

TEAM INVICTUS TEAM INVICTUS

"... I am the master of my fate; I am the captain of my soul." William Ernest Henley

Dear friends,

Picture a man 61 years old, playing golf and tennis, relishing time spent with his grandchildren, looking forward to retirement after a long and successful career. Now picture that same man, two years later, in a hospital bed, breathing through a ventilator, eating through a stomach tube, unable to even lay down or speak for the last year and a half. That man was my father, Bob Bittner. We lost him to Lou Gehrig's Disease on August 6, 2004, two days before his 64th birthday. I include these details to impress upon you the severity of Amyotrophic Lateral Sclerosis or "Lou Gehrig's Disease." I have chosen to help make a difference on October 17th, as I head **TEAM INVICTUS** at the ALS WALK to "d'feet" Lou Gehrig's Disease. This depilating disease has touched me deeply and a cure may be only a few years away; therefore I am dedicating my time, talent and money to this worthwhile event.

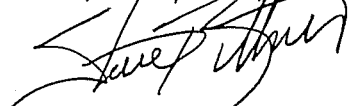
I am asking you to walk with me as a part of **TEAM INVICTUS** at this 3-mile walk at the Richmond International Raceway to raise awareness and much needed dollars for research and patient support. The majority of the money we raise stays in Richmond to help those whose sharp minds are trapped in a body that slips away more and more every day.

Helen Keller said, "Alone we can do so little; together we can do so much." Let's "do so much" together. Here's what you can do to help:

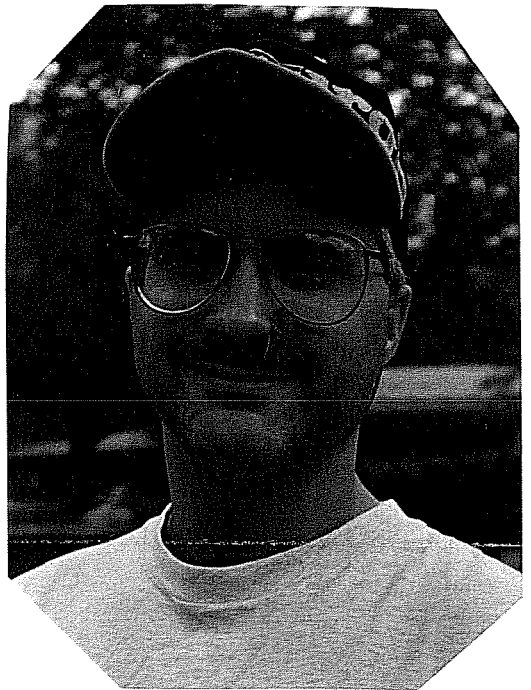
- Join TEAM INVICTUS by filling out the enclosed form or online at www.ALSinfo.org.
- Take out your checkbook, use the enclosed pen, write a check (payable to ALS Association,) add a stamp to the envelope and return your donation and registration form right now.
- Tell your "sphere of friends," family and colleagues about the WALK too. Get them to write a check and walk with you! Our goal is to have 100 walkers, each raising \$100. That is \$10,00.00 that together we can raise.

If you are unable to be with us that day or prefer to sign up on the Internet, use the website www.ALSinfo.org; click on the *Walk to D'Feet ALS* logo. Look for our *Team Invictus* listing. We are all busy people and we all have too much to do, but at this October 17th event I am going to do all I can to fight this disease. If I can prevent one family from going through what my family has these past two years, I will have made a difference. Please join me in whatever way you can.

Thank you very much.



Steve Bittner
SteveBittner@yahoo.com



Why are these kids "wearing" creatures on their faces? It's just one of the many tricks they learned from their Uncle Randy, who is pictured here, happily wearing a tree frog.

We lost Randy over a year ago to Amyotrophic Lateral Sclerosis - also known as Lou Gehrig's disease. Randy was a strong, adventurous, fun and spirited man until ALS left him paralyzed and unable to speak. We all watched as this disease tortured his body and then took his life. We were powerless to help in HIS struggle, but now there is something we can do.

