



go!

ANNUAL REPORT 2017



National
Kidney
Foundation®



Identify an *action.* Make it happen. Maintain momentum.
That's how change happens.

Beginning in 1950 at a kitchen table with someone determined to do more for a loved one struggling with kidney disease, to advocating for the first organ donor cards, to CKD*Intercept*® today finding the disease at its earliest stages, NKF is a living narrative of action.

A real problem doesn't solve itself—and today for 30 million people and their families, chronic kidney disease is a very real problem. Action solves a problem. This past fiscal year has seen a rollout of new actions and new solutions as we expand our narrative, strengthen the connection to our origins, and draw others to the cause.

This new strategy has been behind the gains we've made in the past year, connecting us more effectively with supporters and informing more people nationwide, with a special emphasis on reaching at-risk populations. This new identity and branding reconnect the Foundation to our roots as an activist organization.

The main themes of this reset are action, education, and accelerating change, all core values of NKF. We have amplified and refocused our traditional programs. We are shifting from a focus on not only treating kidney disease but to also being more proactive about kidney health in general, and we have seen a stronger activist organization emerge: building a roadmap to reduce preventable kidney disease through the CKD*Intercept* program; working on Capitol Hill to pass legislation protecting living donors and to increase research funding; developing ways to solve the organ supply crisis; elevating the public importance of kidneys as vital organs; advancing the image of the Foundation and raising awareness of kidney disease by breaking through the noise with highly innovative marketing campaigns.

Recognition of chronic kidney disease as a major public issue is gathering support. People are joining NKF and moving together with one goal in mind: raising public recognition of the importance of kidneys and kidney health and, by doing so, improving and saving lives. That's the movement. That's us.

Kidney disease could never wait, but recent news adds special impetus to our work. The Centers for Disease Control and Prevention recently revised its national estimate of people with kidney disease from 26 million to 30 million. In Congress, insurance coverage for people with preexisting conditions like kidney disease is under threat.

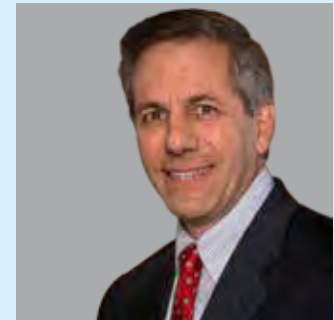
"Go" is the word at NKF. The following pages show our actions on kidney disease across the country, as an organization, and as individuals. It's the in-progress story of how we're changing kidney health—and how everyone thinks about it.

Thank you for supporting our mission,

Art Pasquarella, CRE
Chairman

Michael J. Choi, MD
President

Kevin Longino
Chief Executive Officer



ART PASQUARELLA, CRE
Chairman



MICHAEL J. CHOI, MD
President



KEVIN LONGINO
Chief Executive Officer

How a mother's dream

Gave Birth to the
National Kidney Foundation



Harry and Ada DeBold

It takes immense passion to campaign for social change, but even then, it is no match for the zeal of a mother on a mission to save her son. That's exactly how Ada DeBold's motherly love started a movement that gave birth to the National Kidney Foundation.

Ada's crusade began in 1950 when her son Bobby was stricken with nephrotic syndrome, then called nephrosis, a disease afflicting young children that was almost certainly fatal. Yet, there was no effort to stop it or even understand it. By the power of determination, propelled by the ultimate dream to save Bobby, Ada convened a small group of influential doctors and families whose children were suffering from the same disease and started the National Nephrosis Foundation. The organization's goal was to raise funds to study nephrosis and, ultimately, find a cure.

In the era before the Internet or social media, when a "woman's place" was at home, Ada relied on her resourcefulness, ingenuity, and old-fashioned legwork

to find other nephrosis patients. She reached out to local hospitals to track down other parents of children suffering from nephrosis, spent long hours in the library learning what she could about the disease, and held meetings in her own living room in Tuckahoe, NY, to facilitate information sharing between doctors and the families.

Funding those efforts proved to be nearly as challenging as finding the patients. Ada's cause wasn't known and her network was limited. But she was a mother on a mission, single-minded in her quest to save her child.

Thanks to Ada's early intervention and her incredible determination, Bobby participated in an experimental drug trial that eventually led to a discovery of a successful nephrosis treatment. While it was too late for Bobby—he lost the fight at only four years old—Ada's efforts did not turn futile. The drug went on to save thousands of young lives. The National Nephrosis Foundation became

the National Kidney Foundation, which started a national movement against kidney disease.

Today, our story continues. Rooted in Ada DeBold's activism, we are now the largest kidney advocacy group in the United States, connecting millions of patients, healthcare professionals, and volunteers to educate, create awareness, and ultimately beat chronic kidney disease. As we work relentlessly to uphold Ada's activist legacy, her passion will always be our guiding compass.



Rooted in Ada DeBold's activism, we are now the largest kidney advocacy group in the U.S.

Change

Change is the word that offers hope. NKF is here to make that change happen.

Thirty million people with chronic kidney disease (CKD), 80 million more at risk, more than \$100 billion spent on kidney healthcare, more than 100,000 on the kidney transplant waiting list—and more than twelve people dying every day—waiting. This is a major problem that can't stay as is. Things have to change.

Under NKF's diverse strategy, change is happening in many different areas, in many different ways. The most prominent are: **changing the healthcare system itself; changing the organ donation process across the nation; and changing the way kidney transplant recipients and donors think and act.**

First, changing the entire kidney healthcare system itself. An ambitious goal—how are we making that happen?

“

“Chronic kidney disease (CKD) is an underdiagnosed, devastating disease which has long-term public health costs and consequences. Because there are often no symptoms until later stages, primary care physicians may not discover chronic kidney disease until it has progressed too far—our goal is to prevent that.”

Kevin Longino, NKF CEO,
kidney transplant recipient

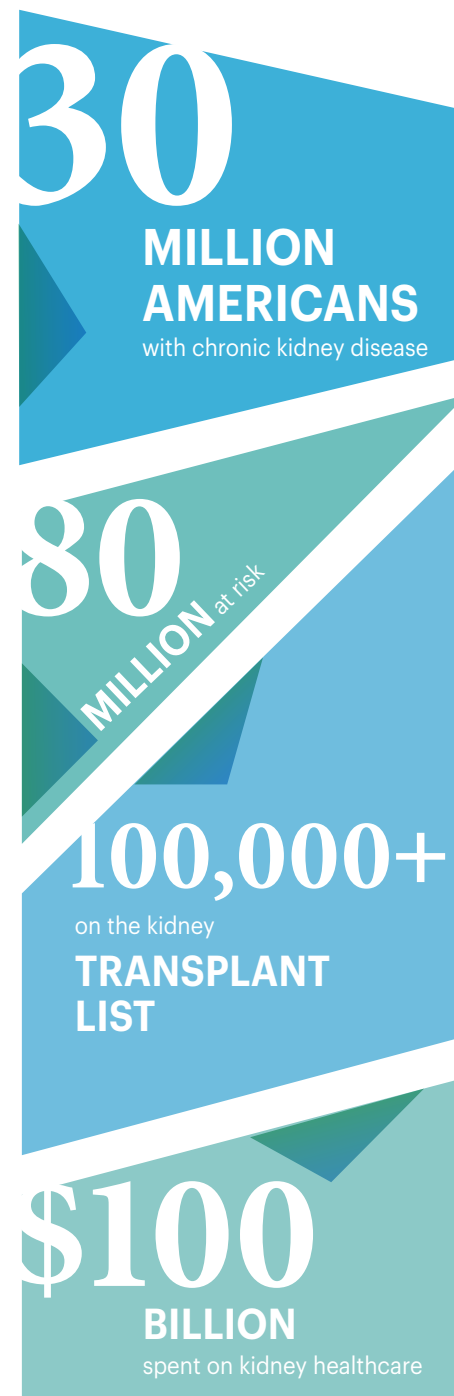
Anyone in business knows that one way to get things done is to get all of the principals together in a room to work things out.

NKF did exactly that on October 7, 2016, in New York City. **The CKDintercept Summit** convened senior leaders from medical professional groups, large healthcare systems, laboratory partners, government and private insurers, and the technology industry, as well as

other key influencers, to create a roadmap to reduce preventable kidney disease. This ambitious group set out to change the way things work—and the way people think.

All of these stakeholders participated because CKDintercept makes sense from both a humanitarian and a business standpoint—reducing preventable kidney disease saves millions of lives and billions of dollars.

Lending expertise and urgency to the entire gathering was **the CKDintercept Summit Chair, the 18th US Surgeon General Regina Benjamin, MD, MBA**. Dr. Benjamin brought to the proceedings her vast knowledge and broad experience as “America’s Doctor” in orchestrating large-scale healthcare change.



