

Annual Report 2022-23

Year in Review

National Kidney Foundation of Wisconsin is dedicated to preventing kidney diseases, improving the health and well-being of individuals and families affected by kidney disease and increasing the availability of all organs for transplantation. In the past year, we have adopted a new model of sustainable growth including an expansion of services, staffing changes, and a return to in-person events for fundraising and program delivery.

As a volunteer-driven organization, the dedication of our board of directors and volunteers, the investment of donors, and the trust of our community has been instrumental in NKF's success in the past year. Thank you for your partnership!

Highlights

- Professional education offerings returned including NKF Renal Professional Education Conference
- Increased community presence through KEEP Screenings, marketing efforts, and online communications
- Investment in volunteers and staff to improve efficiencies from event committees and office support to interns and a new staff position
- Growth in fundraising opportunities through the re-invention of Spotlight on Life, database maintenance, and expanded direct mail campaigns

Quick Stats

77 People Screened for Kidney Disease

90+ Conference Attendees

65+ Volunteers

244,840+ Emails to Constituents

573 Free Medical ID Jewelry Orders



Contents

Year in Review.....	1
Highlights	1
Quick Stats	1
Program Updates.....	3
Professional Education.....	3
NKF Renal Professional Education Conference	3
Council of Nephrology Social Workers (CNSW) and Council of Renal Nutrition (CRN)	3
Patient and Community Services	3
Kidney Early Evaluation Program (KEEP) Screenings	3
Medical ID Jewelry	4
Patient Helpline.....	4
Living Donors Together of Wisconsin.....	5
Fundraising and Communications	5
Special Events	5
Spotlight on Life: A Gala Celebrating 55 Years of Hope.....	5
Cool Beans Adventure.....	6
Community Awareness	7
Organizational Health	7
Strategic Investment in Staffing.....	7
Clear and Transparent Accounting	8

Program Updates

Professional Education

NKFW Renal Professional Education Conference

Held virtually on Thursday, November 10, 2022 the NKFW Renal Professional Education Conference brought together more than 90 social workers and dietitians from across the state. The conference included ten (10) continuing education credits delivered through a combination of live and recorded webinars. Faculty from across the country presented content on current best practices, ethical considerations, and health equity.

The strength of the conference committee as well as the support of the Continuing Education team at NKFW were instrumental to the success of this event.

Looking Ahead: NKFW Renal Professional Education Conference 2023 will be held in-person at DoubleTree by Hilton – Madison East on Thursday, November 16, 2023. The committee has welcomed two new members and is currently working to finalize the agenda. This event will not only be returning to an in-person format, we are also planning new educational opportunities for nurses and dialysis technicians to receive continuing education credits.

Council of Nephrology Social Workers (CNSW) and Council of Renal Nutrition (CRN)

National Kidney Foundation of Wisconsin serves as the convening organization for the Wisconsin chapters of the Council of Nephrology Social Workers (CNSW) and Council of Renal Nutrition (CRN). These groups have active listservs where members email directly about challenges and opportunities in renal care across the state. CNSW met virtually in October 2022 (13 participants) and March 2023 (16 participants) with both sessions being well attended. CRN has not met for several years. However, in May 2023 leaders from both CNSW and CRN met with Carolyn, Director of Community Outreach to plan for the coming fiscal year.

Looking Ahead: CNSW intends to meet four times in FY 2024 with two (2) in-person sessions in the Madison area and two (2) virtual sessions. CRN also intends to meet in the coming year with two (2) virtual sessions.

Patient and Community Services

Kidney Early Evaluation Program (KEEP) Screenings

It is estimated that only 2 in 5 (40%) of people with severe kidney disease are aware that they have it. This means they have missed the opportunity for early intervention to improve their kidney health and avoid the need for dialysis or transplant. National Kidney Foundation of Wisconsin seeks to change this statistic and increase public awareness of kidney health risks through free kidney health screenings. In the past year, we have hosted three (3) screenings in three (3) different counties.

The re-introduction of this program would not have been possible without the time and technical expertise of our screening volunteers. Most notably, we extend our thanks to Dr. Ahmed Malik, Mary Beth McNichols, and Wendy Jaeger for their planning efforts as well as our host partners at La Casa de Esperanza, Running Rebels with Safe & Sound, and West Bend Community Memorial Library.

