

IMPACT REPORT

Q4 | ISSUE 08



Onward

Learn how the Smile Cookie campaign raised important funds for local children and families on page 8



The Children's Foundation is the largest funder dedicated solely to advancing the health and wellness of children and families in the state of Michigan and beyond.

Through fundraising, grantmaking and advocacy dedicated to three core pillars, Community Benefit, Pediatric Research and Medical Education, The Children's Foundation enables researchers and community organizations to identify and implement innovations capable of advancing health and wellness.

OUR FOCUS AREAS



Mental Health



Abuse & Neglect



Injury Prevention



Oncology & Cardiology Research



Nutritional Wellness

Q4 - ISSUE 8

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A MESSAGE FROM THE PRESIDENT

Hello and welcome to the latest edition of *Onward!*



2021 was a very successful year for The Children's Foundation and our affiliates.

We are so fortunate to have Luanne Ewald now serving as Chairperson of our Board of Trustees. Luanne has decades of healthcare experience in the pediatric field and is now leading C.S. Mott Children's Hospital and Von Voigtlander Women's Hospital in all the world-class initiatives that they're involved in every single day.

We are also fortunate to keep our former Chairperson, Matt Friedman, as a Trustee and a member of our Executive Committee. Matt served as Chairperson for over seven years, and we are not about to let him get away! Thank you, Matt, for all you have done and for staying committed to our efforts.

This year, we also welcomed a new CEO, Matt Kjorstad, to First Tee - Greater Detroit. Matt is now officially in Detroit and is leading our First Tee chapter into new and exciting areas. This coming year should be a great year for First Tee - Greater Detroit and its participants.

The Jamie Daniels Foundation continues to grow its impact on supporting collegiate recovery programs. It recently celebrated a record year in their 3rd Annual Celebrity Roast raising \$370,000 for their important substance use disorder programming.

The Children's Foundation is very excited that Dr. Matt LaCasse will be involved in several new programs in 2022, assisting in our mental health Focus Area and substance abuse disorder in adolescence. You can read about one of the ways he recently supported us in the coming pages. Stay tuned for more important and exciting developments with him.

In this issue, you'll also see a profile of our good friend and entrepreneur, Derek Dickow. Derek recently helped raise over \$55,000 for The Children's Foundation and continues to be involved as a member of Leaders For Kids. Thank you, Derek, for all you do.

As I mentioned, 2021 was a very good year for The Children's Foundation. We awarded a record amount of \$7 million in funds that were distributed to more than 140 partners across the state, Ohio and even in Florida.

It is because of your support that we continue to be on the move and do more with more. Thank you for all your support.

Happy New Year! Onward!

A handwritten signature in black ink, appearing to read 'Lawrence J. Burns'. The signature is fluid and cursive, with a large loop at the end.

Lawrence J. Burns
President and CEO
The Children's Foundation

Luanne Thomas Ewald named Chair of Board of Trustees, succeeding Matt Friedman

The Children's Foundation recently announced a Board leadership transition, naming Luanne Thomas Ewald as Chair of the Board of Trustees. Ewald will succeed Matt Friedman who will remain on the Board. This change is consistent with The Foundation's ongoing evolution and succession planning strategies.

Ewald, who currently serves as COO at C.S. Mott Children's Hospital & Von Voigtlander Women's Hospital, has been a member of The Foundation's Board of Trustees since 2016. Ewald's professional experience and passion for creating happier, healthier futures for children and families make her an ideal fit for the role.

"Luanne is a true leader in pediatric healthcare and also an active advocate for the social determinants of health impacting children and families," stated Larry Burns, President & CEO of The Foundation. "We are in great hands looking forward into the future."



President & CEO, Larry Burns (center) with current Chair Luanne Thomas Ewald (right) who succeeds Matt Friedman (left)

"It is my honor and privilege to continue the wonderful work of The Foundation to improve the health and wellness of kids in Michigan and beyond," stated Ewald. "The needs are great, and The Foundation has positioned itself to create a significant and strategic impact, making a profound difference in the lives of children and families."

Friedman, co-founder of Tanner Friedman Strategic Communications, has been a member of the Foundation's Board of Trustees since 2011 and has served as Chair since 2014. Under his tenure, The Foundation has evolved from a spinout hospital-focused foundation into an independent statewide community-based foundation for children and families.

"It has been the honor of a lifetime to be entrusted by our community to lead this outstanding, cohesive Board through expansive growth in its fundraising and grantmaking to benefit the children of Michigan," said Friedman.



"It is my honor and privilege to continue the wonderful work of The Foundation to improve the health and wellness of kids in Michigan and beyond."

