2016 NATIONAL KIDNEY FOUNDATION OF MARYLAND
ANNUAL PARTNERSHIP OPPORTUNITIES
WHAT WE DO

OUR MISSION
The National Kidney Foundation (NKF) is the leading organization in the U.S. dedicated to the awareness, prevention and treatment of kidney disease for hundreds of thousands of healthcare professionals, millions of patients and their families and tens of millions of Americans at risk.

With local offices nationwide, the NKF is doing the following, every day:

- **Educating** Americans through multimedia public awareness initiatives about kidney disease and ways to reduce their risk.
- **Empowering** those at risk to take action at free, local kidney health screenings.
- **Supporting** kidney patients, organ donors, and their families - online at www.kidney.org, on the phone toll-free at 1-855-NKF-Cares, and through personal peer-mentoring.
- **Advocating** as the voice of the kidney patient in Washington DC to address the organ donor shortage, fund more kidney research, and defend Medicare coverage for kidney disease.
- **Sharing** the latest treatment information and practices with healthcare providers so patients get the best possible care.

The NKF relies on individual and corporate donations, foundation and government grants, memberships and special events to support its range of programs, services and initiatives.

Your support will directly influence and positively impact the lives of those at risk, those living with the disease, and those who care for and about them. More than 75 cents of every dollar donated directly supports programs and services.

KIDNEY FACTS

- **1 in 3** American adults is at risk for kidney disease.
- Major risk factors for kidney disease include diabetes, high blood pressure, a family history of kidney failure and being age 60 or older. Because kidney disease often has no symptoms, it can go undetected until it is very advanced.
- Kidney disease kills over **90,000** Americans each year—more than breast and prostate cancer combined.
- Those at risk should have simple blood and urine tests to check if their kidneys are working properly.
- Every day **13** people die while waiting for a kidney. **415,000 PEOPLE** depend on dialysis for survival.
- **96,000 PEOPLE** are on the waiting list for a kidney transplant.
- **1 IN 9** AMERICAN adults has kidney disease—and most don't know it.
- **EARLY DETECTION AND TREATMENT** can slow or prevent the progression of kidney disease.
PROGRAMS & ADVOCACY EVENTS

Patient Emergency Assistance Program

The NKF-MD’s Patient Emergency Financial Assistance Program provides direct grants up to $200 to qualifying low-income patients with chronic kidney disease who are in financial crisis and need help to meet basic life expenses. The overwhelming majority of individuals we serve are dealing with the unique circumstances created by dependence upon life-sustaining dialysis – circumstances complicated further by poverty, unemployment, inadequate health care, and frequently, an insufficient network of support.

The population served by this program is dependent upon dialysis and, generally, underemployed or unemployed and trying to make ends meet on an income of less than $1,000 per month. All of these elements compound to create significant financial hardship and, at times, crises for patients and their families.

The NKF-MD received 733 grant requests, of which 726 grant requests were funded this fiscal year. The NKF-MD is committed to meeting the needs of those who qualify for grant assistance and vigorously review each application received to ensure eligibility. We distributed $143,363 in grants in fiscal year 2014-2015 (July 1, 2014 through June 30, 2015). Qualifying applications will continue to be approved, making receipt of additional funding essential. Corporate support will allow us to respond to the growing number of individuals who apply to receive assistance.

Recipients of emergency financial assistance grants demonstrate financial need through a network of social workers who determine an individual’s eligibility for grants using established NKF-MD criteria: diagnosis of Chronic Kidney Disease; monthly household income of less than $2,000; and, documentation of hardship affecting daily living. The NKF-MD is the payor of last resort and payments are made to the service provider or vendor designated by the applicant.

Social workers who work with patients in dialysis centers have proven to be invaluable in alerting patients to the availability of support and ensuring that applicants meet grant requirements. Requests for assistance are forwarded to the NKF-MD and acted upon by NKF-MD staff. Approved grants are usually issued within five business days of receipt of the request, and can be acted upon within twenty-four hours when the situation requires immediate response, e.g., loss of utility service. An individual is eligible for one grant in a twelve-month period.