CKDintercept Summit: Building a Roadmap to Reduce Preventable Kidney Disease

This Summit, **the first of its kind**, gathered major leaders to change the world of kidney healthcare. The goal was to **generate a clear, cohesive strategy, a roadmap that will provide a pathway to reducing preventable kidney disease and its progression.**

The Summit was the first step toward **elevating the nation's awareness of kidney disease and creating a culture in which early detection becomes a national imperative.** Moreover, it **unified voices for change** and created strategic recommendations regarding activities that will **generate the broadest impact.**

Over a period of nine months, NKF **recruited and engaged senior leaders from diverse stakeholder groups** who have expertise in driving large-scale change in healthcare. Through a series of confidential interviews, NKF captured actionable information and the experiences of these leaders in improving diagnosis and management of CKD.

The Summit featured **hands-on working groups** to review the data collected, identify obstacles in the path of CKD prevention and timely diagnosis, and develop a roadmap for change.

Summit Chair Dr. Regina Benjamin brought an understanding of the business realities of chronic care

management from her background as the owner of a health clinic. Through her collaboration, we ensured that every facet of the issue was covered and real progress was made.

The event featured **closed sessions to encourage the free exchange of ideas** in private and confidential settings. Open sessions included remarks from Regina Benjamin, MD, MBA, Chair, CKDintercept Summit; Joseph Vassalotti, MD, Chief Medical Officer, NKF; Todd Prewitt, MD, FAFFP, Director, Chronic Care Strategies, Humana, Inc.; Kinjal Patel, MD, Director of Nephrology & Kidney Disease Prevention, CareMore; and Elizabeth Montgomery, Senior Project Director, CKD Primary Care Initiative, NKF.

Part of the day's discussions also **featured working examples of two innovative initiatives with CKD surveillance programs** aimed at preventing the disease and its progression—programs from CareMore Health System and Humana, Inc.

The **conclusions of the Summit are being developed and will be published as *The Roadmap to Reduce Preventable Kidney Disease and Its Progression.***

The Roadmap will inform primary care clinicians, as well as health networks, commercial payers, government, laboratory partners, technology industry experts, and others about strategies to overcome CKD in the U.S. healthcare system.

NKF will continue collaborating closely with Dr. Benjamin and the healthcare stakeholder groups to ensure the integration of these strategies into the U.S. healthcare system.

By building awareness among doctors, patients, and the healthcare industry, and changing the perception of the importance—and urgency—of CKD detection and treatment, **our goal of reducing preventable kidney disease is within reach.**



Joseph Vassalotti, MD, NKF Chief Medical Officer



Harvey Kaufman, MD, Senior Medical Director, Medical Affairs, Quest Diagnostics, and Kevin Longino



Michael J. Choi, MD, Kevin Longino, Regina Benjamin, MD, and Art Pasquarella



Regina Benjamin, MD, MBA, is the founder and CEO of BayouClinic, Inc. and the NOLA.com/Times Picayune Endowed Chair of Public Health Sciences at Xavier University of Louisiana. From 2009 to 2013, she served as the 18th Surgeon General of the United States. Dr. Benjamin specializes in prevention policies and health promotion among individuals as well as large populations, especially concerning obesity, childhood obesity, and children's health. She has special interests in rural health care, health disparities among socioeconomic groups, suicide, violence, and mental health.

From her early days as the founder of a rural health clinic in Alabama, to her leadership role in the worldwide advancement of preventive health, Dr. Benjamin has forged a career that has been recognized by a broad spectrum of organizations and publications. In 1995, she was the first physician under the age of 40 and the first African-American woman to be elected to the American Medical Association Board of Trustees. Her other past board memberships include the Robert Wood Johnson Foundation, Kaiser Family Foundation Commission on Medicaid and the Uninsured, Catholic Health Association, and Morehouse School of Medicine. She currently sits on the boards of the March of Dimes, Ascension, and Kaiser Permanente.

CKDintercept: Before “Early”—Kidney Protective Care

The CKDintercept Summit is a component program of CKDintercept, NKF’s most ambitious initiative since developing the Kidney Disease Outcomes Quality Initiative (KDOQI) Guidelines. It is an interconnected series of programs and actions that will improve millions of lives.



The reality of kidney disease is that it goes undiagnosed in most people until their kidneys are shutting down and dialysis or a transplant is needed to survive. Millions of people are walking around with undiagnosed kidney disease that won’t be found until they have to fight to save their kidneys and their lives. If this disease was found earlier, it could be treated so that it could be slowed or even stopped. And, in millions of cases, the medical data already exists to find it. This is where CKDintercept comes in. NKF, always aggressively promoting early testing and detection of kidney disease, has launched this new and effective strategy for finding, treating, and preventing kidney disease. This game-changing initiative is transforming the reality of kidney disease into a new reality of kidney health.

CKDintercept goes beyond finding people with kidney disease, to creating a culture of kidney health. By the time kidney disease is detected, even at the early stages, significant damage has already occurred. Our goal is to foster an environment of kidney protective care that stops preventable kidney disease and allows millions of people to live healthier lives.

CKDintercept: NKF Collaboration with CareFirst

During FY17, CKDintercept cultivated a **strategic relationship with CareFirst, an \$8.6 billion health plan in mid-Atlantic states**. This relationship resulted in:

- All patients identified as having probable undiagnosed CKD were recruited to their physician’s office for eGFR and ACR testing to confirm a diagnosis and the CKD severity. This resulted in **identification of 150,000+ people living with probable undiagnosed CKD**, coordination to confirm CKD and, currently, the **implementation of care plans for more than 1,000 people with CKD stage 3 or greater**.
- **CKDinform training through the local NKF of Maryland Affiliate educated almost 1,000 healthcare professionals** on best practices in CKD recognition and management. This program is expected to expand in 2018 to more primary care clinicians in the mid-Atlantic region.
- **A model for collaboration with health plan partners** that can be replicated throughout the country.

CKDintercept Laboratory Engagement Plan

CKDintercept furthered a strategy to **engage the US laboratory community** in addressing barriers to **CKD identification and interpretation** in primary care offices. This initiative has resulted in:

- A collaborative effort to **harmonize the analysis and reporting of CKD testing data for improved diagnosis**; to unify the laboratory community to **update “microalbumin” testing nomenclature to the more descriptive “albumin-creatinine ratio, urine”**; to **create a laboratory-specific “kidney profile”** to streamline ordering tests for CKD assessment; and to **educate healthcare professionals regarding these changes** and the **importance of CKD diagnosis for the pathology community**.
- **Engaging almost all of the large national laboratories** (LabCorp, Quest, BioReference, Mayo Clinic, and ARUP), as well as **important laboratory advocacy groups**, including the American Society for Clinical Pathology (ASCP), American Clinical Laboratory Association (ACLA), and National Independent Laboratory Association (NILA).

- **A formal collaboration between NKF and ASCP to develop co-branded educational materials** that laboratories and associations may use to support the planned nomenclature/ordering changes and general CKD education.

CKDintercept: Payment Plan Initiative

NKF established a national workgroup of nephrologists, primary care practitioners, advanced practitioners, nurses, patients, a social worker, and a dietitian to design a voluntary **pilot program that ties payment (insurance reimbursements paid to clinicians) to improvements in the early detection of CKD and the care these patients receive**. The pilot will be practitioner-led and supported by a multidisciplinary healthcare team.

The goal of the pilot is to demonstrate that early detection of CKD, combined with effective and coordinated care that **engages patients in the decision-making process**, can improve the clinical outcomes for people with the disease and still **lower healthcare costs**.

Through CKDintercept, NKF is the only kidney organization that has taken on large-scale systemic change to prevent kidney disease.

NKF at the White House Organ Summit

*Where does large-scale change start? In this case, at the very top. The **White House Organ Summit** represented a major step in recognizing the organ shortage crisis—and in taking steps to correct it.*

NKF CEO Kevin Longino and NKF Transplant Task Force member Dr. Matthew Cooper were invited to participate in the White House Organ Summit in June 2016. The Summit was an essential step toward increasing access to organ transplantation and reducing the organ waiting list. At the event, the Administration and dozens of private entities, including NKF, announced **a new set of actions to improve outcomes for individuals waiting for organ transplants and to improve support for living donors.**

NKF was proud to be part of this important White House event to demonstrate our leadership role in pursuing new options to help **reduce the transplant waiting list time**, offering support for those kidney disease patients on the list, and increasing the chances of transplant success.

As a leader in the field, NKF, in collaboration with Johns Hopkins University and Novartis, announced a plan to build upon the success of **the Live Donor Champion Program.** Developed by transplant surgeon Dr.

Dorry Segev at Johns Hopkins University, the Live Donor Champion Program aims to **overcome common barriers to finding a living kidney donor**: a need for more education about living donation and a reluctance among transplant candidates to start a conversation with potential living donors.

NKF's own **THE BIG ASK: THE BIG GIVE** program, compliments the Champion program and further builds upon it through the launch of a major public awareness campaign and new one-day workshops being rolled out nationwide in Fall of 2017 (see page 8).

NKF also announced its plans to hold the first-ever **Consensus Conference to Decrease Kidney Discards** (see page 59); and our national advocacy campaign to support **The Living Donor Protection Act** (see page 23).

The Organ Summit also featured several distinguished speakers and participants from the halls of government to academic and private institutions.

