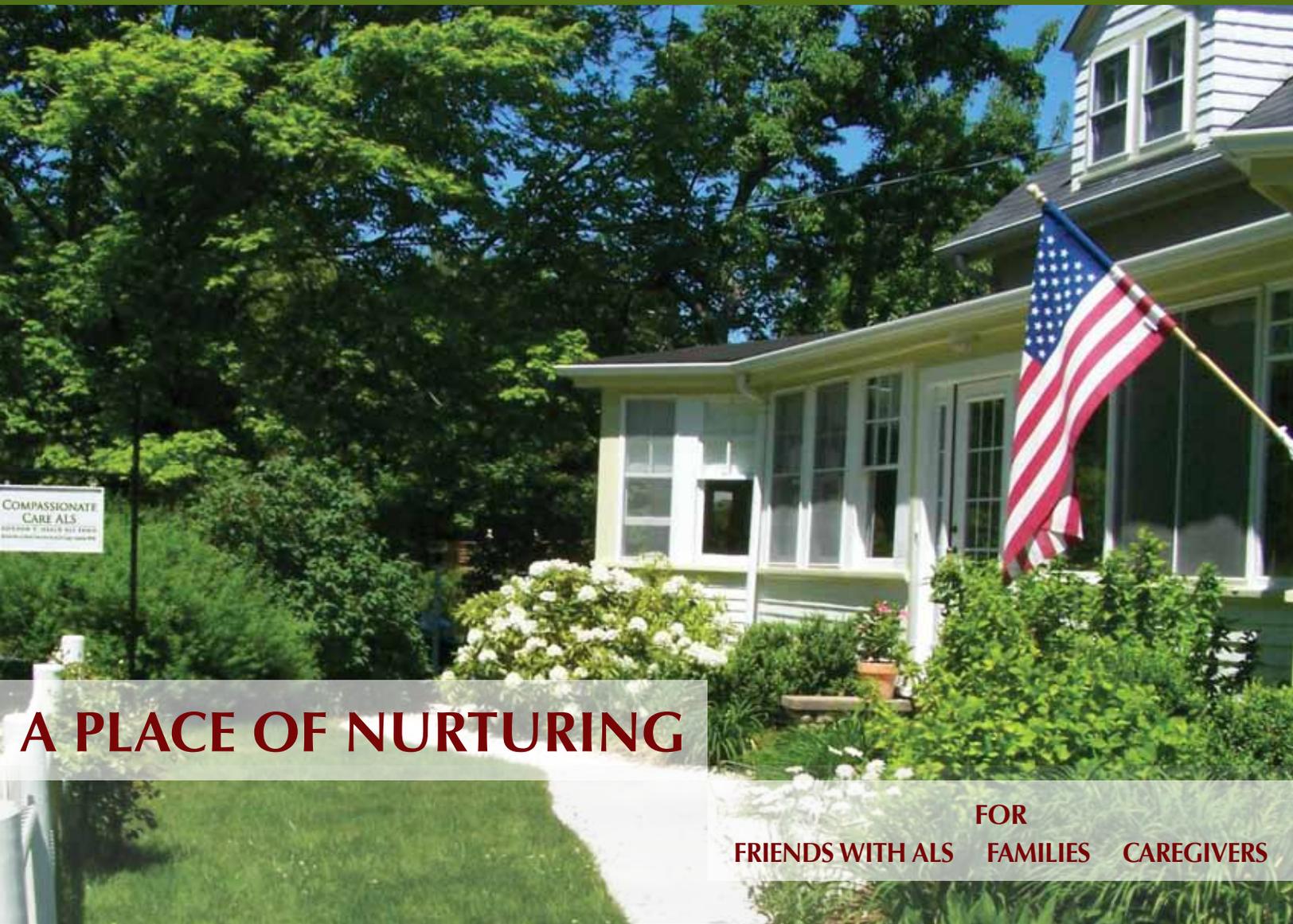


THE CAPITAL CAMPAIGN TO BUILD THE CCALS EDUCATION & RETREAT CENTER



A PLACE OF NURTURING

**FOR
FRIENDS WITH ALS FAMILIES CAREGIVERS**



COMPASSIONATE
CARE ALS

CAPITAL CAMPAIGN

**EDUCATION &
RETREAT CENTER**

Building a Future

Compassionate Care ALS, Inc.
PO Box 1052, West Falmouth, MA 02574
(508) 444-6775
www.ccals.org

