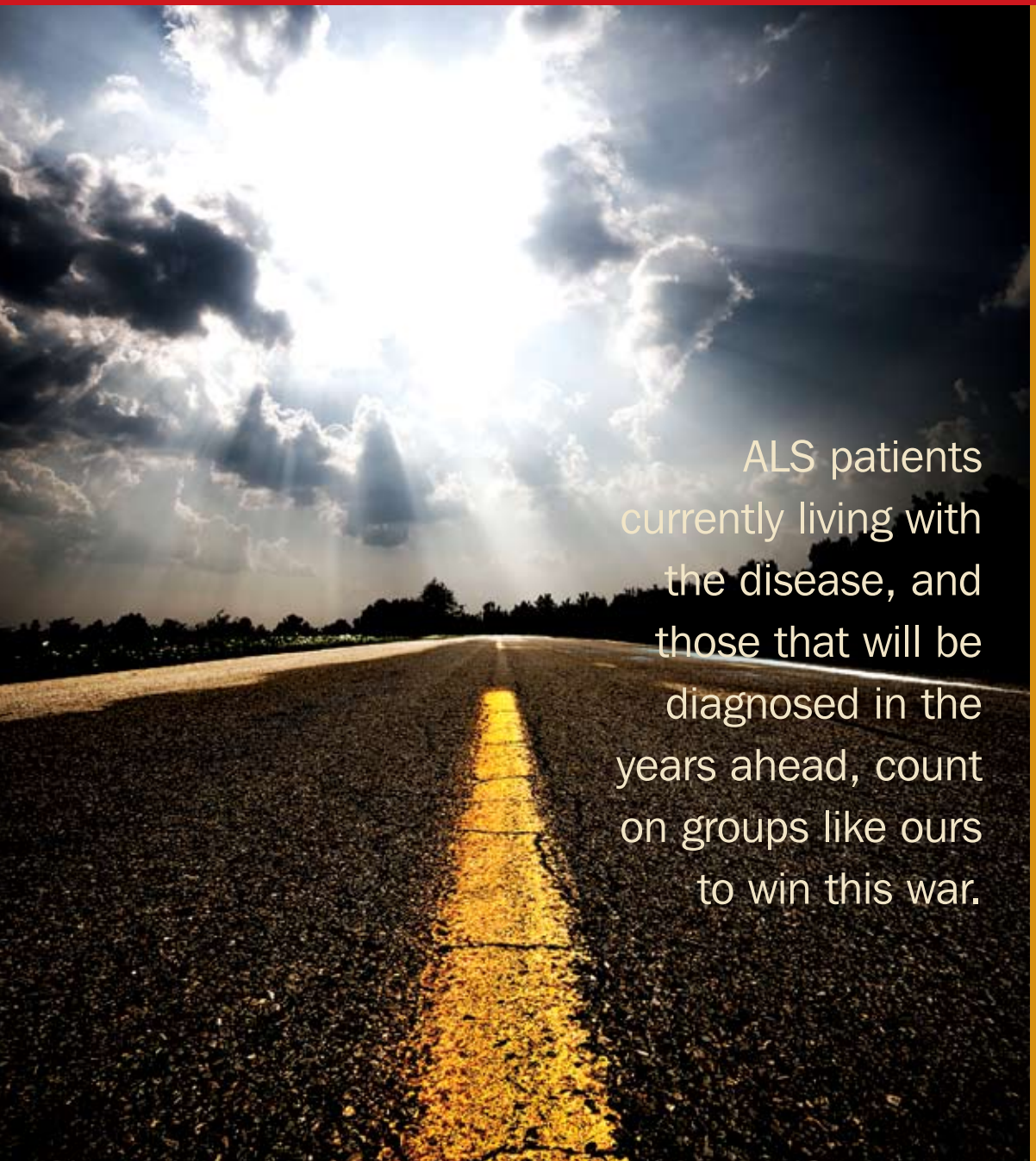
BRIGHT SIDE OF THE ROAD FOUNDATION

dedicated to **ALS prevention, treatment, education, and cure**



annual report 2007

TO OUR FRIENDS...



