



 NATIONAL KIDNEY
FOUNDATION
of Arizona

**HERO
TO HERO.**
A KIDNEY CAMPAIGN

WILL YOU BE ALICE'S HERO?





LETTER FROM THE BOMBECK FAMILY

DEAR FRIENDS,

When our mother, Erma Bombeck, was once asked the secret to her popularity as a humorist, she answered, "We've all been there. We're in this mess together. Let's get some fun out of it." But there was also a more serious side to our mother's life; she championed the rights of women, wrote a book about children with cancer, and together, she and our father, Bill Bombeck, were deeply involved in their community and philanthropy.

Our parents' association with the National Kidney Foundation of Arizona (NKF AZ) began in 1970. Our mom served on the board and helped create the successful Friends of Erma Bombeck Authors Luncheon, celebrating its 44th anniversary this year. When our mom passed away from polycystic kidney disease, our dad helped launch the Erma Bombeck Organ Donor Awareness program. Our parents were always aware of the reach and impact of NKF AZ, but it wasn't until we decided to chair this campaign that we learned of just how many patients are served by this extraordinary organization.

If our parents were with us today, we have no doubt they would continue their involvement with NKF AZ, ensuring that kidney patients in need of screening and support receive the care they deserve.

Two of us, Andy and Matt respectively, are successful kidney transplant recipients; proof of the great strides we've made in treating kidney disease today. Yet, chronic kidney disease remains an epidemic in Arizona. Increased awareness and education about prevention and transplantation is vital for our community.

We know NKF AZ has never wavered from its commitment to a community-based approach to serving the needs of kidney patients in Arizona. As the Bombeck children, we want to continue our parents' legacy with the foundation, and further strengthen that commitment. We hope you will join our family in creating an endowment to sustain the Foundation and expand their programs, including medication assistance, dental and pediatric care.

Our mom used to say, "if you can't make it better, you can laugh at it!" a philosophy that has sustained our family through good and bad times. But you can make it better. You can make a difference in the lives of kidney patients. We hope that you are inspired, as we are, by our parents' enthusiasm and generosity in life. Please consider a commitment to the National Kidney Foundation of Arizona's Hero to Hero Campaign.



