Toast for Life: A Toast to Friendship, Hope and ALS Research

Lions Club Northwind and Salama Brewing raise €2,000 for ALS research through a special charity beer.

Sometimes, a simple idea can make a real difference. When one of our Lions friends, Edgar, was diagnosed with ALS, we wanted to do something meaningful to support him and others living with this devastating disease. The result was **Toast for Life**, a special craft beer created through a collaboration between Lions Club Northwind and Finnish craft brewery Salama Brewing.

A beer with a purpose

ALS (Amyotrophic Lateral Sclerosis) is a progressive neurological disease that affects the nerve cells responsible for controlling voluntary muscles. As the disease progresses, it causes increasing muscle weakness and paralysis, eventually affecting the ability to breathe. There is currently no cure, making research and the development of new treatments essential.

Edgar, originally from Venezuela, is known for his positive attitude and his love of life. He also completed his PhD at Aalto University just a year and a half ago. His academic achievement and his own experience with ALS make supporting scientific research particularly meaningful to us.

Inspired by Edgar's spirit, we wanted to create something that would celebrate life, friendship and solidarity, while raising both awareness and funds for ALS research.

The name *Toast for Life* captures exactly what we had in mind. Every toast is a toast to Edgar, to life itself and to everyone affected by ALS.

From an idea to a charity beer

Together with Salama Brewing, we developed a special craft beer: a lager with a Venezuelan twist. The concept was simple: combine the creativity of a local brewery with the community spirit of Lions to create a product that people could enjoy while supporting a good cause.

Salama Brewing took responsibility for brewing and selling the beer through its own website, while Lions Club Northwind focused on the concept, branding and promotion. This collaboration allowed us to concentrate on fundraising and raising awareness, while relying on the brewery's expertise.

The campaign also offered an opportunity to reach beyond our own club. Through Lions networks, personal contacts and social media, we invited people to join us in supporting the initiative.

Investing in the next generation of ALS researchers

Thanks to everyone who supported the campaign, we successfully raised **€2,000 for ALStuttu (the Finnish Association for Supporting ALS Research)**.

ALStuttu is a volunteer-based organisation founded by people living with ALS, family members and supporters. Since 2017, the organisation has awarded more than €100,000 in grants to Finnish ALS research. All donated funds go directly to research, with priority given to early-career researchers and studies conducted in Finland that aim to find a cure for ALS.

As Jenna from ALStuttu explains, supporting researchers who are working towards their PhDs is particularly important. Early-career researchers often face significant challenges in securing research funding, even though their work is an essential part of advancing scientific knowledge and developing new approaches to treating ALS.

ALStuttu aims to bridge this funding gap by supporting research at different stages, from investigating the causes and biology of ALS to improving early diagnosis and care for people living with the disease. By supporting these researchers, the organisation helps create opportunities for new ideas and discoveries that could bring us closer to a cure.

There is also a special connection to Edgar in this mission. Having completed his own PhD at Aalto University only a year and a half ago, he knows firsthand the dedication and commitment involved in academic research. Supporting the next generation of researchers is therefore not only a way to contribute to ALS research, but also a particularly meaningful way to honour Edgar's own academic journey.

The power of collaboration

Toast for Life has shown us what can happen when people, organisations and businesses come together for a shared purpose. The collaboration with Salama Brewing made it possible to turn an idea into a tangible fundraising initiative, while the support of Lions members and the wider community helped bring it to life.

We are grateful to everyone who purchased a beer, shared our campaign, spread the word or contributed in any other way. Every contribution helped us reach our goal.

Our €2,000 donation is one small but meaningful step in the ongoing effort to understand ALS, support researchers and ultimately find a cure. Above all, this project is about Edgar and everyone affected by ALS. It is a reminder that friendship, solidarity and collective action can make a difference.

So, let's raise a glass to Edgar, to the researchers working towards a cure, to friendship and to life. Cheers to life!

For more information about ALS research and the work of ALStuttu, visit alstuttu.org.




Lionsclub Espoo/Northwind
Fundraising:
Pay to the order of:
A Toast For Life
ALS-tutkimuksen tuki ry
Amount:
€ 2.000,-
Date: 26-09-2026
Signature: