

# IMPACT REPORT

Q2 | ISSUE 10



# Onward



Learn on page 9 how The Children's Foundation is helping kids with special needs, like Connor, develop lasting friendships!

25  
Children's  
Founda

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.



3

EVENTS

1150+  
ATTENDEES

\$225K  
RAISED

COUNTLESS  
CHILDREN  
IMPACTED

Q2 - ISSUE 10

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## Hello and welcome to another edition of *Onward!*

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I often say that The Children's Foundation is only as strong as its partnerships and the support it provides. So, it's also very important that we communicate our activities regarding our partners and the great work they're doing within the state of Michigan and beyond. We strategically communicate with our constituents in newsletters, social media, emails and of course with our quarterly publication known as *Onward!* We will continue to communicate clearly and consistently as we remain on the move.

This edition of *Onward!* contains important information about recent activities and new developments at The Children's Foundation and our affiliates.

You'll see that we recently held our third and most successful Child & Adolescent Behavioral Health Summit at the Inn at St. John's. This in-person event proved to be extremely diverse in topics and informative for so many different audiences. Thanks to our sponsors, particularly Blue Cross Blue Shield of Michigan, and our speakers for making this event very special.

Speaking of special, we held our Sixth Annual Derby for Kids on the first Saturday of May at the Country Club of Detroit. This year, attendance was more than 500 people and the club was humming all day - especially during the race as everyone watched one of the biggest upsets in Kentucky Derby history. What a great way to top off a wonderful day for a great cause. We were able to raise more than \$150,000 thanks to our sponsors and committee members. These funds will go toward the soon-to-be announced adolescent recovery clinic in Troy, Mich. Stay tuned for more important details!

We recently launched a new partnership with the Boys & Girls Club of Southeastern Michigan along with the Detroit Red Wings Foundation to create three Esports Lounges that will engage youngsters in Esports as well as provide mental health and youth development programming.

The Jamie Daniels Foundation held its first Comedy Night of Hope which was extremely successful with two shows raising more than \$50,000 to help those struggling with substance use disorder.

And now that summer is here, First Tee - Greater Detroit is in full swing! We are looking forward to a great season as we are in eight locations, reaching more youngsters than ever before. Thanks to all our volunteer coaches that are mentoring our kiddos using the wonderful game of golf.

As you can see we're very busy and I'm excited to continue our journey as we impact the lives of children, young adults, and their families.

Thank you for your support. 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*

## 2022 Child & Adolescent Behavioral Health Summit creates impact for countless children

### CHILD & ADOLESCENT BEHAVIORAL HEALTH SUMMIT

A Children's Foundation Initiative

"There is a new pressure to not let our mental health struggles show because we are supposed to be excited to be back in person, even though we are struggling every day," said Nick Brdar, a student at the University of Michigan who participated in a panel about mental health and suicide prevention at The Children's Foundation's Child & Adolescent Behavioral Health Summit.

The Summit, returning to an in-person format after going virtual in 2021, enabled more than 250 advocates, service providers, health professionals, and others to gather, learn, and discuss how to improve the health of children, youth, and young adults.

The one-day event included a line-up of experts from across the state and nation, all who provided enlightening and valuable information. Keynote speakers included Dr. Caelan Soma, chief clinical officer, Starr Commonwealth, Johnny Crowder, founder & CEO, Cope Notes, and Jan Cairnes, CEO, Hanley Foundation. Topics presented at the Summit included trauma and recovery from pandemic-related fear and anxiety, suicide, substance use disorder, autism spectrum disorder, body image, eating disorders, and more!

"The important messages shared with attendees have the potential to impact countless children and families," said Lawrence J. Burns, President & CEO of The Children's Foundation. "The Summit is an extension of our mission – it is another opportunity to create necessary change for so many who need it."

Special thank you to presenting sponsor, Blue Cross Blue Shield of Michigan, and all those who supported and attended this insightful event. The Foundation is already looking forward to its next 2023 Summit, working towards its goal to ensure every child can be on the path toward a happier, healthier future.

250

PROFESSIONALS  
IN ATTENDANCE



8

HOURS OF INSIGHTFUL  
INFORMATION

COUNTLESS  
CHILDREN  
IMPACTED



Investing in the mental wellness of our youth.



