

**LES
TURNER
ALS
FOUNDATION**

**FAM
COM
FOR ALS**

**Family and Community
Event Guidebook**

Table of Contents

Page Number

- Why Choose the Les Turner ALS Foundation? _____ **1**
- Section 1: How to Organize an Event _____ **2-8**
 - Determine the Objective
 - Select the Type of Event
 - Select the Date and Time
 - Select the Location
 - Spread the Word
 - Leading up to the Event
 - Post Event Wrap Up
 - Event Planning Checklist
- Section 2: How We Can Help _____ **9-10**
- Section 3: Communication/Media Resources _____ **11-14**
 - Calendar Listings
 - Press Releases
 - Press Release Template
 - Sample Flyer and Save the Date
- Section 4: Logistical Resources _____ **15-18**
 - Sample Timelines
 - Sample Budgets
 - Solicitation Letter Template
 - Sample Webpage
- Section 5: FAQ's _____ **19-21**

Why Choose the Les Turner ALS Foundation?

The Les Turner ALS Foundation, founded in 1977, is Chicago's leader in research, patient care and education about ALS, serving more than 90 percent of people with ALS (PALS) in the area, offering help and hope when it's needed most. The Foundation's full spectrum patient service programs include in-home consultations, support groups, equipment loans and educational programs. The Foundation offers hope for a future without ALS by supporting the Les Turner ALS Foundation Research and Patient Center at Northwestern Medicine, bringing together three research laboratories and a multi-disciplinary patient center under one umbrella.

The Foundation is one of the nation's largest independent ALS organizations and has raised over \$55 million to fight Lou Gehrig's disease. Through its wide-ranging research and symposiums for healthcare professionals, the Foundation reaches the ALS community worldwide. The Foundation is also a founding member of the International Alliance of ALS/MND Associations.

By holding an event for us you are making a difference in the lives of ALS Chicagoland families and also supporting some of the most influential research happening today. We are here to assist you in making your event as successful as possible and this guide will give you an idea on how we can do that.

If you are interested in organizing an event to benefit the Les Turner ALS Foundation, please contact Alyssa Feulner at 847 745 6013 or afeulner@lesturnerals.org.

Section 1: How to Organize an Event

When putting on a Family and Community Event, the initial decisions are very important in order for the end result to be successful. You can organize a small event such as a happy hour or bake sale, or you can also choose to organize a larger event such as a concert, golf outing or auction. The size of your event should depend on how much time and effort you are able to commit to the fundraiser. Determining the event details step by step will help the planning process move along smoothly.

Determine an Overall Objective

Define what your overall objective is for the event. You should start by determining whether your primary goal is to raise funds for the Foundation or spread awareness about ALS. Set a financial goal for how much money you would like to raise as well as how many people you would like to attend your event. You can consider additional ways to increase the event revenue by offering event participants admission costs, contests, raffles, and auctions. You can also try reaching out to local businesses or employers for sponsorship and matching gift opportunities.

Ask yourself the following questions about how your event objectives will be met:

- How will your financial goals be met?
 - Determine the cost per person
 - Determine how money will be collected
 - Credit card (slips can be provided by Foundation)
 - Check
 - Cash
 - Online (webpage can be created by Foundation, as requested)
- How many people will attend?
 - Who do you want to invite?
 - How will you let those guests know about the event?
- In what ways will funds be raised?
 - Admission costs
 - Merchandise sales
 - Contests
 - Raffle or silent auctions
- How many volunteers will you need and how will you recruit them?

- What will your budget look like?
 - Consider upfront costs and significant fees
 - Make sure that you have a plan to cover expenses until sponsorship money or revenue is generated
 - Remember that if your main goal is to raise funds for the Foundation, all expenses will be deducted and paid for by the event revenue. If possible, utilize your resources to obtain donated items or event space.

