

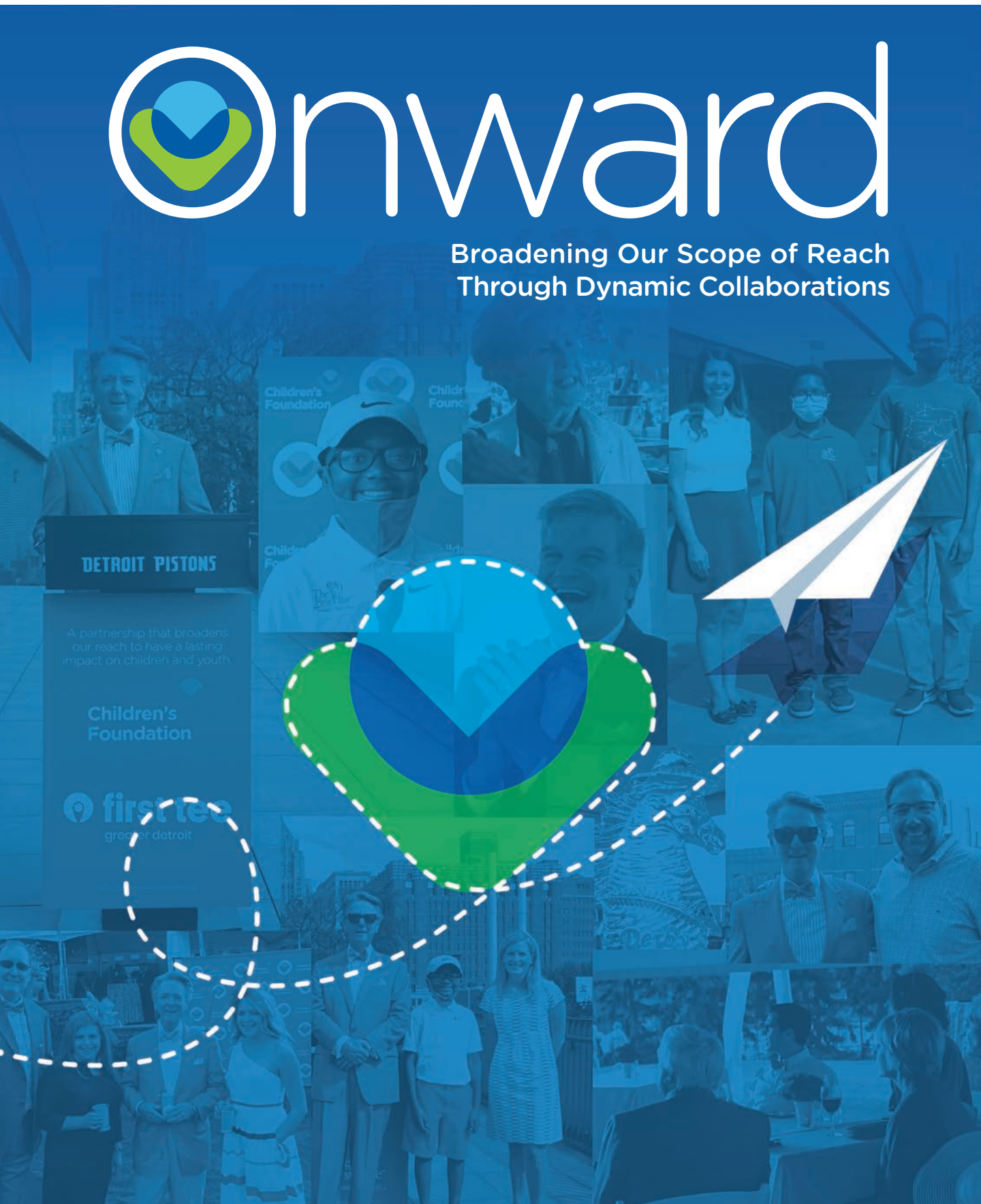
IMPACT REPORT

Q3 SEPTEMBER 2020 | ISSUE 03



onward

Broadening Our Scope of Reach
Through Dynamic Collaborations



DETROIT PISTONS

A partnership that broadens our reach to have a lasting impact on children and youth.

Children's Foundation

first tee
greater detroit

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.

