



We are thrilled to bring the latest news on the Healthy Futures Campaign for the National Kidney Foundation of Michigan. The unwavering support and belief in our mission from our donors have been the cornerstone of our achievements.

As we advance, we are proud to announce that our campaign has officially gone public this fall. This pivotal moment marks a major leap forward in our efforts to empower, expand, and transform kidney care across Michigan. With your continued support, we are confident that we can cross the finish line together and achieve our ambitious goals.

EXPAND | Health Education and Early Intervention

- Served **9,000 students** in our children's programs in 2024, a 110% increase over last year!
- Helped **over 700 people** with chronic diseases learn to improve their health.
- Reached **over 315 individuals** with our High Blood Pressure (HBP) Control program.
- Trained **24 new leaders** since April 2024 in Southeast, East Central, and West Michigan for the **HBP Program**. The trainings included individuals from the Grand Rapids Black Nurses Association and leaders who will facilitate the curriculum in English and Spanish.
- The Spanish translation of the HBP curriculum was completed, and our team is preparing for Spanish workshops to begin late 2024 or early 2025.
- Trained **13 new leaders** for our **Personal Action Towards Health (PATH)** since April 2024. We now have leaders who will offer the program in Mandarin, Arabic, and to individuals with disabilities in West Michigan who are managing one or more chronic health conditions.



EMPOWER | Strengthen Families & Communities

- Health-screened **over 1,000 new individuals** at 32 events, all Medicaid eligible locations.
- Implemented the Are You the 33%? Kidney Disease Awareness Campaign across Michigan, reaching over 38,000 people who learned about their risk of kidney disease. Over 7,000 provided an email address and received resources to help them reduce their risk. These messages reached high-risk populations, including Black/African, Hispanic/Latino, and Middle Eastern North African.
- Advertised the 33% Campaign via Facebook, bus ads, digital screens, gas pump TV, billboards, digital & radio advertising in Spanish and Arabic, digital pharmacy ads, newspaper articles, and digital ads in healthcare waiting rooms.





TRANSFORM | An innovative approach to diagnosis and support

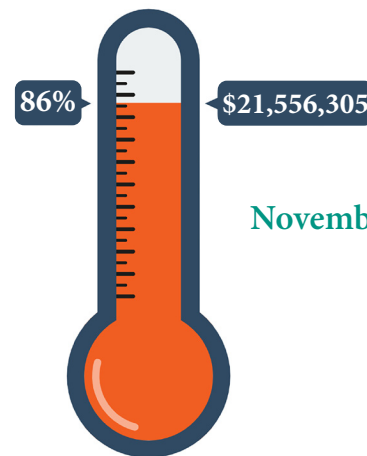
- Shared “Are you the 33%” Campaign materials with health centers in high need communities, tribal communities, and with 12 health plans.
- Provided education and quality improvement assistance to **17 health centers** and clinics that will lead to early detection of kidney disease, reaching **over 135,000 adult patients.**
- Worked with 8 Medicaid-managed care plans with **over 2.3 million members** to provide guidance to support kidney disease identification and management.
- Supported efforts at 3 health systems to understand the burden of kidney disease in their population and to increase early detection.
- Shared out one-of-a-kind data dashboard depicting kidney disease and its risk factors with over 50 organizations and policy makers.



Board of Directors participation in giving to campaign

Healthy Futures Campaign Update

GOAL: \$25,000,000



November 2024

While we have made significant strides, the Healthy Futures Campaign is still ongoing. As we continue our fundraising efforts, we remain dedicated to present-day progress and innovative planning for the future. We are excited to share that we plan to wrap up the campaign by Summer 2025. We also plan to continue the Healthy Futures Endowment endeavor beyond the campaign. Your continued belief in the NKFM is invaluable, and we are grateful for your support. We look forward to sharing more updates on our progress and celebrating our collective success in the near future.

CAMPAIGN LEADERSHIP

Leslie Ahmad - Campaign Co-Chair
Bill Kolb - Campaign Co-Chair

Dr. Robert Provenzano - Campaign Co-Chair
Dr. Larry Robson - Campaign Co-Chair
Tasha Blackmon - Honorary Co-Chair
Laura Moody - Honorary Co-Chair
Frank Venegas - Honorary Co-Chair
Justice Kurtis T. Wilder - Honorary Co-Chair



NATIONAL KIDNEY FOUNDATION®

of Michigan

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