dedicated to als research, education, and cure

FUNDING AN UNDERSTANDING:

Our mission to plant the seeds for a breakthrough.

It is no secret that research for neurodegenerative diseases like Amyotrophic Lateral Sclerosis (ALS), often referred to as "Lou Gehrig's Disease," is incredibly complex and difficult work. Bright Side of the Road Foundation is strongly committed to those that are 'in the fight' and on the leading edge of breakthroughs in understanding how these types of diseases work and progress.

BRIGHT SIDE OF THE ROAD FOUNDATION

annual review 2008-2009

Dear true Friend & valued Supporter,

Thanks to your continued support, Bright Side of the Road Foundation is reporting unprecedented growth and success this year. Now with thousands of supporters and numerous events throughout the year, we are able to make a greater impact on critically important ALS research at the Cleveland Clinic and nationally.

"He is a wise man who does not grieve for the things which he has not, but rejoices for those which he has."
Epictetus

In 2010, we will be in a position to **surpass $1,000,000 in grants and gifts** that have funded very relevant research at places like The Eleanor & Lou Gehrig Center at Columbia University and Project A.L.S., another New York City-based group primarily dedicated to the use of stem cells in uncovering the mysteries of neuro-degeneration.



Jack Subel, Bright Side executive director, and Barry Winovich, Bright Side founder, at a foundation fundraiser in Chicago.

At the same time, we continue to fund the Barry Winovich Endowed Chair for ALS Research at the Cleveland Clinic. As you'll see in this report, we are half-way to the goal of raising $1.5M for this permanent source of funding for ALS research.

On behalf of the Bright Side family that continues to grow and branch-out, thank you for your support. The money we receive is very carefully managed and leveraged to increase our impact on the medical research community here in Cleveland and around the country.

Jack Subel
Executive Director
Bright Side of the Road Foundation

Cleveland Clinic
Lerner Research Institute

"Medical research is one of the great success stories of our time. Thanks to better healthcare resulting from medical research, life expectancy of the average American has increased by 30 years in the past century. Infant mortality has decreased by 95% and deaths from infectious disease have virtually been eliminated. Some of these incredible gains can be directly traced back to the Cleveland Clinic."
-- Toby Cosgrove M.D., CEO Cleveland Clinic

It is so inspiring to read about the incredible tradition of medical research that has been part of the Cleveland community for over 80 years. Although the economic conditions may be difficult, the Cleveland Clinic continues to be a very bright spot economically and – more importantly – scientifically.

Incredible research happens there. It's real research…that translates into real medicines and procedures for real people. We're proud to sponsor this bench-to-bedside research that is the hallmark of the Cleveland Clinic.

the search for ALS biomarkers

TODAY, THERE ARE NO OBJECTIVE TESTS THAT CAN SPECIFICALLY DIAGNOSE ALS OR DEMONSTRATE RESEARCH EFFICACY. WITHOUT BIOMARKERS, THE DIAGNOSIS OF ALS CAN ONLY BE OBTAINED THROUGH A YEAR'S WORTH OF "PROCESS OF ELIMINATION" TESTING.

Biomarkers are physical traits or characteristics that are objectively measured and evaluated as an indicator of a disease and its progression.

WITH BIOMARKERS,
Doctors will be able to quickly and accurately diagnose ALS in patients.

WITH BIOMARKERS,
Researchers will be able to focus on data driven results and measurable outcomes.

Biomarker testing will allow for earlier diagnosis, better understanding of disease drivers, and the ability to assess efficacy of new therapies (drug, stem cell, etc.) quicker with fewer patients.

Our Vision is to foster the development of a toolset of simple lab tests that are inexpensive to create, easy to use and are readily available to the global ALS Research Community. These tests are designed to:

- Identify ALS at its earliest stage and varied forms
- Identify changes of disease progression
- Show alteration by therapeutic intervention (used by researchers to determine the efficacy of their research studies)

Our Strategy, as an adjunct to the Winovich Endowed Chair at LRI, is to stimulate investment in biomarker research that can be leveraged into NIH, private and other commercial research/grants that lead to simple biomarker lab tests.

