ALS, or amyotrophic lateral sclerosis, is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. A-myotrophic comes from the Greek language. "A" means no, "Myo" refers to muscle, and "Trophic" means nourishment - "No muscle nourishment." When a muscle has no nourishment, it "atrophy"es or wastes away. "Lateral" identifies the areas in a person's spinal cord where portions of the nerve cells that signal and control the muscles are located. As this area degenerates it leads to scarring or hardening ("sclerosis") in the region.

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 in ALS eventually leads to their demise. When the motor neurons die, the ability of the brain to initiate and control muscle movement is lost. With voluntary muscle action progressively affected, people may lose the ability to speak, eat, move, and breathe.

There is no known cause or cure for ALS, but advances in medical technology are allowing people with ALS to lead more independent and productive lives. Research continues in hopes of discovering a cause and cure.

At any given time, there are approximately 450 people living with ALS in Minnesota, North Dakota, and South Dakota, and 20,000 people nationwide.
There is **no cure** for ALS

Veterans are **2x as likely** to get ALS

$250,000 is the estimated out-of-pocket cost for caring for a person with ALS

2-5 years is the average life expectancy

90% of cases occur without family history

Every **90 minutes** someone is diagnosed and someone passes away

**90%** of cases are inherited through a mutated gene

Only **3 drugs** are currently approved by the FDA to treat ALS

5,000+ people are diagnosed per year

$250,000 is the estimated out-of-pocket cost for caring for a person with ALS
Walk Dollars Go The Distance

HRBEK-SING COMMUNICATION & ASSISTIVE DEVICE PROGRAM

Allows individuals who have lost their ability to communicate due to ALS to borrow augmentative communication devices that are not covered by medical insurance. The program provides electronic aids such as speech amplifiers, environmental controls, and eye-gaze devices so people with ALS can maintain independence as their disease progresses.

3,100 PIECES

Provides durable medical equipment to persons with ALS. Equipment includes items such as bath chairs and power wheelchairs, which aid the person living with ALS and their caregivers. Because of the ever-changing needs of people living with ALS, families often move from one piece of mobility equipment to another in 12-18 months.

DURABLE MEDICAL EQUIPMENT LOAN POOL

9,000 HOURS

Provides much-needed respite to full-time family caregivers. Skilled home care personnel come into the home up to 18 hours per month to care for the person with ALS, allowing the family caregiver to relax, keep appointments or visit with friends.

JACK NORTON FAMILY RESPITE PROGRAM

28 FAMILIES

The chapter will pay for occupational and physical therapy home visits that are not covered by insurance. The therapy visits focus on home modifications & safety evaluations, recommendations for durable medical equipment, range of motion & stretching exercise instruction, transfer training, and activities of daily living.

HOME SAFETY PROGRAM

250 PEOPLE

Allow people with ALS, their family, friends and caregivers to connect with others experiencing the same journey. Some monthly support groups have educational speakers and some break into separate groups so the needs of all who attend can be addressed.

SUPPORT GROUPS
Harriet Island Park
200 Dr. Justus Ohage Blvd.
St. Paul, MN 55107

Saturday, May 9, 2020

7:30 a.m. Registration/Check-In Opens
8:30 a.m. 5K Run
9:30 a.m. Kids Dash
9:45 a.m. Runner Awards & Program
10:00 a.m. 5K Walk

The 5K Run is a certified course and chip-timed. Timing results provided by Anderson Race Management.
WHO CAN PARTICIPATE IN THE SUPERHERO DASH?
Anyone and everyone can become part of the fight against ALS by joining the SuperHero Dash. The route is wheelchair accessible and day of activities include something for all ages!

IS THERE A FEE TO PARTICIPATE?
Each participant pays a registration fee to secure their place in the ALS SuperHero Dash. The fees help cover the costs of permits, race management, and the running shirt for each participant. Registration fees are tax-deductible.

5K Runners: $40
5K Walkers: $40
Kids Dash: $10

Day-of-Race registration fees increase to $50 for the 5K Run and 5K Walk.

WHAT'S THE DIFFERENCE BETWEEN DONATING AND REGISTERING?
Registering to participate in the Dash means you plan to attend the event and are signing a waiver of liability. Donating means you’re supporting The ALS Association with a donation. Someone can register to participate and not make an additional donation. Likewise, someone can donate and not register to participate if they don’t plan to attend the Dash.

WHAT IS A DASH TEAM?
Anyone can create a team and then invite their family, friends, neighbors, and co-workers to join the movement. Each person will have access to their own personal fundraising page and online fundraising center, and can reach out to their networks to help broaden their reach and impact. All the funds raised will be credited towards the team. Dash Teams and their fundraising efforts drive the success of a Dash. More team participants mean increased opportunity for fundraising and increased awareness of ALS.

