110
Cypress, CA 90630
(714) 245-0921

MDA Sacramento

3010 Lava Ridge Court,
#160
Roseville, CA 95661
(916) 921-9518

MDA San Diego

9990 Mesa Rim Road,
#100
San Diego, CA 92121
(858) 492-9792

MDA San Francisco

1388 Sutter Street, #505
San Francisco, CA 94109
(415) 673-7500

MDA Denver

720 South Colorado Blvd.,
#380-S
Denver, CO 80246
(303) 691-3331

MDA Grand Junction

200 Grand Avenue, #310
Grand Junction, CO
81501
(970) 241-2181

MDA Connecticut

127 Washington Ave.
3rd Floor West
North Haven, CT 06473
(203) 248-6500

**MDA Fort
Lauderdale**

4901 N.W. 17th Way, #404
Fort Lauderdale, FL 33309
(954) 971-0123

MDA Ft. Myers

6315 Presidential Court,
#140
Ft Myers, FL 33919
(239) 437-6900

MDA Jacksonville

7077 Bonneval Road, #460
Jacksonville, FL 32216
(904) 296-6799

MDA Orlando

43 Sky Line Drive, #1001
Lake Mary, FL 32746
(407) 562-2035

MDA Palm Beach

2500 Quantum Lakes
Drive, #212
Boynton Beach, FL 33426
(561) 742-3748

MDA Tallahassee

1574-B Village Square
Boulevard
Tallahassee, FL 32309
(850) 681 6763

MDA Tampa Bay

9600 Koger Blvd., #102
St Petersburg, FL 33702
(727) 577-1700

MDA Greater Atlanta

1990 Lakeside Parkway,
#100
Tucker, GA 30084
(770) 621-9800

MDA Macon

152 North Crest
Boulevard, #C
Macon, GA 31210
(478) 471-9090

MDA Hawaii

1221 Kapiolani Boulevard,
#220
Honolulu, HI 96814
(808) 593-4454

MDA Iowa

383 Collins Road NE,
#101
Cedar Rapids, IA 52402
(319) 393-8905

MDA Idaho

6485 West Interchange
Lane, #101
Boise, ID 83709
(208) 327-0107

MDA Champaign

115 North Neil Street,
#100
Champaign, IL 61820
(217) 351-1853

MDA Chicago

520 West Erie Street,
#200
Chicago, IL 60654
(312) 254-0632

MDA Northern Illinois

1100 W. 31st Street,
#210
Downers Grove, IL 60515
(630) 598-0700

MDA Ft. Wayne Area

2869 E. Dupont Road
Fort Wayne, IN 46825
(260) 486-6698

MDA Indianapolis

9100 Purdue Road, #203
Indianapolis, IN 46268
(317) 824-4800

MDA Kansas City

10550 Barkley, #200
Overland Park, KS 66212
(913) 451-3230

MDA Wichita

8100 E. 22nd St North,
#2100-1
Wichita, KS 67226
(316) 773-7962

MDA Louisville

909 Lily Creek Road, #201
Louisville, KY 40243
(502) 456-1440

MDA Baton Rouge

8126 One Calais Avenue,
#1-C
Baton Rouge, LA 70809
(225) 761-7010

MDA Lafayette

301 East Kaliste Saloom
Road, #101
Lafayette, LA 70508
(337) 234-0088

MDA New Orleans

2800 Veterans Blvd., #329
Metairie, LA 70002
(504) 455-4460

MDA Shreveport

900 Pierremont Road, #115
Shreveport, LA 71106
(318) 742-3632

MDA Massachusetts

33 Lyman Street, #205
Westborough, MA 1581
(508) 898-3375

MDA Baltimore

8501 LaSalle Road, #106
Towson, MD 21286
(410) 494-7106

MDA DC/MD

6305 Ivy Lane, #320
Greenbelt, MD 20770
(301) 486-7680

MDA Maine

