



MDA Report
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For 66 years, when not fighting fires, members of the International Association of Fire Fighters have been fighting another ongoing threat — muscular dystrophy, a disease that includes more than 40 neuromuscular disorders. But the COVID-19 pandemic has dramatically affected fire fighters’ efforts to Fill the Boot for MDA, while the critical need for fundraising to help find a cure and support those served by MDA remain. With traditional Fill the Boot drives on hiatus, fire fighters and MDA are counting on your support through our virtual Fill the Boot campaign during these challenging times.

The Impact of Covid:

- Moving to virtual programming and support to protect our highly vulnerable community of neuromuscular patient, their caregivers and clinicians:
 - *Telemedicine*
 - *Virtual summer camp experience*
 - *Virtual clinical research, care center director sessions*
 - *MDA Frontline: Interactive Facebook Live programs*
 - *Online resource center with regularly updated COVID care guidelines*
- Funding is at risk:
 - *Galas, Muscle Walks, Golf Tournaments and Boot Drives have been postponed or cancelled making MDA vulnerable*
 - *Difficult decisions made impacting expenditures*

This pandemic has affected the whole world – and MDA was not spared. Because of our frontline care for our immuno-compromised patients, MDA is considered an essential nonprofit.

We had to innovate quickly to make sure we could support & protect our at-risk community –

- Pivoted to telemedicine in our care centers
- Replaced our in-person camps with a 6-week virtual experience that began in June
- Moved our clinical research conference & our care center directors conference to virtual sessions

- Created MDA Frontline – an interactive FB Live program
- Continually update our online resources with COVID care guidelines

As you can imagine, as the world sheltered in place, all of our event-driven fundraising came to a screeching halt. Spring is our busiest time of the year for galas, golf tournaments and Fill the Boot (CA, TX & FL – our largest states – had to cancel or indefinitely postpone). We are looking at being down almost 60% of fundraising revenue for the year.

That led MDA leadership to make some very tough decisions:

- Sped up the plan to move to a virtual workforce – and save the high cost of physical offices
- Furloughed 60% of our staff for 6 months
- Furloughed the remaining staff 1 -2 days per week
- And left us to reimagine fundraising in this “new normal”
- BUT COVID WON’T STOP US!

2020 Fill the Boot Campaign

- Digital & Social Campaign in partnership with the IAFF this summer
- Online giving platform with robust toolkits and resources for Locals
- Streamlined communication from MDA to fire fighters
- Revised protocols for traditional Fill the Boot drives
- Innovative turn-key alternatives to on-street collections

We went to the IAFF, our largest partner, and asked for help – and of course, they immediately started working on a plan with us

- Set to begin in August
- PSAs with Fire Fighter and a camper
- Re-tooled our online giving platform
 - Building robust toolkits & resources for our Locals
 - Social media best practices & sample posts
 - More options to donate – Paypal, Apple Pay, Amazon Pay, text 2 give
- Because we have less staff, we are streamlining communications to our fire fighters & streamlining getting FTB supplies out to you all
- COVID has changed everything – so we are revising protocols & safety procedures for traditional FTB. We know fire fighters are ready to go out when the time is right – we are advising Locals to work with their chiefs & city/fire district/municipalities to ensure the time is right & all precautions are taken.
- Also knowing that traditional FTB might not be able to happen in some places this year, we are packaging some innovation turn-key alternatives to on-street collections for you
- While FTB may look different this year – and let’s face it, it may never look the same way again – MDA families need you now more than ever. Your partnership is what will keep MDA’s doors open...

Thank you for all you do to help MDA and our families. We wouldn’t be where we are today without you. Our appreciation to each and every one of you.