This is a new focus for us in late 2009 and we look forward to sharing exciting news with you in 2010.

Your support is aiding in the search for biomarkers

THROUGH HIS RESEARCH, DR. PIORO HAS MADE SIGNIFICANT HEADWAY IN COLLECTING THE NECESSARY DATA TO SUBMIT TWO SEPARATE "R21" GRANT APPLICATIONS TO THE NATIONAL INSTITUTES OF HEALTH (NIH).



The focus of Dr. Pioro's biomarker research is to identify a variety of biomarkers in ALS which can be measured in blood and/or cerebrospinal fluid (CSF) as well as through non-invasive brain MRI imaging.

October 2009 R21 NIH Grant Application – Wobbler and TDP-43 Biomarker Project:
The Wobbler Mouse model exhibits the same TDP-43 protein mutation as in humans with ALS. TDP-43 has recently been identified as a major factor in the development of ALS. Because its protein "signature" is altered in disease, it can be identified (as a biomarker) when it behaves abnormally.

February 2010 R21 NIH Grant Application - Upper Motor Neuron (UMN) Biomarker MRI Project
This project uses the Clinic's high powered imaging technology (fMRI) to study the brain and detect disease evolution in patients. The goal is to utilize fMRI to assist in ALS diagnosis as well as monitor its progression within patients.

Biomarker Research Collaboration
Dr. Pioro is collaborating with KineMed (Emeryville, CA) and has applied for private foundation grant funding. This study will test whether a metric of motor neuron health, revealing cargo transport function of axons in the living brain, is impaired in ALS patients. They will be studying whether this biomarker of axonal function differs with ALS stage or rate of progression among ALS patients. The goal is to validate a pathogenically meaningful metric of disease activity and treatment response that predicts hard clinical outcomes in ALS.



OVERVIEW:

The Barry Winovich Endowed Chair for ALS Research

In June of 2007, the Bright Side Of The Road Foundation established The Barry Winovich Endowed Chair for ALS Research at the Cleveland Clinic Foundation. The foundation's goal is to raise $1.5 million over a five-year period.

The goal is to provide top researchers with a steady stream of income in order to fund cutting-edge ALS research initiatives.

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 current ALS research.

2008 Financial Summary

CAREFULLY MANAGING & LEVERAGING YOUR INVESTED DONATIONS

Since its inception, Bright Side of the Road Foundation has provided numerous research gifts to targeted recipients including:

Eleanor & Lou Gehrig Center, Columbia University

University Hospitals Cleveland; Dr. Ray Onders

Project A.L.S.

ALSA NEO Chapter

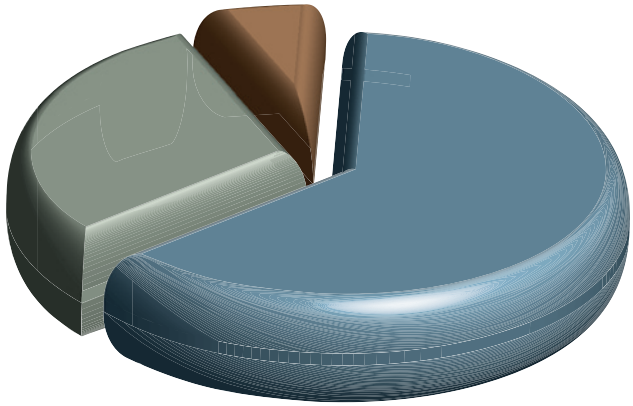
ALSTDI

To date, Bright Side of the Road Foundation has given a total of $805,000 to ALS initiatives. With its projected success in 2009, the organization is tracking toward **over $1 million dollars in total gifts by 2010.**

All donated funds are received through corporate gifts, large & small private donations, and fundraising activities.

Because of our volunteer staff, we have been very successful at keeping administrative costs low while building a large constituent base.

2008 revenue	fund raising expense	admin expense
$368,331	$111,390	$27,103





Band of Hands

helping those who want to help us

THIS YEAR HAS SEEN A GROWTH IN OUR ABILITY TO FACILITATE AND HELP THOSE WHO WANT TO HELP US.