Select the Type of Event

One of the most basic yet important decisions for you to consider is what type of event you envision organizing. The possibilities are endless but some examples include:

Car Wash	Art Auction
Concert	Golf Outing
Potluck Dinner	Bake Sale
Corporate Luncheon	Game Night
Softball Tournament	Professional Sports Outing
Fantasy Football League	Bowling Event
Denim Day at the Office	Pub Crawl or Cocktail Hour
Comedy Night	Lemonade Stand

Tip: If you are passionate about a certain activity, use that as your motivation

Select a Date and Time

Once you know what type of event you are going to organize, the next step is determining when your event will occur. Some events may be associated with a certain day, for instance, a beer fest might fall on or around St. Patrick's Day. For events that don't naturally correspond with a specific date, make sure you consider holidays and religious events as this could impact how many people attend. You may also want to consult the Foundation event calendar to avoid conflicting with other events.

Tip: It is important to select a date far enough in the future that will allow plenty of time for the planning process. Once you set a date, make sure you communicate it with the Foundation, your venue and any volunteers that may be helping with the event.

Select a Location

Once the type of event and date have been confirmed, the next step is to determine where the event will be held. Choose a location that makes sense with your type of event. Start a conversation with the event contact at the venue, tell them what you are planning and understand what costs are associated with the venue. Keep in mind that your location availability might determine when the event takes place so be flexible and don't publicize your dates until your location is confirmed. Once you have selected your location, share event contracts with the Foundation.

Location tips:

- Consider locations that can be utilized at little to no cost (schools, community centers, etc.)
 - Ask your personal contacts if they can suggest an event location that would be a good fit or might be willing to negotiate a better rate
- Inquire about venue restrictions and minimum costs
 - Many locations do not allow you to bring in your own food or beverage and require you to utilize their caterers which can be expensive
- Inquire about location parking options or public transportation. The venue will need to be easily accessible for guests.
- If you're serving alcohol, make sure to ask the venue about their licensing. If they do not hold a license to sell and/or serve alcohol, please contact the Foundation to discuss insurance options.

Get Others Involved

It is now time to consider who needs to be involved leading up to and at your event.

- Consider how many people you will need to prepare in the days leading up to your event
- Consider how many people you will need to help out at the event
- Determine what role the volunteers will have
- Decide if the volunteers need to be a certain age (if not be sure to include adult supervision at all times)
- Consider forming a committee and assigning specific responsibilities to each member
 - Friends and family members can assist with creating more awareness by reaching out to their networks and communities. Committees can also prevent you from feeling overwhelmed or over extended with everything that goes into the planning process.

- Reach out to groups you are already involved in for support
 - Key clubs, parent groups, Lions clubs, Village hall, school or community group

Spread the Word

- Create an invite, flyers and posters for the event
 - All sponsors or major donors should be listed on the invitation
 - The Foundation must be listed as a beneficiary on all printed materials
 - Foundation’s Family and Community Event logo must also be included
 - All materials must be reviewed and approved by the Foundation prior to printing
- Create a guest list
 - Consider family, friends, co-workers
 - Reference your holiday card list and browse through your Facebook friends
- Promote the event
 - Personalize a press release (pages 12-13) and send it to local media contacts
 - Post event details on local calendar listings in your area (see details on page 11)
 - Create a flyer and post in nearby businesses
 - Send emails to your personal contacts and ask them to pass along the event information to their own contacts
 - Share details through your personal Facebook and Twitter accounts

Leading Up to the Event

The period leading up to the event will most likely be the busiest but it’s important that you get as much done beforehand as possible. It is also a time to define the following:

- Supplies
 - What will you need to create or buy for your event?
 - Signage, prize displays, decorations, etc.
- Volunteer related items
 - Determine and communicate volunteer responsibilities and expectations (when to arrive, where to check-in, what to bring, specific duties, what fees are involved such as parking, etc.)