Thank you for your ongoing support.

The mission established by Barry Winovich and the Board of Directors at Bright Side of the Road remains strong. We have now been in existence as established 501(c)(3), a recognized tax-exempt public charity, for just over two years and our commitment to fighting ALS is unwavering.

We are very pleased to report that 2007 was a great year. We had revenues that exceeded 2006 by $100,000 equaling $442,000 and we hope that 2008 will bring continued growth – we're off to a great start.

In 2007, the Barry Winovich Endowed Chair was officially established. This Chair clarifies our goals and establishes our commitment to the Cleveland Clinic's Lerner Research Institute and the work of the chair holder – Dr. Erik Pioro. You can read more about Dr. Pioro and some of his patients in this annual report.

Most importantly, 2007 and 2008 have brought us closer to some of the courageous people that have been diagnosed with ALS. Their stories vary and seem random like the disease they carry. Their onsets are as diverse as their demographic. Yes, ALS is puzzling and the challenge to find a cure seems overwhelming at times. However, the friendships that we have made during this journey reaffirm the mission that we must do all we can to advance the science necessary to understanding this disease.

We have made a great choice to support the great work that Dr. Pioro and his counterparts are doing at the Cleveland Clinic. On behalf of Barry and all of us in the Bright Side family, we hope you join us in our fight. ALS patients currently living with the disease and those that will be diagnosed in the years ahead, count on groups like ours to win this war.

Thank you all so much in advance for the support you give us here at Bright Side!!

THE BARRY WINOVICH ENDOWED CHAIR FOR ALS RESEARCH AT THE CLEVELAND CLINIC FOUNDATION

UPDATE 08

IN JUNE 2007, ONE YEAR AFTER A GROUP OF CONCERNED AND CLOSE INDIVIDUALS FORMED BRIGHT SIDE OF THE ROAD FOUNDATION, WE ESTABLISHED THE **BARRY WINOVICH ENDOWED CHAIR FOR ALS RESEARCH** AT THE **CLEVELAND CLINIC FOUNDATION.**



The Bright Side of the Road Board of Directors presents the Cleveland Clinic Foundation with a check for $250,000 raised by the charity in 2007 for the Barry Winovich Endowed Chair for ALS Research.

Our goal was to raise $1.5 million over a five-year period. We did this to provide researchers with a steady stream of income in order to find a cure for ALS (Amyotrophic lateral sclerosis, a.k.a "Lou Gehrig's Disease").

By January 2008, we reached a third of our goal – **$500,000.**

WHY DID WE CHOOSE THE CLEVELAND CLINIC?



The Bright Side of the Road selected the Cleveland Clinic for two main reasons:

First, because it is recognized as a global leader in neuroscience research **(#1 in Ohio and #5 in the nation)**.

Second, Dr. Erik Pioro, the Cleveland Clinic's Director of ALS and Related Disorders, is one of the **preeminent leaders in the international ALS research community.**

The Cleveland Clinic selected its Director of the Clinic's Center for ALS and Related Disorders, **Dr. Erik Pioro**, as the chair holder.

Dr. Pioro is an internationally renowned expert in ALS, and highly regarded as among the best and the brightest in ALS research.

In addition to many years of clinical care and research, Dr. Pioro collaborates with other respected professionals in cutting edge genetic research, at such places as the National Institute of Health (NIH) and Johns Hopkins University.

He has authored numerous articles, as well as a book on ALS research and clinical care, and frequently presents at international ALS symposiums.

The strong reputation of Dr. Pioro and the Clinic's Neurosciences Institute puts the Cleveland Clinic on the short list for pharmaceutical trials.



Dr. Erik Pioro

DR. PIORO AND OTHER ALS RESEARCHERS HAVE UNFETTERED ACCESS TO RESEARCH ACROSS MANY OTHER DISCIPLINES, SUCH AS NEUROIMAGING, NEUROLOGY, AND DISEASES, SUCH AS MULTIPLE SCLEROSIS, ALZHEIMER'S, AND EPILEPSY.

A MISSION FOUNDED ON HOPE.

