



## Alpha-1 Canada 10-10 Challenge

The following is information on Alpha-1 antitrypsin deficiency and Alpha-1 Canada. You can show it to the people you approach or give them a copy. This challenge is not only about raising much needed funds, its about raising awareness too. If you would like more information about Alpha-1, let us know and we will e-mail or snail mail it to you.

### What is Alpha-1 antitrypsin deficiency?

Alpha-1 antitrypsin deficiency, Alpha-1 for short, is a rare inherited disorder that can affect the liver, lungs and skin in infants, children and adults.

If you have never heard of Alpha-1, you are in good company, many doctors haven't either, so not only is Alpha-1 rare, it is also rarely diagnosed which leads to many people's health deteriorating as they search for the right answer.

With proper treatment, Alpha-1 need not be a death sentence, but with no cure, Alpha-1 is a life sentence.

### How can you help?

We are asking our supporters to ask 10 people to donate \$10 to help support Canadians suffering from Alpha-1. Donations of more or less than \$10 are also needed and greatly appreciated

These new funds will go toward

- programming for infants, children, teens and their families who are affected by Alpha-1
- Patient education days and podcasts
- Outreach to doctors to inform them about this disease

*The Alpha-1 Canada 10-10 Challenge* is just one way you can help ensure that these programs and services happen for Canadian Alphas, their parents, caregivers and families.

### Could your asthma or COPD be hereditary?

Your Asthma or COPD could be a hereditary disease called alpha-1 antitrypsin deficiency. It is a serious hereditary disorder and can result in life-threatening lung or liver disease. Knowing that you have Alpha-1 opens up many lifestyle and treatment decisions as well as the knowledge to avoid risk factors, all of which can improve your quality of life.

Visit [alpha1canada.ca](http://alpha1canada.ca) to learn more.

### What does Alpha-1 Canada do?

Alpha-1 Canada provides information, education and support to Canadians affected by alpha-1 antitrypsin deficiency; informs and educates the medical community about alpha-1 antitrypsin deficiency; and generates broad awareness about this genetic liver, lung and skin disease.

We do this by providing, free of charge:

- Support groups for patients, caregivers, parents and family
- A toll free support hotline (1-888-669-4583)
- A web site that is continually updated ([www.alpha1canada.ca](http://www.alpha1canada.ca))
- Regular newsletters
- Print materials for patients and the medical community
- Physician/Healthcare Professionals outreach and education
- "Drop-in support group" that meets by telephone conference featuring guest speakers
- Advocate for government treatment coverage

*The Alpha-1 Canada 10-10 Challenge* is just one way you can help ensure that these programs and services continue to be offered free of charge to Canadian Alphas, their parents, caregivers and families.

*The Alpha-1 Canada 10-10 Challenge* ends on **November 30<sup>th</sup>, 2011.**

## *The Alpha-1 Canada 10-10 Challenge — Improving the lives of Alphas*

Alpha-1 Canada  
1-888-669-4583

1638 Northway Ave. Windsor, ON N9B 3L9  
Charitable Registration Number: 82264 7871 RR0001  
[www.alpha1canada.ca](http://www.alpha1canada.ca)





# The Alpha-1 Canada 10-10 Challenge Canvasser Instructions

Thank you for agreeing to participate in the *The Alpha-1 Canada 10-10 Challenge*. We know you will be successful and don't forget to tell the people you approach about Alpha-1 antitrypsin deficiency; this challenge is not only about raising much needed funds, its about raising awareness too!

## Set a personal goal

While we are only asking you to ask 10 people to donate \$10, you can set a personal goal of asking more than ten people. *The Alpha-1 Canada 10-10 Challenge* ends **November 30<sup>th</sup>, 2011**. Tell people what your goal is when you ask them to donate.

## Support yourself first

Show your commitment to the challenge and be the first to donate. You will have better success if you can show those you ask that you are not asking anything of them that you have not done yourself.

## Build your confidence

Ask those friends and family members you are most comfortable with to assist with your goal. Once you have some experience and a few donations you will be amazed at how well it goes.

## Try asking your co-workers for support

Ask the ones you have regular contact with and maybe even your boss. Don't do this using the company's e-mail system, many companies have policies against this.

Not all Alphas share their condition with co-workers so here are some other possibilities.

## Try asking your team mates

How about your fellow team mates, bowling, golf; or committee members; members of your card club or coffee klatch and don't forget those neighbours who ask you to support their kids' schools and sports teams.

What about your healthcare "team!" If anyone knows how important the information, education and support that Alpha-1 Canada provides is, it's the healthcare professionals who care for you.

This challenge is not only about raising much needed funds, its about raising awareness too. If you would like information about Alpha-1 that is specifically for your healthcare providers, let us know and we will e-mail or snail mail it to you. We can send you similar information designed for the general public too.

## Don't forget about your on-line friends too

You can also ask your on-line friends by asking them personally and directing them to [www.alpha1canada.ca](http://www.alpha1canada.ca). Have them click on the "Donate Now" button. Make sure to tell them to include in the comments section a note that the donation was requested by you.

**And finally, don't forget those who you have given donations to or sponsored in the past.**

## You can accept cash, cheques or even credit cards on-line

For cash donations keep them in a safe place until you are finished, then deposit them in your bank account and mail a personal cheque for the amount to Alpha-1 Canada, along with your pledge form by **November 30<sup>th</sup>, 2011**.

For donations by cheque, hang on to them until you have reached your goal and mail those to Alpha-1 Canada too along with your pledge form.

**Alpha-1 Canada  
1638 Northway Avenue,  
Windsor Ontario N9B 3L9**

If you have people who want to donate using their credit card, direct them to [www.alpha1canada.ca](http://www.alpha1canada.ca) and have them click on the "Donate Now" button. Make sure to tell them to include in the comments section a note that the donation was solicited by you.

For individual donations of \$10 or more Alpha-1 Canada can mail donors a tax receipt, but only if we have their mailing address. We can send the tax receipt by e-mail if we have a valid e-mail address for the donor but we also need their mailing address to complete the official government tax receipt. For those who donate on-line they will receive their tax receipt immediately.

***The Alpha-1 Canada 10-10 Challenge  
Improving the lives of Alphas***

