



# Making a splash in 2015

## A message from the CEO

2015 will go down as a year that changed the playing field for MND. Like many viral campaigns, the origins and early history of the Ice Bucket Challenge are debated, but without question by July 2014 the Ice Bucket Challenge was firmly associated with ALS/MND, and over the past fifteen months, that obscure first splash of water has led to a tsunami of donations and public awareness.

Most sources credit Peter Frates and his family in Boston with focussing the Ice Bucket Challenge on ALS/MND. Their story is worth listening to, if for no other reason than as a truly moving demonstration of the incredible courage that people with MND, their families, friends and carers exhibit. An inspiring recent interview on TED Radio, How Did A Simple Challenge Become A Worldwide Phenomenon, can be found at [npr.org/programs/ted-radio-hour/431363633/amateur-hour?showDate=2015-08-14](http://npr.org/programs/ted-radio-hour/431363633/amateur-hour?showDate=2015-08-14).

Here in Australia, the Ice Bucket Challenge raised over three million dollars, donated by more than 60,000 individuals. We have been able to commit \$1.7 million of the funds raised to research and invest \$1.3 million in care and support services.

In NSW, the Ice Bucket Challenge raised over \$400,000, allowing us to bring forward the purchase of eleven electric wheelchairs. We are delighted to celebrate some of the Challenge events that made this possible in these pages and thank every donor and participant sincerely.

We are also mindful that the generosity of our donors demands even greater accountability from us in delivering on our promise to bring people with MND the support and services they need. We are thus proud to share news and details about where we are investing our precious funds on page 4 of this report.

To all those who have lost loved ones and friends to MND, on behalf of the board and staff, I extend our deepest sympathy.

*Graham Opie*  
Chief Executive Officer





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## Better yet, make a bequest

However large or small, your charitable bequest will have a huge impact on the lives of people living with MND and their families. Your generous gift will form a key part of our Association's long term income and help us to continue providing essential equipment, information, practical support, education and advice free of charge to our members. It will also help us continue to fund research for more effective treatments and ultimately a cure for MND.

Anything you can contribute financially would be greatly appreciated. Please go to 'Donate' at [mndnsw.asn.au](http://mndnsw.asn.au) to make a secure donation online with a credit card or download a form to fill and send with your cheque in the mail. Of course, you can always phone us at 02 8877 0999 if you prefer. If you would like to make a gift to MND NSW in your will, please contact us on 02 8877 0928 or email [giving@mndnsw.asn.au](mailto:giving@mndnsw.asn.au). We would love you to join our Blue Cornflower Society—invaluable benefactors who support the work of MND NSW.

## The Ice Bucket Challenge 2016

Get ready to take the Ice Bucket Challenge again in 2016, because we're committed to doing this "Every August Until A Cure". We hope that making this an annual challenge will keep MND front of mind in Australia and internationally.



## Featured programs in 2015

We are proud to announce the release of *Living with MND*, a series of in-depth publications especially written for people living with MND, their family and friends, available free online at [mndnsw.asn.au](http://mndnsw.asn.au). Our new online Directory of Services and Resources for people living with MND is already proving invaluable and can be accessed at [mnd.mndnsw.asn.au](http://mnd.mndnsw.asn.au)

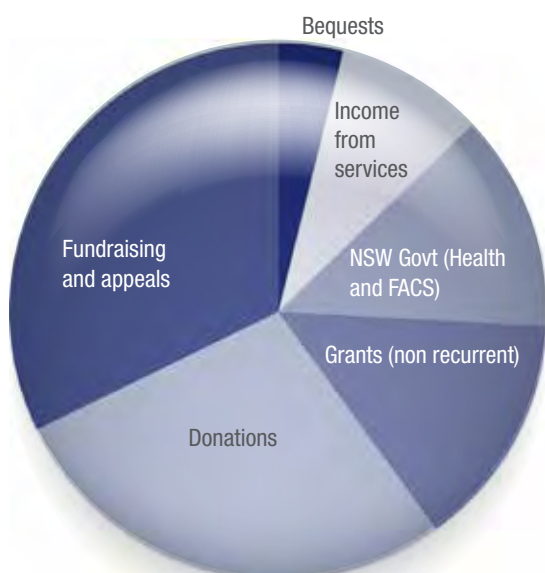
This year also saw two important events on our calendar: our CommSPOT workshop for speech pathologists and occupational therapists (SPOTs) who support people with MND with their communication and computer access goals; and our SIG (Special Interest Group) workshop for clinicians and community care professionals who have an interest in and care for people living with MND.



## Where does the money go?

Here are our sources of income and the programs that we spend our precious funds on. MND NSW are very proud to support an estimated 80%-90% of all people with MND in NSW and ACT. Across the nation, the combined MND state associations support more than 1,200 of the estimated 1,900 people with MND in Australia.

### Income



### Expenditure