*“There is a new pressure to not let our mental health struggles show because we are supposed to be excited to be back in person, even though we are struggling every day.”*

**- NICK BRDAR, STUDENT AT THE UNIVERSITY OF MICHIGAN**



SIXTH  
ANNUAL  
DERBY  
FOR KIDS



## Wow! What an incredible day. The Sixth Annual Derby for Kids was a record-breaking success!

On Saturday, May 7, nearly 500 guests gathered at the Country Club of Detroit in their most festive and fashionable derby attire to raise more than \$150,000 in funds for adolescents struggling with substance use disorder and mental health issues. That is the most attendees The Foundation has hosted, and most funds raised at this single event since Derby for Kids began in 2017. The energetic crowd enjoyed signature mint juleps, a lively dance floor with sounds from BanD/J, games, raffles, a silent auction, and a livestream of the 148th Kentucky Derby.

Because of your generosity, youth struggling with substance use disorder and mental health issues are one step closer to receiving essential support and services at Children's Hospital of Michigan in Troy, Mich., regardless of their ability to pay.

Special thanks to Event Co-Chairs, Joan and Doug Budden, Donna and Brian Satterfield, as well as Emerging Leader Co-Chairs Kelly Hilliard and Lisa Schrage. Thank you to the platinum event sponsor, DTE Foundation and all other generous sponsors and committee members who made this year's Derby for Kids an incredible success.



THANKS TO YOU  
WE RAISED NEARLY  
\$150,000



SIXTH ANNUAL  
**DERBY**  
for **KIDS**



## The Foundation establishes a new position adding to leadership



Todd Krieger  
Chief Officer of Strategic Partnerships  
and Community Affairs

Todd Krieger was recently named Chief Officer of Strategic Partnerships and Community Affairs, a new position aimed at increasing The Foundation's footprint and impact to help more children in need. Krieger's background, expertise, and community connections will be an asset in promoting The Foundation's mission, ensuring it is a recognized leader in advancing children's health and wellness initiatives in the state, region, and beyond.



*"I'm truly honored to join The Children's Foundation, an organization that has made such a difference to so many children and their families through the partners they've engaged and partnerships they've formed."*

**- TODD KRIEGER**

## Dr. David Kwon joins Board of Trustees

In May, The Foundation announced Dr. David Kwon joined the Board of Trustees. Dr. Kwon, Physician in Charge of the, recently opened Brigitte Harris Cancer Pavilion and Co-Director of the Henry Ford Pancreas Cancer Center at Henry Ford Hospital. Dr. Kwon is responsible for oversight and strategic planning, collaborations with international partners, and incorporation of novel technologies that will identify early markers of pancreas cancer and improve patient-directed therapy. His expertise aligns with the Foundation's Pediatric Research focus area and his perspective is essential to its mission.



Dr. Kwon  
Physician in Charge



## Brand new Esports Lounge established, creating access and impact for youth

Thanks to funding from The Children's Foundation and Detroit Red Wings Foundation, a first of its kind in the nation Esports Lounge was revealed at the Boys & Girls Clubs of Southeastern Michigan's Lloyd H. Diehl Club. This state-of-the-art lounge will give Detroit youth the opportunity to learn from experts about the sports and Esports industries, potentially leading to college scholarships and professional careers in the industry. Youth development and mental wellness will also be provided to club members as part of programming.

Red Wings players Alex Nedeljkovic, Givani Smith, Vladislav Namestnikov and Troy Stecher, helped with the grand opening of the lounge, gaming and playing floor hockey with more than 30 BGCSM youth members.

## Grand Rapids Gold feature special Children's Foundation theme night for last game of the season

On Saturday, April 2, The Foundation shared its important mission and work in West Michigan at The Children's Foundation theme night at the Grand Rapids Gold's final game of the season. A pre-reception provided an opportunity to engage donors and supporters in the region and included an appearance and autograph signing from Head Coach, Jason Terry. During the game, attendees viewed impact videos about The Foundation's important work with community partners around Grand Rapids, and players wore a Foundation themed jersey which was later autographed and auctioned to benefit The Children's Foundation. It was a great opportunity and so much fun- especially for Champ!



*The Esports Lounge will include exposure to the Esports industry as well as youth development and mental wellness programming.*



*The Foundation's West Michigan donors, partners, and supporters celebrated The Children's Foundation theme night at the Grand Rapids Gold game.*



**\$100,000**  
since 2017

At 14-years-old, Amjad was diagnosed with cancer - a diagnosis that would certainly impact his physical health but also serve as a catalyst for great emotional distress that could lead to anxiety, depression, and other mental health concerns.