- Create and maintain clear lists of volunteers and their contact information in case you need to contact them on event day
- Event documentation
 - Be sure to plan for photography and/or videography at the event
 - Considering asking a friend, family member or volunteer
 - Document your hard work and a success to use in invitations for the following year
 - Post the photos and video via social media or to be included in thank you notes
 - Remember to share photos with the Foundation as well
- Track event progress/key information
 - Create and maintain a list of contacts (venue, vendors, Foundation, etc.)
 - If you have a webpage through the Foundation, determine how often you would like revenue updates and what specific donor information you would like to review
 - If you reach your financial goal before the event, consider sending an email to all those registered with the great news
 - Keep track of event expenses to ensure you stay within your budget and on track of reaching your financial goal

Tip: Creating a timeline with all of the tasks that need to get done can help you stay on track (see example on page 15)

Tip: To minimize expenses, ask local businesses for in-kind donations in exchange for putting their logo on your flyers, brochures, t-shirts and other event materials (use the sample solicitation letter on page 17 to help draft your letter)

Post Event Wrap Up

Congratulations, you did it! Now it's time to wrap up and start thinking about next steps.

- Thank your participants, volunteers, donors, vendors, sponsors, etc.
 - Participants like to know how much money was raised so include the total in your thank you notes
- Ensure all expenses are paid
- Organize an attendee list so you can reach out to them again next year
- Meet with the Foundation to discuss your event
- Evaluate what worked well vs. what could be improved
- Submit proceeds to Foundation

- Please have the cashier's check made out to the Les Turner ALS Foundation and mail it with any personal checks and credit card slips to the Foundation office
Les Turner ALS Foundation
5550 West Touhy Avenue, Suite 302
Skokie, IL 60077
- Please include your name and the name of your event with the mailing
- Email your contact at the Foundation and let them know your fundraising total

Event Planning Checklist

- Contact the Alyssa Feulner at afeulner@lesturnerals.org or 847 745 6013
- Set up a meeting to discuss your idea
- Define objectives and goals
 - Fundraising and/or awareness
 - Set financial goal
- Select event type
- Select date and time
- Select location
- Both parties sign Foundation agreement
- Create event budget
- Create event timeline
- Secure and sign contract with venue
- Pay venue deposit
- Send solicitation/sponsorship requests
- Promote event
 - Calendar listings
 - Press releases
 - Invitations, e-mails, flyers
- Track event progress
- Recruit volunteers
- Communicate event details with volunteers and attendees
- Hold event and have fun!
- Turn in monies collected at event to the Foundation
- Send thank you letters
- Pay outstanding expenses
- Send receipts to Foundation for reimbursement (when necessary)
- Set up meeting with Foundation to evaluate event

Section 2: How We Can Help

We are so excited that you are interested in organizing an event to benefit the Les Turner ALS Foundation! We want your event to be a huge success so we are here to help you through the entire process. More specifically, we are able to do the following:

1. Offer advice with event planning details
 - Establish an event agreement defining the responsibilities and expectations of both parties
 - Brainstorm ideas
 - Offer suggestions and recommendations
 - Provide sample solicitation letter template
2. Provide event materials
 - Foundation literature
 - ALS awareness merchandise to be either sold or given away (at your discretion)
 - Foundation signage (about the Foundation, check payable, merchandise costs, etc.)
 - Family and Community Event logo, brand guidelines and informational boilerplate
 - Credit card slips
 - A few prizes for raffle and/or auction (based on inventory)
3. Advertise your event
 - Post details on Foundation's Facebook and Twitter pages
 - List event on Foundation's Family and Community Events website with link to event website (where applicable)
 - Feature event in seasonal Family and Community Event email which is sent to our entire email distribution list (based on availability, email schedule is subject to change)
 - Provide press release template (pages 11-12) and local media contacts when requested
4. Create a webpage for your event (if requested)
 - Create dedicated online registration/donation site to collect funds for your event
 - Provide weekly progress reports to track revenue and attendance
5. Event expenses
 - Assist in developing a budget to maximize event proceeds

- Cover event expenses (as long as expenses are less than the total revenue already received at the time that the payment is due)
 - Restrict your funds to a specific patient service or research program (if requested)
 - Assist with determining how money will be collected, i.e. online, checks, credit cards, etc.
6. On site assistance
- Attend event and/or recruit Board Member to attend (when available)
 - Provide overview of Foundation to event guests
 - Represent the Foundation for a check presentation (if applicable)
 - Manage merchandise and informational table
 - Collect payments
7. Thank your event donors
- The Foundation acknowledges all monetary gifts
 - Online gifts acknowledged via email, at the time of donation
 - Offline gifts receive a hard letter
 - Only \$250 and over will receive a tax deduction letter, in addition to any online acknowledgment
 - Please note: The Foundation does not acknowledge in-kind donations for Family and Community Events. Event organizers are responsible for thanking any in-kind donors. While the Foundation does send acknowledgement for contributions, we also encourage you to thank your donors and event participants yourself.

