

IMPACT REPORT

Q2 | ISSUE 06



onward



Read more about Claire's incredible story battling brain cancer and how research funded by Derby For Kids is helping her and countless other children

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, grant-making 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.



2

SUCCESSFUL
EVENTS

379

ATTENDEES

71

SPONSORS

Q2 - ISSUE 6

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A MESSAGE FROM THE PRESIDENT

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

The past few months have been busy and exciting times for The Children's Foundation.

We are continuing to adjust to the evolving protocols regarding COVID-19, but we have not slowed down in our journey as a community-based foundation focused on improving the health and wellness for children, adolescents, young adults, and families.

In April we held a successful virtual Child & Adolescent Behavioral Health Summit that brought together a wonderful group of speakers and attendees. The virtual platform allowed for real-time engagement and discussion. We are already planning for an in-person Summit next April!

On Saturday, May 1 we held our Fifth Annual Derby for Kids at the Country Club of Detroit. We were so very pleased to hold this signature event in person while following all safety guidelines.

Derby for Kids has now accomplished its multi-year pledge to support pediatric cancer research at the Children's Hospital of Michigan and C.S. Mott Children's Hospital. Nearly \$600,000 has been raised by this one event!

Our newest affiliate, First Tee-Greater Detroit, is clearly on the move. The new Board of Directors is meeting regularly and collectively raising funds for our inaugural community event known as The Ben Hogan Championship of Michigan. Stay tuned for more on that special day as we share on social media and in our next issue.

We are honored to be a national partner for the new THE JOHN SHIPPEN presented by Rocket Mortgage Classic which is dedicated to improving opportunities for young Black athletes in the great game of golf and beyond.

Lastly, we welcomed a new member to our professional team: Mr. Chris Perry. Chris is the first ever executive director of the Jamie Daniels Foundation. He brings a diverse background and unique experiences to our team and will certainly be an asset for the partnership with The Children's Foundation and the Jamie Daniels Foundation.

Well, that is it for now. Enjoy the summer!

Onward!

A handwritten signature in black ink, appearing to read 'Lawrence J. Burns'. The signature is fluid and cursive, with a large initial 'L' and 'B'.

LAWRENCE J. BURNS
President and CEO
The Children's Foundation

2021 Child & Adolescent Behavioral Summit achieves great success, virtually.

2021 VIRTUAL CHILD & ADOLESCENT BEHAVIORAL HEALTH SUMMIT

A Children's Foundation Initiative

To support a better future for youth and families, The Children's Foundation hosted its second Child & Adolescent Behavioral Health Summit, but this time it was held in a virtual format. The Summit took place in April, postponed from 2020, but was well worth the wait. Advocates, service providers and health professionals gathered to learn and discuss how to improve the health of children today and into the future.

The two-day Summit included a line-up of experts from across the state and nation, all

who provided enlightening and valuable information. More than 140 attendees listened, learned, and networked with the common goal to prioritize behavioral healthcare for children and young adults. Topics presented at the Summit ranged from Post-Traumatic Stress Disorder to athletes and mental health, to screen time struggles.

Some highlights of the event included hearing from a panel of students in recovery who shared their personal stories of substance use disorder, a role-playing exercise that demonstrated suicide prevention counseling, and a practice of mindfulness to help soothe during times of distress.

The invaluable information dispersed to attendees has the potential to impact countless children and families. Special thank you to all those who supported and attended this important event. The Foundation is looking forward to its next Summit in April 2022 and has already begun planning.



The numbers are staggering. As a foundation, we are committed to taking the lead on supporting children's health and wellness by guiding future policy, awarding grants to community partners, and producing signature events like this Summit.