Kindest Regards,

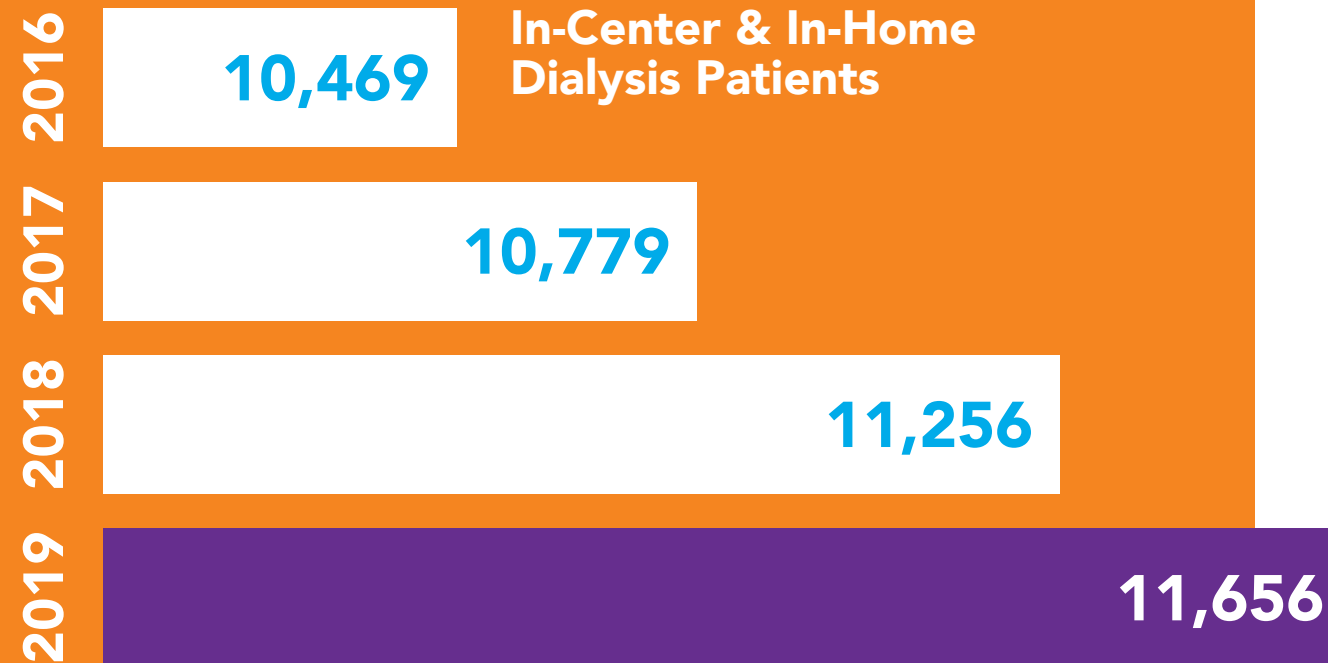
Betsy, Andy & Matt Bombeck

HEROES NEED HEROES LIKE YOU

Chronic Kidney Disease is an epidemic in Arizona. Right now, approximately **828,170** – or **1 in 7** – Arizonans have **Chronic Kidney Disease**. They are your neighbors, your co-workers, your children's friends, and this year alone, we will lose more than 770 of them.

*Centers for Disease Control and Prevention, 2020

Faced with such disheartening statistics, kidney patients need compassionate heroes. **They need you.**



An individual can lose 90% of their kidney function before ever experiencing outward symptoms. That's why kidney disease is called a **"Silent Killer."** The number of life-threatening cases is growing every year. In just the last four years where data is available, there has been more than an 11% jump in Arizona adults and children on dialysis.



828,170

ARIZONA ADULTS HAVE CHRONIC KIDNEY DISEASE AND ONLY 10% KNOW IT



Not only does the National Kidney Foundation of Arizona need to keep up with the increasing demand for services by the people we serve, but we also must evolve by improving and creating new programs to meet the changing needs of those burdened by this disease. A successful Hero to Hero Campaign will allow us to achieve both of those vital goals for our Arizona kidney community."



- LESLIE MCREYNOLDS

CEO, NATIONAL KIDNEY FOUNDATION OF ARIZONA



\$78,000

THE AVERAGE YEARLY COST OF KIDNEY DIALYSIS PER PATIENT

Meeting this financial burden, combined with the cost of co-insurance, medications and doctor visits, is out of reach for most patients. 12 hours per week at dialysis is incredibly taxing on the body, but these patients often head straight to work afterwards, needing to provide for their families. They need help. They need a hero. They need you.

SILENT NO MORE!

Since 1963, The National Kidney Foundation of Arizona has been attacking this epidemic. Our donors, volunteers and staff should be very proud of the number of people we've been able to help, but as you've seen, kidney disease is outpacing us. Its rapid growth is forcing us to expand to meet the challenge. That is what the Hero to Hero Campaign is all about—making sure NKF AZ adapts and is prepared to battle kidney disease in Arizona today and long into the future. With your kind and helpful support, the families affected will have hope like never before. You can improve their quality of life, ease burdens and offer greater peace of mind. With your generosity, we will target kidney issues earlier, expand our children's programs and increase awareness so this silent killer has nowhere to hide.



85%

OF ALL ARIZONANS NEEDING AN ORGAN TRANSPLANT, NEED A KIDNEY.

