



GRASSROOTS | A Newsletter of the American Autoimmune Related Diseases Association

## Every effort means a lot

The one thing that every grassroots event, project and campaign has in common is that they all start with a leader who is committed to doing something meaningful for autoimmune patients and families. Take a look below at some of the bright ideas grassroots leaders had in the last quarter. And there's more on our grassroots fundraising page on [aarda.org](http://aarda.org). Just click the purple link below to find additional profiles and our grassroots newsletter archives. You'll also find our guidelines for hosting an event, project or campaign -- just in case you've got a bright idea of your own!

[\\* VISIT OUR GRASSROOTS FUNDRAISING PAGE AT AARDA.ORG \\*](#)



## Giving Tuesday and more

For Giving Tuesday, the Indie Lee company, which specializes in "**clean and cruelty-free products**" for your skin, donated 25 percent of online sales to AARDA. Founder Indie Lee is an autoimmune patient dealing with rheumatoid arthritis. The company also held a campaign last September during the week leading up to the New York Autoimmune Walk. Together, the campaigns reached people all over the country and raised thousands of dollars for the AARDA mission. Thanks Indie!

[Read more about Indie's journey...](#)



## Encore!

A few years back, **Brian Goldstein** held his first "Community for Autoimmunity" event in Pennsylvania. It was so successful, he wanted to do an encore. But, like many autoimmune patients, Brian experienced a flare that put his plans on pause. He has MS.

This year, Brian was able to resume his plans and on November 16, he held his second "Community for Autoimmunity" event at McStew's Irish Pub in Levittown, PA featuring a number of local bands. He raised \$1,100 and a lot of awareness. Thanks so much, Brian!



## Tricky Tray Raffle

**Joanne Altes** of Holmdel, NJ, held a Trick Tray Raffle (like a Chinese Auction) in October and raised \$800 for the AARDA mission. Great idea, Joanne!

## Thanks Also To...

The **Iota Elementary 4-H Club** in Iota, Louisiana. The club raised \$335.00 in honor of Autoimmune Disease Awareness.

**Kassidy Baum**, a student at the Ernest Mario School of Pharmacy at Rutgers University. Kassidy led a group who organized a "Zombie 5K Run on October 20 that spread the word on campus and raised \$400.

## Biggest Ever Virtual Walk

**Emma Coffey** is a superstar when it comes to the Virtual Walk. Emma and her team, "Walk for Adley," raised \$11,646 and registered more than 250 Walkers in memory of 10-year-old Adley Osborne on November 3 in Lafayette, CA. Adley lost her battle with Evans syndrome last summer. Emma, a school psychologist for the Lafayette School District, knew of other families dealing with autoimmune disorders and decided to do the Walk for them and to honor Adley.



[Learn more about the Walk for Adley...](#)

## **Do you know A.D.A.M.?**

Did you know that the month of **March is National Autoimmune Diseases Awareness Month (ADAM)**? AARDA is planning its 2020 ADAM campaign and invites you to get involved. If you've been thinking about hosting a grassroots event or doing a project or

campaign, we encourage you to do it during the month of March so that we can raise our collective voices and be heard in Washington, DC, and all across the country! Learn more at <https://www.aarda.org/get-involved/support-aarda/grassroots-fundraising/>

## Quote of the Month

**"Volunteers  
do not necessarily  
have the time,  
they just have the heart."**

**-- Elizabeth Andrew**

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