

Let's Go!

**ACTIVE
AGAINST
ALS**



ANN ARBOR NEWSLETTER
SPRING 2017



Meet the Sugerman Family

For these members of our Active Against ALS community, volunteerism and entrepreneurship is truly a family affair.

Andy Sugerman and Gayle Rosen met while attending law school at American University. After graduating, they practiced law in the New York area before making Ann Arbor their home in 1992. Andy is a civil litigation attorney while Gayle works as a housing attorney representing U-M students. Gayle also co-chairs the ACLU Washtenaw County Lawyers Committee and serves on the board of the Fair Housing Center. Andy and Gayle have three sons: Eli (23), a 2016 U-M grad who currently works for a tech company in Utah; Alex (20), a junior at U-M; and Sam (17), a junior at Pioneer High School.

The Sugermans' involvement with Active Against ALS began when Gayle became a founding board member. They were inspired by the power of our community coming together to support a friend and neighbor, while working toward a shared goal and cause. Their participation gained momentum in 2012 when Sam organized a bike ride for his Bar Mitzvah project from East Lansing to Ann Arbor on the day of the U-M-MSU football game to raise awareness and funds for ALS. Participation in Sam's "Rivalry Ride" has increased each year, making it one of our most successful fundraisers.

Eli joined our board in 2015 and served until he graduated from U-M last year. Alex and Sam have volunteered for many of our events, and recently started affiliate groups at their respective schools that have already contributed significantly to the success of our organization. Both Alex and Sam are new board members. (See pg. 2)

The Sugerman family likes to hike, bike, travel and ski, and has worked together to support Food Gatherers. We are extremely grateful for all they have done and continue to do!



The Sugerman/Rosen family: Alex, Sam, Gayle, Andy and Eli.

Knight Foundation grant update

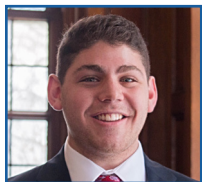
In 2016, Active Against ALS received the first year of a two-year capacity-building grant from the James A. and Faith Knight Foundation to help ensure our sustainability. The grant enabled us to continue paying **Alicia Frenette** for



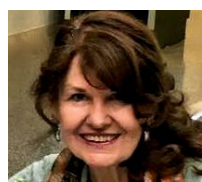
accounting services, and acquire former board chair **Suzanne Ross** for part-time administrative support. With Suzanne's help, we updated our website, and are in the process of researching database programs that will meet our needs as we continue to grow. Most importantly, Suzanne's work has allowed us to respond quickly to myriad opportunities from the community, including giving critical support to four youth swimathons; increased participation in the annual Rivalry Ride; and planning for our Barn Party. Alicia's and Suzanne's support were key factors in increasing our overall generated revenue in 2016 by almost **\$40,000**. Thank you to Carol Knight-Drain and the Knight Foundation for your belief in the work we do.



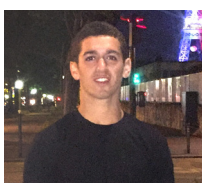
Welcome new board members



Alex Sugerman is a junior at U-M majoring in biopsychology, cognition and neuroscience, with medical school planned after graduation. He is a research assistant in the Weisman Lab studying neurodegeneration. Alex has participated in several Family Field Days and the Rivalry Ride. In 2016, Alex formed **Michigan Students Active Against ALS**, which is planning a **dodge ball tournament** April 2.



Kathy Siler has volunteered for many of our events, including the Twinkie Run, Beerfest and the Rivalry Ride. In 2016, she served on committees for our Barn Party for ALS. She helps edit our *Let's Go!* newsletter and assists with maintaining our social media presence on Facebook and Twitter. Kathy has a B.S. and an M.S. in occupational therapy from EMU.



Sam Sugerman is a junior at Pioneer High School. In 2012, Sam started the Rivalry Ride fundraiser, and has worked to maintain it as an annual event. Sam served on the planning committee for our 2016 Barn Party for ALS, and formed the student group **Pioneer Students Active Against ALS**, which is planning a spring basketball tournament fundraiser.



Elisabeth Weinstein is a psychiatrist and psychoanalyst in Ann Arbor. She has participated in many Active Against ALS events on her own and with her family. She has her B.A from U-M and her M.D. from Tufts University. She is looking forward to working on the board.

Thank you to retiring board members

Our deepest appreciation to **Laura Stidham** and **Caren Goldberg**, two founding board members who have retired after eight and a half years of passion, commitment and countless hours of hard work. As vice-chair of the board for the last three years, Laura contributed her knowledge and expertise of nonprofit administration toward making our organization stronger. Caren helped form and has served as liaison to our national Scientific Advisory Board and has graciously agreed to continue in that role as a community member.



Barn Party exceeds expectations

Over 200 adults and children attended our first-ever Barn Party for ALS fundraiser! Along with square dancing, there was a photo booth, a raffle for kids and a silent auction filled with fabulous donated items from individuals and local companies. The event raised more than **\$10,000**. Thank you to everyone who made it an incredible evening that brought together community members of all ages.