As we learn and grow, we have found that we can best extend our reach by helping supporters set-up and run events that they want to make their own. We've assisted people whose lives have been touched by ALS to hold golf outings, tribute dinners, and guest bartending events. We've also provided online fund-raising solutions to competitive athletes such as triathlon participants and high school golfers.

With each of these special events, we've teamed with the participant to maximize their potential for fundraising. We call these supporters our Brightside **Band of Hands.** We're also proud to call them friends.

We are creating fun, easy-to-deploy, repeatable, turn-key events that include step-by-step instructions and how-to's for an event champion to run a successful fundraising event. These "branded" events include Ice Blast, Guest Bartending, Golf Outings, Support an Athlete, etc.

As a result, our "family tree" is growing. New ALS families and friends are achieving their desire to get involved and to make a difference. Collectively we are establishing a formidable Band of Hands that are committed to conquering this terrible disease.

In 2010, look for a new section of our website that will be the online destination for our Band of Hands to gain information about events that they can champion.

thank you! thank you!

NOTHING WE DO IN OUR MISSION TO SUPPORT LEADING-EDGE ALS RESEARCH WOULD BE POSSIBLE WITHOUT THE BACKING OF THE MOST IMPORTANT BRIGHT SIDERS...YOU!

Backstage Pass Supporters ($10,000 and above)

Genworth Financial
Amy and Dan Taussig
Scott Hess and The Sacks Family Foundation
United Way

Front Row Supporters ($5000 - $9999)

Emerson Electronics
Right Side of the Road LLC
Jennifer and Tom Conway
Anonymous
Howard Hanna Smythe Cramer
Johnson and Johnson Family of Companies
Latore Kapital Holdings LLC
Trelleborg Sealing Profiles U.S. Inc.
Anonymous

The Pavilion Supporters ($2500 - $4999)

Home Savings and Loan
The Vindo Group, LLC
Anonymous
Matt Hanley
Slider Cup Inc.
Susan and Stuart Kessler
Susan Murphy

Lawn Party Supporters ($1000 - $2499)

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Reminger Co., L.P.A.
Corns Family Foundation
Forest City Enterprises
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Jennifer and Bill Truszkowski
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Sue and Steve Charlton
Susan and Mandall DeWindt
Suzanne and Rick Lasch
Brenda & Kevin Sypolt

Tailgate Party Supporters ($500 - $999)

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Dorothea and Fletcher Gleason
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Michael Clune
Nancy Kelly
Produce Packaging, Inc.
Renee and Lenny Cosentino
The Edward A & Catherine L Lozick Foundation
TTI Electronics Golf Outing

A heartfelt "Thank You" also goes out to the hundreds of Bright Side donors who contributed $100 or more as **Groupie Supporters** over the past year!

Introducing Bright Side's Band of Hands

The following people have developed and championed events in support of our mission to cure ALS. The 'thon' events that they have organized range from individuals that run triathalons to those that put together golf outings and charity dinners. We encourage ALL of our supporters to contact us if you are inspired by the great contributions that these people have made.

Krissy Steinmetz
Guest Bartending Cleveland

Meghan Pochatek
Guest Bartending Cleveland

Jen Truzkowski
Guest Bartending Chicago

Bright Side Kids
Ice Blast Skating Party

Gwen McCuaig
Girls Night Out

Nicki Henry
Birdies Fore ALS

AJ Melaragno
Memorial Day Golf Scramble

Kevin Sypolt
IronMan Triathlete

Vince & Helena Gandolfi
Gandolfi Tribute Dinner

Special thanks to our event coordinator **Jennifer Leonard** for making all of these events possible!

never doubt that a small group of thoughtful, committed citizens can change the world. indeed, it is the only thing that ever has.
-- Margaret Mead

BRIGHT SIDE OF THE ROAD FOUNDATION

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

Bright Side of the Road Foundation Board of Directors

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Barry Winovich
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Follow our mission at **brightsideoftheroad.org**

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