39 Mechanic Street, #100
Westbrook, ME 4092
(207) 854-3749

MDA Detroit Area

28446 Franklin Road
Southfield, MI 48034
(734) 416-7076

**MDA Greater
Michigan**

2133 University Park
Drive, #400
Okemos, MI 48864
(517) 706-0348

MDA Minnesota

7401 Metro Blvd., #325
Edina, MN 55439
(952) 832-5517

MDA Springfield

4136 S. Scenic Avenue,
#200
Springfield, MO 65807
(417) 866-5117

MDA St. Louis

530 Maryville Centre
Drive, #410
Saint Louis, MO 63141
(314) 962-0023

MDA Mississippi

2001 Airport Road, #205
Flowood, MS 39232
(601) 939-3454

MDA Montana

2132 Broadwater, Suite A
Billings, MT 59102
(406) 655-9000

MDA Charlotte

1515 Mockingbird Lane,
#701
Charlotte, NC 28209
(704) 567-2912

MDA Greensboro

1500 Pinecroft Road, #109
Greensboro, NC 27407
(336) 856-1591

MDA Raleigh

353 East Six Forks Drive,
#290
Raleigh, NC 27609
(919) 783-0222

MDA Wilmington

110 Cinema Drive, Unit A
Wilmington, NC 28403
(910) 763-3114

MDA Omaha

14344 Y Street, #100
Omaha, NE 68137
(402) 390-2914

**MDA New
Hampshire**

360 Route 101, #Unit 5
Bedford, NH 3110
(603) 471-2722

MDA New Jersey

25 East Spring Valley
Avenue, #210
Maywood, NJ 7607
(201) 843-4452

MDA Albuquerque

8212 Louisiana Blvd. NE,
#C
Albuquerque, NM 87113
(505) 828-1331

MDA Nevada

6320 W. Cheyenne
Avenue, Suite 150
Las Vegas, NV 89108
(702) 822-6920

MDA Albany

1 Marcus Boulevard, #203
Albany, NY 12205
(518) 489-5495

MDA Long Island

5 Dakota Drive, #101
Lake Success, NY 11042
(516) 358-1012

MDA Manhattan

11 East 44th Street,
17th Floor
New York, NY 10017
(212) 682-5272

MDA Rochester

1425 Jefferson Road, #19
Rochester, NY 14623
(585) 424-6560

MDA Syracuse

6315 Fly Road, #102
E Syracuse, NY 13057
(315) 451-8269

MDA Cincinnati

1080 Nimitzview Drive,
#208
Cincinnati, OH 45230
(513) 231-2222

MDA Cleveland Area

7010 Engle Road, #100
Middleburg Heights, OH
44130
(440) 816-0916

MDA Columbus

500 West Wilson Bridge
Road, #105
Worthington, OH 43085
(614) 841-1014

MDA Oklahoma City

5601 Northwest 72nd
Street, #124
Oklahoma City, OK 73132
(405) 722-8001

MDA Tulsa

5840 South Memorial
Drive, #307
Tulsa, OK 74145
(918) 749-7997

MDA Oregon

4800 S.W. Macadam
Avenue, #205
Portland, OR 97239
503 223-3177

MDA Allentown

5940 Hamilton Boulevard,
#F
Allentown, PA 18106
(610) 391-1977

MDA Harrisburg

2080 Linglestown Road,
#104
Harrisburg, PA 17110
(717) 540-4316

MDA Philly / DE

600 Reed Road, #104
Broomall, PA 19008
(610) 325 5758

MDA Pittsburgh

400 Penn Center
Boulevard, #524
Pittsburgh, PA 15235
(412) 823-3094

**MDA Pittsburgh
Annex**

2810 West 21st Street, #12
Erie, PA 16506
(814) 833-0131

MDA Puerto Rico

Avenida Ponce de Leon 431
Edif Nacional Plaza Bldg.,
#705
Hato Rey, PR 917
(787) 751-4088

