



The Jordan C. Hubbard Foundation

The mission of the Jordan C. Hubbard Foundation is to promote ataxia awareness, fund research for Spinocerebellar Ataxia and help offset the cost of durable medical equipment for children with movement disorders.

March 2004

Direction for 2004

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A Month of Promise

Have you ever ended a day and felt like you didn't accomplish anything? In most cases you've done a lot but without having goals or actions you often feel like time and effort have been squandered. As we enter into our second full calendar year, we are pleased to announce our goals to success. Following are the four goals that will provide direction for the foundation in 2004.

1. Raise \$10,000 during the 2004 Jordan C. Hubbard Foundation Fund Drive
2. Increase attendance at the Jordan C. Hubbard Memorial Fun Walk to a minimum of 500 registered attendees
3. Secure a minimum of 150 paid attendees at the Jordan C. Hubbard Charity Gala
4. Support and/or create two – three actions that raise Spinocerebellar Ataxia awareness on behalf of the foundation ...See *Direction* on page 2



September is the official month of activity for the Jordan C. Hubbard Foundation. Many of our supporters have families and juggle multiple responsibilities. We want to help you get organized by giving you advanced notice of our activities - we need your help.

Please do your part to save the date by marking your calendars. On **Friday, September 24th** the second annual Jordan C. Hubbard Charity Gala will be held. Ticket prices will remain at \$50 per adult and this is your time to get dressed up and have a good time for a good cause. If you attended in 2003 please make plans to return but also invite a friend or two. Tell them about your experience. The evening was a time for friends to get together and for new acquaintances to be made. More details will be forthcoming.

On **Saturday, September 25th** we will hold the third annual Jordan C. Hubbard Memorial Fun Walk. Last year not only saw an increase in registered attendees but there was a successful shift to a more family oriented, kid friendly event.

While continuing in this direction, this free event is an opportunity to bring out family, co-workers, neighbors and kids of all ages to celebrate the life of Jordan. Free food will be available, entertainment for kids will be on hand and you can help further the mission of the foundation by increasing awareness of Spinocerebellar Ataxia (SCA). More details will be forthcoming.

And finally get ready! More details about our 2004 fund drive will be in our June newsletter but in order to achieve our goal of raising \$10,000 we need the assistance of every supporter. Thanks in advance for planning accordingly.





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Direction (Continued from page 1)

Please Help

We need your financial support. The Jordan C. Hubbard Foundation is a 501 (c) (3) organization. All contributions are tax deductible. Checks can be made out to the Jordan C. Hubbard Foundation and mailed to P.O. Box 2482, McKinney, TX 75070

Goal #1 - Raise \$10,000 during the 2004 Jordan C. Hubbard Foundation Fund Drive

Since our inception, the foundation has received much support from people who wish to support a good cause. While contributions are made and accepted throughout the calendar year, we will be initiating a fund raising campaign from July through September. More details about the fund drive will be in our June newsletter.

Goal #2 - Increase attendance at the Jordan C. Hubbard Memorial Fun Walk to a minimum of 500 registered attendees

In 2003, the second annual memorial fun walk saw a 114% increase in registered attendees with 268 participants. With concentrated effort focusing on area churches and community organizations we feel that our objective of a minimum of 500 registered attendees can be met. Last year we introduced more activities that were family oriented and kid friendly. Plans are underway to ensure that Saturday, September 25th is another success.

Goal #3 - Secure a minimum of 150 paid attendees at the Jordan C. Hubbard Charity Gala

When you focus solely on the number this appears to be a daunting challenge. In 2003 we had 65 paid attendees but the key to success will be leveraging the wonderful time had by those who attended last year. To help achieve the goal, we will be marketing the event more aggressively to our base of supporters. Additionally, we will utilize local media outlets to advertise this wonderful occasion on Friday, September 24th.

Goal #4 - Support and/or create two – three actions that raise Spinocerebellar Ataxia awareness on behalf of the foundation

Planning is underway to identify and cultivate new ideas to celebrate the life of Jordan, introduce the Jordan C. Hubbard Foundation and increase awareness of Spinocerebellar Ataxia (SCA). We will be working with talented individuals that are supportive of what the foundation is about and what we are trying to achieve.

Begin making plans to support one or more of our foundation goals for 2004. If you have any ideas to help us achieve our goals, we want to hear from you. Please contact us at 214-544-0466 or 4jordan@4jordan.org.

Going Electronic

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