

July Branch Challenge and MDA Summer Camp

Just a small history lesson: The NALC selected the Muscular Dystrophy Association as its official charity in 1952, thereby becoming the first official national sponsor of MDA, which had been founded in 1950. The union's first nationally coordinated campaign to raise funds for MDA was in 1953 during the week of Thanksgiving. In that week, NALC members raised nearly \$4 million.

Making the Impossible Possible

“I never thought I’d see, in my lifetime, such a turnout in outcome and outlook for patients who now have hope and a better quality of life.”
— Dr. Charles A. DiStasio, MDA Care Center Director
Clinical research focused on spinal muscular atrophy (SMA) clinical trial.



Science & Research

- \$1 B+** Invested in research since MDA's inception
- 3,200+** clinicians and professionals providing care
- 20+** FDA approved treatments in the last 12 years
- \$19M+** MDA committed funds to neuromuscular disease research in 2022
- 50+** active MDA sites with 18K+ individual clinic visits entered

Care & Community

- 150+** multidisciplinary clinics in the MDA Care Center Network, including 40 NALC Care Centers
- 70K+** individuals living with neuromuscular disease receiving care each year from an MDA Care Center
- 15K+** inquiries into MDA Resource Center annually
- 6K+** MDA volunteer opportunities in 2022

Recreation & Education

- 20K+** MDA Advocates
- 19** in person MDA Summer Camp sessions held in 2022
- 3** virtual MDA Summer Camp sessions held in 2022
- 35+** free community education programs annually
- 300K+** members of Client Media, the adaptive lifestyle platform



Now a days, branches use scores of techniques to raise money for MDA—such as raffles, pancake breakfasts, cornhole tournaments, canister collections at roadblocks, and backyard carnivals with dunk tanks.

NALC thanks these branches

for their continued support for MDA. Such efforts help MDA accelerate research, advance care and advocate for the support of MDA families. Below you will find the new 2024 incentive program developed by MDA. To help your branch raise a record amount of funds, the top fundraising branch in each category for 2024 will receive a trip for one person to MDA Summer Camp in 2025.

Here is the link to the 2024 NALC/MDA website: mda.donor-drive.com/event/NALC2024.

If your branch plans to participate in the July Branch Challenge, please register your branch


if it's not already registered. If you need help, call Tawny Saunders, account director of community events, at 312-392-1100 or email nalc@mdausa.org.



Below you will find MDA's mission and learn how our partnership makes the difficult possible. Part of this mission involves allowing children to attend MDA Summer Camp. In the eyes of these children, summer camp is a magical place where kids can be kids with no worries for one week. And not only do the children enjoy camp, but parents also value the camp program and the effect it has on their children. Children attending the camp have become more independent and confident.

MUSCULAR DYSTROPHY ASSOCIATION

MDA MISSION
Muscular Dystrophy Association (MDA) is the #1 voluntary health organization in the United States for people living with muscular dystrophy, ALS, and related neuromuscular disorders. For over 70 years, MDA has led the way in accelerating research, advancing care, and advocating for the support of our families.
MDA's mission is to empower the people we serve to live longer, more independent lives.



CARE
Caring for kids and adults from day one of diagnosis and throughout their life's journey

CHAMPION
Empowering families across America through service, support and advocacy for access, inclusion, and independence

CATALYST
Funding research breakthroughs with \$1 billion invested, seconds only to the National Institutes of Health

COMMUNITY
Engaging our community by creating connections, fostering established relationships, and deepening MDA's impact

STRONGER TOGETHER
Volunteer | Give | Advocate

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MDA Muscular Dystrophy Association
mda.org

to attend the Virtual Summer Camp, which was created during the COVID-19 pandemic.


The average cost for one camper to attend MDA Summer Camp is \$3,000. Branch fundraising helps these children be children when they attend these camps. Please share the mission, and the provided numbers, with your members for camp to help increase the donations or participation at the branch functions. As MDA states, “No matter the location or activities, what matters most about MDA Summer Camp is the community and sense of belonging campers feel just by being there.” The MDA camp link for branches or members who want to participate and volunteer at a local camp is mda.org/summer-camp.

—Christina Vela Davidson

Deliver the Cure with MDA

NALC/MDA Incentive Program
Thank you for your continued support for MDA. Your efforts help MDA accelerate research, advance care, and advocate for the support of our families. We are excited to offer the following branch incentives for the total they raise in 2024.

- \$2,500**
10 t-shirts and 5 reusable bags
- \$5,000**
20 t-shirts, 10 reusable bags, and 5 stadium cups
- \$10,000**
30 t-shirts, 15 reusable bags, and 10 stadium cups
- \$15,000**
40 t-shirts, 20 reusable bags, 15 stadium cups, and 100 bracelets
- \$20,000**
50 t-shirts, 25 reusable bags, 20 stadium cups, and 200 bracelets



2025 MDA Summer Camp Trip
The top fundraising branch in each category for 2024 will receive a trip for one person to MDA Summer Camp in 2025. This includes airfare, hotel, and transportation.
*Incentive levels are not cumulative and prizes are awarded at one level only.

Please contact your MDA rep with any questions and additional information at USALC@mdausa.org or call (312) 392-1100.
Items are subject to change.