*Organ Procurement and Transplantation Network



**PATIENT
SERVICES**

GOAL | \$3,075,000

**BE HIS
HERO. GET
HIM TO
DIALYSIS.**

**HERO
TO HERO.**


WHAT WE DO NOW

90,350 
RIDES TO DIALYSIS

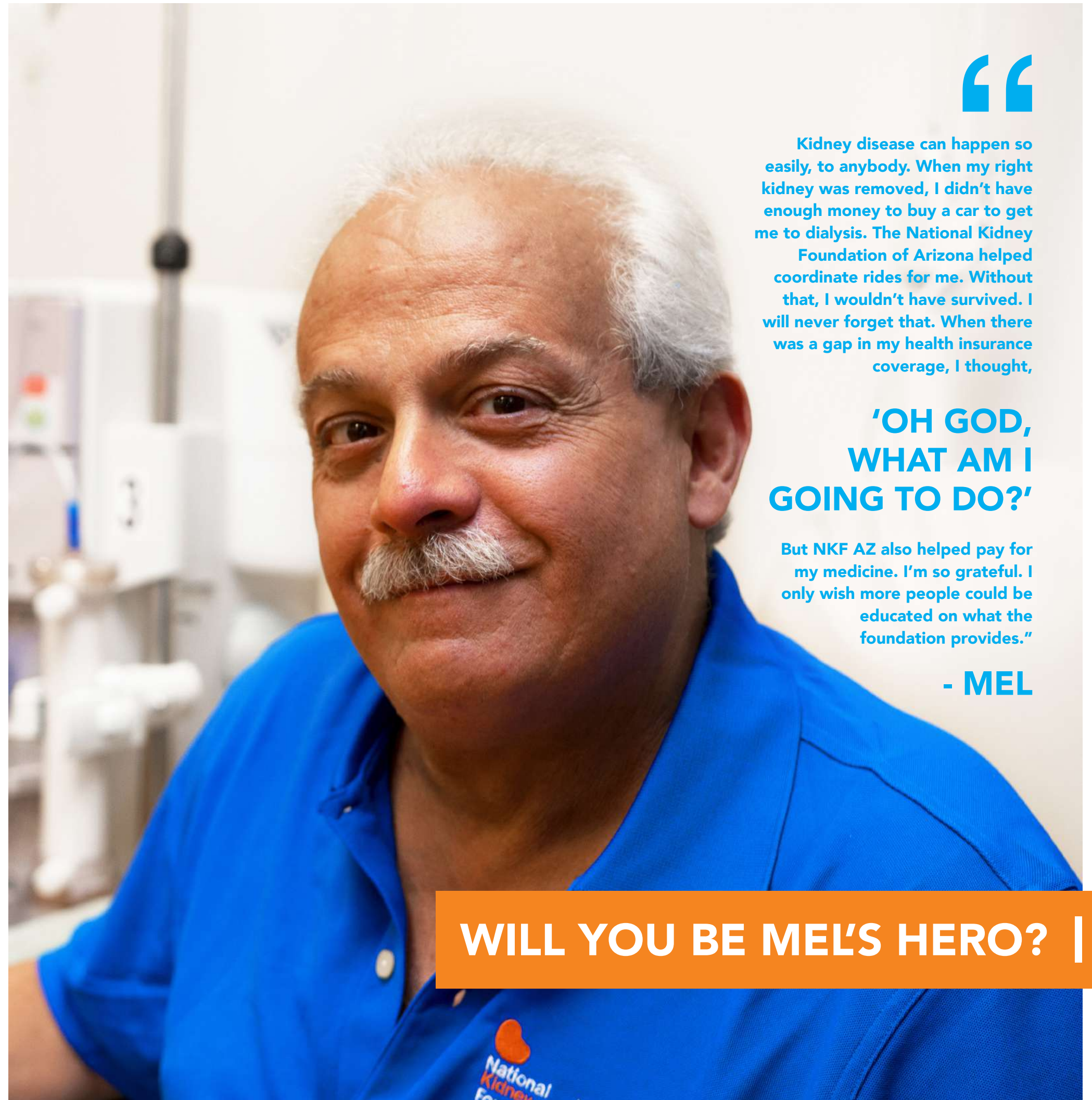
 \$75,480
IN CRITICALLY NEEDED MEDICATIONS

\$39,420 
ADDRESSING FOOD INSECURITY AND NUTRITION

 \$66,012
WORTH OF LIFE-SUSTAINING DENTAL CARE

\$77,673 
TO HALT AND PREVENT RENT
EVICTIONS AND UTILITY
SHUT-OFFS

NUMBERS BASED ON FY2023 AWARDS



“

Kidney disease can happen so easily, to anybody. When my right kidney was removed, I didn't have enough money to buy a car to get me to dialysis. The National Kidney Foundation of Arizona helped coordinate rides for me. Without that, I wouldn't have survived. I will never forget that. When there was a gap in my health insurance coverage, I thought,

**'OH GOD,
WHAT AM I
GOING TO DO?'**

But NKF AZ also helped pay for my medicine. I'm so grateful. I only wish more people could be educated on what the foundation provides."

- MEL

WILL YOU BE MEL'S HERO? |

HOW YOU CAN BE A HERO



Missing one dialysis treatment causes a 14% greater risk of hospitalization and doubles the risk of death in the next 30 days.



The 3RD major cause of transplant failure is missing vital doses of medication. Often, it happens because patients can't cover the costs.

MORE RIDES TO DIALYSIS KEEPS MORE PATIENTS ALIVE

\$1,500,000

Ride Expansion:

Do you ever feel like there's just not enough time in the day to complete all of your appointments and errands? Now imagine adding three trips to dialysis, each lasting three hours, every single week. How would you manage the many demands on your time? On average, patients need dialysis 12 times per month to remove toxins from their bodies that their kidneys simply can't. But many patients don't have access to transportation to and from their dialysis treatments. Your investment will give necessary rides to all of the patients we serve and would also expand our transportation services to more rural parts of Arizona.

PILOT PROGRAM FOR HOME DIALYSIS

\$75,000

Fewer medications, fewer dietary restrictions, and significantly fewer visits to the dialysis clinic? All of this is possible for patients who can dialyze at home, resulting in better outcomes. Funding for this pilot program would enable NKF AZ to conduct the needs assessment to pinpoint financial barriers to home dialysis and develop an assistance program.

DELIVER YEAR-ROUND NUTRITION TO ADULTS AND CHILDREN

\$500,000

Protein Supplements

Our current program can provide only short-term assistance (3 months of supplements) and a limited menu of protein supplements. An investment from caring heroes like you will expand the program to provide a full year of protein supplements and sustain this life-giving program for 3 years.