Section 3: Communication Resources

A great way to gain exposure for your event is through various media outlets. Two ways in which the Foundation pushes its own events is through calendar listings and press releases.

Calendar Listings

A calendar listing is a very brief summary of your event that is posted on local news, radio and entertainment websites. The great thing about calendar listings is that you have the ability to post on however many sites you'd like. In addition, other media channels sometimes pull their feature story content from what they see on a calendar listing so your event could be mentioned in additional media materials. Once you are ready to publicize your event, we will send you a list of websites where you can post your calendar listings (if requested).

Press Releases

A press release is a detailed story that you pitch to a specific editor. With so much competing news, it can be difficult to secure coverage so we've included some tips below.

- Identify the appropriate media contacts
 - Try to identify reporters that cover health, features, events or community news
 - Look online for your local daily and community newspapers and/or TV stations. Media websites often contain contact information and even allow you to submit a press release online.
 - Call the newspaper's editorial desk or TV station's news desk to explain your story and ask to be connected with the appropriate reporter
- Personalize and send the sample press release template (on pages 11-12) along with a brief cover note to the reporter
- Allow the reporter a few days to review the release and then follow up
- Keep in mind that reporters are inundated with similar pitches, so it's important to remind them of your initial pitch and briefly "sell" them on your story idea
- Contact the various media outlets 3-4 weeks before your event
- Reach out to reporters after your event to share photos and success stories
- Most importantly, let reporters know how local community members can get involved!

Sample Press Release Template

INCLUDE PERSONAL HEADER OR EVENT HEADER

FOR IMMEDIATE RELEASE

Contacts:

(Your Name), (Email), (Phone)

(Heading- Try to grab the reader's attention with this!)

(Subtitle)

(City), IL – (April XX, 2014) – The opening paragraph should include the event details such as who is organizing it, when the event will be held and the location. Share that the proceeds of the event are benefiting the Les Turner ALS Foundation. This paragraph should be about 3 to 4 sentences in length and use present tense. Be sure to put the most interesting things about the event in this first paragraph, think of it like a pyramid where the most “news worthy” parts of the story should be at the top and the less newsworthy should either be cut out complete or discussed towards the end. Always try to sound like you are informing the reader of something, not selling it. Avoid using unnecessary words, and keep points straight forward.

The second and third paragraph should include the next most important information about the event, for instance who and how the event was started. If there is a personal story and connection with the Les Turner ALS Foundation, this is where you would dive in deeper about that connection.

If you have a very emotional or influential quote from someone about the event or about the connection to ALS, be sure to use it in the 2nd or 3rd paragraph. If you can keep all that you want to say in one page that is the best, if it goes over 1 page with the About sections below that is okay to.

Always try to finish the story with words that will be remembered. Usually a great quote from a loved one can be the perfect ending.

About ALS

Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's disease or motor neuron disease (MND), is a progressive disease that causes muscle weakness, difficulty speaking and swallowing and generally, complete paralysis. In most cases, while the body continues to deteriorate, the mind remains unaffected. The disease does not discriminate, striking any age, gender and race. In the US, someone is diagnosed every 90 minutes, and approximately 35,000 people are living with ALS at any given time. There is no known cure for ALS and once diagnosed, patients typically live only three to five years.


About the Les Turner ALS Foundation

The Les Turner ALS Foundation, founded in 1977, is Chicago's leader in research, patient care and education about ALS, serving more than 90 percent of people with ALS (PALS) in the area, offering help and hope when it's needed most. The Foundation's full spectrum patient service programs include in-home consultations, support groups, equipment loans and educational programs. The Foundation offers hope for a future without ALS by supporting the Les Turner ALS Research and Patient Center at Northwestern Medicine, bringing together three research laboratories and a multi-disciplinary patient center under one umbrella.