To complement his treatment plan, doctors suggested Amjad may benefit from yoga therapy. At times, it was too physically difficult for Amjad to participate with the yoga therapist whose role is funded by The Children's Foundation, so his favorite practice was a guided imagery meditation to help with pain management and soothe intense emotions. With yoga therapy, the approach is infinitely customizable and promotes individual healing and wellness needs of patients and families regardless of age, gender, race, ethnicity, condition, mental or physical ability.



*"With the support of The Children's Foundation, the yoga therapy program at CHM is at the forefront of leading integrative care. We are able to educate and collectively support patients and families in alternative interventions to utilize in and out of the hospital."*

**- MAUREEN STYS, MANAGER, CHILD LIFE & VOLUNTEER SERVICES,  
CHILDREN'S HOSPITAL OF MICHIGAN**



**\$25,000**  
in 2021



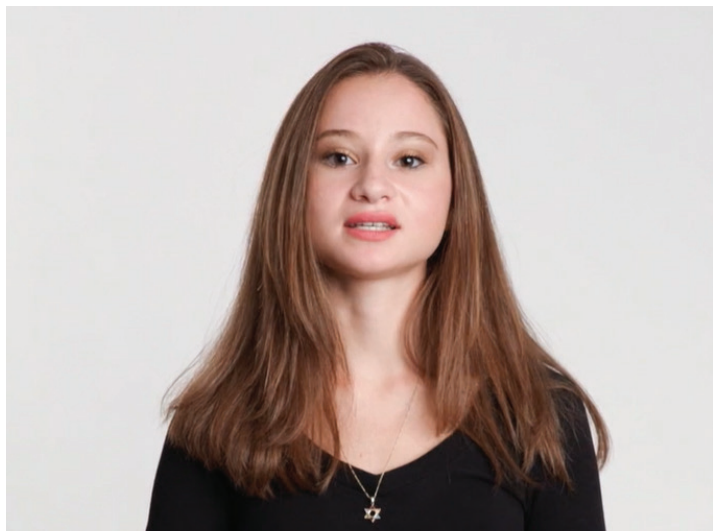
While 14-year-old Conner would consider everyone his “friend,” he never had a true friend who wanted to talk or hang out outside school or programs. For kids with special needs, making friends can be very difficult. But when his mom came to pick Conner up after a week at Friendship Circle of Michigan’s Summer Camp, which received grant support from The Children’s Foundation, she saw another camper ask for her son’s phone number. For the first time, another child wanted to be her child’s friend.

This one act might seem typical or uncomplicated, but it exemplifies the mission of Friendship Circle and means everything to children like Conner and moms like Stacy.

## we need to *talk*

We need to talk. About how a young person is dealing with an eating disorder. About how to parent a child with bipolar disorder. About what steps youth need to take to heal from mental health struggles.

We Need to Talk is a community-wide youth mental health initiative aimed at increasing awareness of mental illness, reducing stigma, and improving access to services. The program, which was established by the Jewish Federation with grant support from The Children’s Foundation, officially launched in 2020. Since then, the need for the advocacy campaign has been magnified by the pandemic. Nearly 30 videos have been made and through the power of engagement on social media, countless youth have been impacted by their honest, poignant, and revealing messaging.



**\$75,000**  
since 2020



## 5k Walk/Run raises funds during Mental Health Awareness Month

In May, in honor of it being Mental Health Awareness Month, Feinberg Hope Foundation (FHF) hosted a virtual 5k walk/run as an opportunity to raise funds and awareness for their cause. The event included t-shirt sales and took place May 23-27. This is the first fundraiser for FHF and was a great opportunity to share their mission and important work to help those struggling with substance use disorder receive necessary and quality care to live healthy and fulfilling lives.



*Runners Colin Averill, Molly De Wald, and their pup, Link, supported the Feinberg Hope Foundation's virtual 5k in May.*

## Comedy Night of Hope – a night of laughter and purpose!

More than 400 guests joined the Jamie Daniels Foundation on Sunday, May 1 at Mark Ridley's Comedy Castle for its first Comedy Night of Hope!

Headliners Ian Bagg, Craig Shoemaker and Mike Young provided a night of laughs and entertainment, but most importantly, the event helped raise nearly \$45,000 in funds to establish a new adolescent treatment center in Troy, Mich. which will provide support to countless kids struggling with substance use disorder regardless of their ability to pay. Thank you to attendees, headliners, and the generous sponsors for making the event a great success!