DELIVER CRITICAL DENTAL CARE

\$400,000

Dental Care

A disease-free mouth is a prerequisite to getting on the transplant list. Additionally, a pain free mouth is essential to maintaining balanced nutrition. Your investment can restore kidney patients to a clean bill of dental health.

YOU CAN ELIMINATE MEDICATION DUPLICATION

\$100,000

Medication Education

Patients who live with CKD are prescribed multiple medications, often from different doctors. We're looking for partners in a new program to create community medication screenings that can stop adverse drug reactions, helping hundreds of Arizonans. Kidney patients would bring all of their prescribed medications and guest pharmacists would review their treatment plan, identifying any contraindication issues.



Adverse drug reactions are the 5th leading cause of death in the U.S., ahead of AIDS, diabetes and car accidents.*

*National Institutes of Health

WHAT WE DO NOW



36,000

VISITS TO THE NKF AZ WEBSITE IN THE PAST YEAR TO LEARN MORE ABOUT EDUCATION & PREVENTION.



THOUSANDS

OF MEDICAL PROFESSIONALS TRAINED ON THE LATEST RESEARCH AND ADVANCEMENTS IN RENAL CARE, BY HOSTING THE SOUTHWEST NEPHROLOGY CONFERENCE.



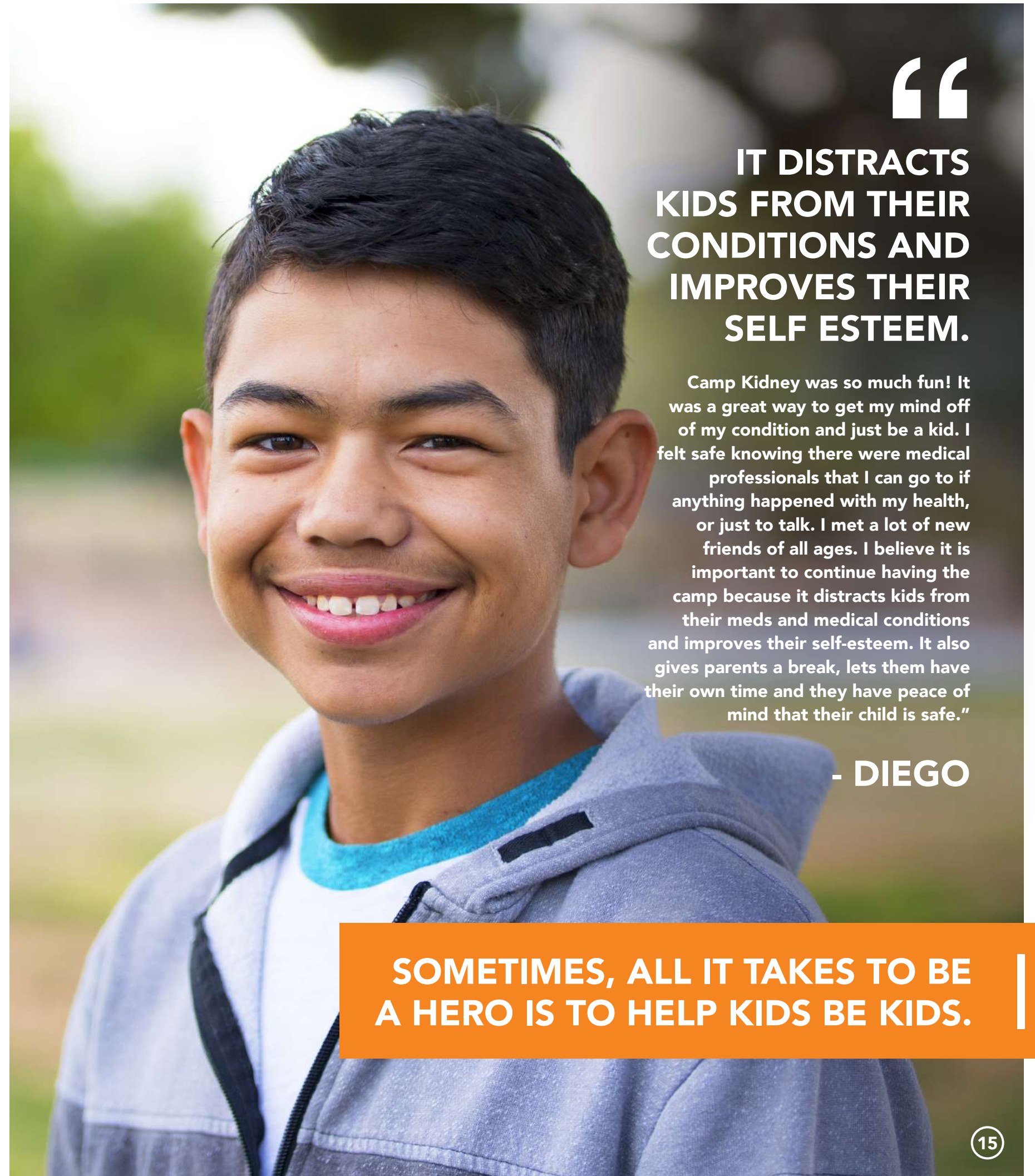
