

Hello Coaches,

Thank you very much for your interest in joining the PHAALS Foundation's mission in supporting families as they battle Lou Gehrig's Disease (ALS). We have been functioning as a volunteer, not for profit, organization for the past 5 years. We rely on people and programs such as yours to help and participate in an ALS Awareness game. These events have helped support over 100 families and helped raise over \$200,000.00. We utilize the funding to support our programs we offer our PHAALS Hall of Fame Families. Our Diamond Dreams Program has helped supply families with much needed equipment, merchandise and financial support. Our scholarship program has aided many family members in the pursuit of higher education by supplying them with college scholarships. The PHAALS HOF Research Grant will be supplying a much needed boost for finding a cause and cure for ALS.

Your help is a key component in being able to supply these much needed resources for our ALS families. Your event and the funds that your program and community provides will go directly into the PHAALS programs. The tee shirt sales that your team and program are able to generate will go directly into the PHAALS Foundation Scholarship Program. We call it "Students helping Students". This is a great way to show how giving back to others is more important than what happens to you personally.

Hosting a game to spread awareness for Lou Gehrig's Disease (ALS) and to support ALS families locally and statewide is the key reason we need your help. The following are ideas that will help you understand that hosting a PHAALS Foundation ALS Awareness Game is not meant to be hard or difficult. It is meant to bring community, school and athletic program closer together as you support others and teach our student athletes that there is more to life than just wins and losses.

**Schedule a Game** – Choose a game from your spring schedule (Varsity, JV, Jr. High) Baseball or Softball. Communicate with the opposing coach that you want to join with to support the cause. Choose a coaching friend or rival game to make this game an annual event. Having an alternating hosting schedule works great.

**Delegate a Supervisor (Coach, Parent, Teacher, Booster)** – Choose a leader to be point person for the event. Coaches are extremely busy and utilizing an outside source is very helpful. Choose an assistant coach, senior parent, school group leader(NHS), baseball booster to take the lead and communicate with the opposing team, PHAALS and oversee game day activities.

**Game Day Tee Shirts** – PHAALS, through their merchandise supplier, will supply you game day tee shirts for your team to wear during the game along with shirts for your parents, students and fans can purchase and wear to the game as well. If your team sells at least 100 shirts in the community, your team shirts are free (up to 15). Your team shirts will have number printed on them, you can provide us with the numbers you want or we will print shirts with the numbers 1 through (total).

All shirts will come with the PHAALS logo on the front with your school name or mascot name at the top of the logo along with your custom color shirts. The order will need to be placed no later than 3 weeks prior to your event. The cost of these custom designed shirts will be \$15.00

Our merchandise partner, Lima Sporting Goods, will be taking the orders. You can pay by cash, check or credit card. Lima Sporting Goods will be shipping your shirts to the address you provide. There will be a shipping charge for all orders that need to be shipped. If you are a customer of LSG you will not be charged a delivery cost. 100 percent of the proceeds from our shirt sales supports our scholarship program.

Many coaches and communities have utilized different fundraising ideas to generate money that can be used in one of our programs. Here are a few that have been successful over the last few years. Just remember when choosing your fundraising activities, that weather can affect our spring season.

**Inning Sponsorship** – Reaching out to local businesses to be ½ inning sponsors. Charging a sponsor fee of (EX. 25.00 or 50.00) for them to be a ½ inning sponsor is common practice for this activity. The sponsor's name can be displayed at the game and/or announced by the PA announcer. Do not limit yourself to only 14 sponsors, you can use more than one name per inning. This fundraising idea has been very successful over the last five years.

**Change Challenge** – Have the two schools that are playing each other compete with the student bodies to challenge each other in raising funds. Collect coins/dollars at school for the week leading up to your game. Have the winning school announced at the game that night.

**% of Concession Stand / Special Food Sale at the Game** – Allow a % of the concession stand money from the game go to PHAALS. You can reach out to your local pizza places and have them donate pizza by the slice and sell them to raise funds.

**50/50 or Pass the Hat** – Standard fundraising activity

**Gift Certificates /Gift baskets / Sports Ticket Raffle** – Ask businesses and community members to donate items such as gift cards, fuel cards, sports tickets, household items, etc. Sell tickets and raffle off these items. Selling these tickets before the game would be helpful due to the chance of bad weather causing fans to not attend the game.

These are a few event ideas that have worked in the past. Not all ideas work everywhere and there may be new ideas that would work great in your community. Each school and community is different and unique. The PHAALS Foundation is grateful for any and all support, you determine the size and work you want to put into your event.

**HOF Inductions** – A key aspect of an event happens when you can honor an ALS Family from your community. Honoring a family that has previously dealt with ALS or are currently fighting the disease is a humbling and rewarding way to give back. The PHAALS Foundation takes great honor in celebrating these families and we are honored to be able to induct them into the PHAALS Foundation Hall of Fame. The outpour of support and compassion for these families in the community is overwhelming. PHAALS earmarks these HOF induction games as “top priority” and we work extra hard to help make these events special. PHAALS will supply volunteers for these events, they will also supply a plaque to be presented at your game to the ALS Family honoring their loved one. PHAALS asks the coaches/organizers to supply the name and information of the ALS Family so PHAALS can help coordinate the activities of the event. PHAALS will present the plaque to the family and they will then be eligible for all PHAALS Foundation programs. This chance to show a local family that the community is supporting them and that they are not going through this battle alone is an amazing and emotional part of what we do. Even if the ALS patient has passed way, we encourage you to honor their family, for they are still eligible for the Scholarship Program.

We hope that this information is helpful and allows you to start your organization process for an event. Remembering that every penny counts, 100% of your event dollars goes into the PHAALS Programs. We can also earmark funds to be used for your local family or you can determine what PHAALS Program you would like your funds to go to. Your help and compassion for ALS Families go a long way in allowing them to know that they are NOT fighting this battle alone. If you have any questions or need more information please contact The PHAALS Foundation at 419-235-1908 or email at [jeff@phaals.org](mailto:jeff@phaals.org)

Thank you for joining our mission to support Lou Gehrig’s Disease (ALS) Patients and Families,

Jeff R. Swick, Founder/CEO

The PHAALS Foundation