Sponsorships $5,000 - $25,000
KEYs & KHRA (KEY – Kidney’s, Evaluate Yours! and KHRA – Kidney Health Risk Assessment)

These hallmark NKF-MD programs continue to raise awareness of chronic kidney disease in the community. Staffed by medical professional and lay volunteers, these programs detect early markers of chronic kidney disease, identify those who may be at risk for kidney disease and encourage them to follow up with their primary care physician. From July 1, 2013 – June 30, 2014, NKF-MD screened and assessed 904 participants at 17 KEY screenings and two KHRA’s held throughout our service area, and reached another 275 through distribution of educational materials. In addition, NKF-MD educated over 1,700 people through community and corporate health fairs throughout the year. Of those screened, 25% showed “significant results” (elevated blood pressure, glucose or creatinine, or low GFR levels).

Sponsorships $2,000 - $20,000

BEYOND DIALYSIS

Last year, our Beyond Dialysis program featured multiple events held throughout our service area. Four patient education conferences were held during 2014-15, giving patients and their caregivers an opportunity to receive education, share their experiences and have their questions answered as they networked with one another on their dialysis journeys. Patients and families were educated about dialysis modalities, transplantation options, and living with kidney disease. When patients learn they need dialysis, it changes their lives. The goal of the program is that patients and families will be informed, inspired and engaged.

Sponsorships $750 - $2,000

RENAI ROUNDS

NKF-MD hosted two Renal Rounds events in March and October. Attended by more than 65 nephrologists and medical professionals, these events featured the presentation and lively discussion of interesting renal pathology cases.

Sponsorships $2,500 - $5,000

SCIENTIFIC SESSIONS

Our 2015 Scientific Session was held in May and will be attended by more than 60 participants. The evening featured renowned physician and speaker Christopher Wilcox, MD, PhD, George E. Schreiner Professor of Nephrology, Chief, Division of Nephrology and Hypertension at Georgetown University. The evening also featured a hosted dinner and poster session highlighting research findings by our 2014 NKF-MD grant awardees, as well as remarks by Kevin Longino, Interim CEO and National Board Member of the National Kidney Foundation. NKF-MD funds $100,000 annually in local research and continues to be the largest and most successful distributor of grants of any NKF affiliate in the United States. All professional education events this year were rated as NKF-MD’s best to date by attendees.

Sponsorships $2,500 - $5,000
Your Kidneys and You Educational Presentation

The National Kidney Foundation's Your Kidneys and You program was developed to raise awareness among the general public and individuals at risk for kidney disease by educating them about kidneys, risk factors for kidney disease, and what can be done to protect kidneys. This presentation is available in Spanish. Presentations are delivered by trained medical professionals to help individuals become more aware of their kidneys and the risks associated with kidney disease.

CKDintercept: A Primary Care Initiative

CKDintercept is changing the way people and institutions think about – and act on – kidney disease through a series of targeted coordinated programs. Chronic kidney disease (CKD) affects 26 million people, and as few as 10% of these will be diagnosed with kidney disease because of current primary care practices. Earlier diagnosis and treatment can stop or slow the progression of CKD and reduce healthcare costs nationally. The National Kidney Foundation has developed CKDinform: Early Detection and Prevention to improve CKD diagnosis and create a culture of kidney preservation and protection in busy primary care settings. This continuing medical education (CME/CE) activity provides tools and protocols to significantly enhance CKD detection and treatment. These protocols can be immediately applied to practice, allowing primary care providers to quickly improve CKD patient safety and reduce CKD-related adverse events. The program features three one-hour modules on core knowledge of CKD, detection, and treatment practice/patient education, and is available in multiple formats. The material addresses the needs of all practitioners delivering primary care, including physicians, nurses, nurse practitioners, physician assistants, pharmacists and other clinicians who care for people with CKD.

Volunteer Engagement Opportunities: The National Kidney Foundation of Maryland Needs YOUR HELP! We are seeking individuals and corporate engagement teams. Volunteering with the NKF-MD gives you a chance to be a part of our ongoing effort to help the 26 million Americans with kidney disease live richer, fuller lives. Help us to raise awareness about early detection, risk factors, and the importance of organ donation.

Become a Hero in the Community Today! The National Kidney Foundation of Maryland needs people of all ages and interests! Volunteer opportunities include: Special Events, Kidney Walks, NKF Golf Classic, Health Screenings, (KEY: Kidneys: Evaluate Yours and KHRA: Kidney Health Risk Assessment), Advocacy Programs, Office Volunteers, and more......How much time you give is up to you and your schedule! Any time you can give will be greatly appreciated and you'll feel great by helping to improve the lives of all individuals affected by kidney disease.

Become a volunteer today! Contact us TODAY! For more information contact Jessica Quintilian at jquintilian@kidneymd.org or call 443.322.0375.
RESEARCH GRANTS

Annually, NKF-MD’s Medical Advisory Board awards grants to Johns Hopkins and University of Maryland researchers to further awareness, prevention and treatment of kidney disease.