THE BIG ASK: THE BIG GIVE WEBINARS

OFFERING FREE EDUCATION ON THE IMPORTANCE OF LIVING KIDNEY DONATION, HOW TO FIND A LIVING DONOR, OR WHY AND HOW TO GET ON THE WAIT LIST.



ERMA BOMBECK

LIVING DONOR GUIDE, CREATED WITH THE HELP OF THREE OF THE TRANSPLANT HOSPITALS IN ARIZONA AND STANFORD UNIVERSITY, NOW MADE AVAILABLE IN BOTH ENGLISH AND SPANISH.



IT DISTRACTS KIDS FROM THEIR CONDITIONS AND IMPROVES THEIR SELF ESTEEM.

Camp Kidney was so much fun! It was a great way to get my mind off of my condition and just be a kid. I felt safe knowing there were medical professionals that I can go to if anything happened with my health, or just to talk. I met a lot of new friends of all ages. I believe it is important to continue having the camp because it distracts kids from their meds and medical conditions and improves their self-esteem. It also gives parents a break, lets them have their own time and they have peace of mind that their child is safe."

- DIEGO

SOMETIMES, ALL IT TAKES TO BE A HERO IS TO HELP KIDS BE KIDS.



“

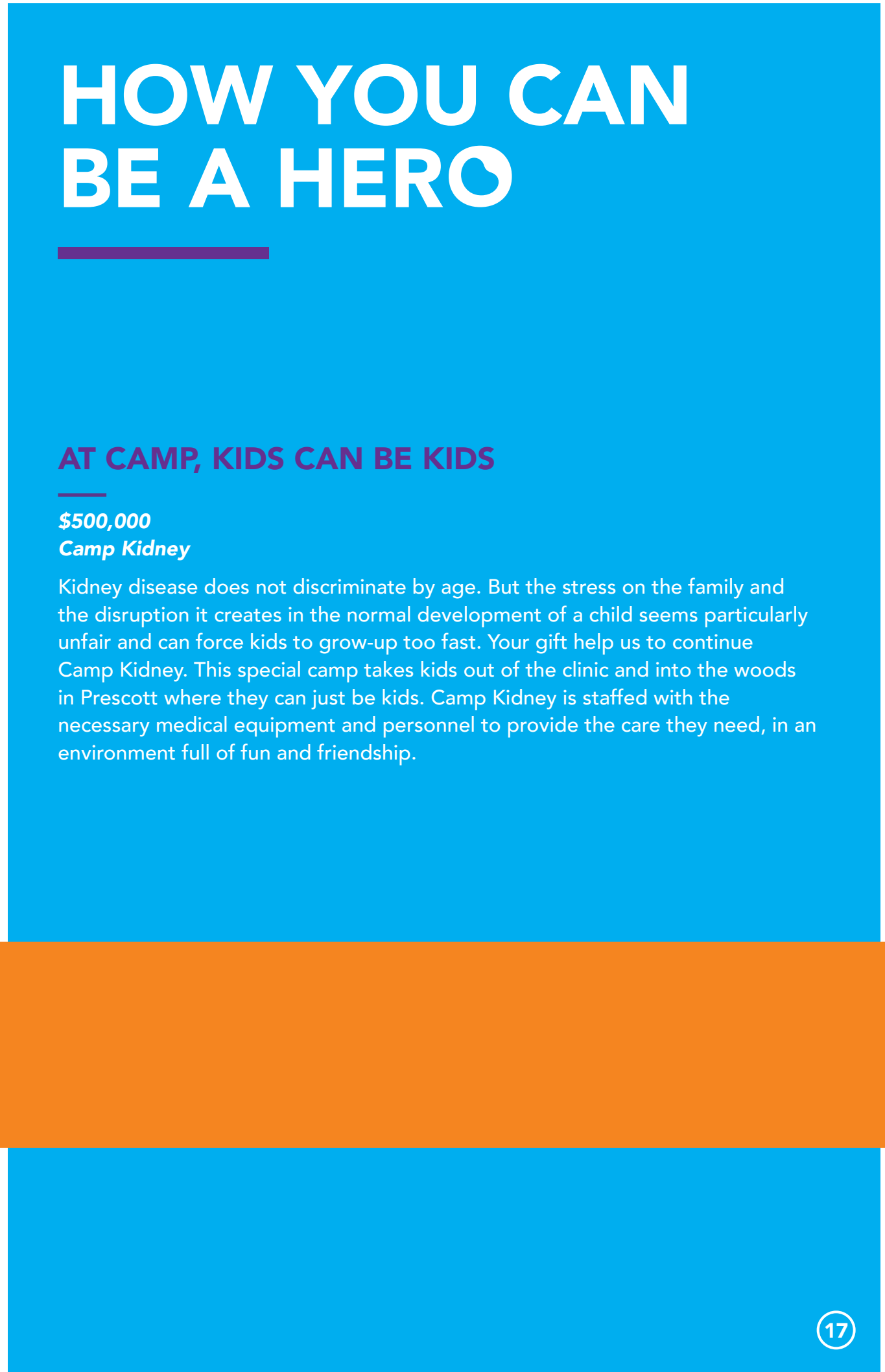
I want a chance to be normal and be with other kids who have medical conditions too. I want to have fun and make new friends.