Family & Friends Dash Teams: are typically created by family members and friends whose lives have been touched by ALS. Family Teams usually rally around a loved one with ALS or lost to ALS.

Corporate Dash Teams: are created when a company wants to support The ALS Association’s mission. These teams are made up of coworkers and their family and friends. Corporate Teams may or may not have a personal connection to ALS but they are all dedicated to improving the lives of those touched by the disease.
**WHAT IS A TEAM CAPTAIN?**
A Team Captain is the lead organizer and motivator for a SuperHero Dash Team. Team Captains are responsible for recruiting people to join their Dash Team, naming their team, setting a team fundraising goal and continually communicating with and encouraging team members prior to and during Dash Day. Team Captains are The ALS Association’s primary contact and liaison to the Dash Team; they will receive ongoing information and updates from our office during the months leading up to Dash Day. Each Dash Team must have at least one Team Captain, but may have up to four Team Captains.

**WHY CAN'T I REGISTER MY WHOLE TEAM ONLINE?**
Every participant has to sign a waiver of liability and release. When registering online, part of the process is electronically acknowledging this waiver. You may register yourself, dependents and household members online. Everyone else on your team needs to do this for themselves--but it can be done in minutes!

**WHAT IS AN INDIVIDUAL PARTICIPANT?**
Anyone can participate in the ALS SuperHero Dash as an individual participant. People who choose to participate as individuals do not belong to a specific team; rather, individuals choose to participate as a single member. Along with hundreds of other participants, individuals will attend Dash Day and collect donations by using their “Participant Center” tool or other fundraising methods.

**WHAT IS A VIRTUAL PARTICIPANT?**
Virtual participants differ from individual and team members in that there is no registration fee, no shirt is received and they do not attend Dash Day. Virtual participants can register for free and raise donations like all other participants. This is a great option if you can’t attend the SuperHero Dash but want to contribute to the cause.

**CAN I JUST DONATE AND NOT ATTEND?**
Attendance is not required in order to donate to the Dash. We appreciate and depend on donations received from the SuperHero Dash. While we would love to see you on Dash Day, we understand that some folks are unable to attend.
**DASH FAQS**

**HOW DO I CHANGE MY USERNAME AND/OR PASSWORD?**
First, log in to the site using your current username and password. Once logged in you will see an “Update My Profile” link at the top of the page. Click the link and once in your profile, you will be able to update your contact information, e-mail address, preferences, username and password. All changes will be made to your account immediately.

**IS MY PERSONAL INFORMATION SECURE?**
Blackbaud, the company that powers The Dash website, makes every effort to protect your personal contact and credit card information. They use industry-standard SSL encryption to make sure your credit card information, passwords and personal information travel securely over the Internet. Blackbaud also installed an encryption engine on our database server so that your data is securely stored.

**HOW ARE CREDIT CARD TRANSACTIONS HANDLED?**
Credit card information is not stored in our database. During the donation process, we send an individual’s credit card information to an online processing terminal using a secure connection. The information passed back is an approval or denial for the credit card donation.

**CAN I DASH AND VOLUNTEER?**
Yes, there are opportunities to volunteer on Dash Day and participate. Please visit the website or call us to indicate your interest in volunteering at the Dash.

**WHAT ABOUT THE WEATHER?**
We live in the BOLD North, so rain, sunshine, or snow, we will Dash out ALS. Dress accordingly for the weather. In the event we experience severe weather, updates will be communicated.

**ARE DOGS ALLOWED AT THE DASH?**
Friendly dogs are permitted at the event and on the route. We ask that you clean up after your dog and ensure they are always leashed. Please be considerate of runners and those with mobility equipment.
DAY OF THE DASH

1. WE WANT TO SAY HI! ALL PARTICIPANTS NEED TO CHECK-IN

2. WE DASH RAIN, SNOW OR SHINE!

3. WE LOVE OUR TEAMS!

4. THERE IS ALS MERCHANDISE FOR SALE!

5. SPONSORS PROVIDE FREE SNACKS!
**WHAT TO DO NEXT**

**MAKE A DONATION.** Giving a gift to your own fundraising campaign shows your supporters how passionate you are about unlocking the mystery of ALS.

**RECRUIT FRIENDS.** The more people that join your team, the more people you can educate about our cause and the bigger the impact you can have in the fight against ALS.

**SHARE YOUR STORY.** When you update your personal page with your personal ALS story, you show your supporters why providing care and finding a cure is so important to you.

**CONNECT TO FACEBOOK.** Connecting your personal fundraiser with your Facebook account allows you to share your fundraiser with even more people and helps you reach your goal even faster! See page 16 for step-by-step directions.

**SEND EMAILS.** The email tool in your participant center makes it easy to reach out to your contacts and ask them to join you at the event or support your cause with a donation. Don’t forget to thank them, too!

**DOWNLOAD THE MOBILE APP.** The Team Challenge ALS app is available for both Apple and Android. Send emails, update your page, and track your progress from the palm of your hand! See page 11 for additional details.