Above: Dave Lowenschuss, Bob Schoeni, Knut Hill

Kate Massey, Audfey Crow, Lucy Lowenschuss

Active Against ALS gear now available online!

We've launched our Online Gear Store through **RedBubble**.

Show your support for Active Against ALS by choosing from a variety of items and designs on hoodies, tops, clothing for adults and kids, as well as bags, mugs, notebooks, and more. All proceeds fund ALS research. For a handy list of store departments, click **here**.





Thank You

TO EVERYONE WHO HAS DONATED, VOLUNTEERED, OR SPONSORED AN EVENT OR PLANNED AN EVENT OF YOUR OWN. WE HAVE NOW DONATED **\$455,000** FOR ALS RESEARCH!



BARN PARTY FOR ALS

We thank our generous sponsors: **Shutterbooth** (Silver), **Bank of Ann Arbor** (Bronze), **Cottage Inn** (Bronze), **Jolly Pumpkin** (Copper), **Old National Bank** (Copper), **University Lending Group** (Copper), **Brooks Painting** (Copper), **Barb Young - State Farm** (Copper); our wonderful in-kind donors: Dexter Cider Mill, Calder's, Morgan & York, Ann Arbor Meijer, Patricia Silverman, Kapnick's, Busch's, Stadium Market, Hometown Pharmacy; our amazing auction and raffle donors: Motawi Tile, POP! Designs & Creations, Sandy Kreger, UMS, Michigan Theater, Pacific Rim, Argus Farm Market, Zingerman's, Cherry Republic, Among Friends, Paesano's, RAVE Cinema, Sweet Gem Confections, Barry Bagels, Cardamom, Carlyle Grill, Quality 16, Common Grill, Purple Rose, Sam & Jenny Jalet, Trader Joe's, Wolverine Tap Room, Fraser's Pub, Applied Fitness Solutions, Bebe's Nails & Spa, Body Conscious Massage Therapy, Goldfish Swim School, lululemon, Miles of Golf, Molly Stamos Personal Training, Relax Station, Crystal Mountain, Tom VanderMey, Weber's Inn, 5 Below, Elmo's Tshirts, Learning Express, Ann Arbor Target; and our incredible volunteers! See photos and videos of this fun event [here](#).

**GIVING
TUESDAY &
YEAR-END
DONATIONS**



We are grateful for the generous responses to our Giving Tuesday Appeal and our annual End of Year Appeal. These donations totaled over **\$2,000**.



LUCKY'S MARKET

Thank you to **Lucky's Market** for choosing us for their Bags for Change program! We raised **\$1,048** and greatly appreciate all who contributed their bag tokens from August to November.



RIVALRY RIDE

Over 25 people completed the 68-mile ride from The Big House to Spartan Stadium with the best weather we've ever had! Many new riders joined us this year. We live-tweeted sections of the ride in honor or in memory of someone with ALS. Thanks to all the riders and donors. We raised **\$15,400**! Thanks also to Beth Sugerman for driving the sag wagon, Dexter Cider Mill and the Stockbridge Subway for accommodating our riders, and the Local Bike Shop in Ann Arbor for donating water and bananas. Kudos to Pioneer Students Active Against ALS and Michigan Students Active Against ALS for helping to publicize the ride. Please contact us at a2a3rivalryride@gmail.com if you are interested in riding with us October 7, 2017.

Events at a Glance

8TH ANNUAL APRIL FOOL'S TWINKIE RUN

Saturday, April 1

MSA3 DODGE BALL TOURNAMENT

Sunday, April 2

9TH ANNUAL BOX CAR DERBY

Sunday, April 9

WATER TABLE AT THE DEXTER-A2 RUN

Sunday, June 4

YOUTH SWIMATHONS

Early July

7TH ANNUAL ELECTRIC BOLT

Sunday, July 30



**Blue Care
Network
of Michigan**

A nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association



SPONSORS OF TWINKIE RUN

Thank you to our wonderful supporters, **Blue Care Network** and **Bank of Ann Arbor**, Silver- and Bronze-Level Sponsors, respectively, of the 2017 April Fool's Day Twinkie Run!

Ann Arbor ACTIVE AGAINST ALS

RAISING FUNDS. RAISING HOPE.

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WWW.ACTIVEAGAINSTALS.ORG

April Fool's Twinkie Run

Saturday, April 1

Wear a costume! Eat a grilled Twinkie! Enter Homemade Twinkie Contest! 9 a.m. race start. More info/register [here](#).

Box Car Derby

Sunday, April 9/1-4 p.m.

Race with Phi Delta Theta Brothers near The Big House (Keech Ave). Ages 5 and up. Box cars for high school and college racers. More info/register [here](#).

Want to Save a Tree?

Opt out of receiving the paper version of our semi-annual newsletter. Email elizabeth@a2a3.org to be taken off our hard copy list and you'll be automatically added to our email list for the electronic version.

7th Annual Electric Bolt

Sunday, July 30

Run along the beautiful Huron River and finish in the heart of Kerrytown. More info/register [here](#).

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