

Canadian Multiple Sclerosis Foundation

Dear Friend of CMSA,

Kisha just wanted to be like other kids. She wanted to start junior high and make new friends. She wanted to do well in school and make her parents proud.

These sound like ordinary goals for most 14-year-olds, but for Kisha, achieving them required extraordinary effort.

For six agonizing months, Kisha experienced double vision and severe face twitching, both symptoms of Multiple Sclerosis (MS), though she didn't know it at the time. She was teased in school, had trouble doing her schoolwork, and people stared at her when she went out in public.

Once diagnosed with MS, Kisha felt as though she had hit emotional rock bottom. "Why me?" she wondered.

The truth is, no one can predict when or in whom MS will strike. It is unpredictable and incurable.

But for teenagers, it isn't just about MS, or finding a new way of living...for them it's about forming their own identity and finding a sense of control in their lives, at a time when they feel they have none.

There is no reason for a person with MS to lose their dignity, or to feel that they can't still meet all of their life's goals.

Yet that's exactly how Kisha felt. After months of living with active symptoms, she felt she needed help not just to live with her MS, but to cope with her depression.

"When I found out I had MS, I got really, really depressed. It scared me. MS is such a weird disease...My friends and family were there for me...but I needed more help."

Luckily for Kisha, you were there for her.

That's right – you. Thanks to your past gift to CMSA, we have been able to strengthen our support network and better serve our mission. Without donors like you, we wouldn't be able to help children like Kisha.

Our mission is this: To offer quality patient care services which strive to break down the barriers of fear and isolation, and build up hope by restoring stability, lost independence, and dignity.

To build up hope...that is so crucial, especially to a young person just starting to form a direction in his or her life. Instilling teens with hope and dignity in the face of MS will show them that even though there is no cure for this disease, they still have a fulfilling, rewarding life ahead of them!

Here is what teenagers and adults alike can expect from CMSA and kind supporters like you:

- Alternative Care & Symptom-Relief Therapies and Research
- Public Education & Awareness
- Microclimate Cooling
- Free Loan of Therapeutic Equipment
- Patient Information & Newsletter
- Counseling & Support Groups
- Toll-Free Hotline

My friend, you make CMSA possible. A little in abundance is a lot, and your gift today can do so much to help other young men and women just like Kisha when put together with the gifts of other CMSA supporters who share your loyalty and commitment.

Imagine coupling the unpredictability of MS and how difficult and exhausting it is to cope with the symptoms of it on an ongoing basis.

But having the resources to fight those symptoms can be empowering. That feeling of empowerment to a young girl like Kisha is what you are creating with a financial gift today.

None of us can get through life alone, but through support, teamwork and good old-fashioned kindness, we can each do so much to help others. You can help spread the word about MS by using the enclosed address labels and notepad. Don't worry, there is no obligation for accepting these gifts. They are my free gifts to you as thanks in advance for your support and concern.

And if you can possibly spare it, your gift today of \$ ___, \$ ___, \$ ___ or even \$ ___ will do so much to support CMSA's important, life-affirming services to children, men and women with MS.

As for Kisha, she is now 18 years old and doing great. She is taking medication to help control her symptoms, and is comforted knowing that should additional therapy be needed, CMSA is there. Her friends and family were able to educate themselves about how best to support her by contacting us.

And Kisha recently had this to say:

“The most important thing I have found is to have

a positive attitude. The fatigue can be hard to deal with,
but I can still do all the things I used to do.”

Kisha is a wonderful example of what a little hope can achieve. I hope you will
renew your commitment to helping others just like Kisha live happy, productive lives.

We're counting on you,

[sig]

Doug Franklin
Chief Executive Officer

P.S. MS is a progressive, incurable disease that attacks the central nervous system. Its
symptoms are varied and unpredictable, and may include: severe fatigue, bowel and
bladder dysfunction, heat sensitivity, blurred vision, lack of balance, and many other
neurological problems. Please send your gift today to help the over ____ Canadians
living with MS. They need your help.

Reply:

Yes, Doug, I am committed to helping my fellow Canadians living with MS to live with
hope and dignity. To support CMSA's important services to children, teens and adults
living with MS, I have enclosed my gift of:

Teaser Suggestions:

When Kisha was 14 years old she received some shocking news, and couldn't help but
wonder, "Why me?"

"My friends and family were there for me 100 percent, but I needed more help..."

- Kisha, age 18

People with MS can't control the disease, so they must find control in other aspects of
their lives. Inside, find out how you can help.

Enclosed: 2 free gifts for you!

For young girls like Kisha, there's no time to spare...