

IMPACT REPORT

Q4 DECEMBER 2020 | ISSUE 04



onward

Expanding our reach and impact.



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.

IN THE YEAR
2020
The Children's
Foundation
awarded more than

\$7

**MILLION
IN GRANTS**

a record setting
amount for the
organization!

Q4 - ISSUE 4 | DECEMBER 2020

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A MESSAGE FROM THE PRESIDENT

Greetings and welcome to another edition of *Onward!*

The Children's Foundation exists to improve the health and wellness of children and families, and there has never been a year that has verified our mission like this past one. But we rose to the occasion – staff has been adaptable, resilient, and responsive, and donors have helped us make a difference for communities in dire need. I am proud to announce that in 2020, The Children's Foundation has awarded a record-setting amount in grants for the organization at more than \$7 million!

Each quarter we have persisted onward, making strides in our important work and reaching new achievements. – this quarter is no different. In the pages ahead, you will read about new collaborations with Total Health Care Foundation and Detroit Excellence in Youth Arts (DEYA), two organizations that The Foundation will help achieve operational goals.

We also share with you a recap of Jamie Daniel's Foundation's Second Annual Celebrity Roast with guest of honor and NHL's winningest coach, Scotty Bowman. The virtual event raised funds that will help end the stigma of substance use disorder.

Through the last few months, we have seen incredible giving from individual donors including some of our own trustees who have raised money with individual campaigns which will be matched by another generous trustee. We have also maintained relationships with Tim Horton's and Spirit Halloween, each helping us to raise funds for important causes that address children's needs.

If you are currently thinking about your year-end giving plans, I invite you to consider gifting to The Children's Foundation – we are making a difference for so many children and families in Michigan. Please consider establishing a donor-advised fund, as well. They are a great way to plan your charitable giving. With the help of donors like you, we can further expand our reach and impact.

Thank you for your continued support.

Onward!

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

Total Health Care Foundation looks to The Children’s Foundation to fulfill their goals and operate more efficiently.

The Children’s Foundation, Total Health Care and Priority Health recently announced a collaboration to improve the health and well-being of the Detroit community through the recently established Total Health Care Foundation. The Total Health Care Foundation seeks to support organizations and programs that show promise in improving the health and well-being for the Detroit community. The Children’s Foundation will provide expertise in grant evaluation, processing, and awarding on behalf of the Total Health Care Foundation in their goal to improve health outcomes of high-need areas and target disparities.

As of December, The Children’s Foundation has reviewed nearly 30 grant applications and is looking forward to leading the effort to support Total Health Care Foundation in its endeavors.



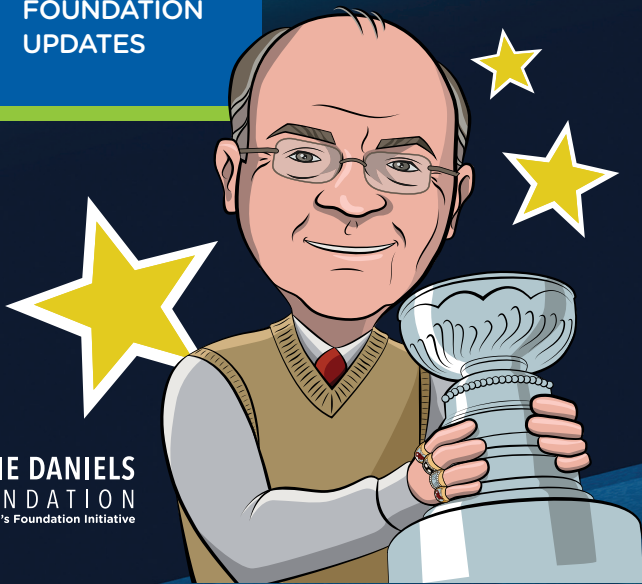
Total Health Care Foundation will identify and support organizations and programs that address Social Determinants of Health.



Lawrence J. Burns, President and CEO,
The Children’s Foundation

Foundation President & CEO, Lawrence J. Burns, appointed to Children’s Hospital of Michigan Board of Trustees.

