ONE GOAL
Identify a treatment for ALS.

ONE RESEARCH TEAM
The top leaders in ALS research have banded together to leverage the strengths of their venerable institutions into one ambitious plan to bring a treatment to patients within four years. The team:

• Dr. Robert Brown, UMass Medical School
• Dr. Merit Cudkowicz, Mass General Hospital
• Dr. Steven Perrin, ALS Therapy Development Institute
• Dr. Nazem Atassi, Mass General Hospital

ONE PATH
By collaborating to fund and develop a treatment, we will demonstrate our shared commitment to fighting ALS while also continuing to provide high-level care for those who are already diagnosed.

ONE NEED
The ALS ONE scientific plan is milestone driven, and will require significant funding to advance. A percentage of funds raised will be directed to assist patients with the many needs they will face until a treatment is available.

ONE CARE TEAM
A percentage of funds will be used to improve care and the care model in ALS, currently delivered by the following teams:

• Ron Hoffman, Compassionate Cares ALS (CCALS)
• Care staff at Mass General Hospital
• Care staff at UMass Medical Center

ONE PLAN
To raise $x million through:

• Major gifts
• Business sponsorships
• Crowdfunding / social media
• Small business networks (ALS Knights)
• Non-profit alliances
• ALS ONE Day (5.7.16)
Ron Hoffman co-founded the Gordon T. Heald ALS fund along with Elizabeth Heald following the death of her husband Gordon on October 30, 1998. In time Ron’s work led to the creation of the nonprofit organization Compassionate Care ALS. He has served as founder and director working with over 1,200 individuals, families and communities living with Lou Gehrig’s Disease in the US and around the world. He facilitates and guides intimate discussions for those engaged in the complexities of living with and dying with this catastrophic illness. Ron’s work helps examine the myriad of choices and possibilities that people confront including the process of death and dying and the questions that arise as together they create space for dialogue around their decisions.

Ron has been mentored by many great teachers in preparation for his unique path in the world, including Roshi Joan Halifax of the Upaya Institute, the late Steven Felder, his wife Meredith Little and Dr. Scott Eberle of the School of Lost Borders, Jeffrey Duvall, co-founder of the Men’s Council Project, Tom Daly, Phd. of the Living Arts Foundation and Julie Brown Yau, Phd. of Embodied Wisdom who was instrumental in the co-creation of the Cultivating Compassion Education Series. Ron leads in-services and trainings for hospice workers and health care professionals. He also lectures regularly to nursing students at UMASS Boston. He is a former board member of Men’s Leadership Alliance of Boulder, Colorado and is a past board member of the Hospice and Palliative Care Federation of Massachusetts.

Ron is the author of Sacred Bullet, Transforming Trauma to Grace While Tending the Terminally Ill, a book that sheds light on living with grace in the face of mortality. Ron serves in many ways as a resource for individuals and organizations around the country. Originally born in Richmond, Virginia, he currently lives in West Falmouth, Massachusetts, with Moses, his Bernese mountain dog.