

Developers Diversified Realty: Funding Educational Dreams



Daniel B. Hurwitz
President & Chief
Operating Officer

Typically, a for-profit supports a nonprofit because they like its mission. But Developers Diversified Realty, the Cleveland-based shopping center operator, has gone a step beyond. They have not only connected themselves to the Society's mission to help people with MS move forward with their lives, but are also devoting themselves to advancing that mission by making a \$120,000 commitment to the Society's scholarship program.

The scholarships are open to graduating high school seniors with a parent who lives with MS, or to anyone living with MS who has not yet been to a postsecondary school. The program has been growing rapidly, thanks in no small part to Developers Diversified Realty's involvement. In mid-May the Society announced it had awarded more than \$1.1 million to 422 new and 96 returning scholars, for a total of 518 scholarships.

That's up from 332 scholarships worth \$700,450 in 2007 and 204 scholarships totaling \$442,000 in 2006.

Developers Diversified is supporting 10 students with \$3,000 grants for four years each.

"Developers Diversified is pleased to support the National Multiple Sclerosis Society in their effort to provide services for people living with MS and their families," said Daniel B. Hurwitz, the company's president and chief operating officer.

"Our support of the Society takes many forms. Our employees walk, ride bikes and join the movement in countless ways. We are particularly pleased to support the Society's scholarship program, which rewards deserving students. We look forward to a long and mutually rewarding partnership with the National Multiple Sclerosis Society."

Transcripts count, but the most important element is the personal essay.



**National
Multiple Sclerosis
Society**

Some applicants write about how their family banded together after the MS diagnosis, allowing them to achieve impressive résumés. Others tell how a “normal” teen life became impossible as they stepped up to become breadwinners and caregivers. All identify education as the key to a productive adulthood.

The Society is actively promoting scholarship sponsorship opportunities to more companies. “Nothing builds goodwill and respect in a community like helping a deserving student secure the education that will help ensure a solid future,” said Fred Flanders, senior national director, corporate relations.

If your company would like to sponsor the MS Scholarship Program, call Fred Flanders at 303-698-6100, ext. 15134 or email at fred.flanders@nmss.org.

The Movement Marketplace:

SHOPPING FOR FUN AND PROGRESS

The Movement Marketplace is a new part of the National MS Society’s national Web site where companies can demonstrate their commitment to the MS movement.

One early success: The MS Loofa Dog, from Care-A-Lot Pet Supply, which does business through two stores in Virginia, a catalogue that mails 5 million copies a year, and a fast-growing Web site.

Care-A-Lot vice president and co-owner Denise Clarke lives with MS, and the stores sell “walk boots” — boot-shaped cards to display in the stores, with the money going to the Hampton Roads Chapter’s Walk MS event. But Clarke wished she could do even more for people whose symptoms didn’t respond as well as hers had to medication.

Inspiration struck when she and husband Bobby attended a trade fair and saw a loofa dog — an irresistible, grinning dog toy — that had been designed as a fundraiser.

Clarke asked the chapter’s community development director, Shannon Rice, if the MS community would like a loofa dog too. The pitch: Care-A-Lot would commission and sell the toys at \$6.99, donating \$5 apiece to Promise: 2010, a fundraising campaign that focuses on research — exactly the giving opportunity Clarke was looking for.

“When the customer gets something for their donation, I

think they’re more apt to donate” than when they’re simply asked for a cash contribution, Clarke said.

Rice introduced Clarke to the Society’s national corporate-relations team, and it was loofa-love at first sight. As of this writing, 2,000 of the 5,000 limited-edition toys have been sold. Oh, and that \$5 donation rose to \$6 after some last-minute negotiating between the Clarkes and the manufacturer.

“When they’re gone, they’re gone,” Clarke said. “Our next project will be collars with little MS charms. We’re going to be bringing various products out at least through the year 2010.”