Craig and Diane, along with Mitchel, Lexie and Logan, will be walking in the 2004 Walk to D'feet ALS in Washington DC on October 10th. We hope to raise money for the ALS Association and raise awareness about this horrible disease. Under the team name "Refosco's Remedy Walkers," we hope to collect over a thousand dollars as we walk a three-mile course with other families, friends, and victims of ALS. It will be an emotional day, but well worth the tears as we raise money for a cure.

Please help our family in this effort. Please sponsor us with any amount, large or small, by writing a check and making it payable to THE ALS ASSOCIATION. Mark it "In Memory of Randy Refosco," and mail it to us in the enclosed envelope. Your donation will be used to support ALS research and patient services. This walk is the primary fundraiser for our chapter of the ALS Association, and last year raised \$483,000. Log onto www.ALSinfo.org/ and click on the walk logo for more details and to see the Refosco Remedy Walkers personal page.

Would you like to do more? Join the Refosco Remedy Walkers on October 10th! We would love to have a huge team of walkers. There is even an option to be a "virtual walker," where you join us in spirit, but never move an inch. Just give us a call and we will set you up with your own pledge materials.

Thank you for your support. We look forward to participating in this terrific event to "D'feet" ALS!

Sincerely,

Craig & Diane

Lexie

Logan Mitchel

* If we reach our goal- Mitchel will UNICYCLE the entire 3 miles!



Dear Teachers,

Wednesday, October 6, 2004

Hello, this is Matt Fox. As most of you know, I am a senior at Winston Churchill High School and I've returned here to Beverly Farms Elementary to do my child development internship. You may also know my brother, Adam, who is a year younger than me, or my grandpa, Morris Fein, who sometimes volunteered here at Beverly Farms before he passed away. My family and I have organized a team of walkers called *Selma's Butterflies* in memory of my grandma, my mom's mother, Selma Fein. We are part of The ALS Association - DC/MD/VA Chapter's fifth annual *Walk to D'Feet ALS*®.

Five years ago my grandma died of ALS. It's a cruel and fatal disease. ALS is also known as Lou Gehrig's Disease. It can affect anyone, no matter how young or old. The disease moves through the body and makes a person unable to walk, talk, eat, and eventually they stop breathing.

My grandma was wise and loving (and so brave) and taught us a lot of things - be generous, be kind and always stand up for what you believe in. So that's what we are doing. We believe in helping others who are now living with ALS. We are asking you to help support our walk team, *Selma's Butterflies*.

The walk is THIS Sunday, October 10, 2004 at Constitution Gardens in Washington, DC. Because we only have a few days till our team takes flight, we are hoping for a quick response.

Would you please consider making a donation to this important organization and help us *Walk to D'Feet ALS*®? For example, even a small donation could buy a built-up fork so the person can still eat by themselves and won't have to be fed by another. A larger donation can help purchase a computer, so they can still communicate even though they can't talk. My grandma used one of these devices and it truly made a difference in the quality of the little time she had left.

Attached is an envelope to make it easier for you. Please make your checks payable to *The ALS Association or ALSA*. The envelopes can be turned into the main office and we will pick them up THIS Friday after school. Or if you want to donate online - we have our own web page which you can find by going to The ALS Association's web site: www.ALSinfo.org and clicking on the *Walk* logo. Just search for our team, *Selma's Butterflies*. If you would like to donate online, please donate to my mother, Debra Fox's, profile.

When the walk is over, we will let you know how much money was raised, and how much money our team collected. We appreciate any amount you care to give, and we'll be thinking of you all on Sunday!

Thank you very much for your support,

Matt



Dear

Ki, it's... I came down to see you a couple of weeks ago about the ALS Walk on September 20, but you were out. This was a walk to raise money for research and patient services for other people like my dad. I was hoping you would make a pledge supporting me.

Well, the walk was great and I walked the whole 5 miles! If you would like to support me, it's not too late! I've put an envelope in here for you to make it easier. When we get the pictures back I'll bring one down to show you.

Thanks again for your support!