IMPACT AT A GLANCE

\$60
MILLION

Since 2011, The Foundation has awarded more than \$60 million in grant funding

100+
PARTNERS

that span the state of Michigan

95%

of grants approved in 2020

6

Foundation Initiatives

Q3 - ISSUE 3 | SEPTEMBER 2020

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A MESSAGE FROM THE PRESIDENT

Greetings and welcome to another edition of The Children's Foundation's quarterly publication *Onward!*

The Children's Foundation continues in our strategic evolution as a state-wide community foundation dedicated to addressing social determinants of health to improve the health and wellness of children and families.

In this issue of *Onward!*, you will see we have expanded our number of community collaborations by adding First Tee of Greater Detroit to our family of initiatives.

Over the next several months we will be developing a board of directors that will lead the First Tee into a new generation of programs that mentor and guide Detroit youth by utilizing the great game of golf.

Additionally, we continue to develop a yearlong relationship with the Rocket Mortgage Classic as we are now a collaborative partner in their initiative known as "Changing the Course" – a vision that within five years every Detroit resident has access to the Internet, technology and the digital literacy training they deserve.

You will also learn more about our growing relationship with Central Michigan University's College of Medicine. We are working with Dean George Kikano on many plans including several endowments held by The Children's Foundation.

I am extremely excited about the first ever strategic plan for The Children's Foundation. Look for details on this plan in the following pages and coming issues of *Onward!* These are very exciting times for The Children's Foundation.

Thank you for your ongoing support and I look forward to keeping you informed on the many developing plans designed to increase our impact on children and families in so many different ways.
Onward!

Sincerely,

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

EXPANDING
OUR
REACH

Broadening the scope of our reach through dynamic community collaborations.

The Children's Foundation has an outstanding reputation as the leading funder solely dedicated to the health and wellness of children in Michigan. With versatility and forward-thinking, through grantmaking, advocacy, and operational support, The Foundation works to achieve its mission in a variety of ways.

The Foundation's standing in the community and history of tested programs and processes sets an elevated standard, which others look to as a beacon of support. This ultimately leads to innovative and dynamic collaborations.

Recently, The Foundation has teamed up with several different organizations to make a greater impact on children and families in our state. By pairing up with other funders and programs, we broaden our reach to address health outcomes in high need areas, target disparities, and increasing opportunities for children in Michigan.

Details of The Foundation's newly established relationships with First Tee and Rocket Mortgage classic are described on the following pages.



BRANDS REPRESENTED BY THE CHILDREN'S FOUNDATION

We represent these brands collectively to expand outreach, awareness and fundraising initiatives.





Heather Rupp, Director of Operations at First Tee - Greater Detroit (left) and Shauna Bezilla, Senior Director, Chapter Relationships Sr. Director, Chapter Relationships at First Tee (right) join The Children's Foundation President & CEO, Larry Burns and First Tee members as the organizations announce their collaboration.

A new relationship with The Children's Foundation allows First Tee to broaden its reach and impact on children and youth.

In July, First Tee - Greater Detroit officially became a Children's Foundation initiative. Under operation of The Foundation, First Tee - Greater Detroit will continue providing valuable programmatic services and develop new tools and methods to fulfill its mission and reach more youth.

Consistent with The Children's Foundation's mission to improve the health and wellness of children and families, First Tee enables youth in Detroit to build

their strength of character through the game of golf. For 23 years, First Tee has worked with schools, parents, and the community, to provide active learning experiences that help youth build inner strength, self-confidence, and resilience that they can carry through life. The program seamlessly integrates the game of golf with a life skills curriculum that progresses through seven levels for kids ages five to 18.



“Youth today are facing more challenges than ever before, and this powerful collaboration with The Children's Foundation in the City of Detroit will position us to help reach more kids with our youth development and character-building programs. We are excited that this partnership will enable more young people to pursue their dreams and be prepared for the future.”

Greg McLaughlin, CEO, First Tee

EXPANDING
OUR
REACH

With The Children’s Foundation support, Rocket Mortgage Classic is “Changing the Course.”

In Detroit, an estimated 40% of residents have no internet connection of any kind, making it impossible for students to continue their schooling. Beyond internet access, most students lack access to a traditional computer, such as a desktop or laptop. That is why in 2020, the Rocket Mortgage Classic set forward the “Changing the Course” initiative. The vision is that within five years, every Detroit resident has access to the Internet, technology and digital literacy training they deserve.

During the week of the Rocket Mortgage Classic, to coincide with the “Changing the Course” initiative, The Foundation digitally highlighted a variety of grantee programs as well as provided a virtual Meet & Greet with professional golfer, Harold Varner III where he answered questions and provided a swing tutorial for young golfers.



