

## How does fundraising help the MDA?



Christina Vela Davidson



**F**amilies are at the heart of the Muscular Dystrophy Association (MDA)'s and NALC's mission. We seek every day to create more hope and answers for families living with muscular dystrophy and related diseases that take away physical strength and mobility. MDA does this by funding research breakthroughs, caring for kids and adults from Day One, and empowering families with services and support in towns across the United States. Below, you can see a few items that your fundraising pays for:



**\$35** helps provide telehealth appointments at MDA Care Centers



**\$250** helps provide COVID-19 educational training for MDA providers



**\$50** helps connect families with MDA-funded clinical trials



**\$500** helps fund vital research for a cure

With the money that we help fundraise, here are other ways MDA helps achieve these goals so that individual affected by these diseases can live longer and grow stronger.

### Innovations in science

MDA takes a big-picture perspective across the full spectrum of neuromuscular diseases to uncover breakthroughs that accelerate treatments and cures. The power in MDA's research approach is that it can often apply information learned from one disease to achieve progress with other diseases to bring urgently needed answers to all families.

Here are some of MDA's current highlights:

- **Research:** MDA is the largest source of funding for neuromuscular disease research outside of the federal government and has provided more than \$1 billion in funding since its inception.
- **Treatments:** Research that MDA has supported is directly linked to approved, life-changing therapies across multiple neuromuscular diseases.
- **Technology:** MDA's MOVR platform is the first and only data hub that uniquely aggregates health care, genetic and patient-reported data, transforming health outcomes and drug development in neuromuscular disease.

### Innovations in care

We all know that early diagnosis, highly specialized care and access to promising clinical trials help ensure the best possible outcomes for individuals and families facing muscular dystrophy, ALS and related life-threatening diseases.

Here are some of MDA's current highlights:

- **MDA Care Centers:** MDA supports the largest network of care centers providing best-in-class comprehensive clinical care at top health care institutions.
- **MDA Resource Center:** MDA's national resource center is staffed by a dedicated team of knowledgeable specialists offering one-on-one support at no cost.
- **MDA Summer Camp:** Every year, thousands of children and young adults learn vital life skills and independence at MDA Summer Camp and other recreational programs at no cost to their families.

### Virtual campaigns

The COVID-19 pandemic has slowed down our work, but it has not stopped us. As you see above, we can't afford to wait for this virus to go away. I worked with MDA to create a way for branches to raise money through virtual campaigns. This page has access to tools and resources to rapidly activate your virtual events to raise money and keep social distancing in place for everyone's safety. This virtual campaign can bring your fundraising events to all of your branch members in a safe and healthy way. You can share your fundraising campaign with your friends, family and followers. Live fundraising can be used for any type of event—from walks to poker nights to auctions and other campaigns.

Take these four easy steps today to start your virtual fundraising:

1. **Register your branch:** Be sure your branch is registered at [mda.donordrive.com/event/nalc2021](http://mda.donordrive.com/event/nalc2021).
2. **Fundraise:** Customize your branch page, send emails and start a Facebook fundraiser.
3. **Track your activity:** Once you are registered, download the MDA fundraising app and track your physical activity while you raise money for MDA. To do so, log in and click "Get Active," and connect to your Apple Health/Google Fit. Ask donors to support you/your NALC branch as you support MDA walking your route, doing an activity, etc.
4. **Recognition:** We will recognize the top fundraising branches weekly and share updates on MDA's mission and what your fundraising is making possible!

**NALC branch presidents:** Checks and offline gifts received in July can count toward the branch challenge; be sure to use the NALC Donation Allocation card (see [nalc.org/mda](http://nalc.org/mda)) and mail donations to: MDA, 161 N. Clark St., Suite 3550, Chicago, IL 60601. Please send copies to NALC Headquarters as well.

To contact MDA, please call 312-392-1100 or email [nalc@mdausa.org](mailto:nalc@mdausa.org).

Please join us in this effort. I know that President Rolando, the whole NALC Executive Council and MDA appreciate your help.