ALS Research Advances That

Since the middle of this decade, there have been major strides in genetic and therapeutic research that could lead to breakthroughs for ALS. The Cleveland Clinic, through Dr. Pioro's leadership and unrelenting commitment, is at the gateway of these possibilities.

We have identified the following avenues of research as ones we find both encouraging, and in need of financial support.

(Please note: However encouraging some of these findings may be, at this time there exist no treatments for ALS that are proven, and there is no cure. Neither is the cause – or causes – understood. Our mission is one of great urgency.)

GENETIC RESEARCH

DNA study to identify human genes responsible for ALS

Given the mounting evidence that genetics, coupled with environmental triggers, could cause ALS, Dr. Pioro's lab is extracting DNA from blood samples of ALS patients and conducting a gene array analysis to identify which genes cause or contribute to ALS. The National Institute of Health is collaborating with Dr. Pioro and The Cleveland Clinic.

DNA Study of Identical Twins

Taking this genetic pinpointing a step further, Dr. Pioro is also analyzing the genetic differences between two identical 45-year-old male twins, only one of whom has ALS. The research here is to "fine map" their genetics and pinpoint differences that may have led to the development of ALS in one but not the other.

GENETIC RESEARCH

The Wobbler Mouse Model

In addition to human studies, Dr. Pioro's lab is using a unique mouse model -- the "Wobbler" mouse -- for studying the genetics of ALS. Recent studies are showing that the commonly used SOD1 mouse model may not be as good a model of ALS as was previously thought, whereas the Wobbler shares several important similarities with the human disease.

Dr. Pioro's Wobbler mouse research has identified certain "neuroprotective" effects of the Wlds gene that may play a significant role in ALS. Pinpointing this gene's role in protecting motor neurons can lead to the development of treatments that can basically mimic this gene. Also, because the Wobbler disease is so similar to human ALS, further studies of the reasons why motor neurons degenerate in this mouse will shed light on human ALS.



A MISSION FOCUSED ON SCIENCE.

Could Lead To A Cure...

MAJOR DISCOVERY

Possible Causal Link: "TDP-43" Gene

In 2008, neuroscience researchers found mutations of the TDP-43 protein in humans with ALS, indicating that it is not only a marker of disease but may be a cause of ALS.

The presence of this abnormal protein is being explored in the Wobbler, because it is absent in the SOD1 and other mouse models.

If present, use of this mouse model in further genetic research at the Cleveland Clinic would bring us closer to a breakthrough in understanding this deeply mysterious disease. As the causation puzzle unfolds, the Cleveland Clinic is well positioned to explore relevant treatments, and eventually, a cure, for ALS.

NEUROIMAGING

Cutting Edge Technology

In conjunction with the Cleveland Clinic's Departments of Neuroradiology and Nuclear Medicine, Dr. Pioro's clinical research lab has used the Clinic's high-powered MRI imaging technology to identify and track brain regions where neurons begin to degenerate.

This will enhance the Clinic's ability to track the disease progression. It not only enables researchers to detect ALS earlier, but to identify possible "pathways" in the brain upper motor neurons that could be targeted for drugs to stop the dysfunction. The evolving capabilities in neuroimaging, when combined with both genetic and drug research, place the Cleveland Clinic at the forefront of neurological research.

PHARMACEUTICAL

Clinical Drug Trials

Because of the Clinic's influence as a leading clinical research center, it has complete access to the most up-to-date drug trials and research for ALS. Of note this past year are the following drugs that are targeted for trials and are being used by patients under the FDA's "compassionate use" policy:

Zenvia® – being tested (pre-FDA approval) for its safety and ability to suppress uncontrollable outbursts of laughter, crying, and irritability or anger, which often occur in ALS patients.

Arimoclomol – to be tested (Phase II-B) although presently on FDA hold pending toxicity studies by the pharmaceutical sponsor.

Ceftriaxone – an antibiotic that has been found to be neuroprotective in ALS models.