Buy an MS Loofa Dog and read a personal message from Denise Clarke at Care-A-Lot’s special Loofa Dog Web page! Cerealotpets.com



Other companies currently showing their wares and their generosity on the [Movement Marketplace](#) are Crocs, Microsoft, Christopher & Banks, and Endless Pools. To learn how to join them, call Fred Flanders at 303-698-6100, ext. 15134 or email at fred.flanders@nmss.org.

Acorda Therapeutics: On the Move!

Acorda Therapeutics, Inc. is a biotech company dedicated to developing therapies for spinal cord injury, MS and related nervous system disorders. They recently announced positive results from a Phase III clinical trial of Fampridine, a therapy that could greatly assist people with MS with walking challenges. In preparation for what could be a major breakthrough in treating loss of mobility issues, Acorda is enhancing and expanding its partnership role with the Society to build public awareness for mobility issues that change the everyday lives of people with MS.

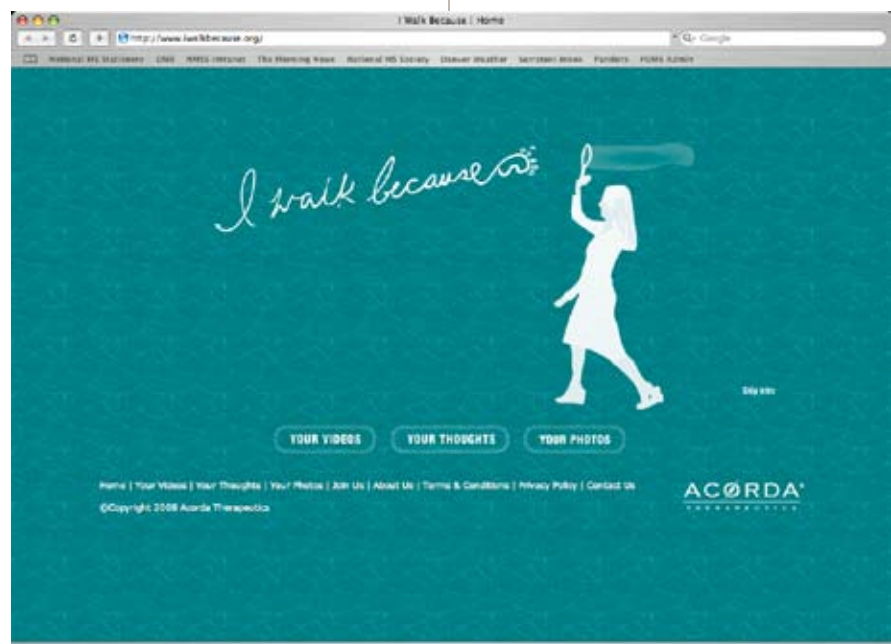
Based in Westchester County, N.Y., Acorda has long supported the Southern New York Chapter's Walk MS event. In 2008, Acorda sponsored 20 Walk MS events

nationwide. Volunteers from the company provided a physical presence at 10 of those events by staffing booths tied to a campaign called "I Walk Because." At these booths, walkers could record video messages about why they were participating, and also get t-shirts where they could complete the phrase: I Walk Because....

"The Society has been a fantastic partner," Acorda spokesman Jeff Macdonald said. "We've had an opportunity to work closely with various parts of the organization, at a national level and with a lot of chapters. It's been an exceedingly rewarding experience, a real collaborative partnership. We greatly appreciate the opportunity to get closer to the people we hope we can help."

In another awareness-raising project, Acorda, in collaboration with the Society, commissioned Harris Interactive to conduct two complementary surveys — one with people with MS and the other with care partners — that explored how mobility loss can affect different aspects of daily life. The findings were released at a press briefing which attracted more than 30 media outlets. The surveys revealed that although difficulty walking has a wide range of effects on the quality of life of people with MS, many rarely discuss mobility problems with a doctor. Moreover, people with MS, their families and their health care providers may seriously underestimate the impact of these problems.

"Among the many important conclusions we can draw from



these studies is that they indicate we must educate more people with MS and care partners about the impact of mobility loss and the options now available to address mobility challenges,” said Dr. Nicholas LaRocca, vice president, health care delivery and public policy research at the Society.

