



ROCKIN4ALS

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Rockin4ALS is a not-for-profit organization consisting of a community of volunteers who work to raise funds which directly support patients diagnosed with ALS in Madison, Dane County and throughout Wisconsin. We also consistently raise awareness about ALS and are proud to work in conjunction with **The ALS Association Wisconsin Chapter**. We raise funds via contributions from caring individuals and businesses all year long and through three annual community events:

Rockin For A Cure-4/21/18

A musical celebration featuring three diverse bands, a huge Silent Auction with something for everyone and additional festivities.

Drop the Puck On ALS-2/2/18

A Hockey-themed event including a pre-game tailgate, a Madison Capitols game and much more.

Strike Out ALS-6/9/18

An evening of Madison Mallards Baseball beginning with a tailgate in the Duck Blind and very special extras.

LEARN MORE AT ROCKIN4ALS.org

BOARD OF DIRECTORS

Mike Anello, Director
Frank Gonzales, Member
Renee Gonzales, Member
Kelley McKenna, Member
Glenn Morales, Secretary
Dave Peters, Treasurer
Tim Spilde, Member



LEARN MORE AT ALSAWI.org

Unfortunately, You Know Someone Whose Life Has Been Devastated By ALS

PLEASE HELP! As Recent Advances Continue Bringing Us Closer to a Cure, Your Contribution Directly Benefits ALS Patients in Our Community

Some diseases are known for one reason. ALS is familiar for many. Some know ALS as Lou Gehrig's disease. Others refer to it by its "official" name – *Amyotrophic Lateral Sclerosis*. Many remember it as the disease that caused millions to raise money by pouring buckets of ice over their heads during 2014's **Ice Bucket Challenge**. And though you may not be aware of it, ask enough people and you'll surely realize you know someone whose life has been altered tragically by this neurodegenerative disease. *The most sobering reality? Far too many of us know about ALS because it took or will take the life of someone we love.*

ALS isn't fair. It can strike anyone at any time. Only five to ten percent of cases are linked genetically. The other 90-95 percent of patients, typically aged 30-70, have no known reason for a diagnosis. Anyone - 6,000 people in the U.S. each year and 400 in Wisconsin - can experience symptoms, go to the doctor and be told "You have ALS".

The only thing certain about ALS is its outcome. It is fatal. Some patients live a year or less. Others survive a few years. Some even live 10 to 15 years or more. But the years between diagnosis and death are far from easy. ALS is cruel and unforgiving, effectively robbing people of their abilities to move and to communicate while their minds stay sharp. Trapped in a body that has betrayed them, patients' abilities to function cease to exist until even breathing is impossible. **ALS kills innocent people before their time.** And that's not acceptable. **We MUST find a cure.** By working together, **we CAN find a cure.**

But finding a cure takes money - lots of it - and it takes dedicated professionals focused on one thing: eradicating ALS from our existence. The people are in place. We simply need to keep the money coming. And in the meantime, organizations like Rockin4ALS will continue to provide funding which will provide services and support directly to patients in our community through **The ALS Association Wisconsin Chapter**.

Please help by sending in your contribution today. Every dollar matters. You may even wish to ask your employer to make a contribution. If we all work together we can ensure that ALS becomes something remembered by all of us in precisely the same way: as **A Life Story**.

YES! Enclosed is my contribution to help Rockin4ALS help ALS patients in WI.

I am contributing ___ individually* ___ on behalf of my business.** ___ anonymously

Amount enclosed: ___ \$25 ___ \$50 ___ \$75 ___ \$100 ___ \$200 ___ \$500 Other: _____

*I plan to also ask my employer to make a contribution. ___ Yes** ___ Not at this time.

** Your Employer's Name (Optional): _____

*Your Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

This donation is in honor of the following individual: _____

Please designate my donation to underwrite these specific fundraising expenses: _____

You may pay by check (made out to Rockin4ALS) or go to our website (Rockin4ALS.org) to DONATE and pay via credit card or PayPal. Rockin4ALS, Inc. is happy to provide you with a letter for your tax records.

Rockin4ALS is a not-for-profit corporation organized under the laws of the State of WI and has a pending application with the IRS for recognition of tax-exempt status under Section 501(c)(3) of the Internal Revenue Code. Please consult your tax advisor to determine the deductibility of charitable donations.