

Live Like Lou

Frequently Asked Questions

What is The LiveLikeLou Foundation?

Phi Delta Theta has taken a significant step to broaden its reach and deepen its impact on the fight against ALS, the devastating disease named for Brother Lou Gehrig. Through the launching of The LiveLikeLou Foundation, a stand-alone 501c3 not-for-profit entity with a national scope, Phi Delta Theta now has a centralized charge in the fight against ALS. The LiveLikeLou Foundation will receive the full benefit and support of the Phi Delta Theta brotherhood as we strengthen our impact and continue the fight for ALS!

The LiveLikeLou Foundation's mission is to:

1. Raise awareness of ALS
2. Improve the quality of life for ALS patients and their families
3. Raise funds for a therapy or a cure for this dreaded disease.

The LiveLikeLou Foundation started as a grassroots effort in Western Pennsylvania in 2012, named for Phi Delta Theta Brother Lou Gehrig and founded by Brother Neil Alexander who died from ALS in 2015. That early effort raised more than \$4 million for ALS and helped establish "The LiveLikeLou Center for ALS Research" at the University of Pittsburgh.

Brother Alexander and his family always stated that they wanted to '**Leave ALS Better Than We Found It!**'

What is Phi Delta Theta's Fundraising Goal for The LiveLikeLou Foundation?

ALS has always been an important philanthropic cause for Phi Delta Theta. Over the past decade Phi Delta Theta members have raised millions of dollars for ALS through chapter philanthropy events, alumni club events, and the Iron Phi program. They have also volunteered countless hours helping patients locally. The LiveLikeLou Foundation is going to allow Phi Delta Theta to take the fight to the next level.

On January 1, 2018. Phi Delta Theta kicked off a campaign to raise **\$4 Million in 1848 Days**. The "4" harkens back to Lou Gehrig's playing days and his New York Yankees jersey number. The "1848" is a nod to the Fraternity's founding date and represents ~5 years' time for the campaign.

Phi Delta Theta has shown tremendous accomplishments in raising funds for ALS in the past, and with this new call to action, we are confident this goal can be achieved!

Is Our Chapter Supposed to Raise Money for The LiveLikeLou Foundation?

Phi Delta Theta is encouraging all ALS-related philanthropic efforts by its members, chapters, colonies, and alumni clubs to support The LiveLikeLou Foundation, its mission, and the strategy it deploys to impact the fight against ALS.

Does Phi Delta Theta Still Have a Partnership With The ALS Association?

Phi Delta Theta ended its partnership with The ALS Association in 2017.

What If Our Chapter Wants to Raise Fund for Another Cause?

Some chapters provide philanthropic support to other causes that are meaningful to their membership and may have specific commitments to local causes. Supporting The LiveLikeLou Foundation is not a requirement of the Fraternity's chapter, but we hope that you will join us in our shared goal to ***'Leave ALS Better Than We Found It!'***

How Will LiveLikeLou Foundation Funds Be Spent?

- **Direct Donations to The LiveLikeLou Foundation** will be spent on ALS research to find a therapy or a cure. The LiveLikeLou Foundation will be announcing its ALS research partner at the Phi Delta Theta General Convention in June 2018.
 - **Donations from Phi Delta Theta Chapter, Colony, or Alumni Club events** will also be spent on ALS research to find a therapy or a cure.
 - **Dollars Raised Through Iron Phi** will be spent on:
 - ALS Patient Care/Support (50%)
 - Phi Delta Theta Leadership Development Programs (50%)
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How Can Funds Be Raised for The LiveLikeLou Foundation?

Funds for The LiveLikeLou Foundation's Phi Delta Theta Campaign "**\$4 Million in 1848 Days**" can be raised through three different channels:

1. **Make a Direct Donation:** Direct donations from family, friends, corporations, and community members who want to support the Foundation can be mailed to:

The LiveLikeLou Foundation
2 South Campus Avenue
Oxford, OH 45056
Checks should be made out to The Live Like Lou Foundation