The NKF-MD would like to continue to award $100,000 in research money from corporate partners annually to researchers in the Baltimore area to study chronic kidney disease and/or urinary tract diseases. Individual’s researcher’s projects are awarded in $10,000 mini grants and one recipient is eligible for the Professional Development Award grant of $40,000. The total awards are dependent on the amount of funds raised in the community. For FY’16 the total award is $100,000. Our goal is to raise funds to help increase the number of grant awards offered in FY’17 to $150,000.

RESEARCH GRANT AWARD RECIPIENTS
2015–2016
(7/1/15 – 6/30/16)

$100,000 in research grants were awarded to:

<table>
<thead>
<tr>
<th>Recipient</th>
<th>Award Amount</th>
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<tbody>
<tr>
<td>Silke Niederhaus, MD – University of Maryland</td>
<td>$40,000</td>
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<tr>
<td><strong>Project</strong>: How much ATN is too much?</td>
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<tr>
<td>Kamma Balhara, MD – Johns Hopkins</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>Project</strong>: Missed Dialysis and Emergency Department Visits</td>
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<tr>
<td>Terry Watnick, MD – University of MD</td>
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<td><strong>Project</strong>: UBAC1 is a Novel Regulator of PC2 Ciliary Trafficking</td>
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<td>Afshin Parsa, MD, MPH – University of MD</td>
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<td><strong>Project</strong>: Urinary Metabolomic Profiling and Pathway Analysis in Polycystic Kidney Disease</td>
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<tr>
<td>Patricia Outeda, PhD – University of MD</td>
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<td><strong>Project</strong>: Trafficking and localization of polycliations</td>
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<tr>
<td>Van Anthony Villar, MD, PhD – University of MD</td>
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<td><strong>Project</strong>: Renal DSR Phosphorylations &amp; Desensitization: Which GRK?</td>
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<tr>
<td>Blythe Shepard, PhD – Johns Hopkins University</td>
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<tr>
<td><strong>Project</strong>: Using Targeted Metabolomics to Uncover the Role of Renal Olfactory Receptor in ProximalTuble Glucose Handling</td>
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The process for 2016-2017 will open November 1, 2015.

Sponsorships $10,000 - $150,000
FUNDRAISING EVENTS

KIDNEY WALK

Kidney Walk is the nation's largest walk to fight kidney disease. Held in nearly 100 communities, the event raises awareness and funds lifesaving programs that educate and support patients, their families and those at risk.

Your company can benefit from maximum exposure of your products and services while simultaneously raising money and awareness for National Kidney Foundation. The Kidney Walk is a launching pad that your marketing team can use to design a program that achieves your company’s marketing objectives.

Greater Baltimore Kidney Walk- Spring 2016, Camden Yards

- Over 5,500 walkers in 2015 and $350,000+ raised
- 5th largest National Kidney Foundation Kidney Walk
- Tent sponsorships begin at $7,500

Salisbury Kidney Walk- Spring 2016

- Over 300 walkers in 2015 and $30,000+ raised
- Tent sponsorships begin at $2,500

Southern Delaware Kidney Walk- Spring 2016

- Over 600 walkers in 2015 and $60,000+ raised
- Tent sponsorships begin at $2,500

RAPPHEL FOR KIDNEY HEALTH- Hyatt Regency Baltimore June 24 - 25, 2016

The local media has shown great interest in Rappel. In 2015, the event received over $200,000 in media coverage through online, radio, TV and print impressions.

Rappel presents a unique angle to pitch from beginning, middle, and end. Participation in the event brings attention to your company’s fearless culture and committed involvement in the community.

Sponsorships $2,500 - $25,000

NKF GOLF CLASSIC- Hayfields Country Club, September 21, 2015; the 2016 event date is pending.

The NKF Golf Classic is the Premier Amateur Golf Event for Charity with nearly 35 events held throughout the country each year, raising $3.5 million for the National Kidney Foundation (NKF). The top finishing teams at each local tournament are invited to compete in the NKF Golf Classic National Finals at the Pebble Beach Resorts, where teams play a 54-hole tournament on the Pebble Beach Golf Links, Spyglass Hill Golf Course and the Links at Spanish Bay – one of the only events of its kind where you can win locally and move on to compete for a national title at the Pebble Beach Resorts.

Foursome Sponsorships start at $5,000