COMPASSIONATE CARE ALS

GORDON T. HEALD ALS FUND

LEADING A NEW VISION IN ALS CARE SINCE 1998

THE ORGANIZATION

Compassionate Care ALS is a non-profit organization with a mission to support people diagnosed with ALS, their families and communities as they navigate the complexities, both physical and emotional, associated with the disease. The organization provides resources including equipment, educational opportunities, Medicare/Medicaid assistance, guidance and awareness in living with ALS, caregiving, and end-of-life issues. CCALS offers an innovative approach to delivering support and services to our clients, which we tailor to the needs of each individual and their support network. Since 1998, CCALS has raised millions of dollars that have allowed us to provide services to more than 1,100 individuals, their families and their caregivers. We currently serve more than 400 people living with ALS.

THE DISEASE

ALS, also known as Lou Gehrig's disease, is a terminal disease. ALS can strike anyone, regardless of age, race, gender, or economic status. As a degenerative and fatal neuromuscular disease, it causes patients to gradually lose control of the voluntary muscles in their body. Some individuals end up requiring intensive 24-hour care. The disease progresses differently in each case, and patients often die when they lose the capacity to breathe or swallow, mostly while retaining their ability to see, hear, and comprehend what is happening to them.

Approximately 5,600 Americans are newly diagnosed each year, 30,000 suffer from ALS at any given time. Because neurodegenerative diseases strike primarily in mid to late life, the incidence is expected to soar as the population ages.¹

¹http://www.neurodiscovery.harvard.edu/challenge/challenge_2.html



BUILDING THE ALS EDUCATION AND RETREAT CENTER

CCALS is working to build an ALS Education and Retreat Center to better meet the needs of those individuals living with ALS, their families and caregivers by improving access to ALS information and resources and by offering a handicapped accessible retreat location. CCALS is launching a capital campaign to raise \$3 million dollars for the property purchase, construction and initial operation of the Center.

Education

- The Center will be a safe, nurturing, non-institutional destination that will function as a multi-purpose facility with a focus on educational seminars, council groups, and other gatherings for the ALS community and health care professionals.

Respite

- The Center will offer patients, caregivers, and their families a fully-equipped environment that allows them to escape the stress of every day life, to relax and enjoy one another's company, to share and learn from the experiences of others, to find quiet solitude if desired, and to meaningfully contemplate their "life journey."

Resources

- The Center will also serve as a headquarters for the CCALS administrative offices, and our handicapped accessible van program.

BUILDING FOR THE FUTURE OF CCALS

THE FACILITY

Initial plans for the CCALS Education and Retreat Center include fully handicapped accessible suites with adjoining rooms for family members. Accommodations for early stage individuals with ALS will be available. There will also be suites as well as dormitory style rooms to provide respite for caregivers. The facility will have a community kitchen as well as a lounge and library area. It will also house CCALS' administrative offices. The Center will retain the natural beauty and scenic vistas of the existing landscape to encourage interaction in the form of quiet contemplation, reflection, and meditation.

BENEFITS FOR INDIVIDUALS LIVING WITH ALS

ALS patients often suffer due to their lack of mobility; their world becomes very small. They are confined to their house and maybe the occasional trip to the doctor's office. The new facility will be a place where they can come to reflect and get away from their usual surroundings, in an environment uniquely suited to their needs.

BENEFITS FOR FAMILY MEMBERS/CAREGIVERS

The stress of caring for a family member with ALS can take its toll on even the strongest family. Studies show that the quality of patient care actually improves when caregivers are given proper respite.

BENEFITS FOR HEALTHCARE PROFESSIONALS

The medical community will benefit from the ALS Education and Retreat Center. It will be a place to refer their patients as well as a place where healthcare providers themselves can come for educational opportunities, to improve the way they care for, tend to, and sit with those with ALS.