I WOULD EVEN SELL MY TOYS

if it would mean I could go to camp.”

- ALICE

YOU CAN BE A HERO FOR COUNTLESS KIDS JUST LIKE ALICE



HOW YOU CAN BE A HERO

AT CAMP, KIDS CAN BE KIDS

\$500,000
Camp Kidney

Kidney disease does not discriminate by age. But the stress on the family and the disruption it creates in the normal development of a child seems particularly unfair and can force kids to grow-up too fast. Your gift help us to continue Camp Kidney. This special camp takes kids out of the clinic and into the woods in Prescott where they can just be kids. Camp Kidney is staffed with the necessary medical equipment and personnel to provide the care they need, in an environment full of fun and friendship.



**EDUCATION
AND
PREVENTION**

GOAL | \$3,630,000

**BE HIS
HERO.
PROVIDE
HIM WITH
VALUABLE
RESOURCES**

**HERO
TO HERO.**

HOW YOU CAN BE A HERO

Path to Wellness is a **free**, comprehensive health screening program, developed right here in Arizona under the leadership of NKF AZ, that gives participants immediate results, on-site physician consults, community health resources, and connections to help participants access primary care. Path to Wellness is a best-practice model for agencies focused on disease prevention and community health engagement.

YOU CAN BE A HERO FOR THOUSANDS OF PEOPLE LIKE ANA IN ARIZONA



“

Path to Wellness helped me so much. I did not have health insurance, but I needed all of these tests that were so expensive. This screening was totally free. I got to see a specialist. I learned I needed surgery, and they even helped me obtain medical coverage. Now that I'm better, I'm thankful to God for my health, and to the National Kidney Foundation of Arizona for bringing this screening to people who most likely have no idea that they are sick. You helped me so much.

**I'M HAPPY,
HAPPY, HAPPY."**

- ANA

HOW YOU CAN BE A HERO

SAVE MORE LIVES WITH DOUBLE THE EARLY DETECTION

\$1,330,000

Additional Wellness Screenings

Triple the number of wellness screenings available to Arizonans every year, reaching communities in need throughout the state.

BE AN ACTIVE PARTICIPANT IN THE JOURNEY BACK TO HEALTH

\$500,000

Path to Wellness Participant Follow-up Program

The consistent criticism of health screenings is that there is no follow-up. More than 60% of people screened at Path to Wellness are uninsured and have no doctor or clinic in which to go. You can help create a Path to Wellness follow-up program that will guide participants into making the best health choices for themselves and their families.

PROVIDE VITAL KNOWLEDGE EVERY MONTH

\$100,000

Lunch and Learns/Panel Discussions

Monthly lunch and learns/panel discussions moderated by physicians and industry professionals will bring awareness to those at risk, teaching how to be tested and how to prevent disease progression. Your gift can bring these free and important public sessions to life.

STATEWIDE AWARENESS

\$100,000

General Education

1 in 3 Americans are at risk for kidney disease, but only 10% of them know it. This investment will help us expand our reach for general education on the disease.

MAKE ERMA'S MESSAGE TOO LOUD TO IGNORE

\$1,000,000

Erma Bombeck Project Expansion

The Erma Bombeck Project aims to close the gap between the number of Arizonans desperately needing a kidney and the number of kidneys available. It was created by the Bombeck family to continue Erma's legacy of organ donation advocacy. An investment in this area would amplify this life-saving message, allowing NKF AZ to reach even more potential donors and recipients.

50%

of people screened at Path to Wellness were identified as having kidney disease, diabetes risk or dangerous levels of cholesterol.

