

# *Let's Cure* LUPUS



LUPUS RESEARCH FOUNDATION



## OUR MISSION CURE LUPUS IN SEVEN YEARS

### Lupus is life threatening.

Lupus is a systemic autoimmune disease where the immune system mistakenly attacks healthy tissue such as the heart, liver, kidneys, brain, lungs, and skin.

Lupus affects people all over the world, in every population, and is more common in people of color. It occurs in both men and women, although 90% of those diagnosed are women between the childbearing ages of 14 and 45 years old.

Lupus patients often suffer from joint pain and fatigue, and are susceptible to infection. They also fight chronic skin disorders ranging from painful rashes to blistering spots largely found on the face, neck, arms and back. It can be challenging to get the skin under control.



Lupus affects as many as 1 in 210 people. It is more common than AIDS, MS, cystic fibrosis, and sickle-cell combined.

**Join us on our mission to cure lupus!**



## OUR BEGINNING

**Founder and executive director, Regan Birr, lives with lupus.**

With a diagnosis of severe kidney involvement due to lupus, Regan needed immediate attention.

Her treatment was 2.5 years of a breast cancer chemotherapy called Cytoxan, although she did not have breast cancer. The goal was to suppress her over-active immune system to prevent it from attacking her kidneys.

Early diagnosis saved Regan's life. However, she continued to feel ill and experience severe joint pain, the kind that kept her up all night, and required the use of a cane. Having a weak body amplified her frustration and depression, and desperation set in.

Regan's journey toward good health took nearly a decade. She has since recovered and enjoys a high quality of life and remission. But she realizes that most others aren't so lucky.

That is why she is so passionate about finding a cure, so others won't have to suffer as she did. With her husband Todd, they created the Lupus Research Foundation (LRF).



To date, LRF has raised over \$550,000 and has funded research programs at the Mayo Clinic in Rochester, MN and the Colton Center for Autoimmunity at NYU Langone Medical Center.

**Join us on our journey to cure lupus.**



## WE'RE ADVANCING SCIENCE

**LRF is partnering with Dr. Timothy Niewold,  
a world renowned research rheumatologist and geneticist.**

For several years we have funded Dr. Timothy Niewold, director of the Colton Center for Autoimmunity at NYU Langone Medical Center.

We were first introduced to Dr. Niewold by Dr. Neil Kay, a close friend and fellow curler.

Dr. Kay is a physician at the Mayo Clinic in Rochester, MN. He recommended we connect with this "fabulous Mayo lupus researcher." We did and voted to fund him. A primary influencer was a friend of Regan's, whose son died of lupus.



While other organizations tend to break up funding among researchers, we chose to support the drivers of industry leading research and support them fully. Regan's friend put it aptly, "we want to fund the engineer of the train, and give him all the resources he needs to go full-steam ahead."

We have exciting news to share. On August 29, 2019, AstraZeneca published positive results from a Phase III clinical trial involving interferon. It achieved a statistically-significant and clinically-meaningful reduction in disease activity versus placebo. Dr. Niewold has been working on the interferon pathway most of his career, and his work was instrumental in the development of the drug and design of the trial.

**Join us as we advance our discovery for a cure for lupus.**



## SUPPORT LUPUS RESEARCH FOUNDATION

There are a number of ways you can support.  
Offer your time, product and services, or give money.

Join us at our biggest fundraising event of the year, Lupus Spiel USA!

It is the world's largest professional-amateur curling event held at Blaine, MN, at Fogerty Arena. This year it is scheduled for May 29-31, 2020.

At Lupus Spiel USA, Olympic and national champion curlers are paired with amateurs to raise money. Other pros from across the world come to share their Olympic and World-level experience.

The Lupus Spiel unites patients and researchers, and educates the public. It is attended by people from all across North America.

### Monies raised at Lupus Spiel USA

2014	\$ 23,000
2015	\$ 34,000
2016	\$ 58,000
2017	\$ 70,000
2018	\$100,000
2019	\$170,000
Total	\$455,000

93% of monies goes directly to support our mission.



Join us at Lupus Spiel USA 2020.  
Our goal is to raise a record \$250,00!





## BECOME A LUPUS SPIEL USA 2020 SPONSOR!

### Let's Cure Lupus!



**\$25,000**

Title Sponsor is the most visible sponsor of Lupus Spiel USA and the foundation. You will enjoy year round benefits, including TV, print, radio, and social media placement, and more.



**\$15,000**

Gold Sponsor includes prominent signage at Four Seasons Curling Club/Fogerty Arena and Mississippi Gardens, VIP tour with Olympians at Gala, learn to curl with Todd Birr, and TV, print, radio, and social media placement, and more.



**\$10,000**

Silver Sponsor entitles you to prominent signage at Four Seasons Curling Club/Fogerty Arena (12 sheets) and Mississippi Gardens. There are additional special mentions, invitation to speak, and more.



**\$5,000**

Bronze Sponsor receives an 8-person learn-to-curl with world Bronze medalist skip, Todd Birr and Olympians. Your company will sponsor the "Buy-the-Bye" board which is looked at by every curler all weekend, and more.

Friends of  
Lupus Spiel

**\$2,500**

Friends of the Lupus Spiel receive an 8-person table at the Gala, signage at the entire event, social media promotion, and more.

Table  
Sponsor

**\$1,000**

Table Sponsors receive an 8-person table at the Gala and mentions throughout the evening are also included.

T-Shirts  
Sponsor

**\$ 500**

T-Shirts Sponsors will have their logo prominently featured on our prized Lupus Spiel USA event T-shirts.

Matching  
Sponsor

If constituents raise \$1,000 or more, your company will be promoted to all Lupus Research Foundation's constituents via social media, email, and more.

**The Gala at  
Mississippi Gardens  
is hosted by  
Jordon Leopold,  
retired NHL player  
and co-owner.**

To learn more about Lupus Spiel USA 2020 sponsor programs visit  
[www.lets curelupus.org](http://www.lets curelupus.org) or contact Regan Birr at (720) 470-8049 or [ReganBirr@gmail.com](mailto:ReganBirr@gmail.com)

# THANK YOU

Below is just a small list of all our generous sponsors and partners.  
Without your support, our mission to cure lupus would not be possible.

## Businesses

Illinois Tool Works	Sticks & Stones	TSR
CorTrust Bank	Spring Lake Park Lions	Hubbard Broadcasting Foundation
Kevin Martin Curling	Wagamon Bros.	Allina Health
Fogerty Arena	Ogilvie Raceway	Lime Valley Advertising
Four Seasons Curling Club	Cold Granite Curling	Tamarack Consulting Group



Truck Writers Insurance	Invictus Brewing Co.	<b>Media</b>
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Advantage Signs & Graphics	Eastern Health	NMTV

## Individuals

Ray Sidney	Michelle McKuras	Quello Family and Team Auntie Deb
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Don and Jane Hoffmann	Sean Pease	



# Let's Cure LUPUS



My name is Regan Birr. I am the founder of the Lupus Research Foundation and lupus survivor. With my husband, World Bronze Medalist Todd Birr, we do this so no other will ever experience the pain, desperation and deep depression that I did.

We are so close to creating a cure for lupus. With your help we will.

Thank you all for your support!

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