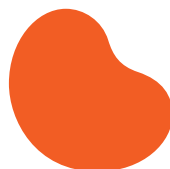




# Healthy **FUTURES**

An uncommon  
fight against a  
too-common  
problem.



NATIONAL **KIDNEY**  
FOUNDATION®

of Michigan

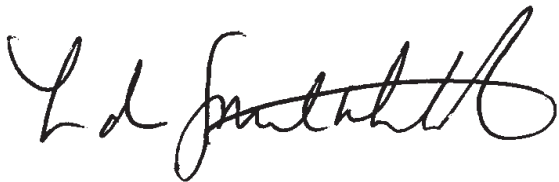
## From the President and CEO

How many times have you heard it said that an ounce of prevention is worth a pound of a cure? There is perhaps no other place where this is quite so true as in health care. It's especially true in the case of kidney disease. We know that we can prevent this condition a significant percent of the time. Prevention is essential if we truly want to save and transform lives.

Since 1955, the National Kidney Foundation of Michigan has demonstrated the impact of prevention, education, and patient-centered disease management. Thanks to our donors and supporters, we have accomplished amazing things. But there is more to do, and we are stepping up to do it.

Through the *Healthy Futures* campaign, we will expand the reach and impact of our evidence-based, proven approaches with special emphasis on prevention. We will do this by helping children develop early knowledge about healthy eating and activity; reaching more people at risk in Michigan with screening and support; and focusing our programs to specifically help those who struggle with health disparities and access to preventive services. *Healthy Futures* will transform kidney care through earlier identification, treatment and support starting today. It will also ensure services in the future through an endowment.

We believe everyone should be able to access comprehensive care for the prevention, treatment and management of kidney disease. All people deserve to live their healthiest and happiest life. Thank you for helping us make this vision a reality through your support.



Linda Smith-Wheelock  
President & CEO





## Campaign Co-Chairs



**Leslie Ahmad, Strategic Accounts Leader,  
Johnson & Johnson Medical Devices**

"The National Kidney Foundation of Michigan takes a disciplined approach to its work. I am impressed by their commitment to projects that provide meaningful outcomes for people across Michigan. I know the funding from this project will be carefully distributed, and they will review the results to ensure they are improving and saving lives."



**Bill Kolb, Chairman and CEO,  
McCann Worldgroup**

"I became involved with the National Kidney Foundation of Michigan after meeting their dedicated and passionate staff. I stay involved because of the amazing people I have met who struggle with kidney disease, not just physically, but emotionally and financially. They inspire me to give more and to do more."



**Dr. Robert Provenzano, Partner & Co-founder  
Renal Care Innovation Holding LLC**

"Research shows that kidney disease, diabetes and hypertension disproportionately affect communities of color, in addition to rural and underserved communities. This campaign will improve health equity for all Michiganders through a comprehensive partnership with hospitals, insurance companies, communities, and academic centers. I am excited to help lead this effort that will save lives and make a tremendous difference for Michigan families."



**Dr. Larry Robson  
Vascular & Transplant Surgeon (Retired)**

"People with kidney disease need access to new knowledge, research and best practice treatment strategies. I know what a difference innovation can make, because I was fortunate enough to be part of the team that started organ transplants in West Michigan. The *Healthy Futures* campaign ensures we will continue to innovate in the way we diagnose and treat kidney disease."

## Kidney Disease: A Silent Epidemic

Do you ever think about your kidneys and the work they do? Most people don't! But those two bean-shaped organs work 24/7 to filter wastes and excess fluid from your blood. Healthy kidney function is essential to life.

Kidney disease involves a gradual loss of kidney function. It's so gradual, in fact, that most people don't even know they have the disease until it causes a health emergency. By then, the damage is done.

Lifestyle and health changes can often slow the progression of kidney disease, but the damage is irreversible. Some people are able to receive a kidney transplant, but that's a relatively small number, and transplants bring their own set of challenges like lifelong medication and the threat of rejection. As it progresses, kidney disease can necessitate dialysis or ultimately lead to death.

The number of people in Michigan impacted by this disease is staggering:

- **One in seven, or more than a million adults, already has chronic kidney disease, and one out of every three adults is at risk of developing it**
- **95% are not aware of their serious condition**
- **60% of adults live with obesity, hypertension, pre-diabetes, and diabetes — which are all precursors to kidney disease**

A small percentage of people are born with kidney disease. For the majority, the disease develops as a result of damage done by other conditions, such as hypertension, diabetes, and obesity.





**In other words...  
this disease  
is highly  
preventable.**

## **We're Leading the Fight Against Kidney Disease**

For more than 65 years, the National Kidney Foundation of Michigan has been working to prevent kidney disease and improve the quality of life for people who live with it. We have been, and continue to be, a national leader in many facets of kidney disease prevention and support. For example:

- We were the first to expand our mission by including root-cause prevention (ex: diabetes, hypertension, obesity).**
- We created the Peer Mentoring Program so that trained patients could share credible advice and support with those facing similar challenges.**
- We initiated the Kidney Walk, an annual fundraising and support strategy that began in Michigan and has spread across the nation.**
- We have collaborated with our state's Department of Health since 1999 to co-release Chronic Kidney Disease strategies that align our resources and focus.**
- We work to shape public policy on behalf of kidney disease patients, maintain funding, and educate lawmakers about the importance of prevention.**

We know that every dollar matters because it can impact another precious life. That's why we are equally proud of the high ratings we have received from premiere non-profit evaluators. The Better Business Bureau of Michigan has named us as an accredited charity. Charity Navigator, the nation's leading charity evaluator, has awarded us its highest rating of four stars since 2006. GuideStar places us at the highest Platinum level, taking into account transparency, accountability, and program results.

## The Healthy **FUTURES** Campaign

We know that the vast majority of kidney disease is preventable. We also know that we can help people with kidney disease live better and longer through education and support. The *Healthy Futures* campaign will help us expand, empower and transform our fight against kidney disease as we ramp up our efforts statewide.

“My son learned to eat a lot of healthy fruits and vegetables in a fun way. He likes to collect recipes and learned to know the vegetables and see them as something good.”

– Parent



### **EXPAND** | Health Education and Early Intervention

The best way to fight kidney disease is to prevent it in the first place. That starts with children. Sadly, we are facing an uphill battle. One in seven children between the ages of 2-5 is already obese, which means they are on their way to potential kidney disease.

Research has shown that the eating patterns established during a child's first years set the tone for lifelong health. Our programs make it fun for kids to learn about healthy eating and exercise. They exert positive peer pressure on each other and even on their parents as they get excited about trying new things.

We know it works, because parents report impressive changes in children who have participated:

- **75% of parents report an increase in their children's veggie consumption**
- **82% report an increase in their children's fruit consumption**
- **Significant decrease in children's TV time and time playing video games**
- **Significant increase in the number of hours their children are physically active**

We currently serve children's classrooms with this programming, mostly in eastern Michigan. Through *Healthy Futures*, we will build relationships in western, northern, and central Michigan, doubling the number of children and families we serve. The more children we influence today, the fewer adults will suffer from kidney disease in the future. And since eating and exercise habits impact other chronic conditions, we'll also be preventing diabetes, obesity, hypertension, and other costly diseases at the same time.

### **REACH DOUBLE THE CLASSROOMS**



We will reach 1,000 additional classrooms throughout Michigan with proven prevention education.



“I was diagnosed with diabetes and hypertension in my 20s. Like so many others, I didn’t realize what was happening to my kidneys until I was diagnosed with kidney failure at age 39. After lots of home dialysis, I finally received a kidney transplant. The National Kidney Foundation of Michigan taught me to manage life after that transplant. Now I am a peer mentor, helping to educate and support people who are living with the shocking life changes of a similar diagnosis.”

– Kelli

## EMPOWER | Strengthen Families & Communities

Early stage kidney disease can only be detected through screening. The good news is that early detection, combined with lifestyle changes, can dramatically slow the progression of this disease. That’s why we offer health screenings and free workshops that empower people to take charge of their health. We take these programs to health centers, senior facilities, places of worship, community centers, and other places where people typically live and gather.

We know that barriers like location, income level, and education level prevent some people from having access to these services. However, we believe that everyone should have access to comprehensive care for the treatment and management of kidney disease. That’s why we will increase our marketing of online, self-directed learning programs. We will also build new partnerships to host events at locations that feel comfortable and welcoming to community members.

## DOUBLE THE NUMBER OF FAMILIES SERVED






We will double the number of families empowered to improve their health and well-being.

# Healthy **FUTURES** Campaign

## **TRANSFORM** | An innovative approach to diagnosis and support

We know that healthcare is driven by patient access, provider knowledge and insurance guidelines. So what would it look like if everyone involved in healthcare – patients, providers and insurers – was motivated to proactively screen for and treat kidney disease?

That's our vision for an innovative pilot program, one that intercepts kidney disease early and helps patients live better, healthier lives. In the process, we will decrease the personal anguish and limitations of this disease. We also hope to dramatically decrease the financial burden, which is roughly \$120,000 per year to care for someone in the later stages of kidney disease.

-  **Providers:** offer early screening and provide patient education
-  **Patients:** engage in individual health coaching and self-management programs
-  **Insurers:** pay for early testing, therapeutic drugs and self-management programs

We will document the cost savings and generate new knowledge to validate this comprehensive model.

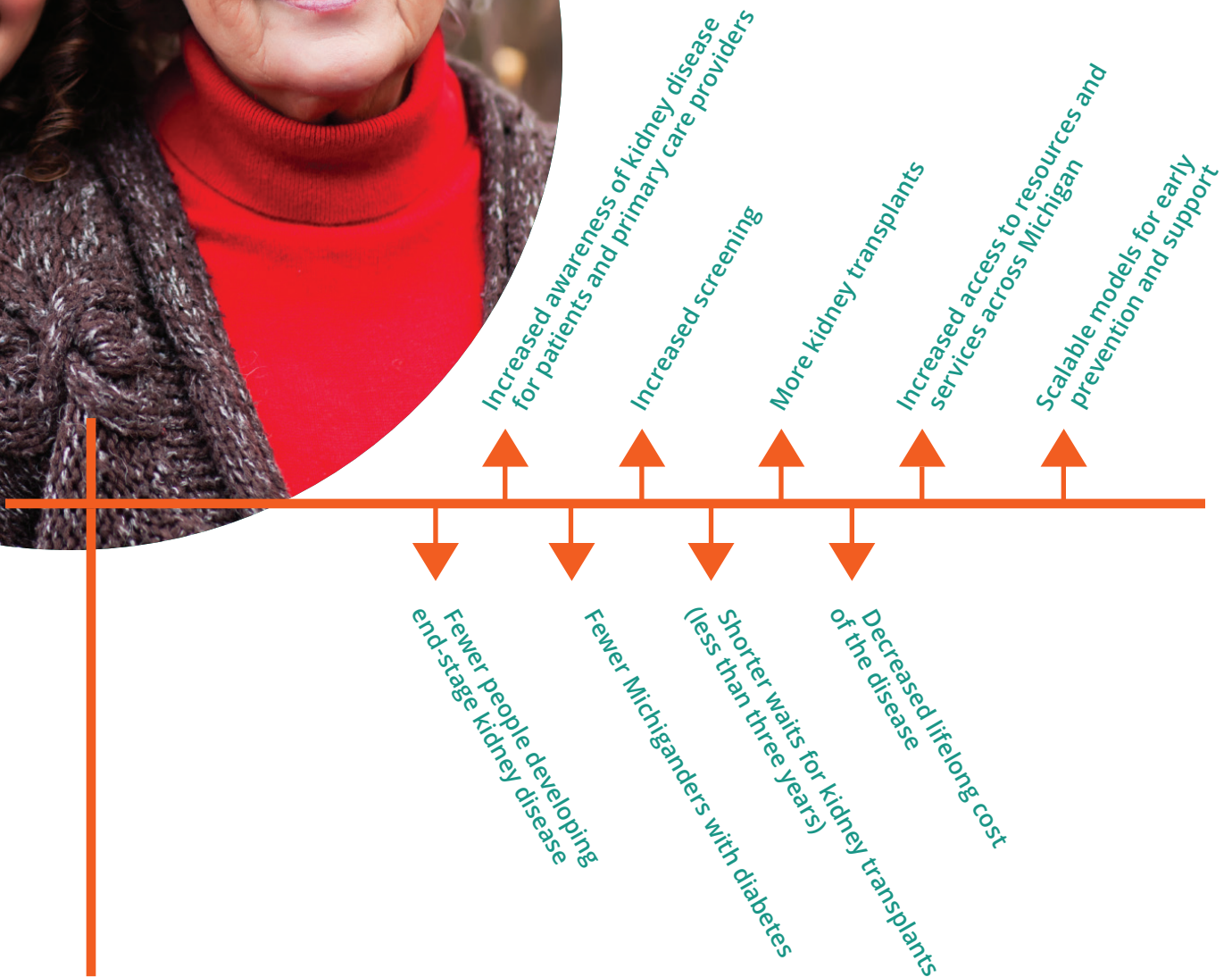
“I see far too many people in my practice whose kidney disease was entirely preventable. This initiative will help us document the benefit of making kidney disease screening as routine as mammograms or colonoscopies. I know we will save lives, reduce suffering and cut costs as a result.”

– Dr. Silas Norman, Transplant Nephrologist and Clinical Professor of Internal Medicine, University of Michigan



## What will a healthy future look like?

The strategies in the *Healthy Futures* campaign are built on 65+ years of hard-won knowledge. We are passionate about preventing this highly preventable disease and increasing the quality of life for people who have it. We envision significant, far-reaching outcomes for this work that will be supported in perpetuity through the growth of our endowment fund.



# Healthy **FUTURES** Campaign

## Project Budget

### Sources of revenue

Public Funding	\$	9,200,000
NKFM Investment	\$	1,500,000
Philanthropy	\$	14,300,000
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Total	\$	25,000,000

### Uses of Funds

Expand   Health Education & Early Intervention	\$	5,100,000
Empower   Strengthen Families & Communities	\$	2,400,000
Transform   An Innovative Approach to Diagnosis and Support	\$	7,000,000
Endowment	\$	10,000,000
Campaign Costs	\$	500,000
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Total	\$	25,000,000

## Ways to Give

### One-time gifts

Contributions to the campaign can be made in the form of a one-time gift of cash or a gift of appreciated assets such as stocks or securities.

### Pledges

For your convenience, pledges can be payable over a three-year period.

### Commemorative opportunities

We invite you to honor friends, family, the memory of a loved one, or a business through a commemorative gift. We will work with you to determine the appropriate vehicle for permanent recognition of substantial gifts.

The National Kidney Foundation of Michigan (NKFM) is a qualified 501(c)3 nonprofit organization. Your charitable gift is tax deductible to the full extent of state and federal law. Please check with your tax advisor to determine how your gift may affect your personal tax situation. (Tax ID 38-1559941)



“Two days after a routine blood test in 2006, my medical provider’s office called and requested to see me right away. He informed me that I was close to kidney failure. That was a shock because I had absolutely no symptoms other than being tired all the time.

“After being referred to a nephrology clinic, I learned that I had FSGS, a very rare form of kidney disease. The disease was incurable, but they me told I could slow its progression through medication and diet. Unfortunately, no one told me how. Not once in the next 12 years were my wife and I ever offered any opportunities to learn more about my disease.

“After many failed attempts to lose weight and qualify for a transplant, I was referred to a kidney dietician. My dietician helped me understand just how key nutrition is to managing my disease. She also connected me to educational opportunities through the National Kidney Foundation of Michigan.

After taking their classes, my wife and I were finally able to understand all the facets of my disease and its treatment. I especially appreciated the opportunity to connect with others in my group facing the same situation! If all goes well, I hope to have a new kidney by early 2023. I owe it all to the National Kidney Foundation of Michigan and their programs!

“I am a firm believer that knowledge is power. The programs taught me more about managing my diet and disease than any other resource I have been given. I also learned how to ask better questions of my physicians and others treating my disease.

“I have made more progress with my disease in the last two years than I had in the previous 12. I cannot overstate how important these programs are, and the impact they have had on my lifestyle. I feel that when patients are diagnosed with chronic kidney disease, they should be referred to these programs immediately! If I had been told about the programs several years earlier, I would have taken my disease more seriously and slowed its progression.”

– Greg Mears



**“The programs taught me more about managing my diet and disease than any other resource I have been given”**

– Greg



**NATIONAL KIDNEY  
FOUNDATION®**

of Michigan

**Thank you to everyone who  
has volunteered their time and  
energy for this campaign.**

## Healthy Futures Cabinet Members



**Leslie Ahmad\***

Strategic Accounts Leader  
Johnson & Johnson Medical Devices



**Brett Furst**

President  
HHS Technology Group, LLC



**Bill Kolb\***

Chairman & CEO  
McCann Worldgroup



**Kal Ismail, MD**

Chief of Nephrology,  
Ascension Macomb-Oakland Hospitals  
Program Director, Nephrology Fellowship,  
Ascension Macomb-Oakland Clinical  
Assistant Professor of Medicine, MSU COM  
Chairman, Scientific Advisory Board, NKFM



**Robert Provenzano, MD\***

Partner & Co-founder  
Renal Care Innovation Holdings, LLC



**Richard Murdock**

President  
R.B. Murdock Consulting, Inc.



**Larry Robson, MD\***

Vascular & Transplant Surgeon  
(Retired)



**Dennis H. Smith**

President  
Dennis H. Smith Consulting, LLC

# Healthy **FUTURES** Campaign



## Healthy Futures Honorary Committee



**Tasha Blackmon\***

President and CEO  
Cherry Health



**Laura Moody\***

Founder  
Grand Rapids Black Nurses Association  
Nursing Professor (Retired)  
Grand Rapids Community College



**Frank Venegas\***

Chairman  
Ideal Group



**Justice Kurtis T. Wilder\***

Former Justice of Michigan Supreme Court  
Shareholder  
Detroit Butzel Long



**George B. Bailey, III**

Michigan Market President  
Old National Bank



**M. David Campbell, II**

Account General Manager-MI, IA, MN, NE  
Gainwell Technologies



**Heather Henderson, DO**

Nephrologist  
St. Clair Specialty Physicians, PC



**John Hiltz**

Chairman & Executive Director  
OHM Advisors



**John Magee, MD**

Jeremiah and Claire Turcotte  
Professor of Transplantation Surgery Section  
Head, Transplant Surgery  
Pediatric Abdominal Transplantation Director



**Silas Norman, MD, MPH**

Transplant Nephrologist  
Clinical Professor of Internal Medicine  
University of Michigan



**Mickey Sisskind**

This Mickey Sisskind Family,  
In Loving Memory



**Rex B. Smith**

CEO & President  
Beach Communications/  
Beach Holdings/R&B Realty/  
Liberty Center One



**Faiyaz Syed, MD, MPH**

Chief Medical Officer  
Michigan Primary Care Association

\*Denotes Honorary Co-Chair



## NATIONAL KIDNEY FOUNDATION®

of Michigan

### Healthy Futures Endorsement Committee



#### **Karen Cheeseman**

President & Chief Executive Officer  
Mackinac Straits Health System



#### **Bill Manns**

President & CEO  
Bronson Healthcare



#### **Tony Denton**

Senior Vice President & CEO  
University of Michigan Health



#### **Chuck Nelson**

Chief Business and Strategy Officer  
Marshfield Clinic Health System



#### **James D. Grant, M.D.**

Senior Vice President and Chief Medical Officer  
Blue Cross Blue Shield of Michigan



#### **Dominick Pallone**

Executive Director  
Michigan Association of Health Plans



#### **Melissa Holmquist**

Chief Executive Officer  
Upper Peninsula Health Plan



#### **Brian Peters**

Chief Executive Officer  
Michigan Health & Hospital Association



#### **Brigitte LaPointe-Dunham**

Chief Executive Officer  
Keweenaw Bay Indian Community



#### **Robert G. Riney**

President and Chief Executive Officer  
Henry Ford Health



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