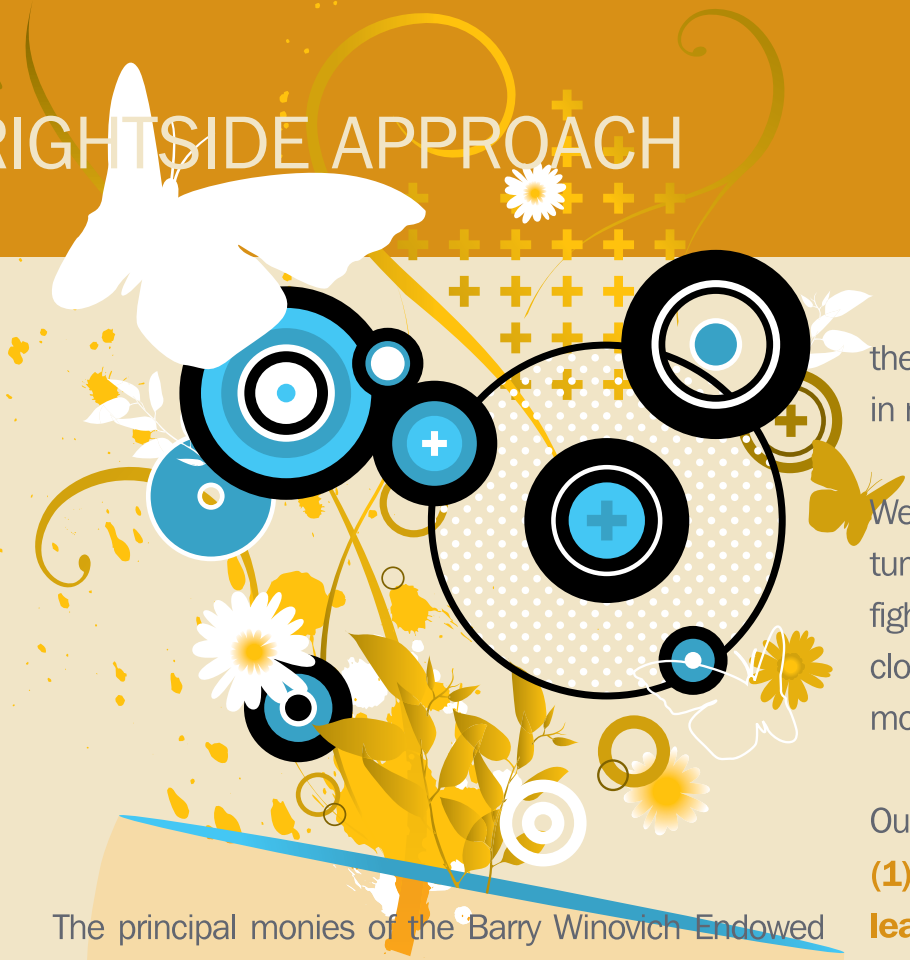
Lithium – in conjunction with the only FDA approved drug for ALS (Rilutec), a recent study in Italy of 44 ALS patients showed that it can stabilize symptoms

Baclofen – infused around the spinal cord of select ALS patients has been shown to dramatically reduce spasticity.

*Note: **Chelation** of heavy metals is also being followed for certain patients who have sought this treatment in other centers. Chelation is a technique by which toxic metals which are high in ALS patients are removed from the body in the hope of arresting disease progression.*

THE BRIGHTSIDE APPROACH

Our strategy for partner-based support of ALS research in Northeast Ohio.



The principal monies of the Barry Winovich Endowed Chair for ALS Research fund will remain intact. This will enable the fund to generate a permanent source of annual income for the chair holder, Dr. Pioro.

We built in flexibility, so that some income can be paid out each year to the chair holder before we reach our goal. Not only will this income keep the research ongoing, but it will also provide seed money for projects that could lead to NIH grants. As part of our stewardship, Bright Side of the Road Foundation will participate in the Clinic's annual review of the chair holder's progress in meeting established goals.

We believe that through our commitment and momentum, we are uniquely positioned to unite supporters of fighting ALS in Northeast Ohio, in order to bring us closer to a cure. We hope that by 2009, we will reach more than 50% of our goal.