HOW YOU CAN BE A HERO

CONNECT HEROES WITH EACH OTHER

\$500,000
Patient Empowerment

A combination of webinars and half-day, in-person workshops to help educate and empower patients and their families at any stage of the transplant process. Workshops would teach patients how to share their stories to increase their chances of finding a living donor, educate potential living donors, and help prepare patients for life after transplant.

EARLY INTERVENTION: PRIMARY CARE EDUCATION PROGRAM

\$100,000

We know that early detection of kidney disease is key to an individual's chance at slowing or preventing the progression of kidney damage. Who better to help in that mission than the primary care professionals who see Arizona patients every day? NKF AZ empowers primary care physicians and physician extenders such as nurse practitioners and physician assistants with education about kidney disease, leading to earlier identification of risk factors and kidney issues. Funding for this new "Early CKD CME" program would allow us to fully conceptualize what resources would be most effective and desirable to offer to physicians (along with the CME accreditation), and professionally create and launch the Early CKD CME program.



13

people die, on average, each day waiting for a life-saving kidney transplant.

A close-up photograph of a woman's face, looking slightly to the right. The image is split vertically by a solid blue bar. The left side of the woman's face is in shadow, while the right side is brightly lit. The overall color palette is dominated by shades of blue and white.

EMERGENCY SERVICES

GOAL | \$700,000

**BE HER
HERO.
STOP
PROBLEMS
BEFORE
THEY GROW.**

**HERO
TO HERO.**



I AM A SURVIVOR!

I am a proud kidney transplant survivor! It was about 27 years ago when I was sadly informed that I would not be a good candidate for a kidney transplant. You see, the organ I would receive would need to be a 100% match. It was a very, very sad day for a young wife and mother of two. I was able to benefit from the National Kidney Foundation of Arizona's patient assistance programs, and thanks to its tireless research to continue to improve the lives of those who suffer from kidney disease, I am here today!

In my 6th year of dialysis, I received a call that there is a new medicine that can help patients who have my medical status. The rest is history! Four months later I received my first and only kidney transplant. This gift of a life has lasted 20+ years and is still going strong! If it were not for the generous donations from others to help support the research, I know I would not be here today to say how grateful my family and I are to NKF AZ and to those who support this foundation."

- SHELLEY

A HERO FOUND SHELLEY, BUT SO MANY OTHERS ARE WAITING FOR YOU

HOW YOU CAN BE A HERO

HELP GREENLIGHT TRANSPLANTS

\$325,000

Eliminating Transplant Roadblocks

A transplant is a miracle for patients with CKD, but too often they never get there. Why? Simply because they can't afford the doctor visits, lab testing and prescription copays, coinsurance, and anything else they need leading up to surgery. We help cover the costs, so more people can receive the life-saving gift of kidney donation.

HOW YOU CAN BE A HERO

PROVIDE FREE, KIDNEY-FRIENDLY FOODS TO FAMILIES

\$50,000

Food Bank Partnership

Following a kidney-healthy diet can be challenging - especially for households experiencing food insecurity. NKF AZ is interested in partnering with regional and local food banks to help develop a process to identify kidney patients and, using guidelines supplied by NKF AZ, provide food boxes that have a greater number of kidney-friendly options. Funding in this area would enable NKF AZ to conduct an assessment of related organizations, their existing programs, and the potential opportunities for a pilot program such as this.

YOU CAN STOP ONE CRISIS FROM CREATING ANOTHER

\$325,000

When kidney disease strikes, patients who were otherwise financially stable can suddenly find themselves in a crisis. An unexpected loss of power, heat, water, or shelter can result in a life-threatening situation. Fulfilment of this gift would ease the burden of Arizonans suffering from this disease to avoid utility shut-off and eviction.



SUSTAINABILITY

GOAL | \$2,000,000



BE HER
HERO.
PROVIDE
FOR HER
FUTURE.

HERO
TO HERO.

