




**“Take a break from
ALS/MND”**

Impact of ALS/MND

- **Economic**
- **Social opportunity**
- **Restrict ability to live better for longer**
- **Series of accumulating losses**
- **Financial pressure**

Support in Australia

- **Federal**
 - **Disability pensions**
 - **Discrimination legislation**
 - **Funding to States for disability services**

- 
- **States**
 - **Purchases services from not for profits**
 - **Deliver services such as respite care, case management, accommodation, home help**
 - **Eligibility basis – must be eligible to be on the waiting list**
 - **But no guarantee of receiving**

MND Victoria

- **Funded to deliver**
- **Case management via Regional Advisors**
- **Information**
- **Equipment loan**



Issues

- **Individual and family losses**
- **Long waiting lists**
- **Refusals or no action**
- **Staff feel impotent to effect change and deliver services**

Philanthropic Environment

- **Emphasis by government on Corporate Social Responsibility**
- **Most seen in Arts**
- **Benefit to the donor of investment in disability?**

Project Objectives

- **Establish and sustain a CSR relationship**
- **Develop and fund a program to “give a break from ALS/MND”**
- **Empower workers to make a difference to individuals and families**

Finding a Corporate

- **Funding v staff involvement**
- **Historical/personal link to ALS/MND**
- **Understanding of nfp sector**
- **Vitality Brands Worldwide**

Negotiations

- **The disease**
- **Traditional CSR activities**
- **People's needs as the focus**
 - **Regional Advisors**
 - **People with ALS/MND**
- **Making a difference**

The Plan

- **Cash funding up to \$500**
- **ALS/MND prevented the individual or family doing something**
- **“Doing” would be a break**
- **Regional Advisor initiative – their decision final**
- **Funds to client within 24 hours**
- **Regular reporting to Vitality**

Outcomes

Regional Advisors

- **Empowered to make a difference**
- **Challenged by “charity” and relationship with commercial activity**
- **Scepticism turned to belief**
- **Providing an answer to “what would make life easier?”**

People with ALS/MND

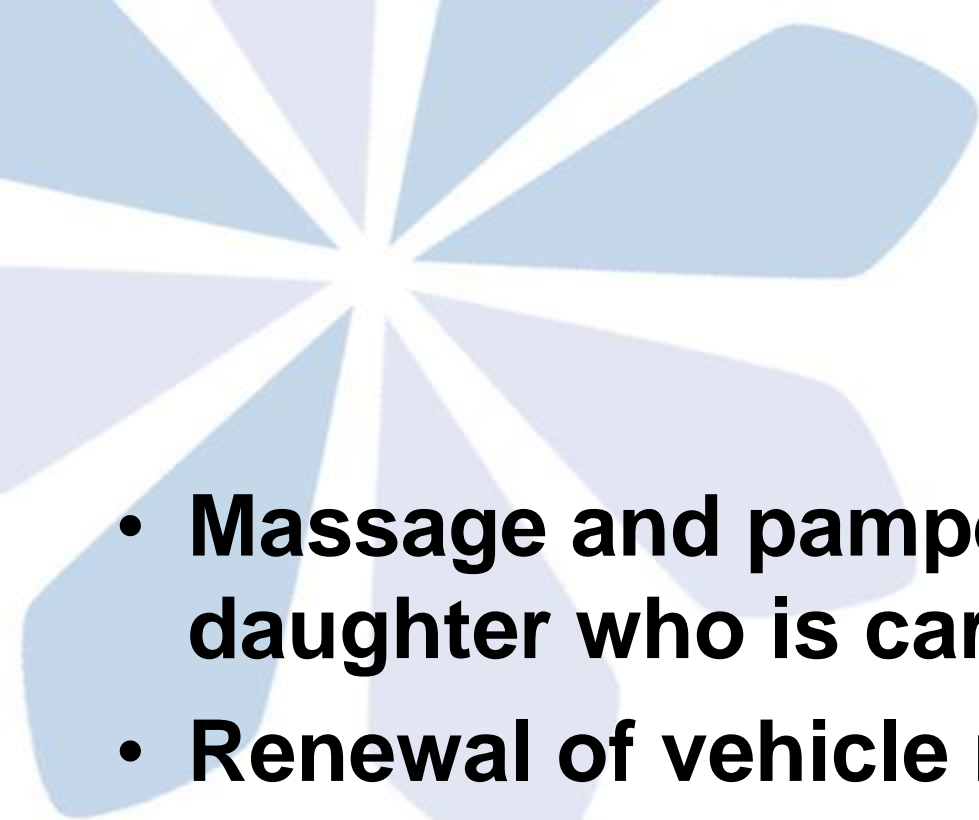
- **Undertake activities**
- **Strong respite factor**
- **Alleviate unnecessary pressure**

Vitality Brands Worldwide

- **Directors and staff happy**
- **Enhanced understanding of ALS/MND and its impact**
- **Seeking further engagement**
- **Promotion of the project to clients and customers**

So what did people do?

- **Paid off some bills that were causing pressure**
- **Series of massage sessions**
- **Equipment hire for an overseas trip**
- **Tickets to “Metallica”, dinner and a “date” in town for a couple**
- **Respite for carer and son**

- 
- **Massage and pampering day for daughter who is carer**
 - **Renewal of vehicle registration**
 - **Replace 14 yo broken washing machine**
 - **Attend the Opera, meal and travel costs**
 - **Purchase school uniforms**

Recommendations to the Field

- **Creative support does not have to cost a lot**
- **Consider benefits to staff and funders**
- **Empower staff**
- **Low or no bureaucracy**
- **Spread the word about success**