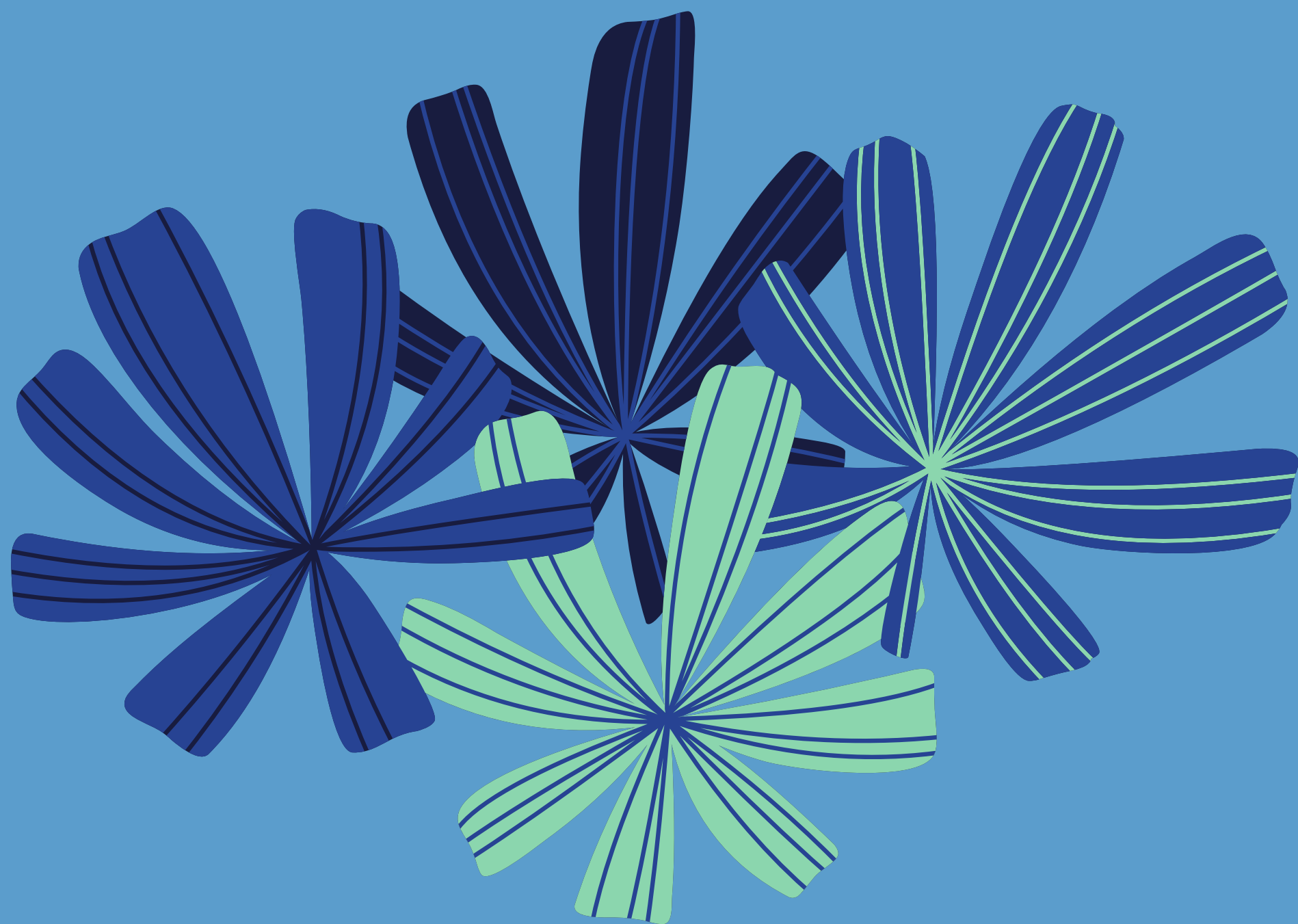


# Stewie Fever

Campaign to raise funds and  
awareness for lifesaving ALS  
research



# What is ALS?

**AMYOTROPHIC LATERAL SCLEROSIS (ALS)** is a progressive, neurodegenerative disease where nerve cells in the brain and spinal cord that control muscle movement die. ALS robs you of your ability to walk, talk, and eventually breathe. It is a terminal disease.



**2,500-  
3,000**

people are living  
with ALS in Canada



**2-5  
YEARS**

average life  
expectancy after  
diagnosis



**2-3  
PEOPLE**

are diagnosed  
with ALS in  
Canada everyday



**90%+**

sporadic cases  
(unknown cause)



**5-10%**

of cases are familial  
(inherited through  
mutated gene)



**150,000 - 250,000**

Cost to average family over the course of the  
disease



There is  
no cure

# *How Raised Funds Helps*

Proceeds will support Canadians living with ALS with access to support through in-home visits, support groups and access to equipment to help them maintain independence and quality of life for as long as possible.

Through advocacy ALS Canada gives voice to the collective experience of people living with ALS to help drive program and system changes for the ALS community.

Through the ALS Canada Research program, refund peer reviewed research grants, Foster collaboration and build capacity within Canada is ALS research community, and participate in new areas in Research where we are well positioned to have an impact.

*Simply put....*

**ALS is an incredibly  
underfinanced disease.  
together we can make this  
incurable, terminal illness a  
liveable one.**

**#steviefeverforals**

**@steviefeverforals**

**steviefever.com**

Let's Do  
This!

# Your To Do

## List:

- 1) Share your event using hashtags provided and ask your followers to follow @steviefeverforals on FB and Insta**
- 2) Provide the donation link within all emails and social posts**
- 3) Use the Stevie Fever graphic on posts and emails**
- 4) Include newsletter signup link within all posts and emails so that donors can receive ongoing information about our campaign and ALS**