

Restless Legs Syndrome Foundation

Fundraising Instructions



One Step at a Time

Restless Legs Syndrome Foundation, Inc
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One Step at a Time: Overview

RLS Awareness Week is September 19-25, 2010. During this week the Restless Legs Syndrome (RLS) Foundation is holding a nationwide awareness campaign and fundraiser. RLS Awareness Week is a great opportunity to tell your friends and family about the RLS Foundation's work and to ask for their support!

The money raised through this fundraiser will help support the RLS Foundation in its mission to increase awareness, improve treatments, and through research, find a cure for RLS. Some of the ways your money will make a difference include:

- Funding research grants to deserving scientists
- Providing educational materials to the public and healthcare providers
- Funding for Support groups to provide materials, grants, education, etc.

This year the theme of our fundraiser is *One Step at a Time*, a virtual walk around the world to raise awareness of RLS. Each dollar raised will represent one mile of our 24,902 mile awareness "walk" around the world.

How It Works

The joy of this event is that it's completely up to you. You can choose any type of awareness fundraiser that you would like. Some suggestions for *One Step at a Time* activities have been:

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| Sending an email campaign | Holding a bake sale |
| Hosting a party(tea, garden, etc.) | Holding a church breakfast |
| Hosting a carnival | Organizing a BINGO night |
| Organizing a walk | Joining a county/state fair |
| Collecting donations | Having a garage sale |
| Hosting a Support Group Meeting | Pledging in honor of a loved one |

Know your audience. Try to choose an event that your community would be excited to attend. Use your imagination and talents to raise money. Just remember that every \$1 raised is equal to 1 mile on our journey to spread awareness around the globe!

Please remember it is up to you to publicize your event. However, the RLS Foundation will have a special webpage dedicated to *One Step at a Time* detailing the efforts taking place across the country. This page will be easily available through the homepage of www.rls.org. We will also publicize the event as a whole through our Facebook page and email messages.

The Choice is Yours!

Interested in holding an awareness event, but not sure how to get started? Follow these steps to get on your way!

- **Choose a date.** Select the day of your choice anytime that is most convenient for you. (RLS Awareness Week is September 19-25, 2010.) Please remember your donations **MUST** be received by the RLS Foundation no later than September 30, 2010.
- **Decide your event.** Have a lot of friends interested in a party? Plan a gathering. Like sending out emails? Start an email chain. Your event can be as simple or involved as you make it.
- **Choose a location.** Any location of your choice.
- **Choose your companions.** Plan an event with your family, friends, colleagues, your local support group – anyone who wants to assist in raising awareness and funds to support our mission.
- **Spread the word.** Let people know about your event. There are a variety of ways to publicize your event such as calls, posters, emails, newspapers, local news stations, radio and more. Remember to let the RLS Foundation know about your event so we can publicize it on our website.
- **Enjoy.** Have fun at your event while knowing what a difference you are making in the lives of those living with RLS.



Suggestions for organizing a great event

- ➔ Ask friends, family, and colleagues to help.
- ➔ Seek permission if necessary.
- ➔ Be safe.
- ➔ Publicize your event.
- ➔ See if you can find matching gifts.
- ➔ Give door prizes/gifts.
- ➔ Thank everyone involved.
- ➔ Have fun!

Common Questions

How do I raise money?

Just remember this simple equation: \$1 equals 1 mile. Please have copies of the *One Step at a Time* Donation Card available to anyone who would like to donate to support the RLS Foundation! It is important we have donor contact information so receipts can be mailed. Use fundraising ideas that are comfortable to you. Ask friends to donate items for a garage or bake sale. Contact businesses to hold a car wash on their premises or to host a “car hop” night where you receive the tips. Get friends, family and colleagues involved. Or offer to help another event organizer reach their goal.

Do I need to be an RLS Foundation member or Support Group Leader to host an event?

No, we welcome involvement from anyone—not only members. Getting family and friends involved is a great part of the fun!

Do I have to recruit participants?

You only need to recruit if you would like the additional support. Feel free to simply collect donations on your own. Remember "do-it-yourself" implies that you can be creative!

How do I know if there is a *One Step at a Time* event already taking place near me?

Visit www.rls.org to find a list of events being held.

What forms of payment are accepted?

Contributions may be made on the secure RLS website using a credit card. A note may be made that their donation is in honor of you and/or *One Step at a Time*. RLSF accepts Visa, MasterCard, Discover and American Express credit cards. Checks are accepted and are to be made payable to the Restless Legs Syndrome Foundation. Please indicate on the memo line your name and “One Step at a Time”. Cash donations are also welcome. We would prefer for an individual collecting cash donations to send us a check as soon as possible. If someone would like a tax-deductible letter from the RLS Foundation, they should send the RLS Foundation a check directly or donate online instead of giving cash.

Are all contributions tax-deductible?

Yes, contributions are tax-deductible, but ONLY if the donor does not receive anything for their donation. Money received from a bake sale, garage sale, etc. are not entirely tax-deductible because they are receiving something in exchange. However if the price of the item is greater than the fair market value and they intended to give a charitable contribution, the additional amount above market value is tax deductible.. The RLS Foundation will need a description of the item sold, estimated fair market value and total gift received for the item.

When do I need to turn in the money I raise with my event?

Money can be turned in as soon as it is received. Of course, money may be turned in after September 30, but we urge you to do so as soon as possible. All event holders will be acknowledged in RLS Foundation publications and on www.rls.org. Thank you for your efforts!

Where should contributions be sent?

Please send all contributions and donor cards to RLS Foundation, 1610 14th Street NW Suite 300, Rochester, MN 55901.

How will my donors be thanked?

We will send thank you letters and tax-deductibility information to all of your sponsors, assuming you have provided us with their correct contact information on their individual donor card. (If you wish, you can also send your own personal note thanking your sponsors.)

The Restless Legs Syndrome Foundation

The Restless Legs Syndrome Foundation began in 1989 when eight people with RLS began sharing letters and discussing their “rare” condition. In 1992, the Foundation was incorporated as a nonprofit organization to address the growing need for research and information about this unknown condition. In the beginning, the Board of Directors would gather around the kitchen table of then Executive Director Pickett Guthrie to discuss their experiences with the disease and what courses of action would provide the most relief for persons with RLS. Their goals were simple and yet groundbreaking: increase awareness, improve treatments, and, through research, find a cure.

Today those goals have taken on a life of their own. The Foundation has grown from a simple volunteer staff to a staff of five employees in their Rochester, Minnesota location. Our understanding of RLS has also grown. We now know that the condition is not rare at all. In fact, recent research suggests that up to 10 percent of the US population has this neurologic condition. It is perhaps the most common condition you have never heard of.

Awareness. Since its inception, the Foundation has been working tirelessly to increase awareness of this disease by raising its profile and educating the public and medical communities alike.

Improve Treatments. The Foundation continually strives to be the most reputable source of information on RLS. Our renowned Medical Advisory Board approves all of our publications to assure accuracy.

Find a Cure. The Foundation has taken giant strides to further RLS research funding grants for over 28 research projects. The RLS Foundation helped fund a study led by Dr. David Rye and deCODE Genetics in Iceland which announced the discovery of a gene variant in RLS.

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TAX STATUS: 501 (c)(3)

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