- **Luanne Thomas Ewald**, Chair of the Board of Trustees

Top 10 of 2021

1 MORE THAN \$7 MILLION

IN GRANT FUNDS WERE AWARDED TO A TOTAL OF 157 ORGANIZATIONS!

These grant awards enabled life-changing research, provided innovative programming and services, and advanced education. As a result, countless children, families, and communities were impacted!

2

Luanne Thomas Ewald

was named Chair of the Board of Trustees, leading The Foundation in its efforts to create happier, healthier futures for children and families. The Foundation's future is bright under her guidance.



3

Drs. Ashok & Ingrid (Sharada) Sarnaik

established The Ashok & Ingrid (Sharada) Sarnaik Endowment to Create Ladders of Opportunity for Youth to the Foundation with a generous

\$1 million gift.



4

The Foundation's partnership with Rocket Mortgage Classic included a Kids Clinic and putting lessons with PGA professionals, as well as facilitated a surprise \$100,000 gift from Phil and Amy Mickelson. This collaboration not only brings unique opportunities to local youth, but provides national brand recognition opportunities.

ROCKET
Mortgage Classic



5



Derby for Kids achieved its fundraising goal of **\$592,000** in support of pediatric cancer research after five annual festive events. The funds will impact future diagnosis and treatment of children affected by cancer.

6



First Tee - Greater Detroit completed its first year as an initiative of The Children's Foundation, serving nearly 450 local participants with educational programs, instilling life enhancing values through the game of golf.

first tee
greater detroit

7



The Jamie Daniels Foundation Celebrity Roast of Brett Hull raised

\$370,000

in support of adolescents and young adults struggling with substance use disorder.

8



The COVID-19 Emergency Relief Fund

continued to provide aid to organizations and communities impacted by the pandemic. Since established, 63 organizations were awarded grants totaling

\$578,625!

9

Entrepreneurs 4 Kids
A Children's Foundation Initiative

FEINBERG HOPE FOUNDATION

Feinberg Hope Foundation & Entrepreneurs 4 Kids

joined The Children's Foundation's list of initiatives, each creating unique solutions to impact and advance the Foundation's mission to improve the health and wellness of children and families.

10



Caring for Kids on WJR Radio



reached a milestone of 50 episodes! On each show, host President & CEO Larry Burns, highlights individuals and organizations addressing important issues and solutions that significantly influence the health and wellness of children.

The Foundation welcomes Jennifer Richard to strengthen philanthropic support

Jennifer Richard was recently announced Associate Vice President for Donor Relations, leading The Foundation's efforts to strengthen philanthropic support. Jennifer brings nearly 25 years of fundraising experience serving nonprofits in sectors including healthcare, social services, higher education, and the arts. Over the years, she has developed a passion for helping children and is grateful for the opportunity to use her talents to advance The Foundation's mission.

Jennifer holds a bachelor's degree with honors from Albion College. She earned her Certified Fund Raising Executive credential in 2008. She and her family recently returned to Michigan after living in Southern California for six years and is happy to be back in her home state.



2022 ROUND 1 GRANT AWARDS AT-A-GLANCE

85
PROGRAMS
AWARDED

\$3.84
MILLION
TOTAL AMOUNT

9
NEW PARTNERS

EXPANDED REACH TO
FLORIDA AND OHIO



To learn more visit
YourChildrensFoundation.org

Local teens get personal about mental health

On Thurs., November 11, nine local teens participated in a group discussion about what mental health means to them, how they cope with stress, and how the pandemic has impacted their generation. The conversation was open, vulnerable, and left a deep impression. Dr. Matt LaCasse, a child and adolescent psychologist at Children's Hospital of Michigan moderated the conversation which was featured in Crain's Detroit. Special thanks to Midnight Golf for allowing The Foundation to engage participants for this important project.



Teens discuss mental health for a feature in Crain's Detroit

The Foundation featured in NBA Cares Season of Giving with Grand Rapids Gold

During its home game on December 15, Grand Rapids Gold highlighted The Children's Foundation's important work with the Children's Healing Center in Grand Rapids as part of the NBA Cares Season of Giving. The Foundation awarded \$10,000 to the Children's Healing Center, a year-round recreational center for children who have weakened immune systems; the grant supported an expansion of special event programming for the center.



Supporting impactful solutions to improve the health and wellness of children and families in our communities

At The Children's Foundation, each dollar raised is directly invested into supporting programming and solutions that intend to improve the health and wellness of children and families. This quarter, we have highlighted three different efforts that demonstrate the impact The Foundation is making on both the individual and community level.