August 2003



Dear Friends and Family,

Although time heals, it does not cause us to forget. It has been over 3 years since Marnie lost her fight against ALS, but that does not mean the fight has ended for us. We have not forgotten what ALS did to our inspiring wife and mother, causing her to become completely paralyzed, robbing her of the ability to eat . . . her ability to speak . . . her ability to breathe . . . There are still approximately 5,600 people diagnosed with ALS every year in the United States that will suffer a similar fate, who need the same help our family needed during Marnie's battle with this hideous disease.

On behalf of our family and all of the other families of The ALS Association, we are again asking for your help. The ALS Association DC/MD/VA Chapter will hold the *Fourth Annual Walk to D'feet ALS* at the Lincoln Memorial on Sunday, October 19, 2003. Last year, 3,500 District of Columbia, Maryland, and Virginia walkers raised \$495,000 in support of cutting-edge research and patient services programs. Our team, *Marnie's Party*, proudly took part in raising this money and showing our support by walking in memory of Marnie and her courageous struggle. Once again, we will join thousands of others as we walk for the same cause, to help those suffering from ALS, and one day put an end to the disease that bears Lou Gehrig's name.

We ask that you assist us in this portion of the fight against ALS by supporting our team, *Marnie's Party*. We invite you to take part in this uplifting event and join our team to walk with us at the Lincoln Memorial. Or, if you are unable to attend the walk, you can show your support by sponsoring our team with a donation toward the ALS Association. Any donation you can make to sponsor our team, no matter how large or small, helps make a difference. Checks made payable to *The ALS Association* can be sent to us with the enclosed form, or, you can make your donation with a credit card online by visiting www.alsa-ncac.org and donating for the team *Marnie's Party, in memory of Marnie Harris*. If you have any questions about donating, joining our team, or anything else, please contact us at (301) 591-1100 or via e-mail at info@alsa-ncac.org. We look forward to hearing from you!

Thank you,

Richard A. Harris

Dave Harris

Jeff Harris

walk to
D'feet
ALS

Betty Ann's Bunch

September 10, 2003

Dear Family and Friends:

The DC/MD/VA Chapter of the ALS Association is again sponsoring a *Walk to D'Feet ALS* on Sunday, October 19th, as part of a nationwide effort to raise money in support of research to find a cure for Amyotrophic Lateral Sclerosis, the terrible disease that took Betty Ann's life. Our entire family (our three daughters, sons-in-law and grandchildren and Betty Ann's dad) will walk together in this 3-mile event as part of *Betty Ann's Bunch*, the group of our friends and neighbors that volunteered in support of our family from the time of Betty Ann's diagnosis in 1998. We would be delighted to have you join us. We also ask that you consider sponsoring us in our walk for any amount, large or small. This money will be used in direct support of ALS research, as well as to assist our local ALS chapter in providing patient services to families who are already dealing with ALS.

Last year's walk raised more than \$496,000 for the Chapter which has been used for education, respite care and increased patient support. This year's goal is \$700,000.

The walk will be held at the Lincoln Memorial on Sunday morning, October 19, 2003. Registration is at 9:00 a.m. and the walk begins at 10:00. Please consider walking with us—we'd love to see you—and/or please consider helping us to raise much needed funds for research and patient services. Enclosed is a brochure with information. Ask your friends to help! Please call or email (_____) with questions or to let me know that you can participate. Checks—made payable to the ALS Association - DC/MD/VA—may be sent to me at home.

Gratefully,



September 12, 2000

Dear Friends and Neighbors,

I am seeking your support for a cause that is very dear to my heart—**The Walk to D'Feet ALS**.

Most of you know that I lost my husband to this dreadful disease in March of 1999. Amyotrophic Lateral Sclerosis, often referred to as "Lou Gehrig's Disease", is a progressive and fatal neuromuscular disorder that attacks certain nerve cells and pathways in the brain and spinal cord. When the affected nerve cells die, it causes the muscles to waste away or "atrophy". While a person's mind remains sharp and alert, his body is gradually robbed of all voluntary muscle action. The ability to move, swallow, speak and, eventually, to breathe are gradually lost. Half of all ALS patients die within three years of diagnosis. ALS has no known cause or cure.

I know as well as anyone how desperately patients need services from walkers to wheelchairs to special synthesizers to breathing assisted devices. There is so much needed to make their struggle bearable. I know that caregivers who must assist with feeding, bathing, dressing and toileting also need support and respite services. The cost of equipment, care and medications is staggering—often adding up to \$200,000 a year!