###

Sample Flyers


Arts4ALS: Celebration of Life



Thursday, May 16th, 2013
7pm-9pm
Flourish Studios
3020 N. Lincoln Chicago, IL 60657
\$25 per ticket

Join us for this special event as we celebrate life through an art show, music, food, a raffle and more! All proceeds benefit the Les Turner ALS Foundation. Since 1977, the Les Turner ALS Foundation has been a leader in research, patient care, and education about Amyotrophic Lateral Sclerosis (ALS), better known as Lou Gehrig's disease.


To purchase tickets visit: LesTurnerALS.kintera.org/Arts4ALS
For more information call Eve Brownstone at [773-338-8888](tel:773-338-8888).

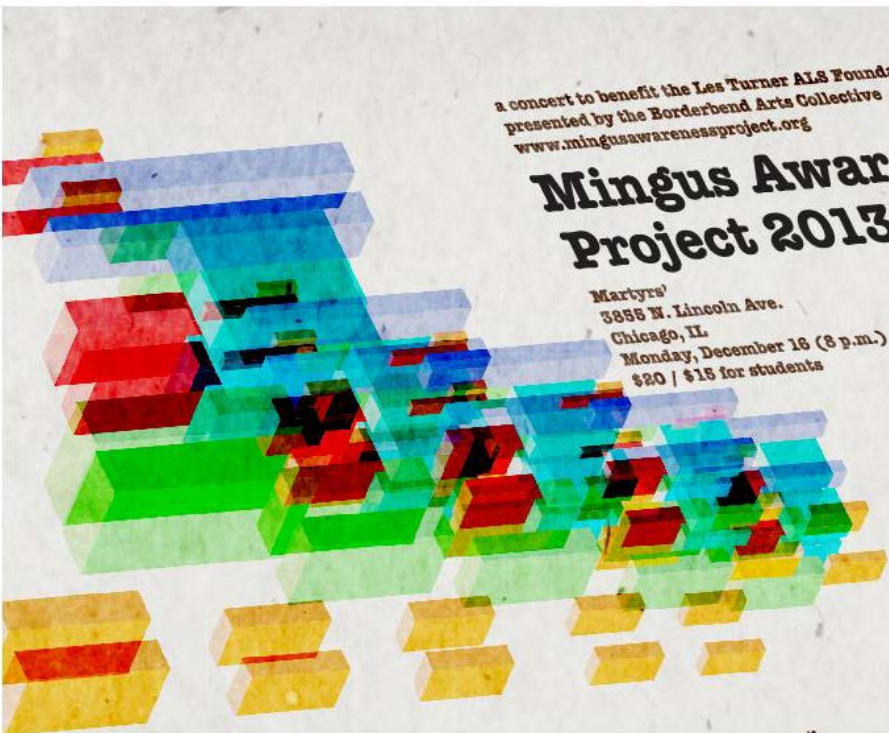
 **FAM
COM
ALS**

a concert to benefit the Les Turner ALS Foundation
presented by the Borderbend Arts Collective
www.mingusawarenessproject.org

**Mingus Awareness
Project 2013**

Martyrs'
3888 N. Lincoln Ave.
Chicago, IL
Monday, December 16 (8 p.m.)
\$20 / \$15 for students

