



the
**Joe
Martin**
ALS FOUNDATION

HEART BEAT

THE ANNUAL NEWSLETTER OF THE JOE MARTIN ALS FOUNDATION

December 2022

A message from Neil Cottrell, JMALSF President



Above: Summer nights at the ballpark: Neil (left) and PALS Asia and Kisha (seated) with Carmen and LaVetta (standing) attended a fun evening with other supporters and PALS watching the Charlotte Knights in July.

This year - **our 15th year in operation** - has gone by quickly! We have so much to be grateful for as we reflect on the many opportunities we have had this year to help families affected by ALS, to get more involved in communities across the Carolinas, and to see many of you in person.

Our caregivers are busier than ever, and their work is only possible because of your friendship and generosity. Now that we have been working in NC's Piedmont Triad for nearly one full year, we are helping more families than ever as they navigate ALS. **Since January, we have begun helping an additional 14 people living with ALS in the Piedmont Triad** who we are providing with in-home care and our wide range of free ALS-specialized services. We look forward to continuing to work with the Carolinas ALS Clinic, in Charlotte, and with the Wake Forest ALS Clinic, to serve people with ALS in North Carolina.

This has been a year of strengthening existing partnerships and engaging with new opportunities to expand awareness about ALS, and about our mission. **We are excited to be partnering with nonprofit Racing for ALS to begin offering free wheelchair transportation services in the Piedmont Triad area in January 2023!**

Joe's Camp continues to be a success and we had a wonderful summer camp back together in person with **28 campers from 6 states** at beautiful Crowders Ridge Camp. "Camperships" cover family travel to camp, and help us keep Joe's Camp free for kids and teens from across the SE United States. Please let us know if you would like to sponsor a camper for Joe's Camp 2023, which already has campers registered and excited to attend next August!

Thank you for being part of our team in 2022. Together we are helping PALS and their families navigate ALS with purpose, with joy, and with hope!

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Awards Spotlight: Our Caring Community In Action!

It gets harder and harder to select award recipients every year! We are surrounded by inspiring individuals and organizations that value the work we do, or who have been uniquely affected by ALS and demonstrate unparalleled resilience in the face of this disease.

This year, we chose three special individuals, and one organization, who are making a difference in changing the ALS community for the better!

The Vann Matthews Camper Spirit Award

Eloise Dean (pictured at left in the photo, performing a skit with her team at Joe's Camp)



Eloise was a creative leader for her peers at this year's Joe's Camp. She jumped in with unique ideas and led games and activities that enhanced the camp experience for everyone attending. Eloise and her brother Julian are valued members of our camper community as they have navigated their father's ALS journey and been active in our camper groups during the summers and throughout each year. **Congratulations Eloise!**

The Vann Matthews Caregiver Spirit Award



We presented this special family caregiver award to **Curtis Johnson**, who has provided exemplary care and support to his wife Angela, who is living with ALS. Thank you, Curtis, for being an inspiration to us and to the ALS community!

Dan Ramirez Service Award

Velva Woollen (Pictured: *Laurie Foster, JMALSF Administrator at far left, Joan Martin, and Velva, right*)



Velva is known throughout the Charlotte community as a connector and encourager of nonprofits that help those most in need. Velva and her family have been dedicated supporters of The Joe Martin ALS Foundation since its earliest days. Velva was the architect of the Live Every Day Dinner, and continues to support our Foundation in every way with her guidance and wisdom. Thank you Velva!

Partner of the Year

Knothole Foundation of the Carolinas: Alan Barnes (pictured at right with Neil Cottrell, and JMALSF Director of Development Catherine Fraser), Sue Zike, and the whole team at "Knothole" went above and beyond to help us bring back the ALS Rivalry Softball Challenge after having to cancel twice due to COVID-19. Alan brings matchless enthusiasm and ideas to this event, as well as much-needed technical guidance and direction at the Knothole facility, The Tuckaseegee Dream Fields. Our 2022 event was a resounding success and would not have been possible without the warm reception we received from the Knothole Team, who are themselves a hard-working nonprofit! We look forward to continuing to work with Alan, Sue, Morris, Jeff, and everyone at Knothole again in 2023!