**CUSTOMIZE YOUR URL.** Update your custom URL so you can easily share it with your supporters, post it on social media, or even add it into your email signature!
Log in with the same username and password used online.

Send pre-written messages via text, social media or email to potential donors asking for their support or thanking them. Or send messages to your Dash Team with updates.

Update your personal fundraising page story and photo to share why you’re Dashing Out ALS.

DOWNLOAD THE APP!
Easily fund raise from your mobile device.
EDIT YOUR PERSONAL PAGE
Update your story, sharing why you’re participating in the Dash. Edit the URL with a shorter version to easily share the website.

On May 29th, 2010 my name, Ellie, was diagnosed with Fronto-Temporal Dementia (FTD) at the age of 87. Her mental and behavioral capacities diminished rapidly and then started inhibiting several physical symptoms: a gait in her step, trip and fall, poor muscle coordination. She then was given the diagnosis of Amyotrophic Lateral Sclerosis (ALS) in addition.
GO TO ALSSUPERHERODASH.COM
Use the navigation bar on the top of the page to log in or register for the dash.
Trouble logging in?
Contact ashley@alsmn.org

Email your contacts asking them to join your team, donate to the cause and thank them for their support. There are several pre-written emails to choose from.

Compose Message

Select Email Template
- Thank Your Supporters (1)
- Ask Others to Join You (1)
- Ask for Donations - Tell Your Story (5)
  - My Birthday Wish (Preview)
  - Calling all heroes for the SuperHero 5K Dash (Preview)
  - You still have time to be a SuperHero (Preview)
  - The run is over, but you can still be a SuperHero (Preview)
  - Dash Dollars Go The Distance: Durable Medical Equipment Loan Pool (Preview)
- Additional Messages (2)
LETTER-WRITING CAMPAIGN

If you think a letter-writing campaign is a good option for your network, follow these steps:

**STEP 1: CREATE A MAILING LIST.** The key to success is including everyone you can think of.

**STEP 2: WRITE YOUR LETTER.** Feel free to use the example letter below or create your own. Be sure to explain ALS, provide information and give a call to action.

**STEP 3: MAIL YOUR LETTERS** and watch the fundraising thermometer rise!

Dear (Name),

On May 9, I’ll be participating in the ALS SuperHero Dash at Harriet Island in St. Paul with hundreds of others and I need your help to make my efforts matter!

ALS (Amyotrophic Lateral Sclerosis) is a degenerative disease of the central nervous system resulting in progressive muscle weakness that often leads to total paralysis with a life expectancy that usually ranges from two to five years from diagnosis. There is no known cause or cure for ALS, but advances in medical technology are allowing people to ALS to lead more independent and productive lives.

The ALS Association provides comprehensive support to over 600 individuals and families affected by ALS each year through the distribution of medical equipment, respite care from skilled homecare personnel, communication devices, support groups and more. The ALS Association also contributes to research efforts designed to develop the next treatment and ultimately a cure for the disease.

The support provided by The ALS Association is made possible in part through funds that are raised in the SuperHero Dash. I’ll be joining others and (walking/running) to raise awareness for ALS, along with funding that will greatly benefit the individuals and families facing the challenges of this disease.

Please consider the difference you can make in the fight against ALS by making a one-time, tax-deductible donation to this important cause. My personal fundraising goal is $ (insert goal here), and with your support I believe I can achieve it. You can visit my online fundraising website at (insert website here) or send your contribution to The ALS Association at 1919 University Ave W, Suite 175, St. Paul, MN 55104.

Your generosity has the ability to positively impact hundreds that deal with the challenges of ALS every day. On behalf of all those families, thank you.

(Your name)
PARTICIPANTS THAT FUNDRAISE $350 OR MORE, QUALIFY FOR THE LEAGUE OF CHAMPIONS.
YOU’LL EARN RACE-DAY BAG CHECK, COMPLIMENTARY SNACKS AND A CREWNECK SUPERHERO SWEATSHIRT TO SPORT.
FUNDRAISE WITH FACEBOOK

Raise more money with Facebook

Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal.

FUNDRAISE ON FACEBOOK

GET STARTED
Connect your Dash fundraising directly to Facebook Fundraisers to share your story and collect donations with your social network! In your Participant Fundraising Center, click “Fundraise with Facebook” and follow the login prompts for Facebook.

PERSONALIZE YOUR FUNDRAISER
You can edit your fundraiser with a personal photo and story about why raising funds and awareness is important to you. All of the funds you raise will link directly to your Dash page, making you a top fundraiser in no time!
Also thank your donors publicly to keep the momentum going.

Be sure to post updates about ALS, how donations are used and the importance of the cause to you.
Contact Ashley Yoder with questions or for additional information.
(612) 455-8330
ashley@alsmn.org