 **FAM
COM
ALS**

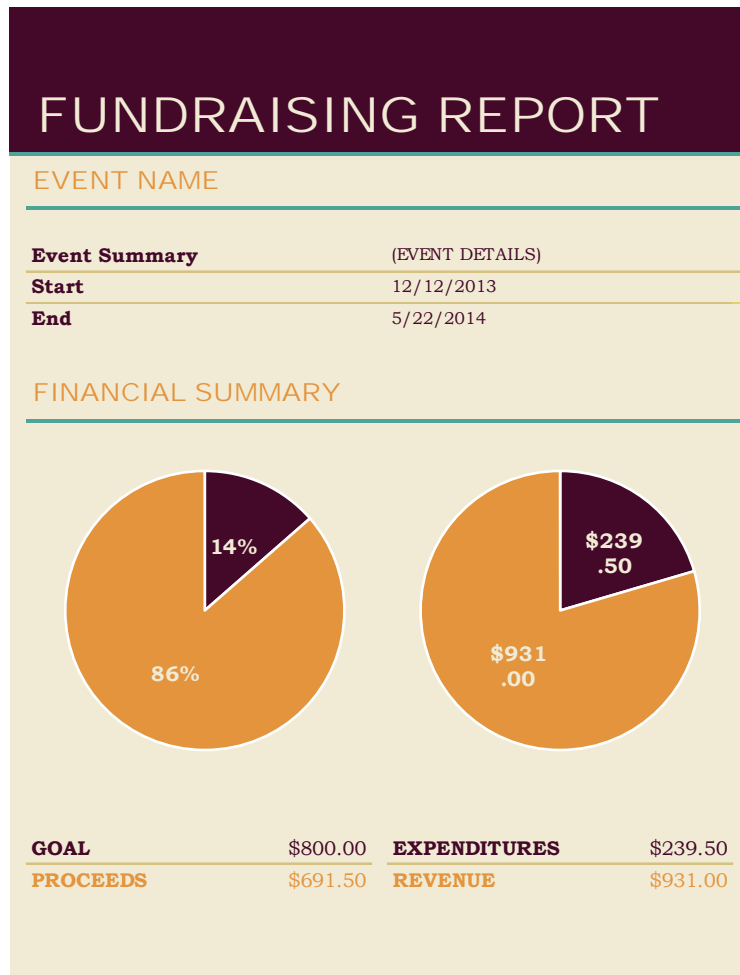


Section 4: Logistical Resources

Sample Timeline

Timeline (Event Name)			
Items	Person Responsible	Status	Notes
December 2014:			
Select event type		Complete	
Set financial goal		Complete	
Determine event budget		Complete	
Create guest list		In Progress	
January 2015:			
Select location		Complete	
Select date and time		Complete	
Form an event committee		In Progress	
Secure and sign contract with venue		Complete	
Pay venue deposit		Complete	
February 2015:			
Create event invitations and flyers	TBD		
Begin volunteer recruitment		Pending	
Personalize and send prize solicitation		Pending	
Personalize and send sponsorship requests		In Progress	
March 2015:			
Set volunteer responsibilities		Pending	
Distribute press releases			
Send invitations and distribute event flyers			
Promote event via email and social media			
April 2015:			
Communicate event details with volunteers			
Confirm event details with venue and vendors			
May 2015:			
Hold event and have fun!			
Post Event			
Pay outstanding expenses			
Turn in monies collected to the Foundation			
Send thank you letters			

Sample Budgets



(Event Name) Budget	Income	Expenses
Admission	\$ 2,000	\$ -
Raffle Tickets	\$ 550	\$ -
Silent Auction	\$ 1,700	\$ -
Donation	\$ 725	\$ -
Venue	\$ -	\$ (1,500)
Food and Beverage	\$ -	\$ (500)
Music/ Entertainment	\$ -	\$ (300)
Décor	\$ -	\$ (100)
Invitations	\$ -	\$ (150)
Total	\$ 4,975	\$ (2,550)
NET Revenue	\$2,425	

Sample Solicitation Letter

The following letter can be used to solicit local business for in kind donations to be used for supplies, prizes, etc. for your event. Please use your own personal letterhead.

(Date)

(Business Name)

(Business Contact Name-include Mr., Mrs., or Ms.)

(Business Address)

To Whom It May Concern or (First Name of Business Contact):

On (Date), I will be hosting the (name of Event) at (Venue Name) in (Location). The event is being held in (honor/memory) of (Loved Ones Name), who was diagnosed with ALS in (Date of Diagnosis). All proceeds will benefit the Les Turner ALS Foundation, and your donations are greatly appreciated. Please consider a donation of (food, gift certificates, gift cards,) which will be given out during the event.

Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's disease or motor neuron disease (MND), is a progressive disease that causes muscle weakness, difficulty speaking and swallowing and generally, complete paralysis. In most cases, while the body continues to deteriorate, the mind remains unaffected. The disease does not discriminate, striking any age, gender and race. In the US, someone is diagnosed every 90 minutes, and approximately 35,000 people are living with ALS at any given time. There is no known cure for ALS and once diagnosed, patients typically live only three to five years.