LARRY BURNS, PRESIDENT AND CEO OF THE CHILDREN'S FOUNDATION



CHILD & ADOLESCENT BEHAVIORAL HEALTH SUMMIT

INVESTING IN THE MENTAL WELLNESS OF OUR YOUTH

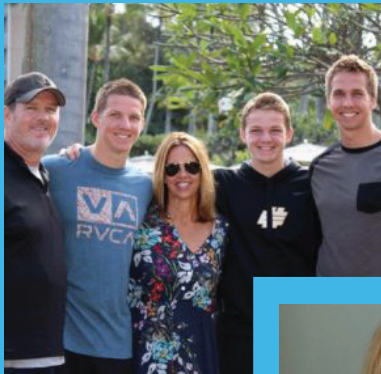


We are taught to take care of our physical health from a young age. What to eat, how much to sleep - but we are not really taught how to take care of our mental health.

KYM HILINSKI, CO-FOUNDER, HILINSKI'S HOPE



Libby Rapin



Hilinski's Hope



Christina Meredith



2
DAYS

14
SPEAKERS

147
ATTENDEES

COUNTLESS CHILDREN AND FAMILIES IMPACTED

FIFTH ANNUAL
DERBY
FOR
KIDS

The Fifth Annual Derby for Kids was memorable for many reasons, but most importantly, thanks to generous donors, The Foundation met its pledge goal in support of pediatric cancer research!

On Saturday, May 1, guests gathered safely in their festive ensembles in celebration of the Fifth Annual Derby for Kids! Over delicious food and drink, delightful sounds from Alexander Zonjic & friends and Selected God Choir, and a livestream of the 147th Kentucky Derby, attendees helped to raise funds in support of a multi-institutional research for pediatric brain cancer.

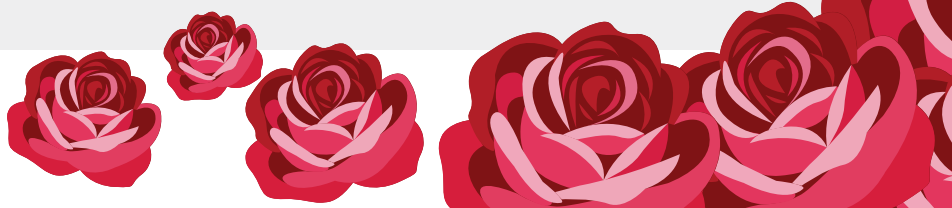
In a single night, more than \$115,000 was raised! Because of this, The Foundation is proud to announce that it achieved its overall fundraising goal of \$592,000!!

A special thank you to event partners Children's Hospital of Michigan and C.S. Mott Children's Hospital, as well as the event sponsors, especially MSX International, Clark Hill, and Savills, and those who attended or contributed to make this fundraiser a success. Your generosity and continued support of The Children's Foundation is very much appreciated.



Your support provides hope for children like Claire

The Foundation committed to a three-year grant in the amount of \$592,000 to support the collaborative work at Children's Hospital of Michigan, C.S. Mott Children's Hospital, Hurley Hospital of Flint, and Wayne State University which is life changing for children like Claire. At only five months old, Claire was diagnosed with an Optic Pathway Glioma, or a tumor on her optic nerve. Her journey has been long and one that no child should have to endure, but thanks to this important research, Claire is responding well to treatment and doctors are optimistic about her prognosis.



THANKS TO YOU, THE FOUNDATION MET ITS PLEDGE GOAL OF
\$592,000



The Power (Play) of \$40: Red Wings fans raise nearly \$15,000 for the Jamie Daniels Foundation



In total, fans raised nearly
\$15,000

During February, The Detroit Red Wings were in a power play slump, unable to score on a short-handed opposing team for 40 consecutive attempts. In response, Red Wings fans used the team's predicament for a good cause, generating a social media fundraising campaign in support of the Jamie Daniels Foundation.

On Saturday, February 27 when the Wings finally scored on a power play, nearly 300 individual donations were made to the Jamie Daniels Foundation in the average amount of \$40 – a dollar for each missed opportunity. In total, fans raised nearly \$15,000!

