

- Michala (age 12) has two younger brothers- Dawson (age 10) and Evan (age 9). Evan has autism.
- Evan began receiving an experimental IV treatment that showed such promising results that doctors at Kosair Childrens Hospital (in her hometown of Louisville, Ky.) wanted to conduct a research study to see if other kids would experience the same benefits.
- It was announced that the Study would cost \$200,000.00. The hospital had the will for the study but lacked the financial resources.
- After overhearing about this dilemma, Michala (at age 10) proclaimed that she had an idea and would raise the money herself. Michala wanted others kids with autism to get better too.
- She had the idea to make and sell beaded bracelets for \$3.00 ea. and raise the \$200,000.00 needed to fund the Study.
- She gave her mom the first \$7.35 cents of seed money and stated “it’s not enough, but it’s a start and you can have it for the study”.
- Whenever Michala was confronted by doubters she would respond- “ It’s like a ballgame, if you go into the game and think you can’t win, it’s GAME OVER before you start, “YOU GOTTA BELIEVE!” (and with that- her motto was born).
- After recruiting her family and friends (affectionately known as her PEEPS) to help her, Michala charted her course. She sold bracelets at any art show or expo that would let her in and within 6 short months through bracelet sales and donations, raised over \$200,000.00 and silenced her critics.
- Supporters from all over the world have called, e-mailed or written to encouraged Michala and buy her bracelets after hearing her inspiring story. She has carried her positive “You Gotta Believe” message to the nation through her appearances on The Ellen DeGeneres Show, Good Morning America and numerous other media outlets.
- To date, Michala and her team have: raised over \$350,000.00, created a private foundation(**Michala Riggle Beat Autism Foundation, Inc.**), assembled a Board of Directors and announced part two of her fundraising plans: Sell one million bracelets in every state, build the most comprehensive, autism research and treatment center in the world and eradicate autism forever!
- The infrastructure and logistics to fulfill this \$300 million dollar challenge are nearly in place and a national campaign will launch before years end.

- The name of the center will be the:



"We Believe !" International Autism Research and Treatment Center