

# Continuing strong



**Geneva  
Kubal**

In his September *Postal Record* article titled “Finishing Strong,” then-MDA coordinator Jim Williams talked about what it takes to do just that—finish strong. I can tell you that I have been inspired by his work on behalf of all letter carriers, but specifically his commitment to MDA during his nine years as the MDA’s liaison to the National Association of Letter Carriers. In those nine years, the NALC has continued to be a leader in raising funds under his watch.

President Rolando has assigned me, as part of my many staff duties, to coordinate the MDA fundraising activities for NALC.

So why does the NALC commit time and resources to this cause?

We do this for the children and adults with muscular dystrophies, and their families. Letter carriers have long made a positive impact in local communities, but in 1952 the NALC chose to become a national sponsor of MDA, making it our official charity. Our fundraising and volunteering has grown incredibly since then. So much has been accomplished that the NALC has recognized levels of fundraising to celebrate our commitment.

In addition to the handful of awards that go to top branches given out at the national convention, the NALC established Bronze, Silver and Gold levels of MDA fundraising for all branches. Those are benchmarks that you should look to when it comes time to see where your branch currently ranks and what you could do to rise to the next level.

My goal is to look at every branch and determine what assistance we can provide to ensure that each branch at least participates in activities to raise funds for MDA. If your branch is already participating, we will provide as much support as we can to improve events and maximize the fundraising capabilities. No matter how much money is raised, it all adds up.

If you are a member of a branch that does not do any fundraising for MDA, we want to help you with the NALC’s efforts to support our national charity. All it takes to start is just one event or fund drive. If you do not have an MDA coordinator, now is the time to find the right person for the task. If you are a member wishing to get involved and even become an MDA coordinator, let someone in your branch know. Most branches need someone and if they already have someone, I am sure that person would love some help. So please get involved.

To get started, your branch should go to the NALC website, download the MDA branch registration form and send it to Headquarters. If you think you are registered, fill out the form anyway so we can update our records with the most current information. Branches that complete this form will be provided one of the new NALC “Deliver the Cure” T-shirts for the coordinator to wear at MDA events. We also have an updated activity form online which is downloadable. Please start using this form immediately.

**We have a new e-mail address to contact NALC Headquarters about any MDA issues:** [mda@nalc.org](mailto:mda@nalc.org). We also have a “Deliver the Cure” Facebook page where you can see items of interest about how letter carriers are making a difference in volunteering and fundraising efforts. Be sure to visit this page yourself, like it, share it, comment on the posts and invite your Facebook friends to visit the page. We would like to be able to post something from each branch at least once a year. You can help us by letting us know what your branch is doing in text, photos or short video. Contact the NALC for MDA issues at [mda@nalc.org](mailto:mda@nalc.org). I am also available by phone at 202-756-7403.

Please continue to send MDA activity forms to: MDA Coordinator, 100 Indiana Ave. NW, Washington, DC 20001-2144. Feel free to write with any other comments, concerns or ideas of what we can do to continue to “Deliver the Cure.”

We have just finished up the fundraising year. These figures are used to determine the 2015 MDA Honor Roll. I encourage each branch to write me a note, give me a call or send me an e-mail to verify your branch’s fundraising efforts for 2015. You will only be provided with the figures for your branch. This will give you the time that may be needed to correct any possible errors.

I want to hear from every branch. Any support you can offer to help me get off to a great start would be sincerely appreciated. Jimmy Williams finished strong, and I hope to pick up where he left off to maintain what we have and grow our commitment in the future.



The “Deliver the Cure” Facebook page