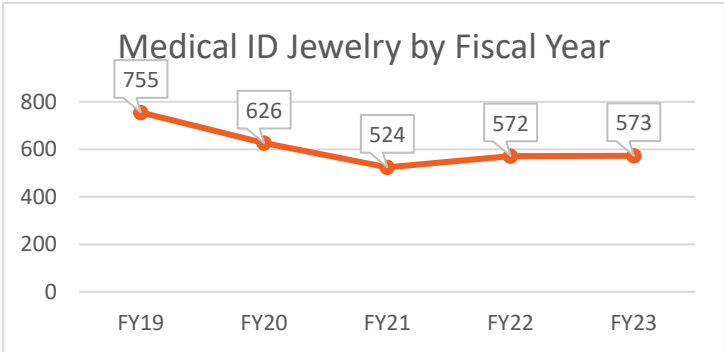
Location	Waukesha	Milwaukee	West Bend	TOTALS
Date	12/14/22	2/18/23	5/12/23	FY23
Number of Participants	16	48	13	77
Positive Urinalysis Results	7	16	5	28
Percentage (%) Positive	44%	33%	38%	36%
Demographics				
Mean Age	47	43	68	53
Hispanic	11	9	0	20
Race				
American Indian	1	3	0	4
Asian	0	0	0	0
Black or African American	0	30	1	31
Latino	8	6	0	14
Native Hawaiian or Pacific Islander	0	1	0	1
White	9	7	12	28
Other	0	0	0	0

Looking Ahead: In FY23-24 we intend to more than double the scope of this program from three (3) screenings to at least six (6) including sites in Milwaukee, Waukesha, Dane, and Washington counties as well as possible additions in Brown and Iowa Counties.

Medical ID Jewelry

National Kidney Foundation of Wisconsin is proud to provide medical identification jewelry to kidney and transplant patients across Wisconsin at no cost. Fiscal year 2022-23 was typical of recent years for this program with 573 pieces of medical ID jewelry provided.

This program is almost entirely volunteer driven with an estimated 400 hours of volunteer service provided by John Hacker and Nancy Cincotta. Through their efforts, John and Nancy ensure that patient needs are met even when the patient cannot advocate for themselves.



Patient Helpline

One of the core functions of National Kidney Foundation of Wisconsin is to connect kidney patients and their loved ones with reliable and accessible information on kidney health. From inquiries about living donation to healthy eating, from traveling on dialysis to understanding test results, we are proud to serve that function, but reporting has been lax. In June 2023, we started a digital tracking form to better identify trends and public knowledge gaps. This tracking can shape future patient education programming.

Living Donors Together of Wisconsin

Living Donors Together of Wisconsin (LDTW) is a program of National Kidney Foundation of Wisconsin. It is a community of support for living donors, health professionals, and all who have been impacted by living organ donation. The group was founded by volunteers and living donors, Michelle Schuerman and Dr. Jill Dillon. Presently, LDTW has 245 members in the private Facebook group.



In January 2023, LDTW had their first virtual meeting in more than a year. This townhall meeting was a chance for members to share introductions and brainstorm how they can get more engaged within LDTW and NKF's mission broadly. This was followed by an in-person meet-up with author Brenda Cortez and Mark Scotch of The Organ Trail in Franklin on Sunday, April 23. On May 4, LDTW had their last virtual meeting of the year and announced a quarterly meeting schedule for the coming fiscal year.

Looking Ahead: In the coming year, NKF will host four (4) virtual meetings of Living Donors Together of Wisconsin and continue to monitor LDTW's private Facebook group. Each meeting will touch on a specific theme relating to living donation with time for open discussion. Between meetings, members are encouraged to host meet-ups and NKF staff will endeavor to attend as many as possible.

Fundraising and Communications

Special Events

Spotlight on Life: A Gala Celebrating 55 Years of Hope



Although the name “Spotlight on Life” has been our signature fundraising event for many years, 2023 marked a new era for this event. Once a dance competition, this streamlined event took the form of a classic gala and the results blew us away.

In 2023, 192 friends and supporters of the National Kidney Foundation of Wisconsin gathered at the Ingleside Hotel in Pewaukee to celebrate 55 years of hope. Together, we had one of the National Kidney Foundation of Wisconsin’s (NKF’s) most successful fundraising events ever, including more than \$22,000 in a record-breaking Fund-the-Mission appeal. Other highlights included a silent auction, a dance demonstration, and an inspirational video featuring a kidney recipient and NKF volunteer that showcases the real-life impact of the mission.

Special thanks to John Meier, Kathy Wisniewski, and Julie Turner for their service on the event committee. Thanks also to the sponsors and 17 day-of volunteers who made Spotlight on Life 2023 possible.

Looking Ahead: Spotlight on Life 2024 will be returning to The Ingleside Hotel on World Kidney Day, Thursday, March 14, 2024.

Cool Beans Adventure



Cool Beans Adventure 2022 (formerly Capital City Run/Walk) is a virtual fundraising and distance challenge in which participants form teams to raise funds and awareness for NKF. This second year of Cool Beans Adventure coincided with the National Transplant Games of America. Virtual participants were encouraged to log 33 miles (literally or symbolically) to raise awareness that 33% of American adults are at risk of chronic kidney disease (CKD).

Last year, #BeBraveCarrieOn took home the title of “Long-Distance Champions” while the Transformers defended their title as “Fundraising Champions”. We thank these teams for their leadership as well as our event sponsors.