The Les Turner ALS Foundation, founded in 1977, is Chicago's leader in research, patient care and education about ALS, serving more than 90 percent of people with ALS (PALS) in the area, offering help and hope when it's needed most. The Foundation's full spectrum patient service programs include in-home consultations, support groups, equipment loans and educational programs. The Foundation offers hope for a future without ALS by supporting the Les Turner ALS Research and Patient Center at Northwestern Medicine, bringing together three research laboratories and a multi-disciplinary patient center under one umbrella.

If you should need any additional information about ALS or the Foundation, please contact the Foundation directly at (847)679-3311. Your participation on behalf (Loved Ones Name), the Les Turner ALS Foundation and all the ALS patients they serve is greatly appreciated. We thank you for helping us in our efforts to find a cure for Lou Gehrig's disease.

Sincerely,

Event Organizer Name

Phone

Email

Sample Webpage



3rd Annual Gary Griffith Golf Outing

Saturday, June 1st, 2013
Registration at 7am
Tee off at 8am
Ruffled Feathers Golf Club
1 Pete Dye Drive
Lemont, IL 60439

Gary Griffith was diagnosed with ALS in Spring 2008. Amyotrophic lateral sclerosis, often referred to as "Lou Gehrig's Disease," is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. In February of 2010 Gary lost his battle with ALS. That day we all lost. Gary was a father, a role model, a friend, and a loved one to many of us. Gary impacted our lives in countless ways, too many to list.

With the help of friends and most importantly Gary's family (Kim, Matt, T.J, Erin, Taylor and Aidan) we are working with the Les Turner ALS Foundation to put together the Third Annual Gary Griffith Golf Outing in honor of Gary. Our hope is to raise awareness and a great deal of money to do our small part in stopping this fatal disease. We appreciate anything you can do to help us put an end to ALS and save the lives of generations to come.

Thank you,
Dave Kreuzer & The Griffith Family



Registration fees will increase to \$200 on May 11th

* required information

Golfer Registration	
Golfer:	
Includes: green and cart fee, continental breakfast, buffet lunch, all non alcoholic beverages during play off beverage carts, and one beer ticket.	
Registration fee will increase to \$200 on May 11th	
Buffet Lunch Only:	
Option for guests who would like to join for lunch only.	<input type="text"/> @ \$55.00 = \$ <input type="text"/>
Donation:	
Sphere Entry Donation	<input type="text"/> @ \$1.00 = \$ <input type="text"/>
Additional Donation	
If you cannot join us at the 3rd Annual Gary Griffith Golf Outing, please consider making a donation to the event here.	
Amount:	\$ <input type="text"/>
Subscribe to our eNewsletter!	
<input type="checkbox"/> General Subscription	

Section 5: FAQ's

Why is my event considered a Family and Community Event and not a Foundation signature event?

Our Family and Community Event program was created so organizers like you could have a creative outlet to fundraise for ALS. This is YOUR event and we want to allow you to see out YOUR vision! When publicizing your event, consider a title such as, "Event Title, benefiting the Les Turner ALS Foundation." This shows the Foundation's support of your event.

Can I restrict the funds I raise?

Yes, funds may be restricted to a specific Foundation program (i.e. Research or Patient Services) if requested by the event organizer before the event begins.

Why do I have to sign a Family and Community Event Agreement?

The agreement is to ensure that the Foundation has the full cooperation of the event organizer to use his/her best efforts to protect and preserve the reputation of the Foundation and its status as a recognized and respected charitable organization. The agreement also outlines what is expected of both parties to ensure seamless communication and expectations.

Will the Foundation solicit for in-kind sponsorship for my event?

You are responsible for all of the event solicitation and sponsorship for your event. You are welcome to use the sample solicitation letter (page 17) when contacting local businesses.

Can I use the Foundation letter head for sponsorship and solicitation?

You will need to provide your own personal letterhead when reaching out to businesses for sponsorship or solicitation.

What materials can the Foundation provide?

