

ROCKVILLE ROADIES MS PROJECT

10th Anniversary

# RRMS

SUMMER 2012

WWW.RRMS.US

*WHO WE ARE*

*WHAT IS MS?*

*WELCOME DR. KATZ*

*HOW DO WE WORK?*

*MISSION MOMENT*

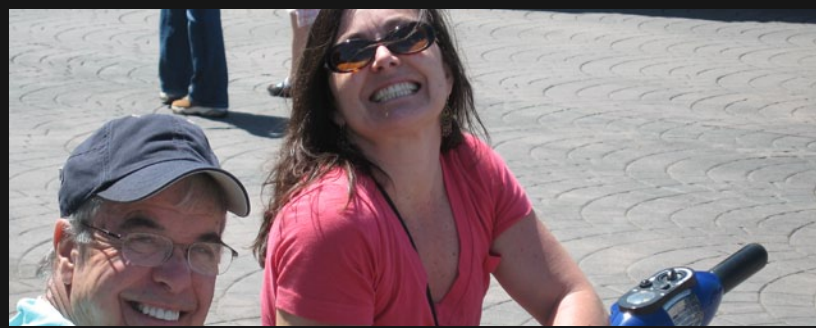
*SPONSORSHIP*

*TIERS + BENEFITS*

**M3**



*For over 10 years, we've partnered with MS-affected individuals, caring sponsors, and peer non-profits to procure the special mobility equipment needed to keep the Multiple Sclerosis Community mobilized, independent, and immersed in their communities.*



# *WHO WE ARE*





*The Rockville Roadies Multiple Sclerosis Project Inc. (RRMS) knows how important physical freedom can be and we're dedicated to helping every MS affected person enjoy that freedom to the fullest extent possible.*

Founded in 2002, RRMS is a 100% volunteer 501c3 nonprofit organization dedicated to enhancing the quality of life for everyone whose mobility and independence is mired by multiple sclerosis. RRMS does this by helping MS individuals procure needed mobility equipment to remain mobile and free.

RRMS also serves to promote increased visibility of the immediate, day-to-day mobility challenges often linked to multiple sclerosis. Awareness of MS disease also informs/educates the public that retaining freedom has broad benefit to the MS individual, the caregiver, the employer, and the community at-large.

RRMS is governed by a genuinely motivated Board of Directors, all of whom are well-networked leaders in business. Leveraging this diversity of experience and horsepower, RRMS continues to execute an all-volunteer nonprofit business model that is sustainable in challenging times and continues to grow and add community value.

# **RRMS FACT SHEET**

**LEGAL NAME**

Rockville Roadies Multiple Sclerosis Project Inc.

**YEAR FOUNDED**

2002

**INCORPORATED**

Yes; Maryland

**EIN**

02- 0587172

**100% VOLUNTEER**

YES

**RENT/SALARIES PAID**

None

**OVERHEAD PERCENTAGE**

<5%

**501c3 STATUS**

YES

**DONATIONS TAX-DEDUCTIBLE**

YES

**DONATIONS OPTIONS**

3

**WEB**

[www.rrms.us](http://www.rrms.us)

**PHONE**

240-683-0758

**PRIMARY CONTACT**

Robert Valdes

**SOURCES OF SPONSORSHIP**

Corporate & Public donations

**GOVERNMENT GRANTS RECEIVED**

None

**NUMBER OF MS CLIENTS ASSISTED**

1 per week

**COST TO MOBILIZE 1 MS CLIENT**

\$500-\$10,000

**DOES RRMS PARTNER WITH  
PEER NONPROFITS**

YES

**TIME REQUIRED TO PROCURE EQUIPMENT**

2-6 months

**DONATIONS ACCEPTED ONLINE**

YES

**BOARD OF DIRECTORS**

YES

**BOARD MEMBERS WITH  
MULTIPLE SCLEROSIS**

1

# WHAT IS MULTIPLE SCLEROSIS?

## Multiple Sclerosis is

- The most common disabling neurological disease of young adults (350,000 in USA)
- A neurodegenerative autoimmune disorder of the central nervous system (CNS)
- Diagnosed in twice as many women than men.
- A disease where approximately 10,000 new cases are diagnosed (US)

Comprised of 4 subtypes:

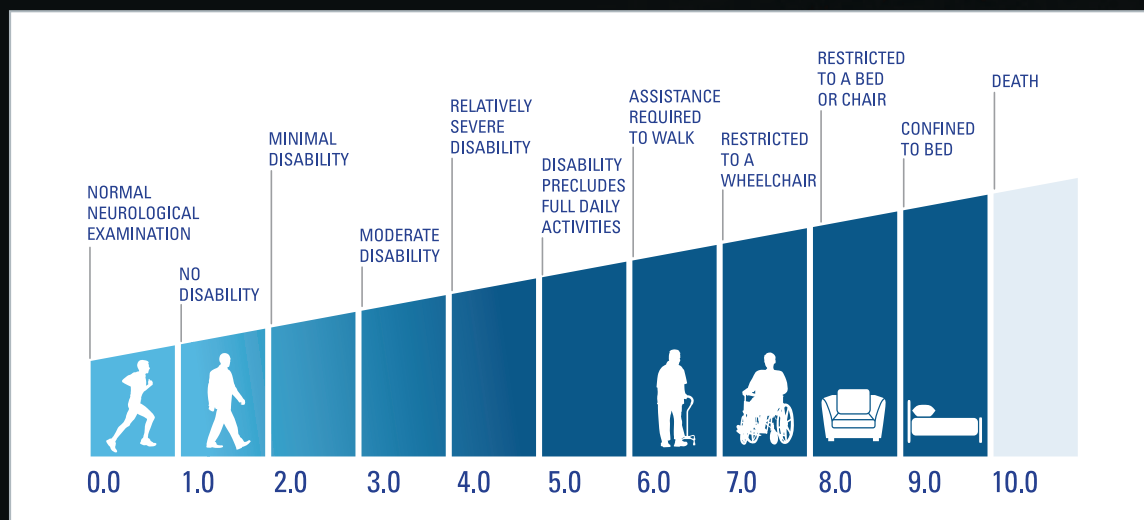
**RRMS:** Relapsing Remitting

**SPMS:** Secondary Progressive


**PPMS:** Primary Progressive

**PRMS:** Progressive Relapsing

- A disease where periodic episodes (i.e. relapses, exacerbations,) occur with either full recovery or residual accumulating deficit



SOURCE: KURTZKE JF. RATING NEUROLOGIC IMPAIRMENT IN MULTIPLE SCLEROSIS: AND EXPANDED DISABILITY STATUS SCALE (EDSS). NEUROLOGY. 1983; 33:1444-52

A close-up, high-contrast portrait of a man's face, focusing on his eyes and skin texture. The lighting is dramatic, highlighting the contours of his face and the texture of his skin. He has a serious expression and is looking slightly to the right of the camera. A small mole is visible on his cheek.

***Bob Valdes***  
*RRMS Founder/President*  
*M3 Cyclist, Runner and Swimmer*

## ***WELCOME DR. KATZ***

**DR. KATZ HAS BEEN  
PUBLISHED IN THE**

*Journal of Neuro-ophthalmology*

*Journal of Neurosurgery*

*Journal of Neuroscience*

*Science*

*Journal of Neurochemistry*

*Biochemical Pharmacology*

It gives me great pleasure to share with you the exciting news that the Rockville Roadies MS Project has a new Advisory Board member. Please join me in welcoming neurologist, Dr. David M. Katz.

David M Katz, MD is a board-certified neurologist who completed his neurology residency at Duke University Medical Center and his fellowship in neuro-ophthalmology at the University of Michigan/ Kellogg Eye Center. Dr. Katz has practiced neuro-ophthalmology and neurology since 1993 and founded Bethesda Neurology, LLC in 2004. As a neurologist, Dr. Katz treats patients with neurological issues such as: Multiple Sclerosis, Myasthenia Gravis, Dementia, and Parkinson's.

Dr. Katz is a member of a number of professional societies including: North American Neuro-Ophthalmological Society (NANOS), American Academy of Neurology, American Medical Association, North American Neuro-Ophthalmology Society, Washington Clinicopathological Society, Montgomery County Medical Society, and Maryland Medical Society.

Throughout my conversations with Dr. Katz, I have been impressed by his intellect, and energy. Dr. Katz shares the RRMS vision to improve the quality of life of the Multiple Sclerosis community and we look forward to leveraging Dr. Katz' expertise and clout to strengthen RRMS' mobility-focused position.