This generous grass-roots campaign is representative of the comradery of the Red Wings community, which has been incredibly supportive of the Foundation and its Annual Celebrity Roast. Not only has this push raised important funds, but because of its momentum, it has raised awareness about substance use disorder. Thank you to all those who were involved in this compelling act of generosity.

Our Newest Team Members

The Jamie Daniels Foundation hires its first executive director

In May, Chris Perry joined the Jamie Daniels Foundation as the organization's first executive director. In this role, Chris will work in conjunction with the Jamie Daniels Foundation co-founders Ken Daniels and Lisa Daniels-Goldman and the Board of Trustees on the development and execution of strategic partnerships, as well as maintaining responsibility for the organization's philanthropic efforts.



*Chris Perry,
Executive Director*

Welcome to JDF's newest Trustee

Marilyn Bartley recently joined the Jamie Daniels Foundation Board of Trustees. Marilyn has a strong passion for substance use disorder advocacy and believes every individual and family deserves a chance of achieving recovery.



*Marilyn Bartley,
Trustee*



Ben Hogan Championship of Michigan, presented by Rocket Mortgage, to benefit First Tee - Greater Detroit

On August 9, the Ben Hogan Championship of Michigan, Presented by Rocket Mortgage will raise funds on behalf of First Tee - Greater Detroit. The premier golf tournament will take place at Detroit Golf Club; children from First Tee - Greater Detroit will play an active role throughout the day's events. Funds raised will be used to build a home for First Tee - Greater Detroit called the Ben Hogan Learning Center.



The First Tee - Greater Detroit is looking for coaches and kids to participate!

If you are interested or know of someone who is, visit firstteegreaterdetroit.org



Join us at the Paul W. Smith Golf Classic

Mark your calendar for the Paul W. Smith Golf Classic on Monday, August 2 at Detroit Golf Club. To learn more about how you can participate, visit PaulWSmithGolf.com.

Can't make this year's golf outing? You can support Paul W. Smith Charities by joining the Caring for Kids Club which benefits local organizations including The Children's Foundation. The club invites individuals to become members by committing to a monthly donation for the duration of one year.

Join the club at PaulWSmithGolf.com.

Paul W. Smith
GOLF CLASSIC
A Children's Foundation Initiative

Total Health Care Foundation announces first round of grant recipients with The Children's Foundation support

In March, the Total Health Care Foundation announced its first round of grant recipients with award amounts totaling more than \$1.8 million. Fourteen organizations in Southeast Michigan were awarded grants, all of which are committed to finding solutions to the health disparities and social determinants of health facing Michigan residents such as food and housing shortages, economic stability, and health issues.

The Children's Foundation provides support to Total Health Care Foundation, enabling more efficient and effective operations. The Children's Foundation also provides insight on which organizations would be a good fit as grant recipients. More information on the Total Health Care Foundation can be found at priorityhealth.com/THCFoundation.



*Left: Karl Bell, managing director of GAA
Right: Samuel Shaheen, MD, executive director of Central Michigan University Medical Education Partners and President and CEO of Shaheen Development*

Welcome to our new Trustees!

We are proud to announce that Karl Bell and Dr. Samuel Shaheen have joined The Children's Foundation's Board of Trustees. Bell leads GAA New Ventures, LLC, GAA Manufacturing and Supply's private investing arm focusing on Detroit and the corporate footprint; he will be an asset to The Foundation given his unique ability to facilitate complex financing and funding structures. Shaheen leads the partnership between CMU and Saginaw's two major hospital systems in addition to teaching and practicing medicine which will help to strengthen and build relationships in the state. Shaheen also owns and manages his family-owned community-based real estate development company.

ENTREPRENEURS
4 KIDS

Entrepreneurs 4 Kids

A Children's Foundation Initiative

This newly established networking group is making a long-term difference for today's youth

Every 26 seconds in America, one more student drops out of school. At the same time, entrepreneurs and small businesses are an untapped resource when it comes to solving community issues.