Children’s Hospital of Michigan recently announced the appointment of Lawrence J. Burns, President and CEO of The Children’s Foundation to the Children’s Hospital of Michigan Board of Trustees. This appointment further exemplifies The Children’s Foundation’s partnership and commitment to Children’s Hospital of Michigan.



PRESENTING SPONSOR



Jamie Daniels Foundation Second Annual Celebrity Roast raises more than \$255,000!

The Jamie Daniels Foundation is pleased to announce that its Second Annual Celebrity Roast of the NHL's winningest coach, Scotty Bowman, raised more than \$255,000 in support from sponsors and donors! This included an online silent auction featuring a variety of collectors' items and one-of-a-kind experiences that raised more than \$40,000. Proceeds will support the Foundation's efforts to end the stigma associated with Substance Use Disorder and provide the guidance and resources needed so that lives can be saved.

The Roast, presented by Delta Dental, was televised and live streamed on October 14 via FOX Sports Detroit and later aired on the NHL Network.

Appearances from Wayne Gretzky, Jack Nicklaus, J.K. Simmons, Jim Leyland, Dick Vitale, and several of the Red Wings players who won Stanley Cups while being coached by Bowman created a night of laughter and entertainment.

"We're thrilled with the outcome of our event. The Jamie Daniels Foundation was established to help raise awareness and funds for those battling Substance Use Disorder, while dispelling the stigma that surrounds the issue," shared Lisa Daniels-Goldman, JDF co-founder. "Having to pivot to a virtual event this year, we exceeded our expectations and couldn't have done that without the continued support of our very generous sponsors and donors," added Ken Daniels.



Arlyn Daniels, Jamie's sister, joined the Jamie Daniels Foundation Board of Trustees

Jamie Daniels Foundation welcomes new Trustee.

Jamie Daniels Foundation recently added Jamie's sister, Arlyn Daniels, to its Board of Trustees. She has been involved in the foundation since its inception serving as an intern as well as other capacities. Her voice on critical conversations and decision-making will add great value moving forward.

New partnership with Sperling Art Strategies establishes Detroit Excellence in Youth Arts for underserved children.



The Children’s Foundation, in partnership with Sperling Arts Strategies, has created the Detroit Excellence in Youth Arts (DEYA) initiative to bring multi-disciplinary arts experiences to underserved children and youth in the Detroit area.

Research shows the tremendous benefits that creativity and the arts can have on young developing minds and bodies. Artistic expression is looked to more and more to promote healing and recovery in hospital and mental health settings, as well as for arts benefitting language development and communication skills for youth. Creative youth development helps to develop innovation skills, self-expression, confidence, and a strong sense of resiliency in youth from under-resourced communities.

The Foundation looks forward to providing fundraising and grant support to DEYA and its endeavors.



DEYA will bring arts experiences to underserved youth in the Detroit area. Photo taken pre-pandemic.

First Tee – Greater Detroit hires Executive Director.



Mary Ann Lievois joins First Tee - Greater Detroit as Executive Director

Effective October 5, Mary Ann Lievois was appointed Executive Director of First Tee – Greater Detroit. Lievois will lead the organization and oversee all planning and day-to-day operations including programming featuring The First Tee’s nine core values and other golf learning activities in southeast Michigan. Lievois joins First Tee following a successful 35-year career in business development. She most recently served as Chief Executive Officer for 20 years at Interior Systems Contract Group.

“Helping young girls and boys find their voice and improve self-confidence while playing golf makes sense to me because I was a shy kid. I look forward to guiding our kids to set personal goals for advancing through the five levels of programming, while making new friends and embracing positive values and behaviors inherent to success in all aspects of their lives.”

— Mary Ann Lievois



Central Michigan University College of Medicine announces first appointed endowed chair.

In October, The Foundation, Central Michigan University and Children's Hospital of Michigan collaborated to virtually announce the appointment of Dr. Kathy Meert as CMU College of Medicine's first appointed endowed chair. 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.

