

LUPUS FOUNDATION OF AMERICA

# WALK TO END LUPUS NOW™



[LUPUS.ORG/HEARTLAND](https://lupus.org/heartland)

**SAINT LOUIS 5/9/2020**  
CHESTERFIELD CENTRAL PARK

**KANSAS CITY 6/6/2020**  
SHAWNEE MISSION PARK

# LUPUS IS A **CRUEL AND MYSTERIOUS** DISEASE WITH **WIDESPREAD** IMPACT

## LUPUS FOUNDATION OF AMERICA

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The Lupus Foundation of America is the only national force devoted to solving the mystery of lupus, while giving caring support to those who suffer from its brutal impact. Through a comprehensive program of research, education, support and advocacy, we lead the fight to improve the quality of life for all people affected by lupus. **We envision a life free of lupus.**

## THE IMPACT OF LUPUS

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Lupus is an unpredictable and misunderstood autoimmune disease that ravages different parts of the body. It is difficult to diagnose, hard to live with, and a challenge to treat. The symptoms can be severe, and highly unpredictable and can damage any organ or tissue, from the skin or joints to the heart or kidneys. **More of your friends, family, co-workers and neighbors live with or are impacted by lupus than you even realize.**



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An estimated **1.5 million** Americans have lupus.



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Lupus is among the leading causes of death among **young women**.



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Only **one drug** has ever been developed specifically to treat lupus and approved by the US Food and Drug Administration.



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The mean annual total costs for people with lupus (combining direct and indirect costs) can be up to **\$50,000**.

# JOIN US IN THE FIGHT AGAINST LUPUS

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*Walk to End Lupus Now®* is held nationwide by the Lupus Foundation of America and its national network to raise money for lupus research, increase awareness of lupus and rally public support for those who suffer from its brutal impact. Each year, thousands of people across the country join forces with the Lupus Foundation of America and walk with one unified purpose-to end lupus.

**TOGETHER, WE ARE POWERFUL!**

(Since 2008)

**ONE MILLION WALKERS**  
across the United States.

**OVER 3,000,000 STEPS**  
which is equal to walking NYC's Central Park 250 times!

**OVER \$20 MILLION RAISED**  
(and counting!) to fund research, education and support.



## YOUR DOLLARS AT WORK TO END LUPUS

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Thanks to the support of the thousands of individuals, companies and communities over the last ten plus years we are making a difference in the fight to end the brutal impact of this disease. But, it's not enough, and there is still so much work to be done. With your support, you can help us continue to improve the quality of life for all those touched by this disease.



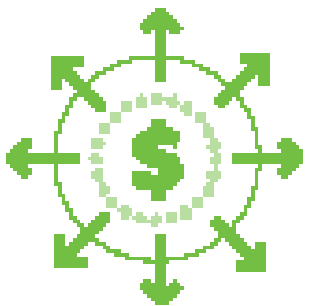
**7.5 million people** count on us each year to answer questions, provide support and bring hope.

**The demand for more resources is high. We need your support to grow these critical resources and support more people.**



Accelerating delivery of medicines with more than **50 potential therapies** being studied for people with lupus.

**Currently there is only one FDA approved drug for lupus. We need your support to fund new, groundbreaking studies.**



**\$550 million in Federal funding** for lupus research and education in just the last 5 years.

**There is still work to be done. We need your support to grow our voice and increase these critical Federal funding dollars.**



**839 million views** of awareness campaigns raise support, understanding and compassion for those with lupus.

**The majority of Americans know little or nothing about lupus beyond the name. We need your support to increase public understanding of this disease so it gets the resources it needs.**



## CORPORATE TEAMS & VOLUNTEER OPPORTUNITIES

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The *Walk to End Lupus Now*® is a community event with a variety of opportunities for employee engagement.

- Form a *Walk to End Lupus Now*® corporate team to engage employees. We will provide team captain tools and fundraising ideas to maximize employee engagement. Wear matching company gear to stand out in the crowd!
- Don't forget about matching gift programs. Your corporate matching gift and volunteer incentive programs can boost your team's fundraising efforts.
- Host a Lupus Lunch and Learn to promote awareness and health education. Our staff will lead this informative and interactive on-site program.



"Many of our employees have seen firsthand just how devastating this disease can be and we know how important it is to do our part to bring awareness to lupus and raise money for better treatments and a cure."

– Heather Williamson, Chief Operating Officer, Titan Solar

## POWER OF PARTNERSHIP

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Send a powerful message to your customers and employees by supporting the *Walk to End Lupus Now*® as a corporate partner.

Corporate partners have an opportunity to reach a diverse audience of household decision makers who are invested in health and wellness.

- Over **60 cities** and **70,000 walkers**
- The median age of walk participants is 33 years
- **63%** of walkers are **female**
- **90%** of participants live with lupus or have a family member, friend, or co-worker who is **impacted by the disease**

Our community reach:

- 1,200 walkers in the St. Louis Walk
- 600 walkers in the Kansas City Walk
- 13,500 website visits per year
- 5,700 Facebook, 1,200 Instagram, and 800 Twitter followers
- 5,200 individuals per e-message

### ACTIVATE YOUR SPONSORSHIP NOW

Commit your support of the *Walk to End Lupus Now*® today and support those living with lupus.

Contact Beka Rich, at 314-644-2222 or 800-9587876 or [brich@LFAheartland.org](mailto:brich@LFAheartland.org)

