



Message from the President & CEO

The cover of this report reflects a new branding of MDA, and in turn a new era in the Association's development – an era in which a streamlining of our nationwide staff structure and plans for a truncated Labor Day Telethon have us poised for what we foresee as the most dynamic period of advancement MDA has ever experienced, in research and service, and in the all-important fundraising effort that enables them. Our new strategy has inspired the support of the greatest cadre of celebrities ever to represent the Association, stars who've been "Making a Muscle and Making a Difference" for MDA in top national media for the past year.

As you'll see in these pages, the increased awareness of our mission that they've spurred has helped achieve dramatic advances despite the effects on the Association of our nation's devastated economy. The Association's research effort forged ahead with both basic and applied biomedical projects and saw several promising treatments move from the laboratory into clinical testing.

Also in 2010, tens of thousands of children and adults received health care services from neuromuscular disease experts at some 200 MDA clinics and 38 MDA/ALS Centers, and nearly 3,500 children attended 80 MDA summer camp sessions.

MDA expanded its use of online media in 2010, providing families with *myMuscleTeam*, a care-coordination tool, and with online educational seminars ("webinars") on topics such as education, travel and medical care. At the same time, social media were integrated into MDA fundraising programs.

MDA's Advocacy Department supported several initiatives in Washington, D.C., that have the potential to improve the lives of those the Association serves.

Among these were collaborations with federal agencies to accelerate research and build clinical trial infrastructure; and support for MDA's National Transitions Initiative, designed to help people with childhood-onset muscle diseases who are now moving into adulthood thanks to decades of MDA support of clinical research and care.

MDA's "Make a Muscle, Make a Difference" campaign surged ahead in 2010 thanks also to support from our national sponsors: Acosta, Bally Total Fitness, CITGO, Clear Channel Radio, ClubCorp, Dr Pepper Snapple Group, ERA Franchise Systems, Harley-Davidson Motor Company, the International Association of Fire Fighters, Lowe's, the National Association of Letter Carriers, National Coalition of 7-Eleven Franchisees, Safeway, and the Tall Cedars of Lebanon of North America.

MDA also launched the Muscle Walk, a new signature fundraising event that brings together MDA families, clinic teams, researchers, camp counselors and sponsors.

"Make a Muscle, Make a Difference" has meant that tough times are falling prey to a toughened Muscular Dystrophy Association, full of dedicated people and supported by loyal sponsors and the public.

With every best wish,

Gerald C. Weinberg