

About Muscular Dystrophy Canada

- Muscular Dystrophy Canada is a recognized authority on all neuromuscular disorders, which includes muscular dystrophy and hundreds of other conditions classified as neuromuscular disorders.
- Muscular Dystrophy Canada is a sophisticated network of informed professionals, service specialists, and volunteers who deeply understand neuromuscular disorders. We can also give people the non-medical services and emotional support they need to help deal with their disorder.
- Muscular Dystrophy Canada has a full spectrum of programs, services, and supports for the thousands of Canadians of all ages living with a neuromuscular disorder. Plus, we invest in transformative research to work towards more answers, therapies, and hopefully, potential cures.
- Right now, Muscular Dystrophy Canada is funding, leading, and facilitating projects to collect the data and recommendations needed to fix outdated policies and create new ones. We're also advising and building partnerships with health care centres and leaders at all levels of government to address the unique needs of people living with neuromuscular disorders.






Why should I give?

- When a Canadian is diagnosed with a neuromuscular disorder, we know they will need a lot of support and services. But the systems around us – provincial healthcare, private insurance, and government policy – aren't set up to give that kind of full support. These systems are also difficult for people to navigate. So that's why we're here – to fill in the healthcare gaps and help people find their way through these systems. Muscular Dystrophy Canada needs donor support to continue this essential work.
- When you give to Muscular Dystrophy Canada, you're breaking down barriers. You're making sure that when someone needs vital equipment to help them get around, live independently, participate in school and work fully – or even help save their life – they won't have to do without it.
- When you give to Muscular Dystrophy Canada, you are helping thousands of Canadians right now – while also giving hope to future generations.
- A neuromuscular disorder diagnosis can make you desperate for answers and send you searching for solutions. Unfortunately, most people living with a neuromuscular disorder have to overcome a lot of barriers just to get the information and options they need. Your donation to Muscular Dystrophy Canada helps break down those barriers.
- With every donation, you are helping to:
 - o Fund cutting-edge research
 - o Fund life changing equipment
 - o Engage through community, education and advocacy

Hashtags

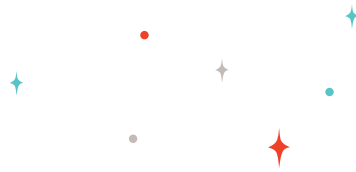
#WalkRollMDC
#NeuromuscularDisorder
#MuscularDystrophyCanada
#WalkAndRollAmbassador
#FillTheBoot

Social Handles

 @MuscularDystrophyCA
 @MD_Canada
 @MD_Canada
 @MDCDMC
 @MuscularDystrophyCanada

Lead policy change

All neuromuscular disorders (NMDs) affect muscle function and lead to a range of mobility challenges. We're working hard to bring positive change to our community. But we need your help. It takes just one generous act to change our country – and our future – for good.



Sample taglines:

You can **break down barriers** for the neuromuscular disorder community.

Every dollar is powerful. Every donation matters.

Your donation makes sure that researchers and people living with a neuromuscular disorder can ***keep finding hope – in the present and future.***

Every dollar you gives makes sure that nothing holds people affected by neuromuscular disorders back.

Your donation ensures that people affected by neuromuscular disorders will always have **access to the support that's right for them.**

Your donation can **help make the positive** change our country needs.

THIS NOT THAT

| | |
|--|---|
| Neuromuscular disorders ✓ | ✗ Muscular dystrophies |
| Person affected by ✓ | ✗ Person impacted by |
| Person(s) affected by/family member/researcher ✓ | ✗ Client(s) |
| Clients and/or their families ✓ | ✗ Client and their family |
| Fire Fighters ✓ | ✗ Firefighters, fire fighters |
| Cures ✓ | ✗ Cure |
| Life-changing ✓ | ✗ Life-saving |
| Count on ✓ | ✗ Rely on |
| Raise funds for NMD community ✓ | ✗ Raise funds for Muscular Dystrophy Canada |

Words to be mindful of:

Identify-first language (eg. Duchenne Boy)
Wheelchair bound/Confined
Genetic Defect/Birth Defect
Spelling Mistake
Muscle wasting
Caretaker
Normal
Patient
Disfigured
Developmental Disabilities
Genetic disorder
Sick

Alternative:

Person-first language is preferred, Person with a . . .
Person who uses a wheelchair
Indicate the nature of the Disability
Spelling Change
Muscle atrophy
Caregiver
Typical
Client, Person with a NMD
Physical Changes
acceptable, but preferable to use the name of the disability
Genetic condition, NMD or the specific disability is preferred
Person affected by a disability