



West Allis Charities, Inc.

A Gem in the Community - since 1964

Volume 1, Issue 2 - November 2008

Communiqué

WAC Pins for Sam Saturday, Feb. 28, 2009



A 9-Pin Tap, Scotch Doubles bowling tournament will be held at Riviera Lanes (86th & Greenfield Ave.) to benefit Sam's continued needs.

Sam is one of Steve and Denise Koenig's four children. In May, 12 year-old Sam walked to Wilson Elementary School.

Shortly after arriving at school, he experienced extreme back pain. The school contacted his parents immediately, and Sam was taken to Children's Hospital. As the day progressed, Sam became paralyzed from the waist down. His diagnosis is Anterior Cord Syndrome/Transverse Myelitis. This rare virus attacks the nervous system through the spinal

cord causing paralysis. Sam will need long-term medical care and extensive physical therapy.

Sam is home from the hospital and the family is challenged with his care in a non-wheelchair accessible, two-story West Allis home. He is currently using a hospital bed and portable commode in the family dining room. A local health club has provided access to their showers for Sam. This has been a traumatic experience for Sam and his family. We want to help create an environment filled with promise and the potential for him to walk again on his own.

Participants must be 21 & over.

Proceeds from the event will be donated to the Koenig family for Sam's medical and living needs. There will be door prizes, raffles, 50/50 cash raffles, food, and lots of fun.

Volunteers are needed.

Cash donations will be taken at the door for those, who cannot participate in the event, but who want to contribute to Sam's cause.

The event will fill quickly, so reserve your spot today!

Registration Deadline is Feb. 6

Keep 'Em Rollin' - Additional Contributions Needed

Would you donate:

- Catering to feed 175
- Lane Sponsors—\$100.00 each
- Bowling Match—\$20.00 each
- Door & Raffle Prizes
- Alley Rental Sponsor—\$800.00
- Print / Advertising Sponsor—\$200.00
- Gift Cards

Call TJ (414-520-2262), if you are able to contribute to the tournament.

The more donations we receive, the more funds we will be able to raise.

We are grateful to have the opportunity to help the Koenig family and make a difference in Sam's quality of life.



Transverse Myelitis Facts

- Sam's disease affects 1 - 5 persons per million.
- Peak ages for the disease are 10 to 18 and 30 to 39.
- The basic cause is thought to be an autoimmune response, whereby the immune cells mistake the body's own tissues as foreign and attack it.



July 23-26, 2009 Be Part of Our Largest, Annual Fundraiser

“The past year and a half has proved to be just what the doctor ordered. Time for reorganization, a new branding strategy, and a new lease on life in the fundraising arena.”

There's a lot of buzz going on about what the West Allis Charities will do for their largest, annual fundraiser. In the development stages for a year and a half, *Music By The Mile's* Planning Committee, lead by Scott Arian, has been working diligently to establish Community Partners (sponsors), who feel the new event is not only for a worthwhile cause, but it will also give them an opportunity to be a part of making sure the citizens of West Allis have an avenue for temporary support when hardships occur and / or programs need funding.

With the Charities being a part of the community since 1964, it is difficult not

to support the organization knowing they are operated by a 100% volunteer team of individuals, who truly are “Gems in the Community.”

“There are minimal administrative costs, and most of the ones we have, we try to acquire Community Partners (sponsors) to reduce or eliminate the expense. We want 85% or more of the funds we raise to be used for the five projects we are committed to,” states TJ Meyers-Jansky, First Vice President.

“The *Music By The Mile* project did not come about without a lot of thought and identifying what has worked in the past and what has not,” said Bill Potocic, President. “We are well aware of

what we are doing and the dollars we will need to raise to make the fundraiser a reality. If we do not raise additional starting capital of \$30,000 by January 31, 2009, we will postpone the event for another year or maybe look at doing smaller fundraisers. Our mission is to support our community, and we need sponsors to reduce our event costs.”

2009 marks the **45th Anniversary** of the West Allis Charities.

With individual contributions and event sponsorships, they can remain a mainstay of West Allis for 45 more.

The Music By The Mile business plan is available by request.

Music By The Mile

The 4-day event will feature continuous music on two stages, food vendors, retail vendors, interactive games, and more. It will prove to be a great entertainment value (\$5.00 admission) for a charitable cause. The proceeds from the event will support Pro-

ject Literacy & Education, Project Living, Project Health, Project Safety, and Project Networking.

The Planning Committee is currently seeking Community Partners to have a Project Health Day on Saturday, July 25 from 12 PM-6 PM.

Nutrition is part of being healthy & our food pantries are always in need. There will be a nonperishable food drive in conjunction with the Project Health Day. Individuals will receive reduced admission.

Community Partners are needed!

Community Partners Needed

Every charitable organization is in need of funding. Our organization is a unique “family” of volunteers, so you know and can be confident your contributions are being used for the purpose you choose.

We are a 501(c)3 non-profit and are proud to be part of the GuideStar charities.

Got A Band...Got A Talent to Showcase...

If you want your time in the spotlight, here is an opportunity to showcase yourself in front of thousands of people. The Planning Committee wants to see your promotional packet, website, and / or your act live and in person.

You can E-mail us at westallischarities@yahoo.com with your information and live

performance schedule. You can mail your promotional packet to:

**Sheila
c/o MBTM-Entertainment
1618 S. 88th St.
West Allis, WI 53214**

It is a great venue to gain exposure while doing something positive for the community. Let's talk soon!

