



Hope Through Caring Fundraising Ideas

Review the ideas given here to see many more ways to raise money for the Les Turner Foundation Hope Through Caring Annual Award Dinner Dance.

How to Easily Raise \$350 in 10 Days!

	<u>Day Total</u>
• Put in your own \$35 contribution	\$35
• Ask your spouse/roommate for \$35	\$70
• Ask your mom or dad for \$35	\$105
• Ask a friend for \$35	\$140
• Ask your supervisor for \$35	\$175
• Ask a co-worker for \$35	\$210
• Ask a neighbor for \$35	\$245
• Pack your lunch this week, and you'll save \$35	\$280
• Ask a person from church/club for \$35	\$315
• Rent a movie this weekend instead of hitting the theater. You'll easily save \$35	\$350

Utilize Matching Gift Programs!

Did you know that your contribution and those of your donors could be doubled or tripled very easily? Many corporations have matching gift programs.

If one of your donors or their significant others works for one, please have them contact their Human Resources office to obtain the necessary forms. Forward the paperwork to the Les Turner ALS Foundation with their contribution, and the foundation will do the rest. This is a great source of "hidden funds."

Coin Banks!

Les Turner Foundation has coin banks that you can use to help raise additional funds. They can be placed on countertops in local businesses. Get permission with the general manager to set out a coin bank for a designated amount of time. Call the foundation at 847-679-3311, and they will send them your way. This can take a while, but with a few of them around town, they can add up fast.

Host a HomeShow!

Host your own AtHome America HomeShow. The commission you receive can be put toward your fundraiser, and ask your HomeShow guests for donations as well!

Workplace Involvement!

Request that your office organize a "dress down" day.

Each employee pays \$5 for the opportunity to dress casual for the day. All proceeds go toward your fundraiser! Ask the HR department to include a small, Save-the-Date flyer in all employees' paycheck envelopes. Include the dinner dance event details in the newsletter and/or emails published by your company.

Everyone Loves Lemonade ... or even Hot Chocolate!!!

Get your kids involved! Help them put together a lemonade stand in the warmer states or some cookies and hot chocolate by an ice skating rink or a community basketball game!

Working at the CAR WASH!

Keep an eye on the weather report, and do it on a day that's in the 40s! Ask a church, service station or the fire department for the use of their pavilion ... and their water. Get volunteers and get the money rolling in!!!

EVERYONE Loves PIZZA!

Lots of times local pizza parlors, or even pizza chains, offer a percentage of their sales for a night to go to a charity. Ask around your town and find out! Once you hear, get the word in the paper or into churches and schools for free!!!

Snow or Lawn Service!

Remember the simple stuff! Shovel a driveway or mow a lawn for \$35. Get your family involved ... everyone will benefit this!

Speaking of Food...

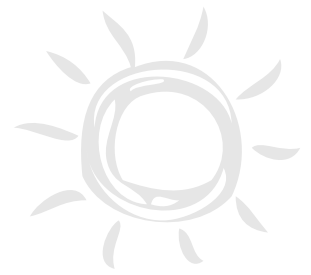
Sometimes restaurants will let you clean tables for tips for your organization. Grocery stores will let you "bag" for tips, too! Grocery stores even sponsor your "cause for the day," and give you a percentage of their sales to the foundation of your choice!

Take Time to SMELL the FLOWERS!

Ask your church or local store/restaurant, if you could sell carnations for \$1 a piece after services. You will be amazed how many you will sell ... and profit for ALS!!!

Everyone Loves a BAKE Sale!

Did you know that Wal-Mart will let you set up a table outside their stores, and sell your items (advanced notice,



and non for profit, of course)? Or, try hosting the sale at church or a sporting event to raise money for a good cause!!!

RECYCLE, Save the Earth and Help ALS!

Start saving your cans, and ask your child's class, church, sporting team to do the same. See what one week's worth of cans will make at a local recycling center ... you would be amazed how fast they add up!!!

Garage Sale in the Winter!

What a GREAT place to have it in ... a warm garage! The diehard "garage saler" will love to see your sign and stop in to get a bargain ... sell hot chocolate and make more money!

Or, ask your local firehouse or recreation center (church) to host their area for an indoor rummage sale. Have people donate their treasures to you, and all the rewards can be used for Les Turner!!! Turn it into a baby/kids resale, and it will be sure to make some money! Sell some "space" to individuals so they can sell THEIR goods as well — ALS profits, and so do they!!!

