Frequently Asked Questions

How will funds be utilized?

The ALS Association Golden West Chapter’s five year strategic plan establishes our ambitious investments in our interdependent mission-critical priorities. We are happy to provide you with a copy of the plan and set a time to review it with you at your earliest convenience.

How may I support this campaign?

We encourage pledges and statement-of-intent commitments, which may be paid over one to five years. Commitments may be paid in cash or through gifts of appreciated property including marketable stocks and mutual funds, real estate and other personal property.

How will my gift be recognized?

All donors will be gratefully acknowledged on our Donor Honor Roll and in Chapter publications. Gifts to the Campaign for Care and a Cure may be made in your name or as a tribute in memory of or in honor of a loved one. Gifts may also be made anonymously.

May I direct my gift to a particular area of interest related to the campaign?

Yes. Unrestricted support of the Campaign for Care and a Cure is vital and encouraged; these gifts enable us to improve and expand the services we provide to people living with ALS. However, you may direct all or a portion of your gift to a specific mission priority or program that is of special interest to you.

I already support The Golden West Chapter by attending events and/or volunteering. Why is an additional gift to the Campaign for Care and a Cure needed?

The Campaign for Care and a Cure is entirely separate from Chapter events and programs that generate revenue. We greatly appreciate and request that you continue to support our annual programs and events, while at the same time considering a “stretch” contribution or pledge to this important campaign. The Campaign for Care and a Cure is designed to fuel Chapter growth required to meet the objectives of our new Strategic Plan and help us better serve the ALS community.

Are there tax advantages for making gifts to the Campaign for Care and a Cure?

Gifts to the Campaign for Care and a Cure, including cash, appreciated securities and other personal property, are tax deductible to the fullest extent of the law. In many cases, gifts of appreciated securities and other personal property may provide donors with significant tax benefits. We recommend that you discuss specific tax implications with your financial and/or tax advisor to ensure that your investment offers maximum benefits to you and The Golden West Chapter.
FREQUENTLY ASKED QUESTIONS continued

I live outside of The Golden West Chapter service area. Why is my support important for this campaign?
While this campaign will greatly enhance services in The Golden West Chapter service area, The Golden West Chapter is uniquely positioned as a leader in the state of California and throughout The ALS Association Chapter network, shaping program models for our interdependent mission-critical priorities: Care Services, Research and Public Policy.

What is the relationship between the national organization, The ALS Association, and The Golden West Chapter?
The Golden West Chapter is one of 40 chapters which operate under the umbrella of the national ALS Association as a legally separate and financially independent organization governed by an autonomous Board of Directors. The Chapter supports the national organization by contributing a portion of all donations to fuel our cutting-edge global research program, our federal public policy program, our national center certification program and other priorities of the national ALS Association.

What happens if the campaign goal is not attained or if the campaign goal is surpassed?
With the generous support of donors within and outside of the ALS community, we are confident that our $15 million goal will be achieved. In fact, our desire is to raise even more money than the campaign goal. By surpassing the goal, the Board will have the flexibility to accelerate progress toward our 2017 vision, as well as ensure that we have an adequate reserve fund to sustain the continuity of our activities during economically challenging times.

Whom should I contact if I have additional questions?
Please contact Cherryl Goldstein, Director of Development at 818-865-8067 x243 or cgoldstein@alsagoldenwest.org with any questions you may have.