The Children’s Foundation funded the renovation of two community houses in the Springwells and Morningside neighbourhoods. The completion of this project enabled another local partner to install Wi-Fi, providing a free internet hub for local Detroit residents.

ROCKET Mortgage Classic

Additionally, The Foundation’s collaboration with Rocket Mortgage Classic will extend throughout the next five years. Grants will be funded to nonprofit organizations and programs that help communities acquire necessary technology that promote internet equity, provide virtual mentoring programs and curriculums, and develop age-appropriate digital literacy programs for at-need children.



The Children's Foundation provides grant support and relief throughout the COVID-19 pandemic.

In March when the COVID-19 pandemic was in its early stages, it was apparent that the crisis would cause unpredictable and unprecedented challenges. As businesses began closing, schools moved to remote learning and the shelter-in-place order was implemented, children and families started to experience intense hardships. Swiftly responding to the developing pandemic, The Children's Foundation established the COVID-19 Emergency Relief Fund.

Throughout the months, the pandemic has caused needs and challenges to shift and evolve – through

it all, The Foundation has made it top priority to be dynamic and responsive in its mission to improve the health and wellness of children and families during an especially unique time.

Emergency funding for key safety net organizations has helped their immediate ability to serve families enduring economic hardships and support sustainability of these organizations. Urgent needs have included stocking of food pantries, diapers and formula, technology to transition mental health in-person visits to telehealth and more.



Red Bus Relief: Hope Network re-purposed its red buses that once transported individuals in the community to instead deliver essential supplies during pandemic-related closures.



Big Green turned school-based learning gardens into Giving Gardens that harvest fresh produce to feed families in need.

40

ORGANIZATIONS HAVE
BEEN AWARDED GRANTS

EACH GRANT RANGED FROM

\$2,500
- TO -
\$10,000

A TOTAL OF

\$415,000

IN FUNDING HAS
BEEN AWARDED

THE
POWER OF
ENDOWMENT

CMU and University Pediatricians partnership to expand pediatric research and care in Michigan



Dr. George Kikano, Dean, College of Medicine and Vice President for Health Affairs, Central Michigan University, joined Larry Burns for the August episode of Caring for Kids to discuss the CMU partnership.

With grant and endowment support from The Children’s Foundation, Central Michigan University College of Medicine and University Pediatricians will build upon an existing educational partnership to further improve children’s health care across Michigan. They plan to do this by expanding their affiliation to include clinical and translational research.

The collaboration establishes the CMU Clinical and Translational Research Institute, based in Detroit, and includes the Detroit Medical Center Children’s Hospital of Michigan. Translational

and clinical research require a significant support system to manage operations and infrastructure such as grants, personnel, and physical space.

In addition, two endowed chairs will be filled including the Schotanus Family Endowed Chair of Pediatrics and Carman and Ann Adams Endowed Chair for Pediatrics Research.

Gwyn Kropp has been named executive director. A national search is currently underway to fill the scientific director position.

THE POWER OF ENDOWMENT



GIVE

Donor makes a gift to establish a fund



GROW

The Children’s Foundation invests the gift so it can grow



GRANTS

Grants are made each year from the earnings



REPEAT

The process repeats and the impact is *lasting!*



Strategic Planning Task Force Highlights

In late February, The Foundation established a Strategic Planning Task Force to develop a well-articulated and written strategic plan outlining key Foundation objectives for the next three to five years. Since then, the task force has met virtually, approximately every three weeks to discuss items of importance including succession planning, the long-term focus of affiliate organizations, and big picture goals. During this time,

the task force has finalized eight strategic issues and a three-year strategic goal pertaining to each issue; the task force is preparing to present this strategic plan to the Board of Trustees. This resilient work was accomplished by seven dedicated Trustees including Co-Chairs Tom Constand and Luanne Thomas Ewald, alongside Matt Friedman, Chuck Bullock, Zenna Elhasan, Lorrion James and Ryan Ruzziconi.

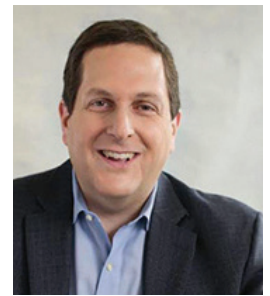
Strategic Planning Task Force



Tom Constand



Luanne Thomas Ewald



Matt Friedman



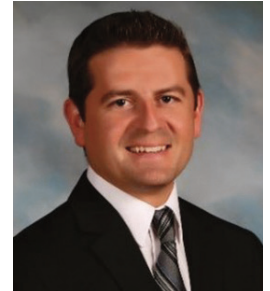
Chuck Bullock



Zenna Elhasan



Lorrion James



Ryan Ruzziconi



Margaret Trimer, vice president of Strategic Partnerships at Delta Dental of Michigan, Ohio, and Indiana.