Our approach allows us:

(1) To provide seed money for projects that can lead to NIH grants;

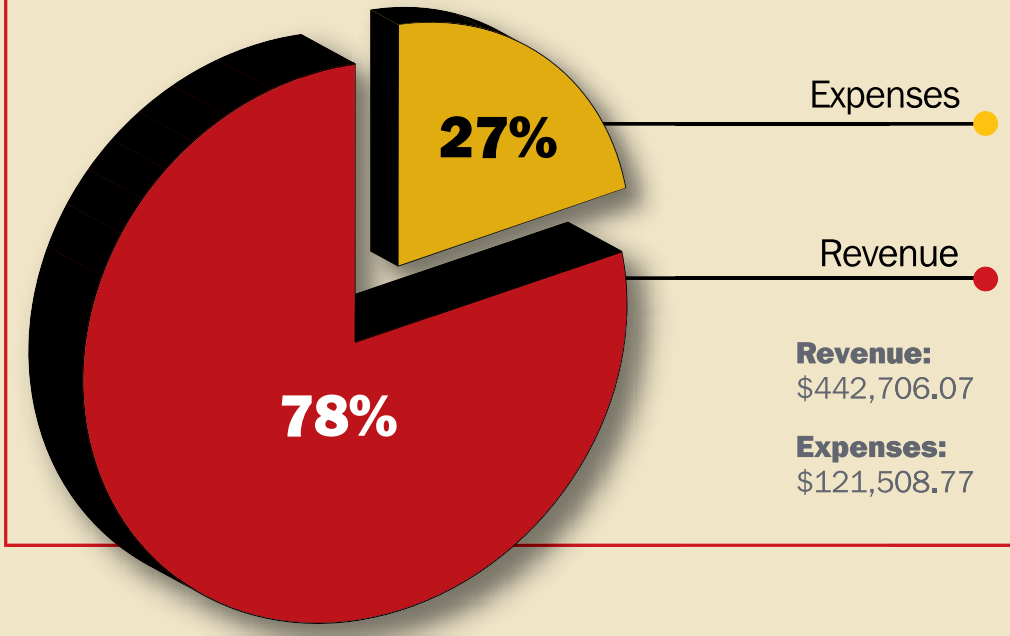
(2) To be responsible stewards of the funding by participating in The Cleveland Clinic's review of the chair holder's progress in meeting established goals; and

(3) To bring together people who are determined to find treatments and a cure for ALS throughout Northeast Ohio and beyond.

We ask you to please join us in making this hope of finding a cure for ALS a reality.

2007 Financial Summary

2007 Financial Summary

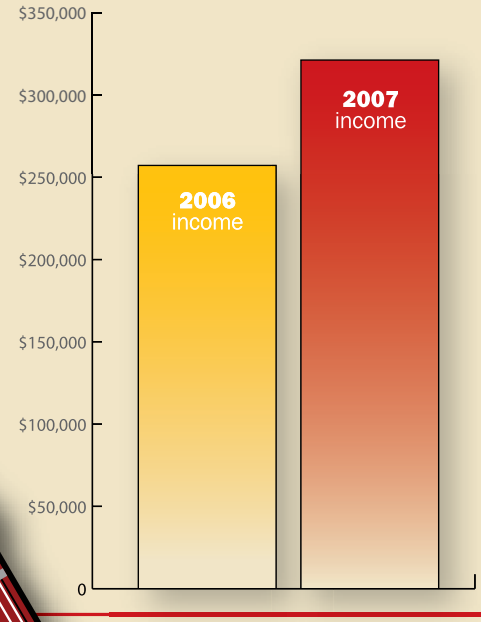


Revenue:
$442,706.07

Expenses:
$121,508.77

	2006	% of revenue	2007	% of revenue
Total Revenue	$332,438.98	100%	$442,706.07	100%
Admin Expenses	$7,520.86	2%	$30,642.4	7%
Fundraising Expenses	$67,760.79	20%	$90,866.33	21%
Total Expenses	$75,281.65	23%	$121,508.77	27%
Total Income	$257,157.33		$321,197.30	