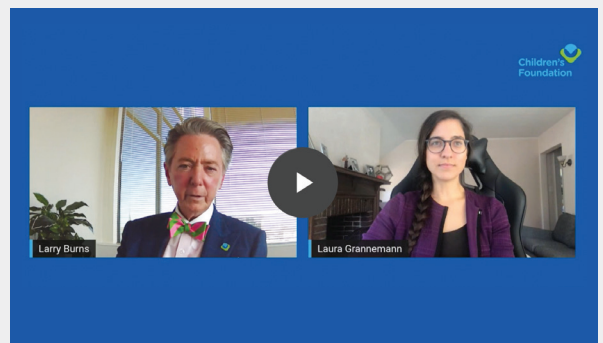


(Left to Right) Dr. George Kikano, Dean CMU College of Medicine, Dr. Robert Davies, President, CMU, Dr. Kathy Meert, Endowed Chair, CMU College of Medicine, Larry Burns, President & CEO, Children's Foundation

Crain's Detroit hosts The Foundation in a five-part video series.

The Foundation actively continues its partnership with Crain's Detroit to share important work and reach new audiences. In November, the first of a five-part video series launched digitally. In each video, President & CEO, Larry Burns, interviews an individual that is helping to improve the health and wellness of children and families. Guests include Laura Grannemann, vice president of Rocket Community Fund, Ken Daniels and Lisa Daniels-Goldman, co-founders of Jamie Daniels Foundation, Steve Feldman, CEO, Feinberg Consulting, Chris Lambert, CEO, Life Remodeled, and Matt Friedman, chairman, Board of Trustees, Children's Foundation. Follow The Children's Foundation on social media to watch along.

CRAIN'S DETROIT BUSINESS



Interview between Larry Burns, President & CEO and Laura Grannemann, Vice President of Rocket Community Fund launches five-part series with Crain's

FUNDRAISING HIGHLIGHTS



SMILE COOKIE

For a week in September, participating Tim Hortons Franchises in the United States invited patrons to purchase specially decorated Smile Cookies for \$1 to benefit philanthropic charities, including The Children's Foundation. This year's campaign raised more than \$22,500 to support these philanthropic efforts. Since 2007, this Smile Cookie campaign has raised more than \$400,000, supporting programs at Children's Hospital of Michigan like the Healing Garden and a Child Life Fellowship.



SPIRIT HALLOWEEN

Though Halloween 2020 looked different, Spirit Halloween found a way to proceed with its Spirit of Children program for families at Children's Hospital of Michigan. Halloween care packages including costumes, coloring books, and treat bags were provided to more than 60 children and families. This year, Spirit Halloween raised more than \$68,000 for Children's Hospital of Michigan Foundation to support programs and services at Children's Hospital of Michigan.



TRUSTEE FUNDRAISERS

Throughout the last quarter, several Foundation Trustees launched their own online fundraising campaign to leverage their networks and raise funds and awareness about The Foundation's important work and mission. To date, board members have raised more than \$25,000 in new dollars to support The Children's Foundation. In addition, a generous match will be made by another Trustee. Special thanks to all those involved!

YEAR-END
GIVING

Donors Make A *Difference*

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

As you make your year-end giving plans, The Children's Foundation invited you to help improve the health and wellness for the most vulnerable children and families. During this time 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 2020, more than \$7 million - but it was also an unprecedented year of great need. The Foundation's COVID-19 Emergency Relief fund helped countless children and families through struggle, hardship, and uncertainty. It is because of your support that The Foundation's impact grows and broadens.

To make a gift, visit:
YourChildrensFoundation.org/match2020



DTE Energy
Foundation

Your generosity provides valuable resources for children and families throughout Michigan in these challenging times. From now through the end of the year, your gift will be matched by the DTE Foundation \$30,000 challenge grant, dollar for dollar!

3-YEAR ST

A Formal Strategic Plan has been established and adopted to help guide The Foundation forward.

The Children's Foundation is excited to announce its first strategic plan that will guide the organization for the next several years. This effort is the result of a Board of Trustees task force which has been formally adopted by the Board with a unanimous vote of support. Eight strategic initiatives will help The Foundation navigate forward as a leading advocate and programmatic funder of children's services throughout Michigan.