2. **Support a Phi Delta Theta Philanthropy Event:** Philanthropy events are organized by the Fraternity's chapters, colonies, and alumni clubs and are held for the purpose of supporting ALS. Event funds are raised through corporate sponsorships, direct donations, and event fees/registrations, as coordinated by the hosting chapter. Funds can be submitted via check or fundraising website as determined by the hosting chapter. The LiveLikeLou Foundation will be re-launching its website in June 2018 and it will include online fundraising tools that will help facilitate the collection of donations for events.
3. **Becoming Or Supporting An Iron Phi:** To become an "Iron Phi", members of Phi Delta Theta (both undergraduates and alumni) must select an athletic endeavor of their choice (any type of athletic event is eligible), raise \$1,000 through the Iron Phi website, and accomplish the athletic endeavor itself. Iron Phi Funds are raised via www.support.ironphi.org

How Can We Make our Phi Delt Chapter Fundraising Event Successful?

There are many ways to improve the financial success of your event as you raise funds for The LiveLikeLou Foundation, including:

- Use of branded tools such as logos, videos
- Use of printable **Overview of The LiveLikeLou Foundation** to share with donors or sponsors
- Use of **Fundraising Tips/Tricks** for raising money from local company/corporate sponsors
- Use of professional templates for your use as you request and receive funds
 - Template to **Request Event Sponsorship from a Company**
 - Template to **Request Event Donation from an Individual**
 - Template to **Acknowledge Company Sponsorship** or **Acknowledge Individual Donation** for tax purposes

*To find the collection of resources above, visit

<https://www.phideltatheta.org/members/resources/chapter-officers/philanthropycommunity-service/>

What are the Benefits of Raising Funds for The LiveLikeLou Foundation?

By focusing Phi Delta Theta's efforts to fight ALS through The LiveLikeLou Foundation, the Fraternity will strengthen its impact on the disease by working more consistently to rally brothers and communities, optimize fundraising, and receive recognition for its efforts.

- During 2018, chapters that commit to raising \$100 or more per man will receive the long sleeve ONWARD t-shirt for every member, including Phikeias.
 - The Phi Delt chapter that raises the most money within the Iron Phi program each year (July 1 - June 30) receives the Clark Jackson Award, named for Brother Jackson (Kansas Delta – Wichita State) who died from ALS in 2009. The winning chapter receives an Iron Phi branded wooden bat and wall mount from the Cooperstown Bat Company. Engraved on the bat is the chapter's name, amount raised and the name of the award.
 - Recognition in *The Scroll* and on The LiveLikeLou Foundation's [Facebook](#) and Instagram accounts.
 - Real-world experience organizing a successful philanthropy or service event can easily result in a resume enhancement or count toward volunteer hours required by many universities.
 - Personal satisfaction for contributing to the fight against Lou Gehrig's Disease and to the strengthening of Phi Delta Theta.
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Can Our Members Support ALS with Volunteer Hours?

Absolutely! Phi Delta Theta is challenging all chapters to volunteer at least **4 Hours Per Man Per Semester** toward the cause of ALS in the form of community service.

People diagnosed with ALS endure immeasurable hardships – financial, emotional and especially practical day-to-day difficulties.

- Patients may become isolated or have limited ability to manage administrative tasks, personal care, mobility within or outside of the home, and communication
- Parents and spouses may become caregivers
- Children may endure worsening financial or practical resources
- Homes or property may become inaccessible or fall into disrepair
- Transportation options may be limited

While we can't solve all of the problems these families face, the men of Phi Delta Theta can be a significant source of strength and dignity through focused community service.

Examples of service might include:

- Adopt-a-family – A chapter pledges to provide practical support to a single family that has been affected by ALS in its community.
- Ad hoc volunteering through a local patient services organizations.

To connect with an ALS patient or family in need of service from your chapter, contact the Patient Care Coordinators at the local chapter of organizations who support ALS. These might include:

- The ALS Association
- The MDA Association
- Veterans Administration Hospitals

The LiveLikeLou Foundation will also be building its community service strategy soon and will offer techniques to assist you in connecting you with ALS-related service opportunities.

How Can We Share Our Successes?

We are committed to sharing your success to our online audiences. We love doing it! To submit a recap of your event that supports The LiveLikeLou Foundation fill out this form – <https://www.phideltatheta.org/members/submit-good-news/>

You can also share your photos and stories with us by emailing salexander@livelikelou.org.