The goals of the Summit aligned perfectly with NKF's own: close the gap between the 95 percent of Americans who support organ donation and the roughly 50 percent who are



Nephrologist David Serur, MD, with Matthew Cooper, MD, at the White House Organ Summit.

registered; invest in clinical research and innovation that could potentially increase the number of transplants; and facilitate breakthrough research and development.



"While patients are often hesitant to discuss their need for a transplant, friends and family members are eager to spread the word about the possibility of donation and want to be advocates—champions—for patients. Helping our patients increase their chances of receiving a kidney transplant is critical to our mission."

Kevin Longino, NKF CEO



Transplant surgeon Dr. Dorry Segev and NKF CEO Kevin Longino

Change can come in many ways, from the Executive Office in the capital of the United States to a simple conversation between two people. A big change can start with just asking...



A Conversation Can Save a Life

THE BIG ASK: THE BIG GIVE is a multimedia public awareness and education campaign that complements the Live Donor Champion Program.

The waiting list for a kidney transplant is getting longer. While kidney transplant recipients live an average of 10 to 15 years longer than patients on dialysis, many people who need transplants cannot get them because of a shortage of organs. Kidney patients are waiting for a chance at a better life.

Created in 2016, this multimedia educational campaign and program promotes awareness of living organ donation for **both kidney patients who have difficulty asking someone to consider donation** (THE BIG ASK) and **potential donors** (THE BIG GIVE). Free for patients and professionals, the program **provides factual, unbiased information addressing common concerns** and offers support in making a decision about living organ donation. Healthcare professionals

are also being encouraged to participate in this program and to connect their patients to this message.

Led by a national launch of media outreach in January that developed into a several-month effort and more than 100 million media impressions, local NKF offices throughout the country are following up, recruiting volunteers and board members to connect with patients, hospitals, potential sponsors, healthcare professionals, and local media outlets. The push is on to get this message out there to as many people as possible.

As part of THE BIG ASK: THE BIG GIVE, NKF has **developed an innovative half-day free workshop** designed to teach the best, most effective strategies and provide tips for finding a living donor. These strategies are taught in a highly interactive and engaging format. Created for kidney patients, family members, friends, and potential living donors, the workshops are held in partnership with transplant hospitals and are being pilot-tested in selected hospitals. Initial

results look promising. Materials have been created to roll out the workshops nationwide.

THE BIG ASK: THE BIG GIVE also offers a **confidential free help line with trained, supportive professionals** (844.2BIGASK; 844.224.4275), and a **peer-mentoring program, NKF Peers** (see page 20) to connect kidney transplant recipients and potential kidney donors with people who have already been through the process. **Patients can also email** bigask@kidney.org.

Kidney donors and recipients are encouraged to **share their stories on social media via #BigAskBigGive**. In a great example of interconnectivity between Foundation initiatives, **THE BIG ASK: THE BIG GIVE also served as the basis for a public service announcement (PSA) campaign** NKF did in partnership with a major motion picture company (see page 17).

This push to connect potential donors and recipients is only the beginning of this large-scale initiative. The shortage of kidneys for donation drives us forward in

our efforts. We hear the voices of people with kidney disease who shouldn't be asked to wait.



NKF offers downloadable brochures with step-by-step information on how to ask or how to give.



A compelling host website, featuring first-person videos of real and inspirational stories of living donors and transplant recipients, brings this idea to life and offers in-depth information to “Ask” people and to “Give” people.

kidney.org/livingdonation

**LIVING
DONATION**
makes
better lives
possible.



“The feeling of the gift of giving was so impactful, and so wonderful. I’m just a guy who cares about his friends, cares about his family...saw a situation where I’d be able to help and I went for it.”

Christopher Melz, kidney donor/friend



Kidney donors and recipients are encouraged to share their stories on social media via #BigAskBigGive



Early workshop results have been **positive** and the **participants** have been **enthusiastic**:



“Am glad that I came, gained more knowledge and information than I expected.”



“Phenomenal!”



“I tip my hat to you guys. This has opened a window of hope for me.”



“Love everything about this.”



"Thank you"
didn't cover it

Joy is a very large thing. Once started, it can seem to expand forever, encompassing the world. Kristi Callaway's husband Raleigh is alive because of the generosity of a kidney donor. Just saying "thank you" for his life—for this kind man, noble law officer, and father of two beautiful daughters—wasn't enough for Kristi. Joy is meant to be shared. To Kristi, this means sharing the message of kidney donation so that other lives, lives like Raleigh's, can continue.

The Callaway Family

When doctors told Raleigh Callaway, a Georgia police detective, that he needed a kidney to stay alive, he was completely shocked. He told his wife Kristi that he didn't know what he was going to do.

"Baby, we're going to find you a kidney," said Kristi.

With that, Kristi threw herself into saving her husband's life. She gathered the family, her daughters hand-lettered a sign "Our Daddy Needs a Kidney," and they had their picture taken. Kristi posted the picture to her Facebook page (Our Daddy Needs a Kidney—Team Callaway) and started getting the word out. Magic happened. The picture went viral across the country. Television and radio stations across the country picked up the story. Then their story went worldwide. Soon, a wonderful man, Chris Carroll of Texas, answered their call for help and donated one of his kidneys, saving Raleigh's life.

From hardship comes understanding—and empathy. Kristi thought of others going through the same anguish as her family, and she decided to make her solution for Raleigh her mission for

others. She began posting photos of other people desperately in need of a kidney to her now well-known Facebook page and worked day and night to build a community. The results have been astounding. So far, 23 kidneys have been donated; 23 lives have been saved.

One day in February, Kristi, headed over to her girls' school in Georgia, believing she was there to read to her daughter's first grade class. Instead, Rob Marciano, a reporter for ABC's *Good Morning America*, greeted her. Kristi was completely surprised; Raleigh, who was with her, just smiled. Marciano and a camera crew led her over to the school's baseball field, where a huge crowd, including her parents, had assembled. They were there to pay tribute to Kristi's lifesaving work. To honor her, a GMA partner, Retail Me Not, donated \$10,000 to NKF in Kristi's name to help fight kidney disease. A video tribute telling Kristi and Raleigh's story was shown to the crowd, including a moving testimonial from Raleigh himself, as well as stories of recipients and donors connected through her work. After the video, there was an even bigger surprise

in store for Kristi. Among the crowd were more than 20 kidney donors and recipients who met each other through Kristi. They had traveled thousands of miles, from Connecticut, Pennsylvania, Texas, and other places, to be there that day to thank her personally. "There is so much love here today," proclaimed GMA reporter Rob. And, with that, the crowd, including Kristi's donors and recipients, formed a huge heart.

The event was broadcast in March, National Kidney Awareness Month, on *Good Morning America*. Kristi, Raleigh, and their two daughters made a live appearance at the show's New York studio and were interviewed by host Michael Strahan. Several kidney donors and recipients were in the studio audience to show their support. Kristi thanked all living donors, describing them as heroes and saying that "it takes a special person to give a piece of themselves to another human being." She also used the opportunity to point out that 100,000 people are on the kidney transplant waiting list and that 12 of them die each day while waiting. Strahan said that he had a friend who

was going to donate her kidney to her brother and thanked Raleigh for offering to talk to her about it. GMA also initiated a Dare to Donate a Dollar campaign and challenged viewers to donate to NKF to help others like Raleigh. And, appropriately, Strahan also highlighted a particular case where someone was in need of a kidney and sent out the call to viewers for a possible donor.

After their appearance on GMA, there was one more surprise in store for the Callaways. The staff of the National Kidney Foundation held a surprise party for the family in the National office! Kristi and Raleigh spoke to the staff, thanking them for their work.

Kristi's actions echo those of our founder Ada DeBold, another person who refused to "accept the fate" of a loved one. Her work has helped to ensure that "good mornings" continue to happen for many people. Just recently, a Georgia police officer featured on Kristi's Facebook page received a transplant from a living donor!

"Baby, we're going to find you a kidney."

Reach

Kidney Month: NKF's March Madness

As the leading kidney organization in the United States, the National Kidney Foundation strategically rolls out a series of events throughout National Kidney Month and on World Kidney Day designed to have the maximum impact on public awareness of kidney health and to accelerate change in the legislative and professional communities. World Kidney Day (March 9, 2017) is a highlight of this month. It is the day for public awareness of kidney health, when media, volunteers, and other mission-sharing organizations come together to amplify the importance of kidney disease prevention.

This year's **National Kidney Month** was our best yet and a particularly active one—so much so, we call it “NKF’s March Madness”!

NKF’s National Kidney Month activities kicked off with the **4th Annual Kidney Patient Summit** in Washington, DC. (March 6–7). Organized and led by NKF, nearly 150 advocates from six kidney organizations around the country, including 70 from NKF’s Kidney Advocacy Committee, converged on Capitol Hill to meet personally with lawmakers and to put a human face on

kidney disease. This largest event to date brought together, in a unified voice, members of NKF’s Kidney Advocacy Committee and advocates from the Alport Syndrome Foundation, the PKD (polycystic kidney disease) Foundation, NephCure Kidney International®, Home Dialyzors United, and the American Association of Kidney Patients.