*Todd Stamper, CEO at Priority Waste which supported Comedy Night of Hope as presenting sponsor, and Ken Daniels, co-founder, welcomed the crowd to the inaugural event.*

NEARLY  
**\$50,000**  
RAISED





## Cooking with Que added to off-season programming

*First Tee's young golfers learned the importance of healthy and delicious cooking during the off-season.*

During the off season, First Tee - Greater Detroit golfers learned about another important life skill: cooking! Nearly 30 kids participated in the Cooking with Que series which focused on general kitchen safety and etiquette while learning about healthy eating. Three different classes were offered allowing participants to cook an Italian, BBQ, or Mexican meal. At the end of class, the new chefs ate together enjoying their nutritious and delicious dinner.



## Join us at the Paul W. Smith Golf Classic

Mark your calendar for the Paul W. Smith Golf Classic on Monday, July 11 at Detroit Golf Club. The Children's Foundation will be one of four charity recipients of this exciting event, in addition to Variety Detroit, Detroit PAL, and The Children's Center.

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. Simply commit to a monthly donation for the duration of one year.

**Visit [PaulWSmithGolf.com](http://PaulWSmithGolf.com) to learn more!**





## A new generation of donors brings big energy to Derby for Kids

In the fall of 2021, when sisters-in-law Kelly Hilliard and Lisa Schrage were asked to co-chair the Emerging Leaders Derby for Kids planning committee, they immediately said yes. Having attended past events and been previously involved, they knew what this event meant to The Children's Foundation's fundraising efforts and the organizations it supports.

But this year, the cause hit especially close to home with the event mission focus to support mental health and substance use disorder. They both felt a personal connection to it and wanted to make a difference for those struggling.

"I want my children, family, and friends to understand mental health," Lisa said. "Not only for themselves but so they can help others as well."

For months, they devoted time, talent, and treasure, to recruit and lead a group of energetic, passionate, young professionals and parents who were enthusiastic about making Derby for Kids an incredible success.

The spirited group harnessed their networks to recruit new sponsors, silent auction items, and several cause-related marketing partners. They worked with the community to promote the event, collaborated with event co-chairs Joan and Doug Budden and Donna and Brian Satterfield, and consulted staff at The Foundation for guidance and expertise.

"My favorite part was setting the goal and watching us chip away at it," said Kelly. "Then we exceeded it, and it made me really proud to know that the generosity of my local community was behind it."

Kelly, Lisa, and the Emerging Leaders suggested games and contests, adding to the Derby fun while cleverly raising additional funds. They helped sell almost 200 Pony Priced tickets, which were targeted to a 40 and under crowd - largely contributing to the increase in number of attendees which more than doubled compared to past years - and spearheaded a competitive silent auction which brought in nearly \$20,000!

It was a record-breaking year for the Derby in both attendance and funds raised. Approximately 500 guests in attendance raised more than \$150,000 to open a substance use disorder and mental health clinic at Children's Hospital of Michigan in Troy.

"Now more than ever is a time to stay connected with your community," said Lisa. "Together, we are creating an opportunity to support many people who feel alone and do not have the access to services they need."

The pair help create a memorable Derby for Kids and raised important funds to impact future generations of youth.

"The fact that you are making a difference is a very rewarding use of your time and effort," Kelly said.

For complete event details and a recap, see page 4.

“Together, we are creating an opportunity to support many people who feel alone and do not have the access to services they need.”

**Lisa Schrage, co-chair the Emerging Leaders Derby for Kids planning committee**

*Lisa Schrage*

*Kelly Hilliard*



# 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, youth development, nutritional wellness, injury prevention, mental health and pediatric research.

## HOW DAF's WORKS



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

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

**Get started today!**  
**313-745-9344**



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

JOIN US AT OUR

**20  
22**  
UPCOMING  
EVENTS



**Paul W. Smith Golf Classic**  
In benefit of Paul W. Smith Charities

**Monday, July 11**

**Leaders for Kids  
Summer Recess**  
In benefit of Children's Hospital  
of Michigan Foundation

**Saturday, July 16**

**Ben Hogan Championship  
of Michigan**  
In benefit of First Tee - Greater Detroit

**Monday, August 22**

**100 Hole Golf Marathon**  
In benefit of First Tee - Greater Detroit

**Saturday, September 24**

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