Campaign Corner

Play Ball! The 4th Annual Bob Taylor Memorial ALS Rivalry Softball Challenge



It was perfect weather for the **4th Annual ALS Rivalry Softball Challenge on April 2nd!** This year, we honored Bob Taylor, who was the visionary behind this event and who was a professional first baseman for the Boston Red Sox. The tournament featured four teams, including Bob's Sox, Joe's Twins, Lou's Yankees, and a new addition, Steve's Tigers. Joe's Twins took home the trophy but everyone shared the glory of a beautiful day celebrating friends and loved ones who have lived actively with ALS. We are grateful to the team at Knothole Foundation of the Carolinas and the Tuckaseegee Dream Fields for helping us elevate this event to host more players and fans than ever before!

Thanks to our teams and sponsors, we raised \$27,000 to support families navigating ALS.



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May 2022 Spring Campaign & ALS Awareness Month

With ALS, I CAN.

Did you know you can shop on amazon.com and support the Foundation by using AmazonSmile?

When you shop through **smile.amazon.com**, Amazon will donate 0.5% of the purchase value to The Joe Martin ALS Foundation at no additional cost to you.

Visit **smile.amazon.com**, enter "Joe Martin ALS Foundation" in the charity search, and select the Foundation. It's easy and every bit helps!



Thanks FiA!

Females in Action (FiA) Charlotte has come together each year to provide gifts for families affected by ALS who have young children. We're grateful for their generosity again this year!

"I want to thank you for helping my spouse retain a sense of dignity at home and allow me to have some free time. Being a 24/7 caregiver is daunting and extremely difficult. [I'm] hoping this will allow me to get some relief from the stress caused by ALS." - spouse of a PALS

In May, our campaign theme, "**With ALS, I CAN**," focused on the amazing things people living with ALS *can* do, which is the core of our mission. Thank you for your generosity, which helped us double our goal and raise \$22,000!



Buy a tree, help PALS!

Did you know that every year Snowflake Village provides a free holiday tree to any of our PALS who would like one? This year, they are also donating a portion of their proceeds from sales to us, and we are exploring more ways to partner in 2023! Order a tree or wreath today by visiting their website (below) & don't forget to **mention JMALSF when you purchase**, so we receive a donation!



<https://www.snowflakevillage.org>



Live Every Day 2022 and our new podcast

Thanks to you, this year's Live Every Day virtual event raised over \$65,000 to help people with ALS live with purpose, joy, and hope!



The Rev. Dr. Joe B. Martin, Joe Martin's son (pictured at right), shared a message of possibility in the closing of his 2022 Live Every Day virtual presentation (see quote at right). This year's presentation focused on the growth of our Foundation over the past 15 years, and looked ahead to **what is possible for families navigating ALS**. This year's presentation also served as the *first episode of our new podcast!* We hope you'll watch this presentation online if you haven't already: www.joemartinalsfoundation.org/led2022/

Live Every Day 2022 was made possible by the generosity of Bank of America, Atrium Health Foundation, J.D. Goodrum, Carolina Asphalt, LKM Mechanical, Tyler2Construction, HealthPlans NorthCarolina, Pinnacle Financial Partners, and our Giving Circle Supporters. The presentation and podcast recording was created by Aaron Putnam of Joyride Productions. Thank you, Aaron, for your time and creative vision!

"From a basement office to the homes of each person with ALS. From a Zoom call to a forest camp echoing with the calls and laughter of young voices cheering each other on. From the quiet of the room after hearing the news of an ALS diagnosis, to the roar of fans cheering on our softball teams each year. You've come alongside to create countless small and important victories a reality for people with ALS.

You, our community, have brought to life my father's quote: "Until this life truly ends, understand that On Any Given Day - on this day - the possibilities are endless."

- Joe B. Martin

Download, listen, and subscribe! Our podcast is available on Spotify, Apple Podcasts, or wherever you listen!



Community Corner



Thank you to the Charlotte Knights for having us at their Community Corner in July! This fun evening was attended by PALS, their families, our supporters, and some special members of Joe Martin's family (pictured left). We even had a visit from Homer at our table (right)!



We provide all our services free of charge, thanks to supporters like you. If you'd like to join us, view our Giving Circles and make a donation easily online or by sending a check to the address below:

www.joemartinalsfoundation.org/donate



Our mission is to empower families as they face the challenge of living actively with ALS by providing home care and other services at no cost.

Visit Us Online to Learn More: www.joemartinalsfoundation.org