Jamie Daniels Foundation welcomes new Trustee

Margaret Trimer is vice president of Strategic Partnerships at Delta Dental of Michigan, Ohio, and Indiana. She guides the company in communications, workplace culture and community affairs. In her role, Trimer helps steer an investment of more than \$7 million that is solely dedicated to building healthy, smart, vibrant communities.

Trimer is looking forward to doing the hard work at Jamie Daniels Foundation - helping individuals in recovery and working to end the stigma of Substance Use Disorder.

FOURTH ANNUAL DERBY FOR KIDS

The Fourth Annual Derby for Kids raises funds for a multi-institutional pediatric cancer research project

The Fourth Annual Derby for Kids presented by Leaders for Kids, was a bit different than years past due to the pandemic. On Sept. 5, the fashion-forward event engaged a small in-person fundraiser exclusive to sponsors at the Country Club of Detroit. It was a delightful evening with spectacular music from Alexander Zonjic and The Motor City Horns and a special guest appearance from talented Rod Steward impersonator, Danny D!

In effort to raise awareness and funds for Precision Oncology in Pediatric Brain Cancer Research, The Foundation hosted a virtual kick-off week via a Facebook group that included festive event-focused activities and important mission moments that share more about our cause. A silent auction

and virtual 50/50 ticket raffle were also open to the public in the weeks leading up to the event.

In total, the in-person event and kick-off week helped to raise approximately \$115,000 in funds for the multi-institutional pediatric cancer research project including Children's Hospital of Michigan, C.S. Mott Children's Hospital, Hurley Medical Center, and Wayne State University. If you would like to donate toward this cause, please visit:

YourChildrensFoundation.org/donate

The research project brings together multiple institutions including Children's Hospital of Michigan, C.S. Mott Children's Hospital, Hurley Medical Center, and Wayne State University, in effort to improve outcomes for children with a brain cancer diagnosis.





PRESENTING SPONSOR

THE FOURTH ANNUAL

DERBY FOR KIDS



Raising funds to support important and necessary solutions

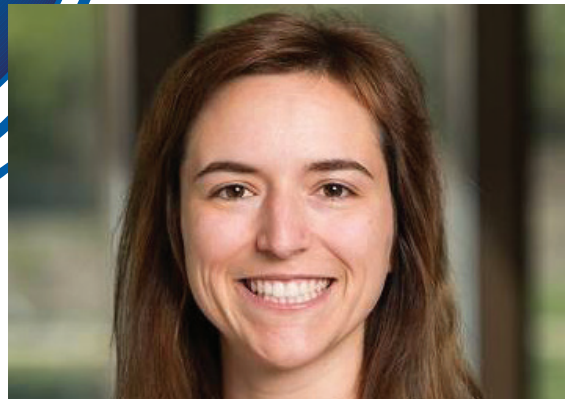
At The Children's Foundation, each dollar raised is directly invested into addressing and support programming and solutions that intend to improve the health and wellness of children and families. Though times are different, Foundation efforts remain the same.

This quarter included the first in-person fundraiser since January as well as two exciting announcements that address The Foundation's mental health Focus Area.



PAUL W. SMITH GOLF CLASSIC

On August 3, the 17th Annual Paul W. Smith Golf Classic raised more than \$426,000 to impact the lives of 55,000 local youth. The funds raised go directly to four charities, including The Children's Foundation, as well as Detroit PAL, The Children's Center, and Variety, the Children's Charity of Detroit. Held at the historic Detroit Golf Club, the day of golf included camaraderie and outdoor dining, designed to meet all COVID-19 safety protocols. The event was attended by approximately 190 civic, business and community representatives. Proceeds were raised from sponsorships and individual contributions.



SUICIDE PREVENTION PRACTICES

In effort to decrease suicide attempts and deaths in Michigan, The Children's Foundation in collaboration with Blue Cross Blue Shield of Michigan, the Blue Cross Blue Shield of Michigan Foundation, the Michigan Health Endowment Fund, and the Ethel and James Flinn Foundation recently announced \$575,000 available for health care providers to develop solutions that address the significant issue. This funding opportunity will support up to 12 Michigan-based organizations to implement sustainable, evidence-based suicide prevention practices, with grant amounts ranging from \$50,000 to a maximum of \$75,000. Programs that focus on population groups experiencing health disparities due to income, age, gender identity and ethnic or racial characteristics are especially encouraged.