1

STRATEGIC INITIATIVE #1

Formalize
Officer
and Chair
Succession
Planning

2

STRATEGIC INITIATIVE #2

Formalize
Staff
Leadership
Succession
Planning

3

STRATEGIC INITIATIVE #3

Integrating
Key Strategies
and Long-Term
Focus of
Affiliates

4

STRATEGIC INITIATIVE #4

Convening
Partners and
Leaders in the
Creation of
a Mental Health
Facility for
Children

STRATEGIC PLAN



“As a foundation, our goals continue to grow and evolve, keeping pace with the needs of our community. We designed a strategic plan to address top priorities and create a greater impact for children and families. Our Board looks forward to working with our staff and partners to see this plan come to fruition, as the Children’s Foundation benefits our community in new ways.”

- Matt Friedman, Chairman, Board of Trustees

5

STRATEGIC INITIATIVE #5

Being Relevant to Health Systems and Insurance Companies in The Social Determinants of Health Arena

6

STRATEGIC INITIATIVE #6

Finding a Balanced Approach to Differentiating The Foundation From the DMC While Staying True to The Foundation’s Roots

7

STRATEGIC INITIATIVE #7

Continuing to Establish The Foundation’s Presence and Partnerships Throughout the State’s Major Regional Markets

8

STRATEGIC INITIATIVE #8

Expand The Foundation’s Visibility in the Legislature, Thus Establishing The Foundation as the State Leader in Advocacy for Children’s Health & Wellness

2020: Finding success despite immense challenge.

2020 has been a profound year. Amid uncertainty and unknowns, The Children's Foundation remained steadfast in its mission to improve the health and wellness of children and families during a particular time of incredible need. In fact, this year The Children's Foundation granted more funds than any other year in its history, awarding more than \$7 million!

More than \$475,000 of this amount was granted from the COVID-19 Emergency Relief Fund which has provided dollars to organizations fulfilling urgent needs including stocking of food pantries, diapers and formula, technology to transition mental health in-person visits to telehealth and more.

The pandemic has changed life in a multitude of ways. It has presented an incredible need and unforeseen obstacles. It has forced individuals to be adaptable, innovative, and resilient. The Foundation is proud of its partners who have found success and continued to provide important work through immense challenges.



Camp Catch-A-Rainbow provides colorful, virtual camp experience for kids with cancer

\$25,000

In August, Camp Catch-A-Rainbow (CCAR) modified its approach to bring virtual camp to 99 children with a pediatric cancer diagnosis. Their mission remained the same: to help kids forget about the stresses associated with illness. Each camper received a kit filled with items to participate in the virtual week with theme days and activities to complement it. Using pre-recorded videos and a schedule of live ZOOM sessions, CCAR accounted for plenty of thoughtful detail including a closing night "campfire" where the group sang the camp song, "Every Long Journey," to close events.





Michigan Radio helps address mental health for kids and teens through the power of the podcast



Futures Foundation creates home engagement kits for children with special needs

\$50,000

\$7,500

Michigan Radio collaborated with a local high school to create a podcast hosted by teens about teens called Kids These Days. The project began in the classroom last Spring but successfully transitioned into a virtual format amid the pandemic. Students developed and reported a podcast learning key principles of journalism, while simultaneously giving a voice to their generation about relevant and important topics. The series of nine episodes provided an open and honest dialogue to help teens feel less alone and parents better understand what their kids may be experiencing.

For children with special needs, interruption of routine and isolation because of the pandemic presents exorbitant challenges to their coping abilities and progress. With help from The Children's Foundation's COVID-19 Emergency Relief Fund, Futures Foundation created and distributed at home engagement kits for developmentally disabled children ages two to 18. Kits were customized according to the child's cognitive level and included appropriate activities and sensory items, as well as provide resources for parents to engage with their child.

“Camp Catch-A-Rainbow is a summer highlight for these kids and we are always trying to include more in this special experience. Though this year was different, we learned ways to engage campers long after the final campfire. We plan to incorporate virtual programming elements throughout the year, even after in-person camp returns.”