Total Income 2006 vs. 2007



Assets Under Management

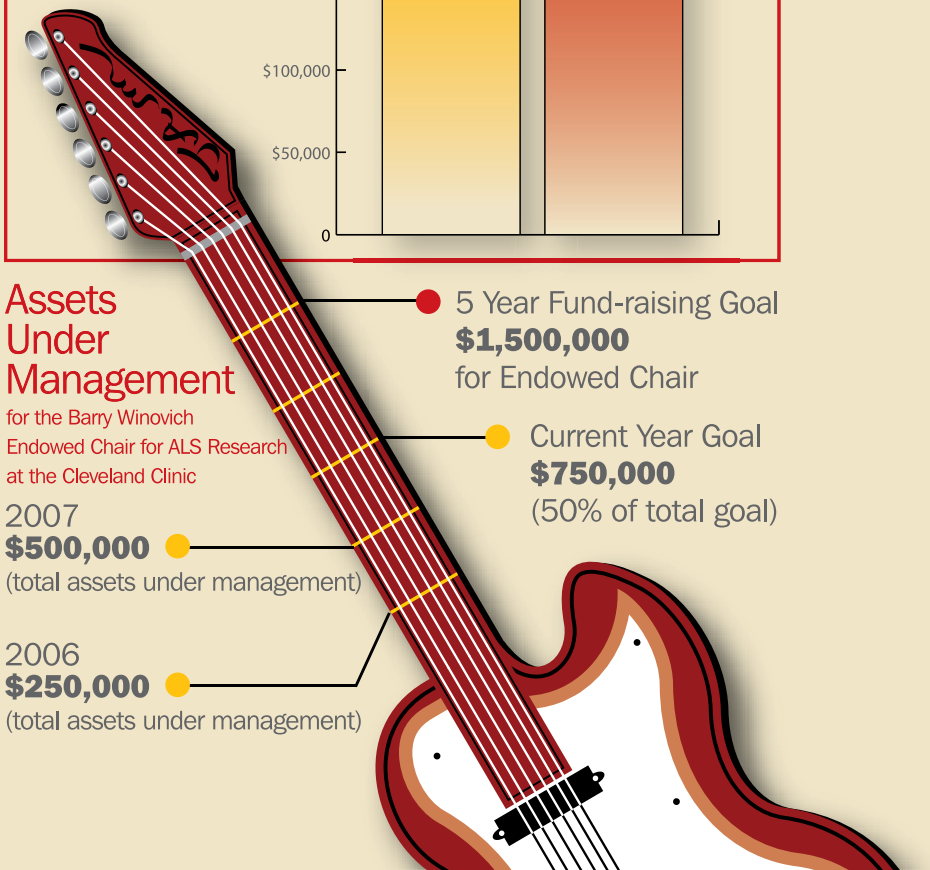
for the Barry Winovich Endowed Chair for ALS Research at the Cleveland Clinic

2007
$500,000
(total assets under management)

2006
$250,000
(total assets under management)

5 Year Fund-raising Goal
$1,500,000
for Endowed Chair

Current Year Goal
$750,000
(50% of total goal)



PROFILES IN COURAGE: **FOUR FACING ALS**

Many people are familiar with the story of Barry Winovich, our inspiration for Bright Side of the Road. His courage, dedication to finding a cure, and selfless actions in encouraging other ALS sufferers, as well as those of us who wish to find a cure for this brutal disease, have become the source of inspiring stories throughout the media.

Yet, there are tens of thousands more people who have ALS.

Here we introduce you to four of them...

Mark Bishop

of Bay Village, Ohio, is forty-nine years old. He was diagnosed with ALS nine years ago, after a typical trial and error of other diagnoses. Mark and his wife Michele have five children between them, ranging in age from twelve to twenty-one. When Mark was first diagnosed, his main problem was with speech, because of loss of muscle control in his tongue.

He remained quite active in sports. Mark has, says Michele, "a less progressive form of ALS." Then, three years ago, Mark began to have trouble walking, and with balance. His ability to move about has been more affected over the past year and a half, and he now uses a cane, though he still has use of his hands and can take care of himself. Mark is taking Baclufen via a pump, as well as Neurontin, to relax his nervous system. While he can become understandably depressed at the thought of living with this disease, he is, says Michele, "stubborn. He doesn't give in to anything."