At the Summit, kidney disease patients, dialysis patients, living donors, family members, and caregivers were united by the affirmation and hashtag **#MyKidneysMyLife** to underscore the direct relationship between having at least one healthy kidney, and staying alive.



Sen. Charles Schumer (D-NY), meeting with us to discuss the Living Donor Protection Act.



Kidney Patient Summit—Press Conference on Living Organ Donation

New to the Kidney Patient Summit was a major press conference on living organ donation held at the Hart Senate Office Building. Living organ donors and kidney recipients shared their stories, demonstrating the urgent need to increase living donation and to advocate for the Living Donor Protection Act (H.R. 1270), which would help protect living donors from employment and insurance discrimination. Notable speakers included members of Congress.



Rep. Brett Guthrie (R-KY) spoke of his son, who became ill when he was eight years old and was found to have been born with one functioning kidney and one that was malformed. He also spoke about Rep. Jaime Herrera

Beutler's daughter making a visit to Congress: "The day that Jaime brought Abby...Abigail...onto the floor of the House of Representatives...I don't think there was a dry eye." Representative Guthrie also spoke of reducing regulations holding back the public's access to advances in dialysis technology.



Kelly Cline and her daughter Hannah Shelton spoke of the fear Hannah's dad felt after becoming her living donor—not of the surgery or recovery, but fear of losing his job. Said Cline, "He'd just given the gift of life to

another human being, but because there are no federal job protections for living donors under the Family and Medical Leave Act, he returned to work too soon and put his own health at risk."



Alex Fox, who has no connection to kidney disease, shared how he was inspired to donate a kidney through a compelling Facebook post: "I saw the request, along with pictures of Darienne, a child who has special needs just like my son,

and it struck a chord. Helping a complete stranger is pretty awesome."



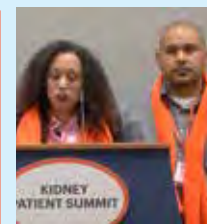
Kent Bressler tearfully expressed gratitude for his brother's kidney donation to him 30 years ago, saying, "His gift allowed my girls to grow up with their dad, my wife to grow old with her husband, my grandchildren the chance to know me."



Ewo Harrell, a young and vibrant graduate student at Brown University who received a transplant from her sister, said, "I had never heard of kidney failure or kidney disease, and I did not know that as an African American I was at increased risk for developing the disease."

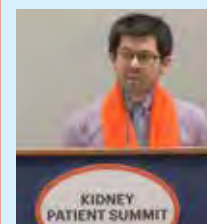


Christopher Melz, who donated his kidney to a childhood friend, noted that you don't have to be the same race or gender to donate a kidney. Though some call living donors heroes, Melz insisted that the term does not apply to him: "I'm just a guy who cares about his friends and family and needed to do what was right. As a living donor, I want to share my story with members of Congress so that they understand that donors are part of the equation and they have rights that need to be protected."



Luis and Noelia Rodriguez, husband and wife, shared how Luis received a diagnosis of **stage 5 kidney disease unexpectedly**. "I had no idea I had kidney disease," Luis explained. "I was out for a walk with my daughter and nearly collapsed.

I went to the ER for lab tests and by the time I drove back home, I was told to get to the hospital immediately."



Matthew Scroggy, a young pharmacist, also spoke of how shocking it was to receive the diagnosis. "I was a healthy 22-year-old in my first year of pharmacy school. I had no history of kidney disease and took no medications.

After diagnosis, it was pretty much the same, except I now needed a transplant and took 29 pills a day."

Without a doubt, the Summit has become a **must-attend event—especially for patients** who, despite constant health challenges, medical appointments, and reliance on dialysis, make the extra effort to be there. **Each patient's determination to attend the event can only be described as heroic.**

In terms of public awareness, the event also was a big success. Traditional and social media for the Summit reached an audience of 26.25 million people. This included newswires, as well as print, broadcast, online, and social media. Moving forward, we're hoping that these advocacy efforts inspire members of Congress to advance the causes of kidney donors and kidney health.



The message of Heart Your Kidneys is simple yet powerful—we all need to make an explicit commitment to kidney health. It aims to motivate people to be informed and act on living a healthy lifestyle that protects their kidneys.

Heart Your Kidneys makes kidney health more culturally relevant and conveys how NKF is the leading organization qualified to bring this issue to the attention of our nation. By doing this, we capture society's attention, especially those at a higher risk for the disease. By doing this, we are transforming CKD from a chronic disease that affects some to a public health issue that affects us all.

Heart Your Kidneys branding is being applied to advertising, marketing, and fundraising campaigns. A major element of Heart Your Kidneys is the social engagement it has created on the topic of kidney health via the hashtag #HeartYourKidneys.

To help expand its reach, NKF is rallying staff and volunteers to make this new messaging a part of the organization's DNA. Staff are asked to use Heart Your Kidneys messaging at all events and activities, and are encouraged to incorporate key message points in communications with donors and sponsors. The main goal is to create broad personal awareness of kidneys

and connect people to our cause through social media, local events, digital extensions, and activism. The launch of the campaign included many tactics.

On World Kidney Day, NKF launched the Heart Your Kidneys public awareness campaign to introduce our new brand messaging to the public. (See page 16 for NKF's strategy.) We used this day as a strategic opportunity to pump up the volume of the campaign's message. And appropriately, the day started with a "thunderclap."

On social media, #HeartYourKidneys was the top mention, thanks to our Thunderclap campaign, which reached nearly 1 million people. Often referred to as "crowdspeaking," Thunderclap collects individual social media posts from an organization's supporters and releases them at once during a set period of time to create a giant effect. Throughout World Kidney Day, thousands of messages were released on Twitter, Facebook, and Tumblr, creating enormous impact.



155.5 MILLION MEDIA IMPRESSIONS.

NKF's Heart Your Kidneys-themed events left a large media footprint. Media impressions show a combined traditional and social reach of 155.5 million.

Compared to an average month on social media, mentions of NKF quintupled, follower growth doubled, and posts saw a 20 percent increase in engagement—showing that Heart Your Kidneys hit home with the NKF community and expanded audience reach across various types of social media so that more people than ever were showing kidney love.

During the next fiscal year, we are expanding extensively into other arenas to widen this campaign's message and continue increasing kidney health awareness across the country.

#HeartYourKidneys was the top mention on social, thanks to our Thunderclap campaign, which reached nearly 1 million people.

AMERICA IS LEARNING A NEW KIND OF LOVE
—and it will save millions of lives.



New Direction for Kidney Awareness—South by Southwest

Immediately following World Kidney Day, NKF launched a public relations “blitz” for Heart Your Kidneys at South by Southwest (SXSW) on March 10–12 in Austin, TX. SXSW is an annual gathering of the tech industry’s leading innovators and a platform known for launching new technology. This crossroads event presented a unique opportunity to raise national awareness of kidney disease.

NKF was present at SXSW in a big way, with a beautiful outdoor display and event called “Heart Your Kidneys Inkstream.” Using a postmodern, steampunk-themed tattoo parlor situated on one of the main thoroughfares of SXSW, we spread awareness throughout the airstream and educated SXSW attendees about the dangers of CKD and its prevention.

The display’s main feature was a booth where people could receive customized, beautifully designed temporary kidney-themed tattoos as well as Tech-Tattoos. Partnering with Northwestern University of Chicago, NKF unveiled a new Tech-Tattoo to measure hydration status in the body. For people with kidney disease, exercise and proper hydration are essential to helping preserve kidney function. Therefore, a device that can monitor hydration status can help ensure effective kidney protection. Attendees were encouraged to take

part in a contest by sharing a creative selfie of their temporary tattoo on social media using #HeartYourKidneys. Daily winners received a gift certificate for a real tattoo, runners-up were awarded #HeartYourKidneys co-branded Hydrate Spark 2.0 water bottles, which use a hydration app on your smartphone to suggest your daily water goal, based on your physiology and environment, and that glows to signal you to drink water.

The grand showpiece of the three-day event was an 8’ by 20’ Heart Your Kidneys graffiti wall that encouraged and inspired visitors to leave a message to people who are fighting kidney disease.

A strikingly designed corresponding Heart Your Kidneys microsite, containing a video of the event, can be seen at www.kidney.org/heartyourkidneys



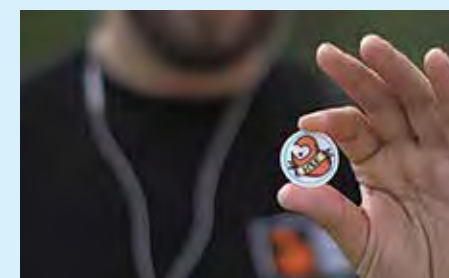
The Southwest-themed display even featured its own Heart Your Kidneys customized hot rod Chevy truck!



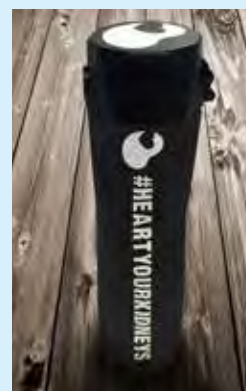
Heart Your Kidneys graffiti wall.