The Foundation can provide the following items for your event:

- Awareness literature about ALS and the Foundation
- Awareness merchandise (bracelets, pens, key chains, etc.)
- Foundation signage (about the Foundation, check payable, merchandise costs, etc.)
- Family and Community Event logo, brand guidelines and informational boilerplate
- A few prizes for raffle and/or auction (based on inventory)

Can I use the Foundation logo?

Yes! You will need to include the Foundation's Family and Community Event logo on all materials so, please contact the Foundation to obtain the appropriate files. All marketing materials pertaining to the event must be approved in writing by a staff member of the Foundation prior to their use. The Foundation's name and logo must be displayed in an appropriate location on these materials and in accordance with the style guide.

Will the Foundation help promote my event?

The Foundation will promote your event by posting details on our social media pages, adding the event to our Family and Community calendar as well as including the event in our seasonal Family and Community email (when calendar allows). If requested, the Foundation is also able to assist you by creating and distributing a press release to local media. In addition to the Foundation's efforts, it is also the responsibility of the event organizer to promote the event by reaching out to friends, family and any other personal connections you might have.

Are admission costs and donations to my event tax deductible?

The Les Turner ALS Foundation is a public charity incorporated in the State of Illinois and is qualified as a sales tax-exempt organization under section 501(c) (3) of the Internal Revenue Code. Donations made directly to the Foundation, where no goods or services were provided in exchange for that donation, are tax-deductible to the fullest extent of the law. Tax deduction is limited to the excess of the contribution over the fair market value of any items received in exchange for the donation. The Internal Revenue Service stipulates that raffle ticket purchases are not tax deductible as charitable contribution. Please consult a tax advisor for further information.

The deductible amount needs to be specified by the event organizer in print materials and shall be communicated to all donors and/or participants in the event.

Will the Foundation pay any of my event expenses?

The Foundation is able to cover your expenses in certain situations. If the Foundation is paying any expenses on behalf of the event, then a bill and/or contract must be reviewed by the Foundation before the bill/contract is signed and before an invoice is submitted. We recommend that all contracts for venue space/catering, etc. be co-signed with event organizer and Foundation since the income is being paid to the Les Turner ALS Foundation. A sales tax exempt letter should be used for purchase of all items that are eligible. Sales tax will not be reimbursed.

The Foundation's preference is to be billed directly by the service provider. Expenses will be paid by the Foundation utilizing the funds raised from the event. Upfront funds for deposits will not be

made by the Foundation, unless revenue has already been received to cover those costs. If the event organizer wishes to pay some bills directly, then the Foundation will reimburse event organizer as long as all of the receipts are submitted in a timely manner, with the understanding that reimbursed expenses do not constitute a tax-deductible donation.

In the circumstance that event expenses exceed total gross revenues, then the event organizer will be liable for paying said expenses. All expenses should be submitted to the Foundation within 60 days of the event in order to be reimbursed.

What info should I use when describing the Foundation?

About the Les Turner ALS Foundation

The Les Turner ALS Foundation, founded in 1977, is Chicago's leader in research, patient care and education about ALS, serving more than 90 percent of people with ALS (PALS) in the area, offering help and hope when it's needed most. The Foundation's full spectrum patient service programs include in-home consultations, support groups, equipment loans and educational programs. The Foundation offers hope for a future without ALS by supporting the Les Turner ALS Research and Patient Center at Northwestern Medicine, bringing together three research laboratories and a multi-disciplinary patient center under one umbrella.

About ALS

Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig's disease or motor neuron disease (MND), is a progressive disease that causes muscle weakness, difficulty speaking and swallowing and generally, complete paralysis. In most cases, while the body continues to deteriorate, the mind remains unaffected. The disease does not discriminate, striking any age, gender and race. In the US, someone is diagnosed every 90 minutes, and approximately 35,000 people are living with ALS at any given time. There is no known cure for ALS and once diagnosed, patients typically live only three to five years.

Les Turner ALS Foundation
5550 West Touhy Avenue, Suite 302
Skokie, IL 60077
847 679 3311 Main
847 679 9109 Fax
www.lesturnerals.org