Tierney Saccavino, Acorda’s vice president for corporate communications, commented: “I can’t tell you how much we value our relationship with the National MS Society, and the fantastic partnership that is evidenced in programs like the Harris Poll and the ‘I Walk Because’ sponsorships of the Walk MS events. These programs have captured the hearts of all of us at Acorda, and have completely energized the company.”

MS Awareness Week: A Time to Remember

What will you do to move us closer to a world free of MS? That was the theme of this year’s MS Awareness Week, and it built upon the core message of the Society’s brand — Join the Movement — while acknowledging the millions

of people who are already a part of the MS movement and encouraging people who want to do something now to end MS to take action during MS Awareness Week.

This year was the Society’s third annual MS Awareness Week, and from coast to coast, our organization’s 50-state network of chapters, volunteers and partners embraced the week through a variety of creative and visible ways that encouraged millions to join the movement during MS Awareness Week and beyond.

Some highlights:

- The Empire State Building was lit in orange, the color of the National MS Society and the MS movement.
- Over 60 Society volunteers and staff “took over” the Today Show

plaza to create a sea of orange on national TV and Al Roker conducted a live interview with our group on air.

- A 60-second “Join the Movement” public service announcement ran once an hour, all week long, on Clear Channel’s Spectacolor Digital Billboard in Times Square.
- The Society launched its redesigned national Web site, featuring profiles of people who’ve joined the movement and asking: “What will you do?”
- An e-mail also asking “What will you do?” went to over 600,000 people. Many replied that they plan to sign up for Bike MS or Walk MS. One of our favorite replies came from a student who spread the word to 300 people by making an announcement on the school’s public address system!



- Pro hockey player Jordan Sigalet, who lives with MS, and Dr. Nicholas LaRocca did a satellite media tour where they devoted four hours to speaking with journalists from across the country. The outreach touched over 7.8 million people.

- MS Activists made a special push for more federally funded MS research.

MS Awareness Week doesn't just raise awareness about MS — it also raises the profile of companies that care about people with MS. Here's how some of our corporate partners participated in MS Awareness Week:

- Clear Channel: In addition to playing the Society's PSA on its technologically advanced digital billboard in the heart of Times Square, the company distributed PSAs to its radio stations and encouraged them to place our Web banner on their Web sites

- Endless Pools: Sponsored an e-mail blast to nearly 600,000 people with an interest in MS

- Microsoft: Highlighted MS Awareness Week in a special e-newsletter to participants in the i'm Initiative

- Christopher & Banks: Launched their newest collection of MS jewelry

- Developers Diversified Realty: Placed signage in their properties across the country

- Westfield: Placed door clings and other signage in their properties

- Vitamin Shoppe: Produced door clings for over 300 stores across the country and asked managers to place them for the entire month of March.

[Click here for more about MS Awareness Week 2008.](#)

MS Awareness Week is a fun and important opportunity for companies, their employees and their customers to join the movement toward a world free of MS. To get involved in 2009, call Becca Kornfeld at 212-476-0484 or email her at becca.kornfeld@nmss.org.

Breaking News

I'M CONNECTED. ARE YOU?



Microsoft has included the National MS Society in the next phase of the i'm Initiative, a charitable campaign which rewards a designated nonprofit every time their supporters send messages.

The program started with Microsoft's Windows Live™ Messenger, and in April expanded to the free Hotmail e-mail service.

We're asking our corporate friends to help spread the word by encouraging employees to sign up.

Users have to designate the Society to receive Microsoft's donations.

Instructions are at:

<http://im.live.com>.

The benefits to the MS community in building the MS movement are significant: There are approximately 70 million Hotmail accounts in the U.S., according to Microsoft.

Who knew that helping people with MS move their lives forward could be as easy as chatting or sending emails? Again, please encourage your employees, friends and family to visit:

<http://im.live.com> and designate the National MS Society.