

Management and Fundraising



For MDA, 2010 was the “Year of Muscle.” All our national sponsors rallied around MDA’s “Make a Muscle, Make a Difference” campaign. A new MDA signature event was launched in 2010: the MDA Muscle Walk. Billed as MDA’s “local family reunion,” it brings together individuals and families served by MDA, clinic teams, researchers, camp counselors and MDA sponsors to raise money and participate in a fun, accessible walk. MDA also integrated social media into Lock-Up and Muscle Walk fundraising strategies so that Jailbirds and Muscle Walk participants could use Facebook and Twitter to drive donations to MDA.

The Association began accepting donations by text message, attracting more than \$50,000 in new MDA Labor Day Telethon income from people using their cell phones to text “MDA” to 20222.

The 2010 MDA Telethon featured wall-to-wall entertainment, information about research, and profiles of individuals living with muscle diseases, raising \$58,919,838 for MDA’s missions of help and hope. MDA announced in

October that the Telethon will move to a shorter (six-hour) prime-time format in 2011.

After 45 years of dedicated hosting of MDA’s signature event, Jerry Lewis announced his retirement as Telethon host, saying “It’s time for an all new Telethon era,” but also vowing, “I’ll never desert MDA and my kids.”

In late 2010, MDA dedicated a new 15,000-square-foot building at its national headquarters in Tucson: the Rachel Ann Perkinson Center. The result of a \$6 million bequest from the Perkinson estate, the accessible, environmentally friendly building houses MDA’s research and health care services programs, and provides much-needed space for meetings and training.



*“The thing that MDA has done for me that I am most grateful for is **they have given me the power to DO something.** If we all **do something,** I know that we will see the finish line in our battle!”*

*Susan Hanna
Muscle Walk participant
Mother of a son with Duchenne muscular dystrophy*