Patricia Davidson

of Chagrin Falls, Ohio, is a sixty-year-old mother of two grown sons. "Pat" recently went into home hospice, as her "peripheral" ALS – meaning it has affected her limbs, but not significantly her breathing and speaking yet – has rendered her a "triplegic," or quadriplegic. Her symptoms began in the summer of 2006, when one finger became weak and essentially paralyzed. Dr. Pioro immediately diagnosed ALS. As do many others diagnosed ALS sufferers, Pat and her family hoped for an alternative diagnosis, and pursued it. However, one finger after another failed her; then her arms, legs and feet, and indeed ALS was the correct diagnosis. Pat is now – quite suddenly – completely bed-ridden. She must be fed, given sponge baths, and so on. Until mid-way through the 2007-2008 school year, Pat was an accomplished, long-time school guidance counselor. Now on disability and living alone, Pat receives help from caregivers, friends and family. Continuing to fight, Pat understands that her ability to ever hold her new grandson – and to be around to see him grow up – hinges on a cure for ALS.



Jim Girabaldi

was diagnosed on March 11, 2008. His symptoms began with cramping in his arms, and then twitching in his legs. The former American Greetings employee from Sleepy Hollow, New York, who lives with his wife of 28 years, Peggy, in Northeast Ohio, went down a quite typical route to reach that diagnosis: from primary care physician to a battery of doctors, with dozens of complicated tests, and ending up with Dr. Pioro, who took two full hours talking with Jim and Peggy. But the news wasn't good, and Jim learned he had ALS. Jim is doing Chelation therapy with some positive results. "Some days are good and some aren't," he says. He's doing everything he can – Chelation therapy, diet, and other techniques – while Dr. Pioro and others search for a proven and effective cure. Jim and Peggy have two grown sons and a grandchild. He has gone from severe weakness to regaining some strength, or as he says, "I can beat my wife arm wrestling again." With ALS being a progressive disease, however, Jim fights courageously while he and his family await a cure.

Jen Miller-Cohen

of Shaker Heights, Ohio, is a fifty-five year old mother of 31-year-old fraternal twins that live in Boston. She was diagnosed three years ago with ALS, after being married to her husband, Jack Cohan, for 1.5 years, and starting a new job as Director of the Primary School at Laurel School. She is working on a documentary with her friend Barb. Jennifer narrates her documentary using her sister's voice. Family members, friends, and professional colleagues talk about Jennifer and her ability to face her disease with honor and dignity. Jennifer is unable to speak or move her body other than her head. She types using Tracker Pro and a Dynavox system. She shared excerpts of her documentary when visiting the Dynavox Company. Jennifer was the keynote speaker for the ALS-TDI fundraising event in Boston this past summer. She also returned to The Rashi School in Boston, where she was principal for more than ten years, and spoke about her illness and shared an evening with friends and families who hadn't seen her since she became ill. Raymond Onders, MD, surgically placed electrodes on Jennifer's nerves that enervate the muscle to her diaphragm that allow her to breathe. Erik Pioro, MD, has provided Jennifer medications to help extend her life.

As you can see, these stories are varied.

Like Barry, each of these people has shown tremendous courage of his or her own, just as each faces the dire progression of ALS.

These – and many others like them – are the people we are fighting for, as well.

THANK YOU TO OUR VALUED FRIENDS WHO HELPED US TO ACHIEVE OUR GOALS IN 2007

BACKSTAGE PASS

Genworth Financial
Anonymous
Amy and Dan Taussig

FRONT ROW

Emerson Electronics
Winny Golf Open
Helios Foundation
Wine Festival LLC
Trelleborg Ceiling Profiles
Howard Hanna
Home Savings and Loan
Corns Family Foundation
Cleveland Clinic Nursing
Anonymous
Anonymous
Anonymous

THE PAVILION

Trifle's Café & Catering
Jennifer and Tom Conway
The Darden Company
Reminger & Reminger
Medical Mutual of Ohio
Hedges
CSX Corporation
Clear Thinking Group
Cindy and Gregg Taber
Wendy & Tom Schrepferman
Amgen
Matthew Hanley
Marcia Kehres
Susan and Tim Cogan
Susan Murphy