To read more stories of impact, visit our website:

YourChildrensFoundation.org/articles



Free Bikes 4 Kidz helps kids make lasting memories while also addressing physical health

\$23,000

When you think about your favorite childhood memories, there are few that compare to riding your bike. Unfortunately, many kids go without a bike due to affordability. That's why Free Bikes 4 Kidz (FB4K) does their important work - to help all kids ride into a happier, healthier childhood by providing bikes to those most in need. In 2021, The Foundation awarded a grant to FB4K to continue and expand their pursuit by funding the purchase of bike parts, tools, and supplies, as well as contract mechanics so more kids get the bike they deserve.





Benny and Adib were excited to continue the Winning Futures mentoring program, virtually.

\$50,000

When the 2020-2021 school year presented pandemic related challenges, Winning Futures was concerned about the ability to continue their in-person mentorship program which brings great success to underserved youth. The Children's Foundation stepped in to support Winning Futures with a grant that enabled the development of a virtual program which was designed based on evidence-based curriculum and input from students, mentors, and educators. Students preparing for college, like Adib, could continue getting the mentorship necessary to succeed. Thanks to the virtual model, he and his mentor, Benny, can continue building upon Adib's communication skills and confidence that will prepare him for a career.



Inclusively Fit provides physical fitness and personal training services to those with special needs or disabilities

\$20,000

From individuals with Autism to hearing impairments, Inclusively Fit provides physical fitness and personal training services to those with special needs or disabilities. The current healthcare and connected support systems have primarily been built for everyone except these communities, yet these are the groups at the greatest risk of obesity and major health issues that typically accompany their conditions. With grant funding from The Children's Foundation, Inclusively Fit subsidizes costs of sessions so that children from these populations who desperately need the training can thrive - and so can their families.

“Every day, Inclusively Fit strives to provide the special needs and disabled communities with a healthy lifestyle to better both body and mind. It is through partnerships like the one we have with The Children's Foundation that this is possible.”

- Mark Ralko, Founder, Inclusively Fit



SMILE COOKIE

For a week in September, participating Tim Hortons franchises in the United States invited customers to purchase specially decorated Smile Cookies for one dollar to benefit The Children's Foundation and other philanthropic charities. This year's campaign raised more than \$19,000 for The Foundation. Since 2007, Smile Cookies have raised more than \$400,000 supporting programs at Children's Hospital of Michigan like the Healing Garden and Child Life services.



SPIRIT HALLOWEEN

Halloween might be for tricks, but it's also for treats! The Children's Foundation was again one of the beneficiaries of Spirit Halloween's Spirit of Children campaign which benefits Children's Hospital of Michigan Child Life services. This year, the Spirit of Children campaign raised a record \$16 million which will be distributed among children's hospitals.



FESTIVAL OF TREES

For eight days in November, Festival of Trees brought the sights and sounds of the season, all to raise crucial funds to support innovative pediatric cancer research at Children's Hospital of Michigan. Since its inception 37 years ago, Festival of Trees has raised more than \$8 million for Children's Hospital of Michigan Foundation.

GIVING

DONORS MAKE A DIFFERENCE

Giving is not just about making a donation. It is about making a difference.

The Children's Foundation invites you to help improve the health and wellness for the most vulnerable children and families. During times of uncertainty, there is a fundamental truth that gives us hope - that together we can do extraordinary things.

Thanks to you, The Children's Foundation granted a record amount of funds in 2021, more than \$7 million - this includes our regular grant cycles in addition to providing support to children and families through struggle, hardship, and uncertainty via The Foundation's COVID-19 Emergency Relief fund. It is because of your support that The Foundation's impact grows and broadens.

Please consider making a gift - it is through your generosity that we can make a difference in our communities.

To make a gift, please visit:
YourChildrensFoundation.org/donate

Matt Kjorstad named CEO of First Tee – Greater Detroit

On October 25, Matt Kjorstad joined First Tee – Greater Detroit, an initiative of The Children's Foundation, as CEO. Kjorstad will lead the organization and oversee its efforts to impact the lives of the young people of Detroit by providing educational programs that build character, instill life-enhancing values, and promote healthy choices through the game of golf.

"I am proud to lead First Tee's mission and vision in partnership with the entire Detroit golf community," said Kjorstad. "The dedicated team of staff and coaches prioritize creating a space of belonging for every participant."

Prior to this role, Kjorstad was a non-commissioned officer in the United States Marine Corps and spent 25 years partnering with the YMCA of the Greater Twin Cities and The Sanneh Foundation to serve communities and neighborhoods all over Minnesota.

"Matt's leadership experience combined with his passion for golf and the desire to give back to the community are a great fit for First Tee – Greater Detroit," shared Larry Burns, President & CEO of The Children's Foundation and board chairman of First Tee – Greater Detroit. "Matt will play a significant role in future growth of the organization."

Danielle Russell Joins First Tee – Greater Detroit

First Tee – Greater Detroit, an initiative of The Children's Foundation, recently announced that Danielle Russell, managing director for Google's Marketing Platforms and site lead for the Google Detroit office, joined the organization as a member of the Board of Directors.