Entrepreneurs for Kids (E4K) is a business community created by entrepreneurs who want to inspire local youth to navigate life with an entrepreneurial mindset. E4K members help open doors to opportunities for a rising student leader through mentorship and providing scholarships; at the same time, E4K members open themselves to a network with other like-minded individuals who help one another grow their businesses.

To learn more about E4K or to become a member, visit YourChildrensFoundation.org/e4k



ROCKET
MORTGAGE
CLASSIC

ROCKET Mortgage Classic

The Children's Foundation supports Rocket Mortgage Classic for the third year

To kick off the Rocket Mortgage Classic tournament week, The Children's Foundation sponsored two youth clinics, creating memorable once-in-a-lifetime opportunities for young golfers. PGA professionals, such as Cameron Champ, Doc Redmond, and Webb Simpson, provided golf tips and lessons to local youth, including some from First Tee-Greater Detroit. Involvement in the Rocket Mortgage Classic provides The Foundation with national brand recognition, spreading its important message to a substantially broader audience.



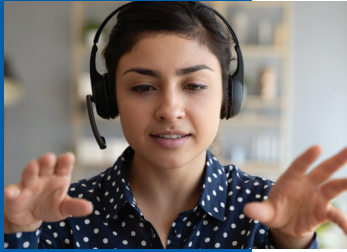
THE JOHN SHIPPEN

PRESENTED BY ROCKET Mortgage

The Children's Foundation was also proud to support a new national golf event, THE JOHN SHIPPEN. Which invited the nation's top Black amateur and professional golfers to compete for exemptions into an upcoming PGA tournament. In honor of John Shippen, Jr., the first American-born golf professional and the country's first Black golf professional, the tournament highlighted diversity, equity, and inclusion. These are important efforts to which The Foundation is committed and aligns itself.

To address historical barriers and limited Black representation in the sport of golf, a Sports Business Summit was held in conjunction with tournament. The Summit allowed athletes and business professionals to meet, virtually, and share experiences and advice to individuals interested in pursuing a career within sports. The Foundation's President & CEO, Larry Burns, participated in a Summit panel session titled "Improving Communities Through Sports." Summit attendees had the opportunity to apply for paid internships and scholarships from sponsors, organizations, and foundations within and beyond the sports industry via a portal that was developed and hosted by The Foundation.

GRANTEE HIGHLIGHTS



TRAILS program empowers school mental health professionals to support virtual student wellness

TRAILS

Prior to the pandemic, the University of Michigan TRAILS program was striving to reverse statistics demonstrating that mental illness was impacting nearly 50% of adolescents, yet only 20% were accessing effective treatment. Hundreds of school mental health professionals had received training and support from TRAILS to run skill-building groups at their respective schools.

TRAILS continued their mission throughout the pandemic thanks to a grant from The Children's Foundation; the team created a manual designed for school mental health professionals to use to continue supporting student wellness in a virtual format. TRAILS also provided virtual and ongoing support to school mental health professionals. More than 300 DPSCD school mental health professionals have been trained to deliver the curriculum.

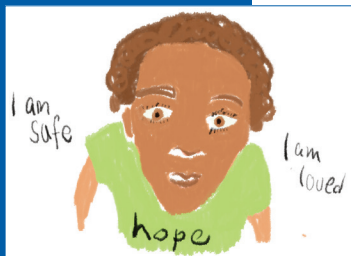


Photo drawn by child treated at Voices for Children during art therapy session

Voices for Children

Across the nation, 1 in 10 children experience maltreatment. In Shiawassee County 1 in 6 children face abuse and in Genesee County the staggering statistic is 1 in 4 children who will face abuse, neglect, or human trafficking before they turn 18. Children must be protected, and those who have been victimized need help so that negative cycles of abuse can be eliminated.

In 2020, with critical support from The Children's Foundation, Voices for Children expanded their sites to provide services to more children who have experienced abuse. During the year, Voices for Children served more than 2,000 children and families across both Genesee and Shiawassee counties with forensic interviews, therapy, child and family advocacy and education.