For more information on Dr. Katz, the Bethesda Neurology Office, please visit

[www.bethesdaneurology.com](http://www.bethesdaneurology.com)

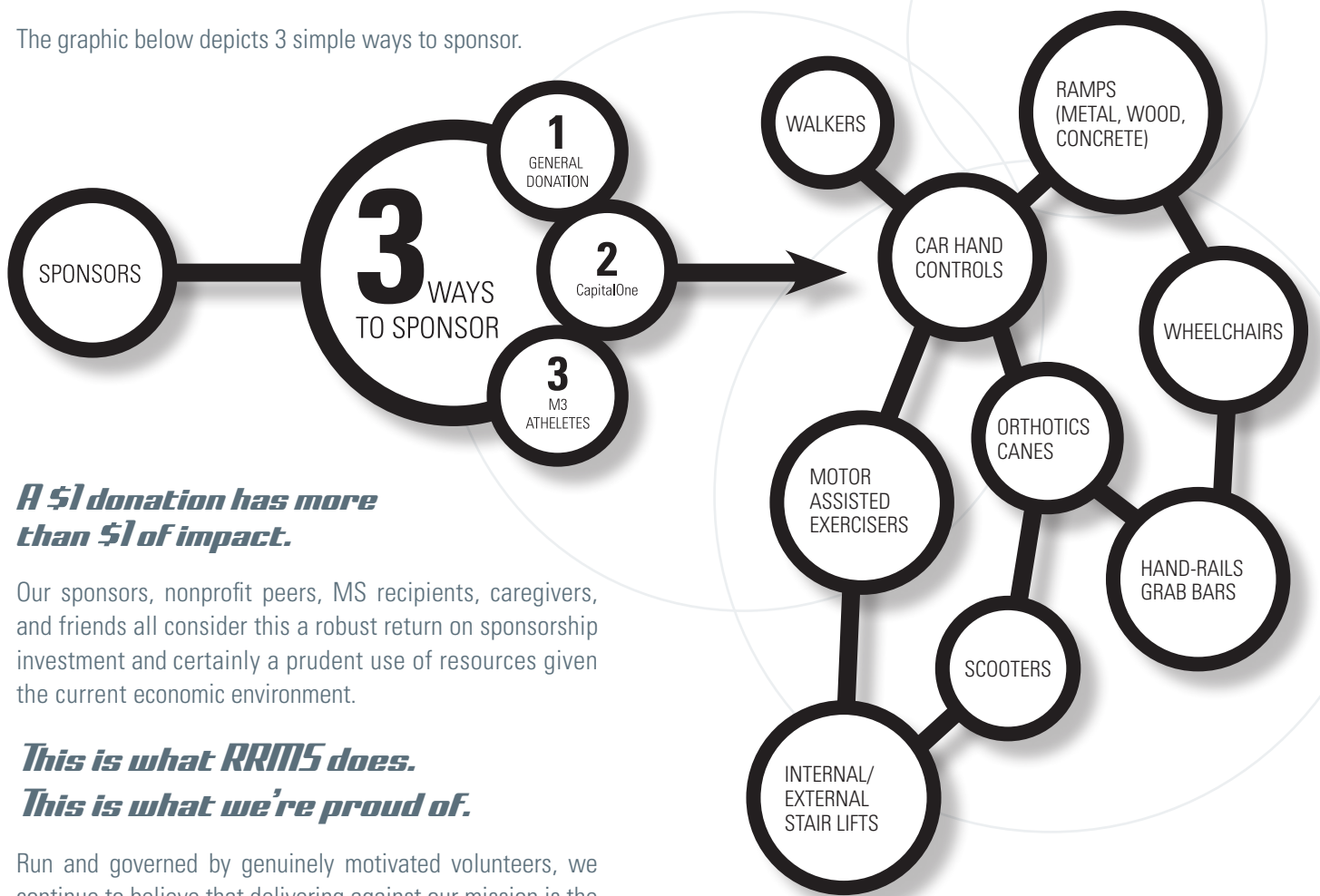


*David M. Katz, MD, Neuro-Ophthalmologist*

# HOW DO WE WORK?

After reviewing the Summer 2012 issue, we trust you'll agree that "Mobilizing the MS Community" is a transformational event. Vital to the success of our equipment program are partnerships with generous corporate sponsors that make our vision a reality. Given that each company seeks a highly synergistic partner, RRMS offers benefits at each sponsorship tier.

The graphic below depicts 3 simple ways to sponsor.



***A \$1 donation has more than \$1 of impact.***

Our sponsors, nonprofit peers, MS recipients, caregivers, and friends all consider this a robust return on sponsorship investment and certainly a prudent use of resources given the current economic environment.

***This is what RRMS does.  
This is what we're proud of.***

Run and governed by genuinely motivated volunteers, we continue to believe that delivering against our mission is the best way to add value to the community. In 2011–12, RRMS has delivered mobility solutions to MS-affected clients in over 25 U.S. states as we weathered what some would consider the most challenging economic environment in our 10-year history.