Russell oversees the strategic direction and growth of Fortune 500 companies in digital transformation and consults clients in durability, readiness, analytics, strategies, and solutions. She was recognized as one of the top 16 Technology Executives in Michigan by DBusiness magazine's Detroit 500 in 2020 and 2021.





FEINBERG
HOPE
FOUNDATION

Feinberg Hope Foundation joins as Foundation initiative

The Children's Foundation recently established Feinberg Hope Foundation as an initiative and will assist with its vision to help those impacted by substance use disorder and mental health challenges. A large financial barrier exists in accessing care which inhibits those in need from receiving necessary care. Feinberg Hope Foundation will provide scholarships to individuals when they are unable to afford top quality treatment so lives can be saved.

Jamie Daniels Foundation's Celebrity Roast of Brett Hull raises \$370,000!

On Monday, November 22, the Jamie Daniels Foundation hosted its Third Annual Celebrity Roast presented by Delta Dental with guest of honor, NHL All-Star Brett Hull! Host Darren Pang, and a star-studded line-up of hilarious roasters including Brian Burke, Ken Hitchcock, Kelly Chase, Garth Butcher, and Dennis Hull, held nothing back, providing a night of laughs and entertainment. The event also featured a special musical performance by Steven Page, former lead singer of The Barenaked Ladies.

This event was not only a great time, but it raised funds and awareness for an important cause. For those with substance use disorder, their struggles are no joke. The Celebrity Roast featured real people who shared their personal experiences and stories of loss due to this tragic disease. Proceeds will provide substance use prevention programming, recovery support, and stigma reduction to children, young adults, and their families so lives can be saved.

TOGETHER,
WE RAISED

\$370,000

TO SUPPORT INDIVIDUALS IN
RECOVERY AND THOSE AFFECTED
BY SUBSTANCE USE DISORDER



PRESENTING SPONSOR



Networking event raises more than \$55,000 for The Children's Foundation

In late November, Keynote Speaker and Executive Coach, Derek Dickow, hosted his first in-person workshop since March 2020: Power Connections. The number of attendees exceeded his expectations with approximately 400 individuals gathering to network and enable their organizations and businesses to operate, grow, and thrive.

In the spirit of Thanksgiving and feeling particularly grateful to again meet in-person, Derek presented a personal gift of \$5,000 to The Children's Foundation during the mainstage program. He then opened up the opportunity to match the gift, expecting maybe one person to join. To his surprise, 10 individuals made donations raising \$55,700 to improve the health and wellness of children and families.

"I've always been a big supporter of The Foundation's work," said Dickow. "The goal with this was to not only raise funds, but also awareness about what The Foundation is doing."

Inspired by the success of this spontaneous fundraising component, Derek plans to integrate a giving element into future Power Connections events.



"I hope this will encourage people to pay it forward when they can, however they can."

- **Derek Dickow**, Keynote Speaker and Executive Coach



Derek Dickow, Keynote Speaker and Executive Coach



Derek Dickow writes a check to The Children's Foundation

Let us help you impact the life of children and families in Michigan.
To donate to The Children's Foundation, visit: YourChildrensFoundation.org/donate

DAF

Donor Advised Funds

A great way you can transform the lives of children and families for the better.

A Donor Advised Fund, or DAF, is a special fund that you can establish with The Children's Foundation. In exchange for your charitable contribution, you receive an immediate tax deduction and then recommend grants from the fund over time. You can contribute from the fund to your favorite charities that have a focus on children's health and well-being.

The Children's Foundation has strong connections with more than 140 charities in the state, as well as a deep understanding of needs in the areas of abuse and neglect, nutritional wellness, injury prevention, mental health and oncology and cardiac research.



Consider The Children's Foundation as your partner as you simplify your charitable giving and achieve your goals.

Get started today!

Contact **George Westerman**,

Director, Donor Relations & Gift Planning

313-745-9344

HOW DAFs WORK

GIVE



GROW



GRANT





3011 West Grand Blvd., Ste. 218
Detroit, Michigan 48202

Save the Date

Today, 1 in 5 children experience a behavioral health crisis including substance use, mood disorders, ADHD, and others. Of the children who suffer, fewer than 20 percent ever receive proper treatment. That's why we invite you to join us for our 2022 Child & Adolescent Behavioral Health Summit – because given the right tools, every child can be on the path toward a happier, healthier future.

Tuesday, April 12, 2022
THE INN AT ST. JOHN'S

CHILD & ADOLESCENT BEHAVIORAL HEALTH SUMMIT

A Children's Foundation Initiative

Stay up to date on all the latest news at [YourChildrensFoundation.org](https://www.yourchildrensfoundation.org)