2021 ROUND 2 GRANT AWARDS AT-A-GLANCE

ROUND 2 PROGRAMS AWARDED

57

ROUND 2 TOTAL AMOUNT

\$1,695,750

NEW PARTNERS

12

2021 PROGRAMS AWARDED

152

2021 AMOUNT TO DATE

\$5,994,056

To learn more visit
YourChildrensFoundation.org

Advancing possibilities, together.

Donors who generously support The Children’s Foundation do so in many different ways and forms, but what they have in common is that they are vital to The Foundation’s growth and impact. From crowdfunding to corporate sponsorships, thank you to all those who help The Foundation advance the health and wellness of children and families.



Jim & Dianne Carr
Just Giving

CROWDFUNDING PLATFORM

Last year, Trustee Jim Carr and his wife Dianne supported The Children’s Foundation through its Just Giving platform, also known as a crowdfunding campaign. Having unexpectedly lost their son, David, this was a way for them to invite family and friends to honor his memory and support a cause important to them. On their Just Giving page, Jim and Diane requested that donations go to a memorial fund to support mental health. They shared the link on social media, which helped generate funds from their networks.

Asked if he had advice for someone considering a peer-to-peer fundraiser, Jim offered, “It’s important to include a brief, compelling story about the purpose of the fundraiser. Why are you doing it and why is it important to you? Also, select one or two really nice photos to help relay the message.” He and Diane were moved by the wonderful comments people made on the page as they donated to support the cause.



Cathy Hasse
Shower of Love

THIRD-PARTY FUNDRAISING EVENT

Since 2001, Cathy Hasse and three childhood friends have hosted the Shower of Love event in support of Children’s Hospital of Michigan’s clothes closet. The clothes closet holds a supply of new clothing, shoes, blankets, pajamas and more, that is sent home with patients in need. In more than 20 years of hosting the event, Shower of Love has raised nearly \$1 million to help children in the Detroit area.

“This is a unique way to give back to the community for a worthwhile cause. Shower of Love helped countless children over time and continues to be a fulfilling activity that has made our friendship that much more special.” – Cathy Hasse, Founder



Mark Smith, CMO
Northwestern Mutual

CORPORATE SPONSORSHIP

With time, talent, and treasury, Northwestern Mutual -Troy creates social impact by supporting initiatives that help to improve pediatric cancer outcomes. The financial services company does this by partnering with select organizations; this includes supporting The Children’s Foundation, particularly its pediatric oncology research Focus Area. Oftentimes, this includes Northwestern Mutual – Troy’s participation as a sponsor for events, choosing those that the community, financial representatives, and clients can get behind.

“To us, it is more than putting money behind an event– it is involving others in the event to educate on why it is so important to support the cause. These are investments in the community and if we can introduce our clients, financial representatives and friends to join us in giving, we can help grow funds to support important causes.” – Mark Smith, Chief Marketing Officer, Northwestern Mutual – Troy

To learn more about the ways you can support The Children’s Foundation, visit YourChildrensFoundation.org/ways-to-give



Troy | Mount Pleasant | Ann Arbor

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM) and its subsidiaries. NM and its subsidiaries are in Milwaukee, WI.

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 115 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.

HOW DAF's WORKS



3
GRANT



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

Get started today!

Contact George Westerman,
Associate Director, Donor Relations & Gift Planning

313-745-9344



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



THE JAMIE DANIELS FOUNDATION
**CELEBRITY
ROAST**
OF **BRETT HULL**

PRESENTING SPONSOR



COMING THIS FALL

Join us as we Roast and toast former National Hockey League All-Star, Brett Hull. For the latest details on the Jamie Daniels Foundation's Celebrity Roast of Brett Hull, visit JamieDanielsFoundation.org.

Stay up to date on all the latest news at YourChildrensFoundation.org