A GROWING ORGANIZATION

CCALS is committed to growing as an organization so that we can continue to meet the needs of individuals living with ALS, their families and caregivers who are struggling to live with the impact of an ALS diagnosis. Every year, more and more patients hear about our services and seek our help. In order to meet the increasing demands of our client base, we are expanding our ALS Patient, Family & Caregiver Support Program. In so doing, we have hired a new Executive Director, Family Care Liasons for specific geographic regions, a Medicare/Medicaid Systems Navigator, and a dedicated Equipment Coordinator. Once the ALS Education and Retreat Center is operational, it will be staffed by a full time Facility Manager and other staff members as needed.

CCALS has recently purchased the historic Beach Rose Inn at 17 Chase Road, West Falmouth, Massachusetts. The oldest part of the main structure was built in 1863, and a cottage and a carriage house were added to the property during the 20th century.

These structures are nestled in a beautifully serene setting that includes mature trees, gardens, ponds, terraced decks, a fire pit, and food service bar. A memorial wall and meditation path constructed from stone will meander through the lower lawn as a space for quiet contemplation.

The structures require restoration, improvements, and upgrades to make them accessible for our guests while respecting the historic character of both the interior and exterior. All renovations will use sustainable building practices.



The improvements and upgrades include:

- ADA compliant bathrooms / full bedroom suites
- Access reconfiguration in the main structure
- Refinishing walls and floors
- Restoration and / or replacement of windows and doors
- New comfortable furnishings
- Exterior painting
- New appropriate and energy efficient lighting
- A new and efficient HVAC System



The accommodations will be comfortable, clean and simple; most rooms have a private bathroom, warm inviting themes and an option of music. There is a communal kitchen, library, and a great room for gatherings.

The grounds and location provide scenic views and an opportunity to spend time outdoors, including access to the nearby Shining Seas Bikeway. Guests may also enjoy activities at the nearby SeaCrest Beach Hotel where CCALS is a Corporate Member.

HOW YOU CAN HELP BUILD OUR RESOURCE CENTER

CASH GIFTS

Contributions of cash towards our Education and Retreat Center will have a direct and immediate impact on the future of CCALS. For additional information and funding opportunities, please call Ron Hoffman at (508) 951-4644.

PLEDGES

We welcome giving over a two, three or four year time period, as it may enable individuals to give a more substantial gift.

DONATING SECURITIES

Donating securities with a low cost basis offers tax advantages to donors. Please contact Ted Trevens at (617) 731-5656 if you wish to donate securities.

BEQUESTS

Bequests can help ensure the long-term health of CCALS. If you are considering including CCALS in your will, please contact our Executive Director, Tom Gilligan.

GIFTS OF FRIENDS

The work of CCALS is compelling. By sharing our work with your friends and family and inviting their support, you are helping to ensure the consistency and long-term sustainability of CCALS.

PLANNING FOR THE FUTURE

All of this and more will be accomplished with the same innovative and compassionate touch that has been our hallmark. As always, individuals living with ALS, their families and caregivers remain our top priority.

Any questions regarding the nature or vision of this project, and or our organization, please feel free to call our founder Ron Hoffman at (508) 951-4644.



NAMING RIGHTS FOR MAJOR GIFTS

YOUR LEGACY OF COMPASSION BEGINS HERE

YOUR GIFT OF...	BUILDS...	NUMBER OF OPPORTUNITIES
\$1,000,000	ALS Education and Retreat Center	1
\$500,000	Main Building	1
\$250,000	Cottage Building	1
\$250,000	The Carriage House	1
\$125,000	Fully Accessible Extreme Care Suites in Carriage House	2
\$100,000	The Library, Main Floor, or Gathering Space	3
\$75,000	Garden Pond	1
\$50,000	The Sunroom, Deck, or Porch	3
\$50,000	Kitchen	1
\$50,000	Meditation Path	1
\$25,000	Fireplace	1
\$25,000	Bedrooms	6
\$10,000	The Outdoor Sitting Area	5
\$5,000	Garden Features (Koi Pond, Sculptures, Flowerbeds)	5



MEMORIAL PATH AND WALL DEDICATIONS

Gifts of \$500+

Dedicate a stone with an inscription in memory of a loved one

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Scan with your smartphone for more information