MDA Rhode Island

931 Jefferson Boulevard,
Unit 1005
Warwick, RI 2886
(401) 732-1910

MDA Charleston

29 Leinbach Drive, #B-4
Charleston, SC 29407
(843) 556-3654

MDA Columbia

2700 Middleburg Drive,
#240
Columbia, SC 29204
(803) 799-7435

MDA Greenville

530 Howell Road, #201
Greenville, SC 29615
(864) 235-0041

MDA Knoxville

412 North Cedar Bluff
Road, #402
Knoxville, TN 37923
(865) 588-1632

MDA Memphis

3149 Players Club Parkway
Memphis, TN 38125
(901) 748-3036

MDA Nashville

3354 Perimeter Hill Drive,
#145
Nashville, TN 37211
(615) 832-5005

MDA Austin

9430 Research Blvd.
Eschelon Bldg. 2,
Suite #300
Austin, TX 78759
(512) 691-0065

MDA Beaumont

700 North Street, #J
Beaumont, TX 77701
(409) 838-4545

MDA Dallas

12655 N. Central
Expressway, #230
Dallas, TX 75243
(972) 480-0011

MDA El Paso

5400 Suncrest Drive, #A-5
El Paso, TX 79912
(915) 584-6355

MDA Fort Worth

101 Summit Avenue, #204
Fort Worth, TX 76102
(817) 338-1024

MDA Houston

2900 Wesleyan, #375
Houston, TX 77027
(713) 522-8561

MDA Houston South

2900 Wesleyan, #375
Houston, TX 77027
(361) 985-1758

MDA Midland

600 N. Marienfeld, #840
Midland, TX 79701
(432) 570-4970

MDA San Antonio

8610 Broadway, #200
San Antonio, TX 78217
(210) 650-3181

MDA Wichita Falls

2629 Plaza Parkway,
Suite B-16
Wichita Falls, TX 76308
(940) 696-5581

MDA Utah

849 West LeVoy Drive,
#210
Salt Lake City, UT 84123
(801) 278-6200

MDA DC/VA

11800 Sunrise Valley Drive,
#1210
Reston, VA 20191
(703) 476 5780

MDA Richmond

1503 Santa Rosa Road,
#120
Richmond, VA 23229
(804) 285-2961

MDA Roanoke

4502 Starkey Road SW,
#107
Roanoke, VA 24018
(540) 772-3237

MDA Seattle

701 Dexter Avenue North,
#106
Seattle, WA 98109
(206) 283-2183

MDA Spokane

101 West Indiana
Spokane, WA 99205
(509) 325-3747

MDA Green Bay

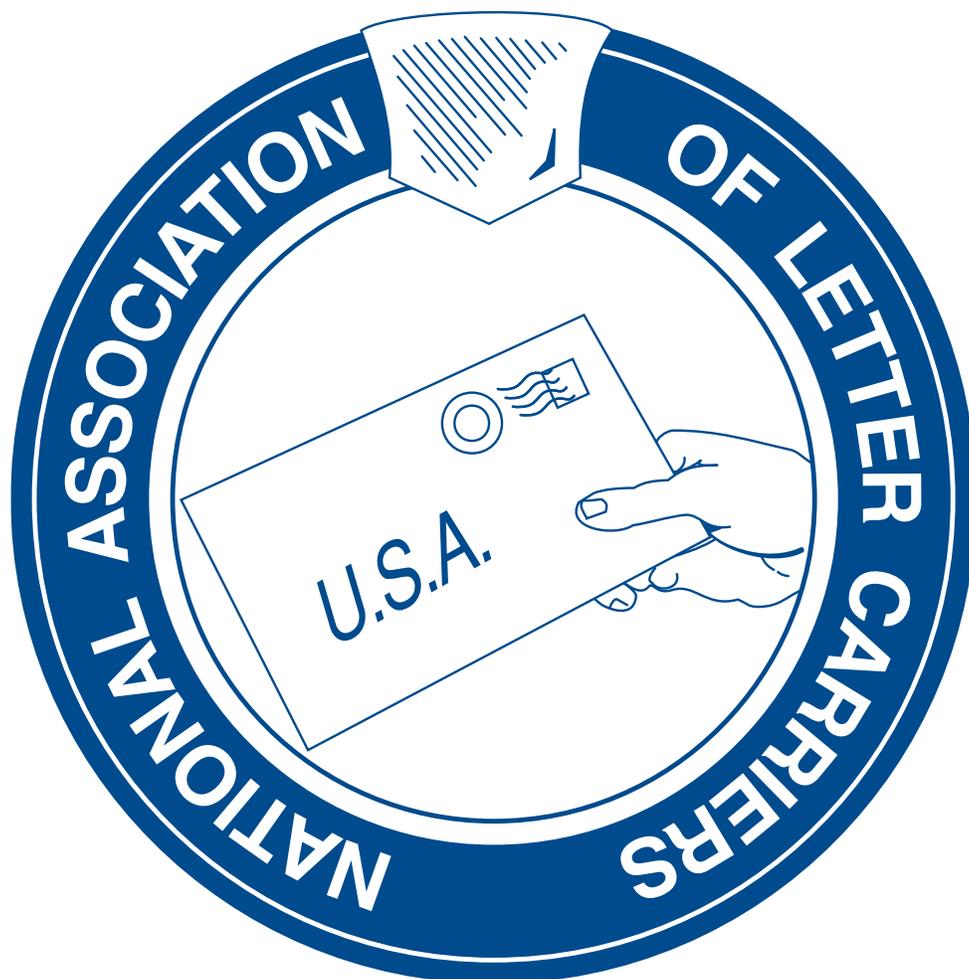
2670 S. Ashland Avenue,
#101
Green Bay, WI 54304
(920) 499-4571

MDA Milwaukee

330 South Executive
Drive, #100-A
Brookfield, WI 53005
(262) 432-7992

MDA West Virginia

900 Lee Street, #1010
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(304) 344-9807



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