Final Heart Your Kidneys wall overlay.



NKF unveiled a new Tech-Tattoo to measure hydration status in the body.

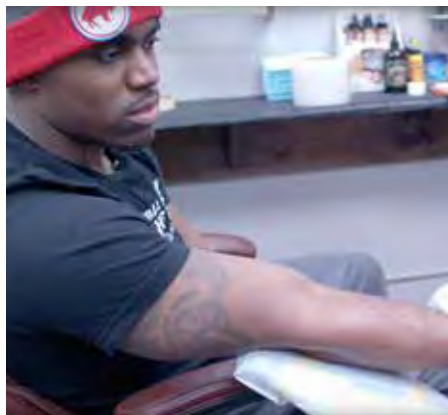


#HeartYourKidneys co-branded Hydrate Spark 2.0 water bottles.



The booth!

The **Heart Your Kidneys** microsite is also home to *Scars and Ink*, a series of videos featuring **NFL player Donald Jones, Tommy Helm, actor Adam David Thompson**, and others. Stylish and moving, the videos tell the dual stories of living kidney donors and their recipients—who commemorate their life-changing experience by getting tattoos!



Former NFL player Donald Jones.

The episodes tell very compelling stories:

Two policemen, one who donated a kidney to the other; **Donald Jones, former NFL player, who had a kidney transplant from his father**; stepbrothers Matt and Steve, who became “kidney brothers”; and a woman who donated her kidney to her ex-husband. An episode features actor **Adam David Thompson and his brother Matt**, who both have kidney disease and lost their father to kidney disease, and who both received kidney-themed tattoos from artist Minka Sicklinger. NKF is really behind this theme—one video is about NKF National Board Member Michael Sexton getting a memorial tattoo!

We also partnered with *Inked Magazine* to feature actor **Adam David Thompson and his brother getting their tattoos during a Facebook Live event**, which resulted in more than **100,000** views and a reach of more than **600,000**.

About Heart Your Kidneys Tattoos

When two people share a vital organ, a deep connection is created—one that is hard to describe with words. So, **people who’ve had a kidney transplant sometimes get tattooed to commemorate it.**

NKF leveraged this phenomenon; one of the many tactics used to launch **Heart Your Kidneys into culture was using tattoos**—flash tattoos (temporary); Tech-Tattoos (a first-of-its-kind flexible microfluidic device, a little larger than a quarter, that measures the wearer’s change in hydration level); and real tattoos **designed by renowned tattoo artist Tommy Helm**, who has been featured on the Spike TV show, *Ink Masters*. Mr. Helm’s father suffered from CKD.

Famed tattoo artist and fine artist Amanda Wachob also collaborated with NKF and tattooed a kidney donor in a live event at “Tattooed New York,” an exhibit at The New York Historical Society Museum and Library. Free limited-edition Tommy Helm flash tattoos were also distributed at the event with a chance to win a real tattoo.

The NKF Strategy: *More Action, More Change, More Lives*

This fiscal year, we redefined NKF’s value to patients and the public and launched a new strategy for the Foundation. We strengthened the connection to our legacy as an activist organization that began with our founder, Ada DeBold, who put kidney disease on the map.

Expanding our focus and energizing our organization helps to meet changes in demographics, epidemiology, the healthcare system, and culture in general. More than updating our brand messaging, our new strategy reconnects us to our roots and reinforces our value to the public. Our new value proposition, which explains to the public who we are and what we stand for, was rolled out to the field in January 2017.

Fueled by passion and urgency, NKF is a lifeline for all people affected by kidney disease. As pioneers of scientific research and innovation, NKF focuses on the whole patient through the lens of kidney health. Relentless in our work, we enhance lives through action, education, and accelerating change.

We take **action** by diagnosing chronic kidney disease (CKD) and by supporting the 30 million Americans already living with CKD, and we are moving in the direction of preventive kidney healthcare. We **educate** by supporting research that materially affects the CKD space with a long-term research strategy and provides the public, patients, and healthcare professionals with the tools they need to promote kidney health. We are **accelerating change** by working with lawmakers to pass laws that remove barriers to living donation and ensure donors and recipients are cost neutral. We also push for increased knowledge of CKD and seek to connect kidney health to overall health in the public mindset. We’ve embraced this new message as an NKF *operational philosophy*, because it is crucial to achieving our mission and evolving beyond being just an organization to being a movement that truly changes outcomes for all kidney patients, including people at risk for CKD and those waiting for a transplant.



If you flipped on your TV on the morning of **March 17th**, you may have caught NKF on **Good Morning America** featuring the very moving story of kidney advocate **Kristi Callaway**, who made it her mission to save her husband's life and help millions of people find living kidney donors. (See page 10 for profile and full story.)

GMA prominently featured NKF on the show, which reaches 4.7 million viewers, and donated \$10,000 to us from its partner Retail Me Not. It also challenged viewers to "Dare to Donate a Dollar" to NKF, which raised an additional \$11,255. If you missed it, the video is posted on kidney.org

Rounding out NKF activities during National Kidney Month, **NKF partnered with Warner Bros. Pictures** to promote living organ donation through the release of the new movie **Going in Style** throughout **National Donate Life Month in April**. **Going in Style**, from Warner Bros. Pictures, New Line Cinema, and Village Roadshow Pictures, is a comedy-drama about three lifelong friends—**Willie (Morgan Freeman)**, **Joe (Michael Caine)**, and **Al (Alan Arkin)**—who plan to rob the bank that absconded with their pension money. All the while, Willie finds himself in a desperate situation as a kidney



Alan Arkin, Morgan Freeman, and Michael Caine in *Going in Style*

patient undergoing dialysis, a condition he has kept secret from his family and friends, when he learns that he must find a kidney donor.

A special public service announcement (PSA) about NKF's THE BIG ASK: THE BIG GIVE ran in theaters nationwide, thanks to the generous support of Screenvision Media and National CineMedia (NCM). The PSA, created and **donated by Warner Bros. Pictures**, focused on the story of Morgan Freeman's character, a kidney patient on dialysis who keeps his struggle a secret from his family and friends, which is all too familiar for many of the millions of Americans suffering from kidney disease. It featured clips from the movie, emphasized the importance of living kidney donation, and was narrated by the film's director, **Zach Braff**. It ran in theaters from the end of March through the end of April. **Screenvision Media showed the PSA on 6,000 screens in 70 theaters nationwide, and NCM showed**



Zach Braff for Living Donation

it on 5,000 screens in 400 theaters, reaching a combined audience of 20 million people.

The PSA also aired on the Discovery Channel and Viacom Media Networks, which donated airtime for the PSA reaching a combined **audience of 12,000 people.**

Going in Style coverage helped further drive coverage of **THE BIG ASK: THE BIG GIVE** program and promote the lifesaving message of living donation; traditional and social media audience reach exceeded 106.3 million.

NKF is working with Warner Bros. on kidney publicity for the DVD and Netflix releases of this film. You can view several versions of the PSA at **kidney.org**.

NKF's National Kidney Month activities extended our reach and connected with people who have not heard the message of kidney health. Throughout the rest of the year, our work continues apace.



"We are inspired by the National Kidney Foundation's mission and are proud to share their story on the premier storytelling platform—the movie screen. We're looking forward to harnessing the power of cinema to shine light onto the importance of organ donation through this moving PSA."

John McCauley, Chief Strategic Officer, Screenvision Media.



"NCM is proud to help the National Kidney Foundation use the power of the big screen to reach movie audiences nationwide. Movies are often a case of art imitating life and there is no better place to tell a story than at the movie theater, so the fact that this great, new film can both entertain people and help raise awareness of this important health issue makes it a win for all of us."

Cliff Marks, President of NCM

Marking NKF "Instaworthy":

John Gerzema

NKF Board Member John Gerzema is a pioneer in the use of data to identify social change and help companies anticipate and adapt to new trends and demands. He is CEO of Harris Insights and Analytics, a leading public opinion, corporate, brand, and reputation strategy firm. He is also a respected and popular author, strategist, and speaker. His three books have appeared on numerous bestseller lists, including the New York Times, and his TED Talks have been viewed by hundreds of thousands of people. Mr. Gerzema received a master's in integrated marketing communications from the Medill School of Journalism and was recently inducted into the Medill Hall of Achievement.

What is your personal connection to kidney disease?

As a kid my ureters were short, so urine was being pushed backwards up from the bladder towards the kidneys, resulting in my kidneys having 10 percent damage. The medical term for this is reflux or vesicoureteral reflux. My mom pointed out that the doctor who diagnosed [my condition] and operated

on me shortly afterward treated Governor George Wallace after he was shot in Laurel, MD, the town where I grew up.

What are some of your proudest accomplishments as an NKF board member?