Given the lingering recession challenges for donors, nonprofits, and MS recipients, RRMS has been called upon to play a greater role mobilizing MS folks in 2011–12.

“

*I would like to thank you profusely for your efforts in bringing an unattainable need to pass. Having the benefit of this equipment will afford me a sense of independence; something I want to hold onto tightly for as long as possible.*

”

**MISSION MOMENT** Keri Hamilton

Mobilizing MS folks is truly a transformational change, bringing independence to the MS recipient in need as well as her / his family, caregivers, and friends. Providing mobility solutions, like the wheelchair shown above enables MS clients to do activities independently.

**Activities such as:**

- Exit/enter the house
- Drive a car!
- Go to doctor's appointments, the store, bank
- Simply visit a friend
- Retain employment / retain health benefits
- Return to the workforce / Add value to the community
- Disburden caregivers



# ***SPONSORSHIP***

## ***TIERS + BENEFITS***

\$10,000..... DIAMOND  
 \$2,500..... M3 ELITE  
 \$500..... SILVER  
 \$50..... BRONZE

The most successful companies are involved in the community they serve. Working with RRMS, you have an opportunity to make a difference in the community by underwriting and enabling our mission's activities and high value community outcomes: Mobilizing MS'ers and Educating the public about MS.

Funds raised go directly into providing mobility solutions for the MS community. We realize every company has unique needs, defined by business strategies, existing community involvement, marketing. For this reason, we offer a variety of benefits and sponsorship options to make our partnership work.

| <b>COMMUNITY CITIZENSHIP</b>                  | <b>DIAMOND</b> | <b>M3 ELITE</b> | <b>SILVER</b> | <b>BRONZE</b> |
|---|----------------|-----------------|---------------|---------------|
| Closer relationship with customers/caregivers | √              | √               | √             | √             |
| Positive perception by target audience        | √              | √               | √             | √             |
| Corporate Differentiator                      | √              | √               | √             |               |
| Visibility Heightened                         | √              | √               | √             |               |
| Public Goodwill                               | √              | √               | √             |               |
| <b>TEAM BUILDING</b>                          |                |                 |               |               |
| Free Registration for Corporate Participants  | √              | √               | √             |               |
| Interview Sponsor for newsletter/video        | √              |                 |               |               |
| Naming rights to team/cohort and logo         | √              |                 |               |               |
| 1 x Team photo with mini biosketch            | √              |                 | √             |               |
| <b>EMAIL CAMPAIGNS/PRINT</b>                  |                |                 |               |               |
| Include logo on all email campaigns           | √              |                 |               |               |
| <b>LOGO/TRADEMARK</b>                         |                |                 |               |               |
| Prominent logo on cycling jersey              | √              |                 |               |               |
| Prominent logo on M3 T-shirt                  | √              |                 |               |               |
| Logo placement on RRMS homepage               | √              | √               |               |               |
| Access to RRMS logos and trademarks           | √              |                 |               |               |
| <b>NETWORKING</b>                             |                |                 |               |               |
| RRMS Volunteers and Network                   | √              | √               |               |               |
| Corporate Photography                         | √              |                 |               |               |
| Corporate Graphic Design                      | √              |                 |               |               |
| Corporate Web Programming                     | √              |                 |               |               |
| Biotech Industry Experts                      | √              |                 |               |               |
| Copywriting                                   | √              |                 |               |               |
| <b>SOCIAL NETWORKS</b>                        |                |                 |               |               |
| LinkedIn, Facebook, SlideShare                | √              |                 |               |               |

We realize every company has unique sponsorship needs, defined by business strategies, existing community involvement, & marketing ROI. For this reason, we offer a variety of benefits and sponsorship options to make this partnership work. For those interested in sponsoring at the \$2500 level or higher, please contact Bob Valdes directly. (240-683-0758 / bobv@bobv.net) so that we can tailor a custom benefit profile.



**ROCKVILLE ROADIES  
MS PROJECT, INC**

**WWW.RRMS.US**

***SPONSORS, FRIENDS,  
RIDERS & VOLUNTEERS***

Joyce & Jerry Metayer

Jannie & Ray Keefe

Joanie & Mark Walls

Carolina & Niall Carolan

Jessica Myers

Rob Myers

Cathy Nevin & Geoff Hull

Kirsten & Jon Iafolla

Kelly Burke

Mesbah Creitz

Debra & John Adams

Cate Cella



**BIOTECH RESOURCES GROUP**

OUR TALENT IS FINDING GREAT TALENT™