HOW YOU CAN BE A HERO

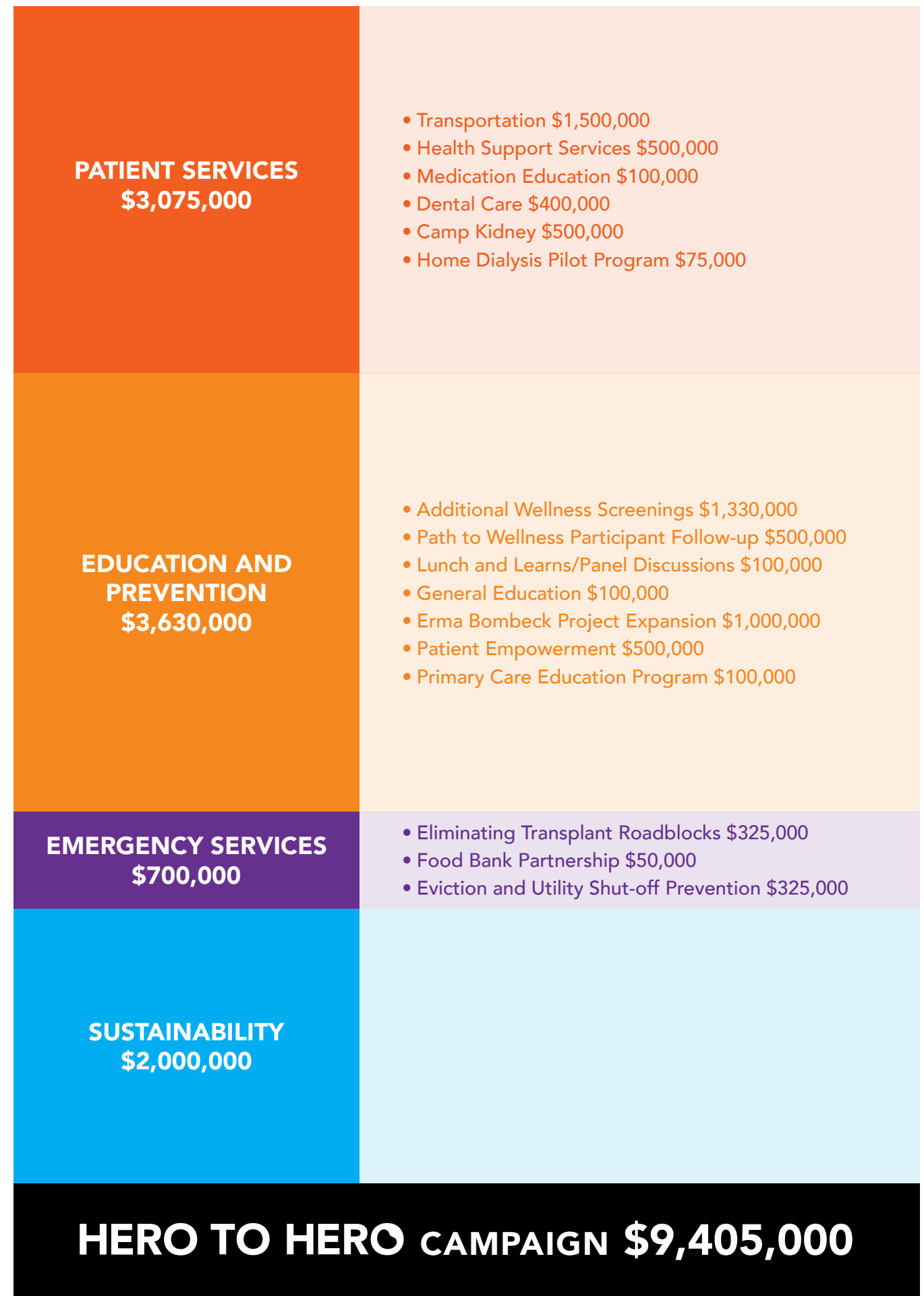
Sustainability \$2,000,000

CREATE AN ENDOWMENT FOR LONG-TERM SUSTAINABILITY THAT WILL:

- Enhance the Foundation's strength and stability.
- Provide for scholarships, advocacy, supplies and other general purposes.

A SOLID FOUNDATION FOR THE FUTURE

The National Kidney Foundation of Arizona has been providing vital services to patients in Arizona for more than 60 years. In that half century, we have learned that nothing is more important than overcoming the struggle to sustain patient service delivery at ever-increasing levels. Just as a savings account offers you and your family peace of mind when that unexpected bill or emergency arises, this pillar will keep NKF AZ robust and able to meet the fiscal challenges that inevitably arise. Thousands of generous Arizonans can feel proud of the passion they have shared for this cause over the decades. We hope to honor them by strengthening our foundation and ensuring that we will continue. Heroes like you will make that happen.



HOW YOU CAN BE A HERO

A hero isn't something you become. There is already a hero in all of us. For kidney patients, heroes help turn waiting into living. They volunteer to match their passion with action. Heroism is the powerful model that inspires others. As with most things, Erma probably said it best:



Volunteers are the only human beings on the face of the Earth who reflect this nation's compassion, unselfish caring, patience and just plain loving one another."

- ERMA BOMBECK

AT THE NATIONAL KIDNEY FOUNDATION OF ARIZONA, HEROES ARE WELCOME. YOU ARE WELCOME.

WE INVITE YOU TO BECOME OUR PARTNER IN THIS EXCITING ENDEAVOR.

**HERO
TO HERO.**
A KIDNEY CAMPAIGN

**HERO
TO HERO.**



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