It is my hope and prayer that someday in the near future a cure will be found for this insidious disease. In the meantime, I want to do what I can to help those who are suffering with ALS.

I will be participating in our area's first **Walk to D'Feet ALS**. **The event will take place on Sunday, October 29 (the day daylight savings time reverts to EST) starting at the Lincoln Memorial. Registration is from 8:00-9:00 a.m. and the walk begins at 9:00 a.m.** We will make three one-mile loops around the Reflecting Pool. The area is wheelchair accessible so everyone can get involved! Congresswoman Connie Morella will be our Grand Marshall and James Bartel, the evening host of WGMS, will be our Master of Ceremonies.

I am asking for your help in one of several ways: You can sponsor me as I walk with our team, "**Glen's Gallant Gang**". Or I would love to have you walk with us that day! You can ask family, friends, neighbors and co-workers to sponsor you. You can also form your own team in honor or memory of a friend or loved one with ALS.

Any contribution, large or small, will be greatly appreciated. Proceeds from **The Walk** will go to support local patient services and ALS research. Checks should be made out to "**ALSA - NCAC**" which stands for the ALS Association, National Capital Area Chapter.

Please feel free to call me at 202-462-1111 or drop me a note at glenn@glenn.com with any questions, ideas or inspirations. I haven't yet joined the computer age and therefore don't have my own e-mail address.

I do hope you will consider participating in this great event in some capacity—be it by walking and/or contributing to this great cause. Thank you so much for your time and your support.

Sincerely,

DRAFT COVER MEMO FOR MAILING OF SPONSORSHIP INFO
TO FAMILIES TOUCHED BY ALS THAT SUPPORTED 2000 WALK

Date

To: *Walk to D'Feet ALS* Supporters

From: Linda Van Dyke (or Walk Chair)

Re: **Sponsorship of this Year's Walk**

Let me start this note by thanking all of you again for the support that you gave the inaugural *WALK to D'FEET ALS* walkathon. Thanks to your efforts, the Walk was a great success, raising an incredible \$140,000 for programs sponsored by our local chapter! **THANK YOU!**

As successful as last year's Walk was, this year's event (**which will again be held at Calvin College and is scheduled for Saturday, September 22nd**) has the potential to raise even more money... money that will enable us to help more families than we were ever able to help before.

A major source of the funds raised by the Walk comes from sponsorship donations made by local companies and businesses. Last year, we received \$10,000 in event sponsorship donations from just over 10 local companies. This year we believe that we can double or even triple that figure. Here's how you might be able to help us achieve this goal:

Step 1: Ask yourself if you - or any of your family members or close friends - work for an employer that might sponsor the Walk if asked. (Remember that most companies make thousands of dollars in charitable contributions every year and that they generally prefer to support events that directly benefit their employees and their families.)

Step 2: Contact the person in the company that is responsible for charitable giving and speak with him or her about the Walk. At that time, you can give (or mail) this person the enclosed sponsorship information folder. Since many companies like requests for donations to be made on paper, enclosed is a sample sponsorship request letter and some ALS letterhead that you can use.

Step 3: Follow up with the person you hand or send the letter and folder to within one to two weeks to make sure that they received it and to see if they need any additional information about the Walk.

Please consider the enclosed material your 2001 *WALK to D'Feet ALS* "starter kit". If you want or need more folders and letterhead because you or other members of your family have several prospects that you would like to approach, just call us at 513-333-1000. We will get this material right out to you. We can also e-mail you the enclosed sample letter so that you won't have to retype it. We can even produce the letters and send them out for you if you supply us the names and addresses of your contacts. In short, we will do whatever it takes to help you help us increase the amount of sponsorship dollars we raise this year.

It is a truism in fundraising that "people give to people not causes". It is also true that fundraising survey after fundraising survey indicates that the number one reason people give when asked why they didn't donate to a specific worthy cause is that "they were not asked to". Let's not let this happen to us; let's make sure that we make "the ask" and give the people who know and care about us the opportunity to join us in the fight against ALS.