We're just getting started, but we've recruited some great marketing partners to volunteer their time and talents to help us raise the profile of this deadly disease. We've launched Heart Your Kidneys with a brand refresh. And in March during National Kidney Month, we came up with a tactic based on a cultural observation. We learned donors and recipients often get a tattoo to commemorate a transplant. Using this insight, we created an activation at South by Southwest (SXSW Conference in Austin, see page 15) that mixed the nation's top tattoo artists (and real and temporary tattoos) to raise national awareness of kidney disease. More ideas are coming (and they will be vastly different), but the whole idea is to get the disease out of the medical journals and out into conversations on the streets.

How do the challenges of "marketing" kidney health compare to other professional experiences you've had?

CKD lacks urgency and understanding among the public, donors, and even physicians. In our survey data, kidneys are seen to pose less [of a] personal threat than hearts, lungs, or cancer. It's almost as if kidneys are like an appendix: Not important really!

And this "emotional distance" extends to the NKF: We are authoritative, but a little clinical. As a marketer, I'd say we need to be more human. Think *Water.org*. We need to be on the front lines advocating, educating, and becoming a brand in culture.

Any thoughts on the impact of social media on NKF's mission and operations, and on the world of kidney health in general?

The first thing that comes to mind is, of course, "The Bucket Challenge," which broke the Internet. That was a moonshot. A unicorn. Yet it points to the promising ability of social

to spread our message. But that requires ideas, not lab coats. Think of the things you click on and share. They have to be powerful, emotional narratives. We need to bring our story to short films, infographics, and arresting facts. Every NKF appeal, argument, and insight needs to go through the social gristmill and be turned into meaningful, snackable information that is "instaworthy," to quote my 14-year-old daughter. I want to see people's courageous stories turned into short films. There is so much emotion we can harness and we must.

What future opportunities and challenges do you see in the field of kidney health/kidney disease as a public health problem?

We need to be disruptors. I liken us to an activist organization whose mission is to protect and enhance the lives of people and families from an epidemic that policymakers, primary care physicians, and the public have failed to grasp. How would Elon Musk think about our mission? We are the ones out front on the leading edge of a societal and healthcare crisis.

Fortunately, we are in an age where social responsibility is becoming a huge force in the Millennial and Gen Z culture. They care passionately about doing right by people. This is why a pivot in our branding is required. I was in a meeting with the Gates Foundation recently and they asked me, “How do we make sanitation sexy?” That’s precisely the attitude we need to have!

Is there anything you'd like to say to people and their families living with kidney disease?

I am not a doctor and I don't have the experiences to understand what you are going through, but I take my responsibility to you very seriously. I hope that by driving our marketing we'll raise awareness and resources to combat this epidemic.

In summary, what would you say to the general public in one sentence?

Your kidneys matter greatly to your health, your family, and your future.

What would you say to potential supporters of NKF?

God bless you.

“

“...meaningful, snackable information that is “instaworthy,” to quote my 14-year-old daughter.”

“

“Fortunately, we are in an age where social responsibility is becoming a huge force in the Millennial and Gen Z culture. They care passionately about doing right by people.”



John Gerzema
NKF Board Member

Help

"It's complicated" best describes managing life with kidney disease, whether it is you or someone close to you. Managing kidney-friendly diets, medication, dialysis equipment, emotional issues, or even just handling health insurance can be a full-time job. Chronic kidney disease isn't just a health issue, it complicates lives—overwhelmingly. NKF knows a lot about making things less complicated for people with kidney disease. NKF's essential mission is this: We help people.

Based on that simple principle, NKF helps millions of kidney patients and family members every year.

For most people, their first stop when they want help or "need to know" is to hit the search engine. Google "kidney disease" and right at the top is [kidney.org](https://www.kidney.org), NKF's homepage.

[Kidney.org](https://www.kidney.org) is the gateway to answers for millions who want reliable information on kidney disease and transplantation quickly, in language they can understand.

11 million people came to kidney.org in FY17—a **22 percent increase** over the previous year, confirming NKF as the go-to organization for kidney information and programs to help patients and families.

Kidney.org covers every aspect of the kidney patient experience through online communities, downloadable pamphlets, newsletters and blogs, articles on dietary tips, news on legislative developments, emergency resources, contact numbers, patient tools for tracking lab results, videos, and even an "Ask the Doctor" page where you can send in questions.

The healthcare system is increasingly stressed. Health professionals are being mandated to take on increasingly larger case loads. This means that professionals often have less time to spend with each patient. NKF sees this problem and creates solutions to fill this gap in care.

NKF Cares, our Patient Help Line, offers support for people affected by kidney disease, organ donation, or transplantation. It's designed for patients, family members, living kidney donors, potential donors, those at risk for kidney disease, and care partners. A sympathetic, trained specialist answers questions and listens to concerns. Representatives send free information and make referrals to additional resources. Perhaps most importantly, they listen and understand.

Toll-free, English and Spanish, 1.855. NKF.CARES (1.855.653.2273) or email nkfcares@kidney.org; people can also connect by writing to NKF.

57,000 people have been helped since the NKF Cares program began in 2011.

Shared experience is a powerful, healing thing.

NKF Peers matches kidney patients with other kidney patients who have been through a similar situation. Recently, the program has expanded to connect living kidney donors with people considering donating a kidney. It is one of NKF's most powerful programs, offering a direct connection and help for people undergoing a very hard time. Peer mentors are carefully matched to people seeking support. The mentors offer support and share their experience.

It's a concept that works. Responses—and results—have been very positive:

61 percent of participants rate their overall experience with the program as "excellent" and 29 percent as "good."
96 percent would recommend NKF Peers to someone in a similar situation.

Toll-free 855.653.7337 (855.NKF.PEER); email nkfpeers@kidney.org; people can also apply to this program through www.kidney.org/content/peers-application or by writing NKF.

Our signature program, **KEEP Healthy**, goes into communities around the country and finds kidney disease firsthand. These local health checks, specializing in underserved areas, directly take on kidney disease where it hits hardest—people with limited access to healthcare. KEEP Healthy is grass roots action at its best. It's our mission at work. Through this program, people find out they have kidney disease, which often has no symptoms, and as a result, get treatment. We screened 9,000 people in FY17 through KEEP Healthy and are developing partnerships and sponsors to expand the reach of this effective program to more people who need it.

Your Kidneys and You Is another signature program of NKF where volunteers are trained to help NKF raise awareness by educating local communities. The program is designed to reach the general public, which may include people who do not yet know that they are at risk for kidney disease.

Your Kidneys and You (YKY) presentations educate people about:

- how kidneys function and keep you alive;
- the importance of early detection;
- the two simple, inexpensive tests people can get at their doctor's office; and
- how people can improve their lifestyles to prevent kidney disease.

Importantly, audiences are strongly encouraged to share their new knowledge about kidney health with others.

Presented by NKF volunteers and sponsored by local and national organizations, these events are held at companies, community centers, health fairs, and many other venues. They also introduce the public to NKF and its many programs, services, and resources available for patients and professionals.

Healthy Kidneys are Good Business: YKY Employee Wellness Presentations

Educating employees on kidney health means lower healthcare costs, and increased productivity, in addition to improved employee morale and company image. Because of this, corporations are sponsoring these presentations and are among the program's biggest backers.

Kidney Living is a free quarterly publication just for dialysis patients! It's a bright, upbeat publication designed to open the possibilities in the lives of people on dialysis—each issue features stories from people who are living well on dialysis, as well as tips for eating healthy, coping with kidney disease, finding support, and so much more! **60,000 patients subscribe to Kidney Living**—and that number doesn't include copies that get shared. www.kidney.org/patients/KidneyLiving

The **Heart Your Kidneys e-newsletter** gives monthly updates on research, news, events, and NKF programs, as well as personal profiles of those touched by kidney disease and organ donation. Also includes great recipes!

Making lives happier is part of NKF's mission, too. "Kidney friendly" is important, but so is "people friendly." We know that being on dialysis is difficult, and adding a little hope to the lives of people undergoing treatment is important—not just from a health point of view, but from a happiness point of view.



NKF Cares

“

“[The representative at NKF Cares] explained more than my kidney doctor and it made me feel more at ease.”

“

“They have helped more than I expected.”

“

“It was so easy. The lady I spoke to knew exactly what I needed and sent it to me.”

NKF Peers

“

“I liked speaking with someone who was an actual donor and hearing his experience firsthand.”

“

“Critically important to speak with someone who's 'been there.'”

Open

Government Advocacy:

The federal government can bring enormous change to the world of kidney health and the lives of people affected by chronic kidney disease (CKD).

NKF has always been cognizant of this and has been at work bringing this enormous potential to bear on issues related to kidney health and the challenges faced by patients. NKF is recognized as the credible voice of, and for, kidney patients, as well as transplant donors, recipients, and people at risk for CKD. We've been opening doors and mindsets in government for decades, from enacting the first organ donor cards to pressing for Medicare coverage of transplantation drugs. Our goal is to open the minds of policymakers to the idea that kidney health is in the best interests of the country and a good long-term investment of taxpayer dollars.

