

Business Connection



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Business Spotlight

Laser focused on a cure for ALS

My favorite aspect of the ALS CURE Project is offering hope for a cure to those suffering this fatal disease. We are taking an out-of-the-box approach to leverage the synergies of working as a team on international research collaborations. I believe in this approach, and I am hopeful that others will see hope in this new collaborative model that will be successful," said Mike Piscotty, founder of the ALS CURE Project.

Mike and his son, former Oakland A's outfielder Stephen Piscotty, founded the ALS CURE Project in honor of Stephen's mother, Gretchen Piscotty, who passed



Gretchen and Mike Piscotty in St. Louis at a Cardinals game with their son Stephen in the background.

ALS CURE PROJECT

away from ALS in 2018. As a 501c3 organization, the ALS CURE Project business model is simple: raise funds and identify sponsors for vital ALS research as well as organize research collaborations to cure ALS.

Amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease is a fatal neuromuscular disease. People with ALS gradually lose the ability to control their muscles as the motor neuron cells that make up their nervous system die, and their brain is no longer able to transmit signals to their muscles, leaving them paralyzed in their body while their brain functions perfectly.

On average, 6,000 people are diagnosed each year with ALS and 6,000 die each year. With an average of 2-5 years of life expectancy, there are 18,000 people and their families in the United States suffering this fatal disease every year. The ALS CURE Project funds research to discover the ALS disease mecha-

nism and biomarkers (tests) to identify an ALS target for the drug and pharmaceutical companies.

In 2021, the ALS CURE Project led the 2nd Annual ALS Innovation Symposium with 115 international ALS researchers from 10 nations and developed a strategic plan to cure ALS known as the "Roadmap to Cure ALS." The ALS CURE Project funded three international research collaborations that were identified at the symposium with Lawrence Livermore National Laboratory (LLNL), Sheffield University (UK), St. Andrews University (UK) and the University of Utrecht (Netherlands).

In just 3 years, ALS CURE Project has funded over \$1.2 million in ALS research with money raised from public events, such as golf tournaments, dinners, country music concerts and private donations.

During his journey, working on a cure for ALS, Mike Piscotty has taken on a role of compassionate counseling for people diagnosed with ALS and with their family members. "I wasn't expecting to be receiving these calls from ALS family members, but I felt prepared for these conversations and compelled to help having been a care-



Vice President Stephen Piscotty with Osiel Mendoza (person with ALS) at an Oakland A's Awareness game coordinated by the ALS CURE Project.

giver for Gretchen. I look forward to the day, when I can offer advice on how to treat this disease rather than how to compassionately care for those dying from this disease."

For those who would like to support our charity, there are numerous avenues such as making a tax-deductible donation www.alscure.org/donate, volunteering

Giving Opportunities

National Giving Day – November 29, 2022

This is an opportunity to focus support to your favorite charities. The ALS CURE Project will be requesting donations on this day to raise funds for our Multi-modal Longitudinal Modeling project that was recently launched with US (Stanford, Barrow Neurological Clinic), Canada (McGill University and University of Alberta) and Australia. We expect this project will establish a framework to analyze not only ALS but other neuromuscular diseases like Parkinson's and MS.

Corporate Matching Programs

This program is a wonderful way to support your favorite causes. By signing up for corporate matching, such as the HOME campaign program at LLNL, where employee donations are matched with corporate donations, the charities can leverage the employee's donations.

alscure.org/donate, volunteering at an event, participating on an event planning team or becoming a corporate partner. Please send your interest in an email to Mike Piscotty at mikep@alscure.net or call 925-321-5487.