

## #DeliverTheCure on Giving Tuesday



Christina Vela Davidson



**T**he only thing I can say is “thank you, thank you! Thank you, brothers and sisters!” Every time I call on you, you answer my call. You make me proud to be an NALC member. Even the Health Benefit Plan has kept up the MDA fever, which I love to see. Your passion to help these kids and adults live their best unlimited lives is amazing.

The following amounts have been raised for President Rolando’s NALC team events:

- NALC raffle—\$12,905
- Health Benefit Plan—\$3,926
- Muscle Walk—\$20,352
- Topgolf—\$23,041 and counting
- Total—\$60,224 and counting

Even after these fantastic numbers, we are not done yet. We still have a month and a half to raise money for MDA in 2019. The more money we raise, the closer we get to “Deliver The Cure.”

As you know, the first-place winner of all 10 categories will go on the NALC/MDA award trip. Those who raise \$1,000 or more will receive a certificate of achievement.

The categories, based on membership size, are:

- |                            |                    |
|----------------------------|--------------------|
| Category 1—More than 2,500 | Category 6—350-499 |
| Category 2—1,500-2,499     | Category 7—200-349 |
| Category 3—1,000-1,499     | Category 8—100-199 |
| Category 4—700-999         | Category 9—50-99   |
| Category 5—500-699         | Category 10—1-49   |

The 2019 category winners will be going to Denver, to the MDA Summer Camp at Rocky Mountain Village in Empire, CO.

Now, let’s roll up our sleeves and move on to the next big MDA campaign. Sisters and brothers, let’s make one last push in 2019 to raise money for MDA. This campaign will involve all members and their phones, if they choose to participate.



The three photos on this page were taken at the MDA Summer Camp in Rocky Mountain Village, CO, the award trip destination for the 2019 MDA “Honor Roll” first-place winners.

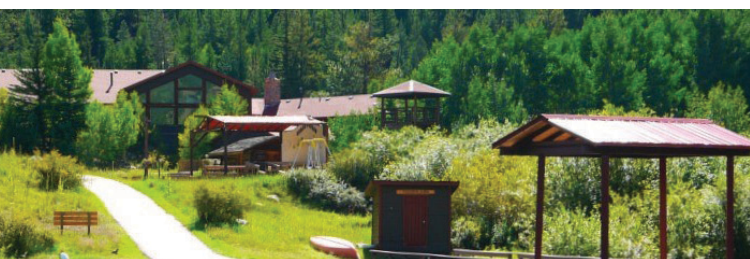


No events, no equipment, no bags, and no going anywhere—you don’t even need to get dressed, unless you want to. Just sit on your couch and hold your phone in your hand; it’s that easy. It is what we do every day: texting. With one text, you can help transform the lives of people living with muscular dystrophy, ALS and related neuromuscular diseases.

This campaign is called #DeliverTheCure on Giving Tuesday. Giving Tuesday was established as a hashtag campaign (#GivingTuesday) in 2012. Giving Tuesday will begin Nov. 12 and run through Dec. 3.

And this year, NALC and MDA are asking you, your family and your friends to support #DeliverTheCure on Giving Tuesday, to assist those kids and adults who need the strength to eat, to breathe, to walk. Muscular dystrophy, ALS and related diseases take these strengths away—but on Giving Tuesday, we can fight back.

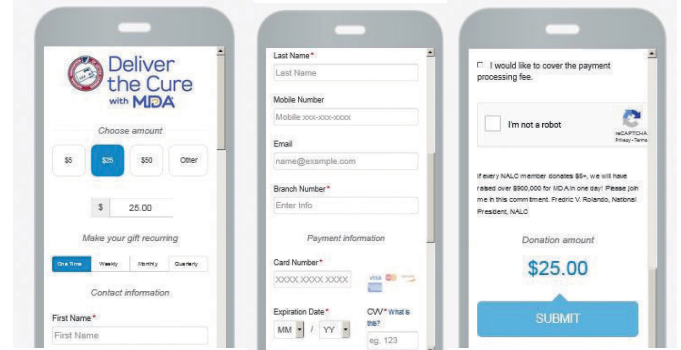
If each member would donate at least \$5 to MDA, we could raise more than \$1 million. We can help #DeliverTheCure and make this year a record-breaking year.