NKF's legislative priorities include:

- Reducing barriers to living kidney donation
- Promoting CKD early detection, treatment, and awareness within public programs
- Aligning health insurance payments to clinicians with improved early detection and treatment of CKD
- Increasing federal funds for targeted kidney research and programs

NKF doesn't act on these priorities by itself, but with the participation, partnership, and teamwork of kidney patients and volunteers, patient families, nonprofit organizations, healthcare professionals, and federal agencies.

Who Advocates?

Hearing a personal story about living with kidney disease is powerful. NKF Patient Advocates bring their stories to lawmakers in federal and state governments to show the impact of legislation on people's lives. These are stories of courage and hope, of perseverance and overcoming adversity. They are also stories that attest to how things could be better through broad-scale government action, from basic research to insurance coverage to rights and protections.

NKF's patient advocacy and engagement program, the **Kidney Advocacy Committee (KAC)** is a group of more than **200 patient liaisons who use their personal experience to champion NKF's priorities**. NKF's Kidney Advocacy Committee is for all people affected by CKD, transplant candidates and recipients, living and potential donors, donor families, and caregivers. **KAC empowers, educates, and encourages people** to get involved in issues relating to CKD, donation, and transplantation.

How NKF's Kidney Advocates speak to government representatives has become more effective. **NKF's new online platform for advocates** unifies and focuses the voices of our advocates for greater impact—and change. This platform also makes it easier for advocates to connect with government representatives through all media.

The new advocacy system has allowed the Government Relations department to improve external communications with advocates, Congress, and state legislatures. This includes developing an advocacy website **advocacy.kidney.org** and introducing social media outreach to NKF advocates' set of tools. In FY17, **17,000 messages reached Congress from 7,500 individuals**.



NKF: Inside Washington



Troy Zimmerman is NKF's Vice President for Government Relations.

Troy has been advocating for kidney patients, their families, and people

at risk for CKD for 20 years. NKF's legislative accomplishments during his time include establishment of a CKD program at the Centers for Disease Control and Prevention (CDC); expansion of Medicare coverage of immunosuppressive drugs; a federal program to offset expenses for living organ donors; a kidney disease education program under Medicare; and legislation to expand opportunities for paired donations. He also worked with two members of the House of Representatives to create the Congressional Kidney Caucus.



Tonya Saffer is NKF's Senior Health Policy Director, Public Policy.

Tonya has more than a decade of experience in health policy, focused

primarily on its implications for people with CKD. Her expertise includes Medicare policy, quality improvement, health reform, value-based purchasing, and patient advocacy.

Annual Kidney Patient Summit

One of the ways we provide a strong patient voice in the Nation's Capital is through our **annual Kidney Patient Summit** in March. Our 2017 event was the **biggest and best yet! Nearly 150 advocates from six organizations took Capitol Hill by storm, meeting with 31 lawmakers and almost 150 health policy staff members from House and Senate offices.** Patient advocates told their personal stories about living with CKD and built support for our three Summit priorities: **early detection of CKD, reducing barriers to living organ donation, and increased federal funding to battle kidney disease.** (See page 12.)

Early CKD Detection. Advocates urged members of their congressional delegations to support NKF legislation that will instruct the **Department of Health and Human Services (HHS) to establish a pilot program designed to improve early detection, care, and outcomes** for people with CKD. Ninety-six percent of those with early kidney disease aren't even aware they have it. Early diagnosis and appropriate treatment can delay CKD progression, improve lives, and provide cost savings for our health systems.

Support for Living Donors. Summit participants asked their congressional members to cosponsor **H.R. 1270, the Living Donor Protection Act (LDPA)**, which would prohibit discrimination in life,

disability, or long-term-care insurance for living organ donors. The legislation also protects jobs by adding living donation to the Family and Medical Leave Act (FMLA).

Federal Health Programs. HHS provides funding for CKD programs at the **Centers for Disease Control and Prevention (CDC), National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), and Health Resources and Services Administration (HRSA)**, all of which require renewed annual funding by Congress. These activities support current kidney patients and fund research to examine potential new therapies for individuals with CKD.

The Kidney Patient Summit helped us identify numerous members of Congress or their staffs who have a personal connection to CKD, including family members or close friends with kidney disease and living donors. This enables us to identify additional champions in Congress for our broad patient community.

Living Donor Protection Act

Most kidney patients consider transplantation the optimal replacement therapy but **many of them will never receive a kidney without a living donor.** **There are 100,000 Americans waiting for a kidney transplant but only about 18,000 will receive a kidney this year** (one-third of transplants generally come from a living donor and the remaining two-thirds are

from deceased donors). The greatest likelihood of increasing the number of transplants is through expansion of living donation.

It is imperative that barriers to living donation (including financial barriers) be reduced or eliminated. NKF strongly believes donors should end up cost neutral—prospective donors should neither incur any expenses nor gain financial benefit (“profiteering”) because of their donation. **The Living Donor Protection Act (H.R. 1270) addresses two potential barriers** by prohibiting discrimination in the pricing and availability of life, disability, and long-term-care insurance for living donors, and by preventing job loss by adding living organ donation to job protection (unpaid leave) under the FMLA.

The LDPA (H.R. 1270) is one of NKF's top legislative priorities for the 115th Congress and we will continue to help build bipartisan support for this bill.

Government Agencies

NKF's government relations team is also dedicated to ensuring that the current administration recognizes CKD as a public health priority. We work to engage leaders throughout the **Department of Health and Human Services and the agencies it oversees—including the Centers for Medicare & Medicaid Services (CMS), the Centers for Disease**

Control and Prevention (CDC), and the National Institutes of Health (NIH)—on opportunities to improve CKD detection and patient care, and to increase access to transplantation.

Accomplishments in partnership with government agencies include: **improving the transparency of CMS's star ratings of dialysis centers** in order to provide information to patients and their families about the quality of care delivered in dialysis facilities across the country; **ensuring quality measures so that dialysis facilities are accountable** for improvements in patient outcomes; and **ensuring that kidney patients have access to the health insurance** they prefer.

What Lies Ahead?

NKF has expanded our outreach to more congressional offices and members of the executive branch to educate public policy makers on the impact of CKD and on our policy priorities that benefit patients. We have developed strong bipartisan support in Congress and, while lawmakers must balance the needs of numerous organizations, we are optimistic about our opportunities in the current Congress. With the continued dedication of our thousands of patients and volunteers, we are confident in our ability to achieve many of our policy priorities.

Crossing the aisle

for kidney health

No matter what political party you belong to, kidney disease gets a vote, too. It hits all of us. Recognizing this, several members of Congress are supporting legislation in a bipartisan effort to advance kidney health, healthcare, and research.

Kevin Longino, CEO of the National Kidney Foundation, highlighted our legislative priorities at the Kidney Patient Summit

in Washington, DC, during National Kidney Month: legislation to establish a pilot program to improve early detection, care, and outcomes for people with CKD; passage of H.R. 1270, the newly introduced Living Donor Protection Act (see page 23); and funding for CKD programs run by the Centers for Disease Control and Prevention (CDC), National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), and Health Resources and Services Administration (HRSA).

The mandate is to detect CKD, protect living donors, and direct funding to major kidney programs. We do this through advocates and allies in Congress. All of these people are exceptional, and most have some direct connection to kidney disease.

Kidney disease hits 30 million people in the United States, and that doesn't exclude members of Congress. Several representatives and senators have a personal stake in this issue and bring to the table firsthand insight into the problem. One personal story really stands out.

Representative Jaime Herrera Beutler (R-WA) knows about kidney disease in a way few of us do. Imagine you were told that the odds of your unborn child surviving birth were exactly this: Zero.

What if several respected doctors told you that? And what if the kindness of a stranger suddenly changed those odds completely?

That's Representative Herrera Beutler's story.

In 2013, Ms. Herrera Beutler was 20 weeks pregnant when an ultrasound revealed that her baby had a fatal form of Potter syndrome, bilateral renal agenesis—she had no kidneys. Several doctors told Jaime and her husband, Dan, that the baby would not develop normally and would be either stillborn or suffocate at birth because her lungs had not developed.

While the couple dealt with the awful news, word of their plight had gotten out to the media. Rob Volmer, a public



Rep. Jaime Herrera Beutler, husband Dan, their children Abigail and Ethan

relations executive, was in Washington, DC, waiting for a client in his hotel room when he picked up a copy of *USA Today*, a paper he normally doesn't read, and saw the Herrera Beutler story. His son had similar developmental problems from a different condition and had his life saved through saline injections. Volmer immediately began to work the phone.

Rob got through to Jaime and put her in touch with the doctor who had helped his wife—Dr. Jessica Bienstock, a perinatologist at Johns Hopkins Hospital in Baltimore. Through these treatments, Herrera Beutler's baby developed normally, despite having no kidneys, and was born alive—and crying loudly with healthy lungs. Even though she was premature, Abigail was the first baby with Potter syndrome to survive. After three years on infant dialysis, Abigail received a kidney from a family member—her father. Both parents were matches, but Dan said, "I wanted to help."

The outcome? Instead of a bleak picture, there's one of a happy, bright-eyed baby girl in a swing having the time of her life.

Historian Walter Lord once wrote, "Every once in a while, 'what must be' need not be at all." That's the Herrera Beutler story.