LAWN PARTY

Western Reserve Lightning Rod
JP Morgan Chase Matching
Baker & Hostetler LLP
David Miller
Jennifer and Bill Truszkonski
The Kuhn Family Foundation
Schwab Charitable Fund
Perrin Asphalt Company,
Northeast Oral & Maxillofacial Surgeons, Inc.
Corns Family Foundation
Boehringer Capital LCC
AST Capital Trust Company of Delaware
AJ Melarangno
Mandell & Susan DeWindt
Carol and Jack Subel
Joseph Whitaker
Susan & Tony Frank
Sue and Steve Charlton
Eileen and John Clegg
George Buzzy
Margie and Mark Mazanec

TAILGATE

Ginger Wilkins
Global Impact
Dorothea and Fletcher
Gleason Family Foundation
CPI
Chris Mazur
Megan & Matt Passalacqua
Julie Cline
The Miller Family Foundation
The Harrington/McLaughlin Family Foundation
RJ Evans & Associates
Nook Industries
Enterprise Group Planning, Distillata
Commercial Alloys Corp.
Chagrin Valley Jaycees
Sheila and Jeff Berlin
Timothy Marotta
Ben Wallerstein
William Brooks
Cindy and Paul Rondino
Dianne Estroff
Allyson and James Reid
Marilyn and Jerry Schneider
Sheila and John Walsh
James and Carole Porter
Mary and Bill Weber
Robert and Ruth Sjoholm
Elizabeth and Vince Cole
Nick & Joanne Spanovich

GROUPIE

Shapiro & Felty
Judy & Tom Riemenschneider
WesBanco Bank, Inc.
First Place Bank
Pepperwood Investments
Grainger
Freddie Mac
Morgan Taft
Jan and Tom Mettee
Dollar Bank
Community Reinvestment
Anne Harmody
Marabeth and Scott Izzo
Cynthia and Stanley Tucker
Robert Royer
Michael McCandless
Linda Pinzone
Madhavi Kandula MD
Larry Furman
Derek Mumford
Donna and Mike Ludwig
Mark Steele
Chris Corrao
Carol and Keith Bevan
Timothy Herman
Rick Lasch
William Exline
Erik Speed
Hana and Robert Wolf
Self Help Alternatives
Marcus Thomas LLC
Julie and Steve Laird
Joseph Musca
Susan and Don Byrnes
Christian Brown
Marcia and Jack Sutcliffe
John Carpenter
Harry Eighmy
Julie Bradley
Kathleen and Ken Reid
Joe Blaha
Tony Pfenning
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Lisa and Darren Glikes
Sara Kaas Lyle
Michael Haboush
Thomas Diederich
Marlene & Paul Early
Marla and Harry Cashy
Patricia and Peter Shimrak
Wanda and Dick Olivier
Suzanne Siegel
Ken Johnson
Amanda Lietman
Nicholas Bellino
Marie Morell
Lea and Steve Osgood
Amy and Mike O'Neil
The Lubrizol Corporation
Barb and Jon Ciambotti
Helen and Dick Sutter
John Snavely
Janice and Pete Sugarman
Karla and John King
PMI Mortgage Insurance
Bill and Jayne Hasler
MJFI Corp.
Larry Morrow Group, Inc.
Marilyn and Ron Dusmal
Kim and Brad Welch
Loretta Schwalm and
Bill Fullmer
Larry Manalo
Suzanne Christoff
Gail Conway
Kris and Herk Exline
Teresa Howell
Terry and James Mann
Mary and Thomas Puette
Donna and Louis Perretta
Stacy Friedman
Karen Manning
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Cindy and Steve Girouard
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Judy and Matt Benes
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Etta Ferrari
Julie Garcia
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Jaimie & Jason Scherer
Pete Saunders
Julia and Cliff Andrews
Richard Izen
Larry Manalo
Kathleen and Morton Gotterup
Eva Verlinden
Jimmy McGurk

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www.brightsideoftheroad.org

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