- Becky Spencer, Vice President of Camping, YMCA Storer Camps

Feinberg Health Care Solutions creates opportunities for more individuals and families to heal and lead fulfilling lives.

At Feinberg Health Care Solutions, the goal is to help individuals and families struggling with substance use and/or mental health concerns to recover, heal, and flourish. They are health navigators - working with families during what for most is filled with fear and confusion. They help provide support from crisis to treatment and ultimately developing and implementing a long-term recovery plan.

However, because their services are not currently reimbursed by health insurance and are paid for privately by clients, Feinberg Health Care Solutions knows that access to care is a challenge for many.

That is why they established The Feinberg Hope Foundation, a donor-advised fund with The Children's Foundation. Dollars raised will be invested in this fund and granted into scholarships for adolescents and young adults in need of care, who would not otherwise have access to the services needed to get appropriate treatment due to financial barriers.

The foundation plans to establish a set of criteria to help decide how that money is awarded.

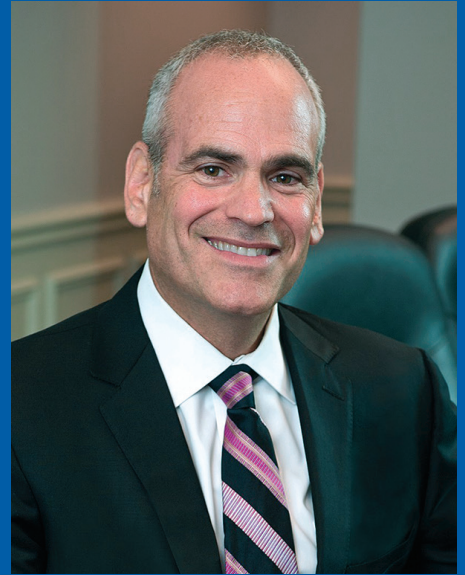
"It is heartbreaking for us when we are unable to help a family based on inability to pay," said Steve Feldman, Chief Operating Officer at Feinberg Health Care Solutions. "We created a foundation to allow for treatment and recovery services for those who could otherwise not afford it. Everyone deserves a meaningful chance at a fulfilling life."

The Feinberg Hope Foundation will launch in 2021 and provide intervention, coaching, case management, and treatment to a broader group of families and individuals in need of support.

To learn more, visit FeinbergCare.com

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

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



"We created a foundation to allow the types of services we provide for treatment for those who could otherwise not afford it. Everyone deserves a meaningful chance at a fulfilling life."

Steve Feldman
COO, Feinberg Consulting

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 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.



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

HOW DAFs WORK

GIVE



GROW



GRANT





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

Charitable Contributions Under the CARES Act

The Children's Foundation wants to let you know about a few key provisions in the newly passed CARES Act. This new law is designed to help both you and non-profits, like The Children's Foundation, facing economic hardship during the Coronavirus pandemic.

Individual taxpayers contributing to a qualified charity can take an "above the line" deduction of up to \$300, even if you do not itemize. You will want to take advantage of this as it is only available for the 2020 tax year.

For those individual taxpayers who do itemize their deductions, the new law allows for cash contributions to qualified charities to be deducted up to 100% of your adjusted gross income for the 2020 calendar year. This includes cash, checks, and credit card payments directly made to The Children's Foundation. Currently, contributions to Donor Advised Funds do not qualify under this law.

For corporations, the percentage limitation on the corporate income tax charitable deduction increased from 10 to 25 percent of the corporation's taxable income for 2020.

The CARES Act temporarily suspends the required minimum distribution (RMD) for the 2020 tax year. Some donors may take comfort in this and The Children's Foundation understands that during these challenging times. However, if you are 70 1/2 years old and wish to gift your RMD to The Children's Foundation, you still can! We are grateful to our seniors who support the health and wellness of children and families with this annual gift.

If you have any questions or would like to speak with someone about making a charitable gift, please contact **George Westerman, Associate Director, Donor Relations & Gift Planning at 313-745-9344.**