Split the Pot ... not JUST for BINGO!

Take it to work, church, sports and Bunco ... take them with you and sell off those tickets: \$1 a piece or 10 for \$5 and give it a beginning day and an end day. The winner will be thrilled she won HALF of the earnings and may even give a little back to the fund, too!

Okay, LOTTERY Anyone?

Do you do Pick Three lottery? Make printed tickets with three-digit lottery numbers, and sell them for \$5 a piece. Use for an entire month, and if someone's number is called, they get \$25 or even \$50. Have them watch the news each night for that month and contact you if they won the lottery. This is a GREAT money maker!!!

Send Out Fundraising Letter or Email!

Below is information on the Hope Through Caring Annual Award Dinner Dance, ALS and the Les Turner ALS Foundation that can be included in your fundraising letter and/or email.

The main point when writing a fundraising letter is to be yourself and be sincere. People will respond. There is a sample letter on the next page that you can take and personalize. More letters are available on the foundation's web site at <http://www.lesturnerals.org>.

Location

Hope Through Caring Annual Awards Dinner Dance 2009!

Saturday, February 28

Chicago Hilton; Chicago, Illinois

Honorees: Mike Wright, AtHome America and the HelpAmerica Foundation

The Hope Through Caring Award was established in 1988 to honor individuals whose commitment to the fight against ALS has helped raise funds for research, provide services for patients and their families and increase public awareness.

ALS Facts

- ALS occurs throughout the world regardless of racial, ethnic or socioeconomic status.
- Approximately 35,000 people in the U.S. have ALS; more than 5,600 new cases are diagnosed each year.
- ALS primarily affects adults in their middle years.
- ALS is terminal — the average life expectancy for someone affected by ALS is two to five years from the time of diagnosis.
- Although many of the symptoms of ALS are treatable, there is no cure. Current treatment is aimed at symptomatic relief, prevention of complications and maintenance of maximum optimal function and quality of life.

Les Turner ALS Foundation

Established in 1977, the Les Turner ALS Foundation is one of the nation's preeminent organizations dedicated to raising funds for the treatment and elimination of Amyotrophic Lateral Sclerosis (ALS), better known as Lou Gehrig's disease. The foundation has been affiliated with Northwestern University Feinberg School of Medicine since 1979, where it funds both a clinical care program (Lois Insolia ALS Center) and world-class scientific research.

The Les Turner ALS Foundation's patient service programs are available to all ALS patients and caregivers in the Chicago area, regardless of where they receive their medical care. These services include support group meetings, professional in-home consultation services, communications and durable medical equipment programs, respite care grants, and many educational activities.



Dear Friend,

We are writing to you to ask for your help with something that is very important to our family. Mike Wright, husband and high-school sweetheart of Becky Wright, was diagnosed with Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's disease, five years ago on March 14, 2003. Becky and her sister, Lisa Brandau, are the co-founders of AtHome America, a direct-selling, home-decorating company located in Alsip, Illinois.

Shortly after Mike was diagnosed, his friends, family and the AtHome America Family wanted to do something to help. So Hope 4 Mike was founded! Hope 4 Mike works to raise funds and awareness for those people living with ALS. The foundation was able to raise nearly \$500,000 for ALS organizations in finding a cure for this disease.

ALS is a terminal progressive neurodegenerative disease that attacks nerve cells in the brain and spinal cord. Motor neurons reach from the brain to the spinal cord and from the spinal cord to the muscles throughout the body. The progressive degeneration of the motor neurons eventually leads to death. When the motor neurons die, the ability of the brain to initiate and control muscle movement is lost. With all voluntary muscle action affected, patients in the later stages of the disease become totally paralyzed. Yet, through it all, for the vast majority of people, their minds remain unaffected. This disease affects more than 35,000 people in the United States, and there is still no cure.

We hope that you will consider joining our family and friends with your donation, so we can celebrate with Mike and his family, at the Hope Through Caring Event on Feb. 28, 2009. If you are unable to join us that day, perhaps you would consider sponsoring us so we can attend, as each seat is \$350. Every dollar collected will go toward this evening and the help to FIND a CURE for Mike and all those suffering from this debilitating disease before it's too late!

Thank you,