



Charlie Wedemeyer
Family Outreach

ALS

Amyotrophic Lateral Sclerosis, or Lou Gehrig's Disease, attacks the body's motor neurons, or nerve cells, and proves fatal within an average of two to five years.

As motor neurons are destroyed, a person with ALS loses his or her ability to walk, speak, swallow, and breathe.

Unless we do something, 300,000 seemingly healthy Americans living now will die from ALS.

It is a fact that, if we solve the mystery of ALS, we will learn what we need to know about other devastating brain diseases including Alzheimer's, Parkinson's, and Huntington's, which afflict over six million people.

May is National ALS Awareness Month



Charlie Wedemeyer's
3rd Annual
Celebration of Hope ★
May 10, 2001

**3rd Annual
Charlie Wedemeyer's
Celebration of Hope**

Coach Charlie Wedemeyer has battled ALS (Amyotrophic Lateral Sclerosis or Lou Gehrig's Disease) for over 20 years. He and his wife, Lucy, both longtime symbols of courage and commitment, have established the Charlie Wedemeyer Family Outreach to fight ALS and to make a difference in the lives of young people. Six scholarship awards will be presented at Charlie Wedemeyer's Celebration of Hope.

AN INSPIRATIONAL EVENING

May 10, 2001, Thursday, 6:00 P.M.

Fairmont Hotel, Imperial Ballroom, San Jose

VIP Cocktail Reception

Silent & Live Auction

Gourmet Dinner

Presentation

BENEFITING

Founded in 1993, the Charlie Wedemeyer Family Outreach is a 501(c)(3) nonprofit organization whose mission is to fight ALS by raising funds (research and local patient services), by increasing awareness, and by way of example. CWFO is proud to partner this year with the ALS Association Bay Area Chapter, who will receive part of the proceeds for local patient services.

CWFO is committed to help the youth of our community, and will give away \$30,000 in scholarships at the event.



SCHOLARSHIPS

Six incredible high school athletes who have overcome adversity and have given back to their community will each be awarded a \$5,000 scholarship.

PLEASE JOIN US

Please join the effort to make a difference in the lives of young people, and the lives of those dealing with the devastating disease - ALS.

Pam Dawber	Dana & Brent Jones
Derrick Deese	Ronnie Lott
John Doyle	Steve Mariucci
Tony Granato	Craig Morton
Mark Harmon	Chuck Muncie
Tom Holmoe	Michael Nouri
Jan Hutchins	John Ralston
Peggy Fleming Jenkins	R.C. Owens

CONTACTS

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Charlie Wedemeyer's Celebration of Hope

EVENT ALL PRO SPONSOR -- \$25,000

- Your company name listed with Scholarship Award
- Your company name (logo) prominently featured on all printed materials, Charlie Wedemeyer Family Outreach website (plus link), promotional ads
- Two tables to the event
- VIP seating
- 20 Tickets to the VIP Reception
- A 2 page centerfold 2-color ad in the program with a message of your choice
- The opportunity for a giveaway product with your logo
- Event signage

MVP SPONSOR -- \$12,000

- Your company name listed with Scholarship Award
- Your company name (logo) featured on all printed materials, Charlie Wedemeyer Family Outreach website, promotional ads
- One table to the event
- Preferred seating
- 10 Tickets to the VIP Reception
- A full page 2-color ad in the program with a message of your choice
- The opportunity for a giveaway product with your logo



#1 DRAFT PICK SPONSOR -- \$7,500

- Your company name listed with Scholarship Award
- Your company name (logo) on all printed materials, Charlie Wedemeyer Family Outreach website, promotional ads
- 8 tix to the event.
- 8 Tickets to the VIP Reception
- A half page 2-color ad in the program with a message of your choice
- The opportunity for a giveaway product with your logo

ALL CCS SPONSOR -- \$5,000

- Your company name (logo) on all printed materials, Charlie Wedemeyer Family Outreach website, promotional ads
- 6 tix to the event.
- 6 Tickets to the VIP Reception
- A quarter page 2-color ad in the program with a message of your choice
- The opportunity for a giveaway product with your logo



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Biography

CHARLIE & LUCY WEDEMEYER

Born in Hawaii, the youngest of nine, Charlie's outstanding athletic talents earned him a football scholarship to Michigan State University. Chosen to the East-West Shrine Classic and the Hula Bowl, Charlie was named "Prep Player of the Decade" in the state of Hawaii. Charlie and Lucy, high-school sweethearts, were married and moved to Los Gatos, California, where Charlie eventually taught and coached at Los Gatos High School. At the age of 30, Charlie began experiencing the symptoms of ALS, and when diagnosed with the terminal illness, he was given one to three years to live. Against tremendous odds, Charlie has survived and still coaches football on the junior varsity level at Los Gatos High today. Although he is on 24-hour life support and can only move his facial muscles, his spirit is indomitable. He and Lucy travel the world speaking (with Lucy reading Charlie's lips) to share, often humorously, their moving story of hope, faith, inspiration and commitment.

Theirs is a classic drama of love and courage that will make you laugh, and cry. It will make you think. And it will change the way you look at life.

CHARLIE WEDEMEYER FAMILY OUTREACH

Founded in 1993, the Charlie Wedemeyer Family Outreach is a Christian nonprofit organization whose mission is to fight ALS. Birthed out of the Wedemeyers' personal struggles in dealing with this terrible illness, the goal of CWFO is to offer hope to other ALS patients and their families by raising funds, by increasing awareness, and by way of example. CWFO is also committed to motivate youth to reach their full potential.

