

## DRALLA FOUNDATION ANNOUNCES GRANT RECIPIENTS AND AN EVENTS FOCUSED GIVING PROGRAM

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For Immediate Release

Contact: JENNIFER BUEHLER, 973-983-0123, [info@dralla.org](mailto:info@dralla.org)

Rockaway, NJ -- In March of 2011, Allard USA (manufacturer of orthopedic devices) announced the launch of Dralla Foundation; a non-profit organization. Dralla Foundation was founded by Allard USA President, Peter Allard, with the intention of giving back to the community of individuals who struggle with disability.

During its first year, Dralla Foundation has funded programs for 13 different organizations. The grants were carefully selected and monies were awarded in July and November. The Dralla Foundation is pleased to introduce the first recipients of Dralla's grant program: Achilles International, Camp Summit, Bay Area Outreach and Recreation Program, Allegro Foundation, Ivey Ranch Park Association, World T.E.A.M. Sports, Center for Independent Futures, Assisted Cycling Tours, Sports for Exceptional Athletes, The Arc of Dallas, I.D.E.A.S., VSA Ohio, and Maryland Ravens. There is more information about each organization available on Dralla's website.

In June of 2011 in National Harbor, Maryland, the Dralla Review Board (Beth Deloria, Marc Martinez and Josh Ahlstrom, CO), Carol Hiemstra-Paez (Treasurer), Peter Allard and Jennifer Buehler (Grant Program Administrator) met to discuss the review process, grant requests and the future of the Dralla Foundation. During this meeting, Peter Allard explained the importance of giving and why he founded the Dralla Foundation. "Giving is important," he explained, "It is a priority for me and my company to give back and it is especially important to give to causes I believe in. The Dralla Foundation is another way to give back to the community of those that struggle with physical disabilities, as seen in users of our products." Deloria and Martinez then shared their own story of struggle with disability and Josh Ahlstrom share about the patients who have inspired him.

The next topic of discussion was the future of Dralla Foundation and criteria for review of Grant Requests. “As it stands now, Dralla Foundation awards grants to non-profit organizations that share our mission,” said Buehler, “While a shared mission is important, Peter had a more specific idea in mind.” “I want our funding to mainly go toward events held by organizations. Our criteria for review should be based on the following outcome: The participants in these events go to bed at the end of the day saying, ‘That was the best day of my life’” stated Allard.

This year, the Dralla Foundation will also be implementing changes in their review period. There will be one review period per year. The deadline for submission is May 1, 2012 with Grant Awards in mid July. Grant Request forms can be found on the Dralla website: [www.dralla.org](http://www.dralla.org) or requested by contacting Jennifer Buehler at [info@dralla.org](mailto:info@dralla.org).

The mission of the Dralla Foundation is to provide “support for better life” to enrich the lives of children and adults with disabilities, by helping them to fulfill their dreams or visions. Examples of such support could be to sponsor a day activity for a group, sponsor other recreational or personal growth activities, or provide support to programs that are geared to help individuals to climb their own Mount Everest.

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