This event came at a challenging moment for NKF as the role of Director of Community Outreach was transitioning in the weeks leading up to Cool Beans Adventure. Despite this obstacle, a last-minute communications push and savings in expenses enabled staff to meet net revenue goals.

Looking Ahead: The third annual Cool Beans Adventure 2023 will kick off July 12 and close with an in-person celebration on Saturday, July 22, 2023 in Monona, WI. The distance goal in 2023 is 19 miles as we seek to change the statistic that only 1 in 9 people with kidney disease are aware that they have the condition.

Community Awareness

Building public awareness of kidney health and transplant needs requires a multifaceted approach. From tabling events, to billboards, radio and print media – below are some of the places we’ve been in the past year.

Month	Activity
Tabling Events and Presentations	
July	Summer Sizzler Race (Milwaukee)
August	Kilby Lake Campground Donor Weekend (Montello)
September	Fall Finisher Race (Cudahy)
February	Virtual Presentation to UW-Health Medical Residents (Madison)
March	Greater Brookfield Chamber of Commerce Nonprofit Showcase (Brookfield)
April	West Bend Community Memorial Library Resource Fair (West Bend)
April	Pause to Give Life Flag Raising (West Bend)
April	Cream City 5K (West Allis)
Marketing	
December	Kendra Scott Shop for Good Event and Virtual Billboard (Brookfield)
March	Audacy Radio Campaign for National Kidney Month (Greater Milwaukee)
March	Clear Channel Digital Billboards for National Kidney Month (SE Wisconsin)
April	Brewers Yearbook Ad for 2023 Season (Greater Milwaukee)
Press	
July	<u>Waukesha Freeman (July 2022) “National Kidney Foundation of Wisconsin to have ‘Cool Beans Adventure’”</u>
December	<u>MKE Lifestyle (December 2022) “Amazing Sacrifice”</u>
December	<u>Waukesha Freeman (December 2022) “Woman gets kidney donation from neighbor she never met”</u>
April	Northern Kettle Moraine Neighbors (April 2023) “April is National Donate Life Month: Here is how you can get involved.”
April	West Bend Daily News (April 2023) “West Bend library raises flag for organ donation awareness”
April	<u>Waukesha Freeman (April 2023) “National Kidney Foundation of Wisconsin hosts event in Pewaukee”</u>

Thank you to the amazing crew of volunteers and community partners who have helped to staff and facilitate these opportunities, particularly John Hacker, Chelsea Mueller, and Lee Casati, for their enthusiasm to share NKF’s mission with the community.

Looking Ahead: The calendar for next year is already filling up and we are looking for new ways to get out in the community. As our calendars fill, more volunteers will be needed to staff these opportunities.

Organizational Health

Strategic Investment in Staffing

Thanks to the faith and strategic investment of the Board of Directors, National Kidney Foundation of Wisconsin has seen significant changes in staffing over the past year. Building depth in the organization has

contributed to stability and sustainable growth. It has magnified our mission's impact across Wisconsin. Staffing updates this year have included the appointment of a new Director of Community Outreach, the addition of the Advancement and Event Coordinator role, and two volunteer interns.

- **Director of Community Outreach** – Carolyn Spath began her tenure with NKF in July 2022, just days before Cool Beans Adventure 2022. In her first year she has driven the successful return of the NKF Wisconsin Renal Professional Education Conference, KEEP Screenings, and the Spotlight on Life Gala. Through a strategic and relationship-based approach, Carolyn has led growth in fundraising, communications, and program development.
- **Advancement and Event Coordinator** – With the support of the Board of Directors, the Advancement and Event Coordinator position was developed to facilitate the continued growth of NKF programs and fundraising initiatives. Amanda Schellinger entered the role in May 2023. Her first day was serving at a KEEP Screening and she has not stopped advancing this mission with professionalism, creativity, and efficiency.
- **Internships** – As a volunteer driven organization, National Kidney Foundation of Wisconsin has benefitted from generations of interns who have used NKF as a stepping stone to their academic or career goals. This past year Supria Ajjampoore, a high school student with an interest in public policy, researched and presented a summary of current policy and legislative topics in living organ donation. Her research has been used to inform and onboard NKF staff. Najuf Malik, a recent graduate of UW-Madison in Computer Science, also shared her professional expertise with NKF. During her gap between college and beginning her full-time career, Najuf served as a Web Development Intern for NKF. Her help in refreshing the organization's website and supporting Spotlight on Life Gala has been invaluable.

Clear and Transparent Accounting

NKF works with the external nonprofit accounting firm, O'Leary and Anick. Using their secure portal has allowed audit firm, Reilly, Penner & Benton to perform our Annual Audit remotely. FY22 Audit was completed quickly and efficiently. The "clean audit" was submitted to NKF well ahead of the deadline of October 1 with no findings.

Looking Ahead: Our FY23 audit will be conducted the week of August 21, 2023 in advance of the October 1 deadline.