BEHAVIORAL HEALTH SCHOLARSHIP

With generous donations from several Children's Foundation Trustees, a Behavioral Health Scholarship was established to be awarded annually to a Michigan-based student pursuing a doctoral degree in a mental health field with a goal to serve children and adolescents.

The inaugural recipient of the \$5,000 scholarship is Kristin Aho of Ypsilanti, Mich. Aho is a second-year doctoral fellow in the Clinical Psychology Doctoral Program at Eastern Michigan University; she is expected to graduate in 2023. Aho currently manages the Self-regulation, Early Experience, and Development (SEED) Lab at EMU where she provides low-cost services to families without medical insurance.

The generosity of one small business owner goes beyond financial contributions

In 2001, Steve Gunn decided to open his car wash business – but it was in 2013, the year he had children, that he was inspired to make his work more meaningful. That is when he decided to start raising funds for local charities by incorporating a Penny Power Program.

The Penny Power Program gives customers the option to donate the extra penny of their purchase, which is also matched by Gunn's Wash Pointe Car Wash. With four metro-Detroit locations that combined serve more than 320,000 customers annually, the program can total nearly \$6,000 funds per year that are donated directly to important causes and organizations, including The Children's Foundation.

"I wanted my children to see their father leading by example and giving to those in need," said Gunn. "High volumes of pennies add up to thousands of dollars. I have learned a good business model should have a charitable giving component. It makes the work more fulfilling and customers value businesses that give back."

Gunn chose The Children's Foundation as a charitable recipient because of its imperative and universal mission. After having his own children, he learned to understand the significance of supporting youth needs and has gotten increasingly involved in The Children's Foundation efforts.

In 2019, he co-founded a new group at The Foundation called Entrepreneurs for Kids (E4K). E4K is a network of small-business owners who can learn from one another as they grow in their own entrepreneurial efforts, and simultaneously lift The Foundation mission and raise funds via respective business models.

"Small businesses make up the vast majority of the nation's Gross Domestic Product, but I've learned The Foundation receives most of its gifts from corporations. By coming together, we can generate more funds and make a bigger difference for kids in need."

Taking it one step further, Gunn plans for E4K to work directly with youth to mentor and encourage them to dream big and turn an idea into reality.

"At one point, each small business owner has had someone to push them to take that leap. In certain communities, kids might have a goal and the drive, but they are missing that person to make them believe it is possible. That's what E4K exists to be – there to inspire and cultivate the next generation of entrepreneurs and small business owners."



"At one point, each small business owner has had someone to push them to take that leap. In certain communities, kids might have a goal and the drive, but they are missing that person to make them believe it is possible. That's what E4K exists to be – there to inspire and cultivate the next generation of entrepreneurs and small business owners."

Steve Gunn

Let us help you impact the life of children and families in Michigan.

To learn more about Entrepreneurs for Kids (E4K) or to join the group, visit: YourChildrensFoundation.org/E4K

To donate to The Children's Foundation, visit: YourChildrensFoundation.org/donate

WAYS TO

GIVE

Give hope for children today
and for generations to come



Every gift to **The Children's Foundation** is important to the health and well-being of the children in our community. Every gift helps to ensure the best possible futures for our children.

THERE ARE MANY WAYS YOU CAN GET INVOLVED



DONATE



PARTNER
WITH US



ATTEND
AN EVENT



HELP
FUNDRAISE

For more information on how to get involved or to donate, please visit

YourChildrensFoundation.org





3011 West Grand Blvd.
Suite 218
Detroit, MI 48202

UPCOMING EVENTS

THE JAMIE DANIELS FOUNDATION
CELEBRITY ROAST
OF **SCOTTY BOWMAN**
WEDNESDAY, OCTOBER 14TH
FOX Sports Detroit | & Streaming Online | 8PM

A graphic for a celebrity roast event. It features a cartoon illustration of Scotty Bowman, an older man with glasses, wearing a brown sweater vest over a white shirt and red tie, holding a large silver trophy. The text is arranged around him, including the event title, date, and broadcast information.

APR
13
2021

**Child & Adolescent
Behavioral Health
Summit**

The Inn at St. John's
44045 Five Mile Rd.
Plymouth, MI 48170