RAISING FUNDS

Funds are raised for both patient services and for research. The ALS Association Bay Area Chapter will receive part of the proceeds for local patient services. Project ALS will



receive part of the proceeds for cutting edge ALS research.

INCREASING AWARENESS

The Wedemeyers travel all over the country and abroad speaking at many events including medical conferences, ALS support groups, schools, churches, prisons, youth organizations, and major corporations. Their Emmy Award winning story has been featured on the PBS documentary "One More Season", the CBS television movie "Quiet Victory", and on Oprah. It has been featured on radio including Dr. Dobson's Focus on the Family and Family Life Today. This story is also featured in print including the Zondervan published autobiography "Charlie's Victory." A new documentary is currently in the making. The CWFO newsletter reaches 5,000 homes.

The CWFO website now reaches the world.

BY WAY OF EXAMPLE

Charlie and Lucy have opened their home to people who have traveled from all over the nation and from as far away as Japan to see first hand how the Wedemeyers manage. Although hooked up to a ventilator and unable to do anything for himself, Charlie goes to great lengths to continue to coach football at Los Gatos High School. It takes three hours to get Charlie ready each day, yet he attends daily practices and loves to have his players over for dinner (which he prepares!), taking great satisfaction in mentoring them about their responsibilities as leaders. The Wedemeyers have made great efforts to travel - as far as England, Italy, Switzerland, France, and Holland - to share their message, to speak at conferences, and to visit other ALS families. Charlie says, "I live to give others hope." He is a living testament that, with God, all things are possible.



Charlie Wedemeyer
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Quotes

“I first met Charlie and Lucy in Berkeley in 1988. They both impressed me greatly by their love for each other and their determination not to let Lou Gehrig’s disease win. It can be done.”

*Stephen Hawking, Professor - Cambridge University
Author - A Brief History of Time*

“Having been around the Wedemeyers for years, my wife and I love the joy and humor they find in all of life’s situations. Charlie’s humor transcends his tragedy, and I have to say, Charlie is the funniest person I’ve *never* heard. You cannot help but be uplifted by their faith in God, by Charlie’s smile, and by the victory this has brought them.”

*Brent Jones,
Former All Pro - San Francisco Forty Niners*

“The Wedemeyer’ commitment to living life fully has not only affected my life but all those lives they’ve touched. Charlie is not only a great football coach, but also a great coach for living life to it’s fullest. Charlie, I love you.”

*Ronnie Lott,
NFL Hall of Fame*

“Charlie Wedemeyer’s story is one of the most positive, awe-inspiring life tales I’ve ever heard... you’ll want to rush out and triumph in your own life.”

*Brandon Tartikoff,
Former Chairman, Paramount Pictures*



“No trophies or awards can ever give adequate recognition to what you have achieved.”

*Ronald Reagan,
Former President of the United States*

“The Wedemeyers’ faith, their courage, and their sanity-saving sense of humor will move you to smile in amusement one moment and weep with amazement the next.”

*Zig Ziglar,
Author - Motivational Speaker*

“A powerful story of love and commitment-tragedy and triumph-and a celebration of life over death.”

H. Ross Perot



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Milestones

2000 Robertson McQuilken Award

Memphis TN

Presented by the organization, Family Life, recognizing Lucy for keeping and preserving her marriage covenant with Charlie.

1999 Hawaii State Senate

Honolulu HI

Addressed Hawaii's State Senate on the subject of Euthanasia.

1998 Project Hired Advocate of the Year

Santa Clara CA

Project Hired helps individuals with disabilities secure jobs appropriate to their qualifications and career goals.

1997 ALS Iron Man Patient of the Year

San Francisco CA

Presented annually to ALS patients who embody the iron spirit of endurance, tenacity, and strength of character exemplified by Lou Gehrig.

1997 - 1999 Charlie Wedemeyer

Coach of the Week Award

San Francisco CA

The San Francisco Forty Niners took part in the NFL's "Coach of the Week" program by naming their program the "Charlie Wedemeyer Coach of the Week Award" because of Charlie's commitment to Bay Area high school sports. The award is designed to aid and promote youth football and give high school coaches the recognition they deserve.

1995 San Jose Arena Sports Hall Of Fame

San Jose CA

Inductees are athletes and sports heroes that are honored for their contribution to the young lives of the San Francisco Bay Area community.



1994 Johanna Cooke Plaut

Community Leadership Award

Chicago IL

The National Easter Seal Society honors persons with disabilities whose accomplishments...have advanced equality, dignity, and independence of people with disabilities through their example.

1993 Honorary Co-Chairman

Easter Seal Society of Hawaii

Honolulu HI

Joined Easter Seal Society of Hawaii

1992 President's Trophy for

Disabled American Of The Year

Washington D.C.

The President's Committee on Employment of People with Disabilities awards the President's Committees' highest national honor to individuals, recognizing their outstanding activities in empowering people with disabilities.

1991 California Governor's Trophy

Santa Monica CA

The California Governor's Committee for Employment of Disabled Persons annually recognizes individuals who have made exemplary contributions to enhance employment opportunities for people with disabilities.

1991 Timpany Center Awards

San Jose CA

Presented to Charlie and Lucy. A Celebration of Courage – In recognition of true partnership

1990 ALS Iron Man Chairman

San Francisco CA

Joined San Francisco ALS Foundation