

Request for a partnership

ALS Liga België
Ligue SLA Belgique



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ALS League: introduction

- Unsubsidized patient organisation (° 1995)
- Acts on behalf of all Belgian ALS patients (pALS)
- Board of directors is composed solely of pALS and their families
- Mission and vision
 - To improve the quality of life of pALS by striving for the appropriate attention on medical, psycho-social, financial and moral levels
- Goals
 - Stimulate and finance scientific research through the fund *A cure for ALS*®;
 - Inform and provide psychosocial and administrative support to pALS and stand up for their rights in regards to governmental authorities;
 - Provide communication and mobility aid devices (e.g. wheelchairs, speech computers and lifters) free of charge;
 - Gifts in the *MaMuze*® fund are used to let pALS participate in social life and break through their social isolation

What is ALS?

- Amyotrophic Lateral Sclerosis
- Deadly nerve muscle disease that causes paralysis throughout the whole body due to the necrose of the motor neurons
- **You become a prisoner of your own body, without any chance of a conditional release**
- Life expectancy after diagnose: on average 33 months
- Death through the paralysis of the swallowing and breathing muscles
- Incurable – cause unknown
- Figures
 - Continously 1.000 patients in Belgium. Annually 200 patients die in our country and an equal amount of new cases are identified.
 - More than 400.000 patients worldwide of which 120.000 annually die and an equal amount of new cases are identified.
- [More info](#)



The world famous astrophysicist Stephen Hawking has ALS. Other famous people such as Mao Zedong, Jason Becker and Lou Gehrig suffer or have suffered from the disease.

Principles

- The ALS League seeks partnerships that are related to:
 - Financial support through donations or shared products
 - The league is also open to other forms of partnerships
- The ALS League doesn't receive structural subsidies and is therefore completely dependable on donations and benefits from activities.
- Support from partners is crucial to give pALS hope for a [scientific](#) breakthrough through its funding, to keep offering them psychosocial support, sophisticated [mobility devices](#) and the possibility to stop their social isolation (e.g. [contact weekend](#)). All of this would not be possible without the daily work of the ALS League.
- The ALS League guarantees to partners that it will:
 - Use the obtained funds only for the specific agreed purpose;
 - Inform in time and in a correct way about the affectation of the financial resources;
 - Live up to the arrangements about the communication about the partnership.



Why collaborate with us?

- By linking your brand to a charity such as the ALS League, you can ensure that your customers and stakeholders show more commitment to your product and remain loyal for a longer period.
- Research Cone Communications: 91% of customers change brands if it supports a charity.

Increase brand loyalty

- To distinguish yourself from your competitors in an original and unique way.
- Research Edelman: only 28% of customers believe that companies are making enough effort in supporting charities while 87% think this is important.

Differentiation

- To attract a new audience for your products.
- Research Cone communications: 84% of the customers will inform family and friends about the social activities of a company (mouth-to-mouth publicity).

Brand awareness

Why collaborate with us?

- To increase the credibility of your company in the eyes of your customers and therefore create a better brand image.
- Publication Edelman: 43% of the customers believe that companies should collaborate with a non-profit organization.
- Research Nielsen: 66% of the customers believe that companies should care for the environment.

Social responsibility

- To get your customers involved with a charity in a fun and unique way, not offered by every company.
- Research Edelman: the balance between me and us is becoming increasingly important. 69% of the customers believe that they should be involved in helping out a charity.

Customer engagement

- To give your staff a moral boost. Your staff feels more connected and involved with the company. This reputation can open doors to new staff members.

Staff engagement

Return on investment with financial partnerships

- We offer you, among others:
 - Your company's logo on our website ALS.be
 - Mention of the collaboration on our website, social media ([Facebook](#), [Twitter](#), [LinkedIn](#)), [ALS magazine](#), etc.
 - Accounting certificate
 - Other return on investments are negotiable during a personal meeting and are dependant on the kind of partnership

- [Call to action from Evy Reviere, CEO](#)

ALS patients in Belgium



Danny, chairman of the ALS League, has been trapped in his own body for 37 years. Despite his daily struggle, he always has a smile on his face and engages in making the life of fellow patients more pleasant.



Ibrahim is only 29 years old. He had to give up his younger years to ALS, when the disease struck him at the age of 21.



André got diagnosed with ALS in november 2014. In early June 2015, he and Angie took part in a television awareness campaign which aired on World ALS Day (June 21st). He died before the broadcast. Angie has been suffering from ALS for 2 years. Barely 4 months after this campaign, Angie is hardly capable of speaking the way she used to back then.



Timmy is completely paralyzed. The only thing he can still do is simply lay still and move his eyes. Yet he keeps fighting ALS, so his daughter Myrthe can enjoy her dad's company as long as possible.

ALS patients in Belgium



Marc is in need of a breathing and communication device. ALS has damaged his vocal muscles allowing him to only speak a few words.



Patrick and his wife Zirte had only just begun starting a family when fate struck them. Zirte now has to take care of her husband and two children, both younger than 5 years old. Their father will not see them grow up.



Maurice, Henri, Mohamed, Emilienne, Christine, Gustaaf, Antonio, Kris, Rudi, Eddy, Lauredana, Frans, Hedwige and all the other pALS in Belgium need your help. Without your support, all help will come too late for them.

Ambassadors

The ALS League collaborates with celebrities who support the organization:



Herman Van Rompuy



Simon Mignolet



Mong Rosseel



Marc Pinte



Kate Ryan



David Davidse



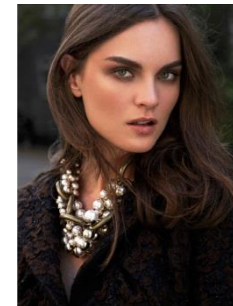
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