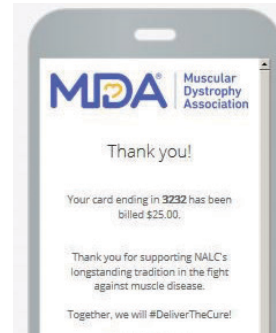
The letter below contains President Rolando’s message about the campaign.

**In other great news, this text campaign can be used all year long at the local branch level, if the branches would like to raise money year-round for MDA.**

2. Complete the donation portion.



3. Once you have completed the donation, you will receive the following “thank you” note.



Three steps—that’s all it takes to #DeliverTheCure. Again, I want to thank all those who have worked so hard to raise money for MDA. Let me end with this: “Remember, you never know when it might be you.”

**Final reminder: Please turn in all money by Dec. 15 to ensure it gets credited for 2019.** MDA closes its local offices during the holiday season and closes its books shortly after January, so if the money does not arrive in time, it may not get credited properly or at all. Let’s avoid this wherever possible.

## National Association of Letter Carriers

**Fredric V. Rolando**  
President

100 Indiana Ave. NW  
Washington, DC  
20001-2144  
202.393.4695  
www.nalc.org

**Brian Renroe**  
Executive Vice President

**Law Drass**  
Vice President

**Nicole Rhine**  
Secretary-Treasurer

**Paul Barner**  
Asst. Secretary-Treasurer

**Christopher Jackson**  
Director, City Delivery

**Manuel L. Peralla Jr.**  
Director, Safety & Health

**James W. "Jim" Yates**  
Director, Life Insurance

**Stephanie Stewart**  
Director, Health Insurance

**Dan Toth**  
Director, Retired Members

**Board of Trustees:**  
Larry Brown Jr., Chairman  
Michael J. Gill  
Mack I. Julian

Affiliated with the AFL-CIO & Union Network International

Dear Brothers and Sisters,

I couldn't be more proud of our members. Each year, we raise more than \$1 million for MDA. From raffles, pancake suppers and golf tournaments to satchel drives, bowling tournaments, bingo nights and backyard carnivals with dunk tanks, your support for MDA has been truly remarkable. Today, I'm asking you to join me in a new nationwide campaign, and **all you need is your phone.**

Text **DeliverTheCure** to **41444** and make a one time or recurring donation of \$5 or more to MDA. If every NALC member donates \$5 or more, we will raise over \$900,000 for children and adults living with neuromuscular disease. This campaign will be running from now through #GivingTuesday in December and beyond, so there's plenty of time for members to donate and help raise funds.

Since 1952, the NALC has worked tirelessly to raise funds for the Muscular Dystrophy Association (MDA). Thanks to the dedication and energy of sisters and brothers like you, our union has helped accelerate innovations in science and care for muscular dystrophy, ALS, and other neuromuscular diseases.

**1954** Dr. Ralph W. Gerard, professor of neurophysiology, accepts a check from NALC's Chicago Branch 11 carriers.

Our first big campaign for MDA happened in 1953 during Thanksgiving week, when tens of thousands of letter carriers in more than 800 cities returned to their routes for a second time to raise money door to door. The effort was called "The Letter Carrier March for Muscular Dystrophy," nicknamed "The Porchlight Brigade."

The faithful commitment of our members has led to life-changing breakthroughs for people living with neuromuscular disease, including the development of **FDA-approved therapies** in the past five years alone.

With your help, we can become MDA's largest corporate donor for #GivingTuesday.

In Solidarity,

Fredric Rolando,  
NALC President

**The following steps show you how easy it is to donate:**

1. Text “DeliverTheCure” to 41444, and click on the link provided.