Ms. Herrera Beutler is one of Congress's most passionate advocates on issues involving kidney disease and champions others affected by this illness through sharing her story. She joined with her colleague Rep. Jerrold Nadler (D-NY) to introduce the Living Donor Protection Act (H.R. 1270) to benefit people like her husband, Dan, and to encourage living donation. "We want to inspire more people [to donate], which this legislation does.... We learned during this process, it's *healthy* people who are allowed to give. That means to me there's no reason an insurance company should discriminate."

The sponsor of the bill has an exceptional story, too. **Representative Nadler, who represents the Manhattan's West Side and parts of Brooklyn**, has a long and distinguished record of service and humanitarianism toward kidney patients. He cosponsored and supported various bills benefitting CKD patients, including recent legislation to protect patients' access to specialty tier drugs, a bill to establish a Clinical Care Commission to coordinate federal government activities on diabetes, and legislation to expand access to Medicare rehabilitation services. Representative Nadler sees the

struggle facing kidney patients and their families every day at work; he has a staff member whose child needed a kidney transplant.

In an exemplar of teamwork, the 10-term Democrat introduced the Living Donor Protection Act with his four-term Republican colleague, Jaime Herrera Beutler.

Speaking to a group of organ donors and recipients at the Kidney Patient Summit in March, Nadler said, "The bond between donor and recipient is simple and profound. I salute you all."

Representatives Nadler and Herrera Beutler issued the following joint statement announcing the introduction of the Living Donor Protection Act:

Every year, thousands of Americans donate kidneys, livers, and other organs to save the lives of family members, friends, and even complete strangers facing life-threatening illnesses. Organ donation saves lives and saves money, cutting healthcare costs by as much as two-thirds and saving Medicare millions of dollars every year. The Living Donor Protection Act will ensure that Americans who make the life-saving choice to become organ donors won't face economic roadblocks because of their decision. Under this bipartisan

legislation, living organ donors will be able to access insurance and use the medical leave they need, giving donors more certainty and, it is our hope, encourage more Americans to give the incredible gift of organ donation.

Whatever the politics, when it comes to kidney health and kidney lives, you can place the votes of these members of Congress firmly in the "kidney column."



Detect. Protect. Direct.

Rep. Jerrold Nadler

Learn

Education has been a primary part of our mission since the beginning. Whether you are a patient or a healthcare professional, every new fact learned is a move against kidney disease and a move toward kidney health and a better life.

People learn, then comes the job of getting them to act on what they've learned. **NKF Patient Education materials are created with the input of the patients themselves** to ensure that pertinent, accessible information is presented to patients in a way that decreases the learning gap and that motivates patients to use this information to improve their health and lives. **NKF's Kidney Learning Solutions (KLS) department** provides brochures, online videos, fact sheets, web-based content, and even Facebook livestreams to get life-improving—and lifesaving—information to as many people as possible.

On the other side of the healthcare equation, kidney healthcare professionals (HCPs) must maintain their certifications by completing a mandated number of educational credits every year. These continuing education activities update healthcare practice to provide the best possible treatment to patients. KLS's NKF Professional Education materials focus on the most timely and effective subjects for patient care, and in formats easily accessible to busy healthcare

professionals. KLS also develops important healthcare tools and reference materials.

KLS provided more than 43 new educational resources in FY17. These new resources include continuing medical education programs, clinical bulletins, patient brochures, videos, and new website content. KLS also supplements and refines existing online professional and patient content to ensure that all web-based information is up to date and medically accurate.

KLS knows that better-informed patients are healthier. KLS developed five new patient brochures on self-care (available in English and Spanish) and updated several other brochures to make the content more timely, easier to read, and more medically accurate. Several new web pages were also developed for the NKF's "A to Z Health Guide" (www.kidney.org/atoz), a comprehensive guide to kidney disease and related conditions, and topics for patients. These new web pages became available as individual microsites or downloadable fact sheets for patients.

KLS connects to patients and professionals using multimedia platforms. **Seven new patient and professional education videos were created in FY17,**

and several **mobile applications for both audiences** are being developed and updated.

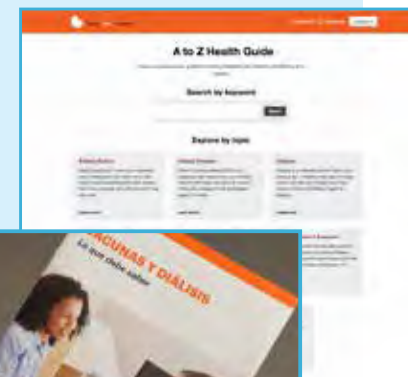
Professional education means better treatment and better lives. KLS also recognizes the needs of the professionals themselves and develops content relevant to their practices. Offered live and as webcasts, **more than 120 multidisciplinary Accredited Professional CME/CE Programs** are available to clinicians. **Three new clinical bulletins for professionals** reached more than **24,000 clinicians** and were available as **free downloadable PDFs** from our **Clinician Tools page**.

CKDinform's Continuing Medical Education/Continuing Education (CME/CE) activity targets PCPs and includes one to three topics (1 hour per topic) and addresses early identification, diagnosis, and management of CKD. By applying the information and tools from these symposia, **PCPs can see an increase in CKD diagnosis, resulting in better patient outcomes.**

CKDinform includes a collection of **evidence-based resources for primary care practitioners (PCPs)**. This diverse "toolbox" will enable PCPs to recognize CKD earlier and develop **treatment protocols to slow progression.**

NKF-KLS Professional and Patient Education Materials

- Hard copies or downloadable PDFs of patient brochures
- "A to Z Health Guide" hosts online fact sheets and web-based content covering a wide range of topics
- Videos for patients and professionals
- Mobile applications for patients and professionals
- Clinician tools available for download or as hard copies (i.e., foldout pocket tools, clinical bulletins, clinician teaching cards, fact sheets, tear-off pads)
- Accredited Professional Advancement CME/CE Programs (offered live and online)



In FY17, CKDinform reached more than 20,000 Healthcare Professionals (PCPs, registered nurses, nurse practitioners).

NKF recognized the need for CKD education for PCPs. After one year of presenting CKDinform programs in 20 states across the nation, 99 percent of PCP learners found the education useful; 88 percent of the participants have modified their behaviors while treating patients, based on the learning from this program. (See also page 59.)

NKF 2016 Spring Clinical Meetings

NKF's premier continuing education conference for healthcare professionals consists of educational activities that serve to develop and increase the knowledge, skills, professional performance, and relationships that clinicians use to provide services to patients and the profession. The meeting's unique interprofessional program structure enables the kidney healthcare team to interact and learn from each other and build a better care coordination team to serve patients.

For more than 25 years, nephrology HCPs from across the country have come to the NKF Spring Clinical Meetings to learn about the newest developments related to all aspects of nephrology practice, network with colleagues, and present their research findings. It is the only conference of its kind that focuses on translating science into practice for the entire healthcare team (nephrologists, pharmacists, advanced practitioners, nephrology

nurses and technicians, renal and clinical dietitians, nephrology social workers, transplant professionals). The NKF 2016 Spring Clinical Meetings, held at the Hynes Convention Center in Boston, reached its highest attendance with close to 3,200 attendees. As the conference continues to grow in attendance, NKF continues to ensure that the programming and networking opportunities are meeting the current needs of the profession.



Keynote Speaker Atul Gawande, MD.



New features and highlights from the 2016 Meeting included:

- Atul Gawande, MD, MPH, gave the keynote address, "Advanced Kidney Disease: Individualized Care, End-of-Life Transitions, and Patient Safety." Dr. Gawande is a renowned surgeon, researcher, and author of *Being Mortal: Medicine and What Matters in the End* and *The Checklist Manifesto: How to Get Things Right*.
- A half-day professional development seminar for fellows and residents.
- Expanded educational stipend program Pro-to-Go for residents and dialysis technicians. This important, recently inaugurated grant program encourages talented residents to enter the field of nephrology and assists technicians who lack employer reimbursement and paid time off to update their continuing education credits.
- Clinical Update in Hypertension: A full-day preconference course held in conjunction with the American Society of Hypertension.
- Additional new preconference courses, including: Pragmatic Drug Dosing Across the Continuum in Kidney Disease; Vascular Access; and a certification review course for dialysis nurses.

NKF 2016 Spring Clinical Meetings—Distinguished Honorees and Award Recipients

NKF Spring Clinical Meetings is not only an educational and networking event, it is also an opportunity to honor and support outstanding nephrology professionals and their work. Here are just a few of 2016's award recipients and honorees:



Holly J. Kramer, MD, MPH, of Loyola University, Chicago, was the distinguished recipient of **The Garabed Eknoyan Award**.

Dr. Kramer has largely focused her research on the **link between obesity and kidney disease**. In her opinion, obesity is the number one risk factor for kidney disease, and it is the result of our society consuming more manufactured food, instead of food in its natural state. Instead of focusing on one person's eating habits, she believes we can aim to reduce portion sizes in restaurant and food store chains and manufactured foods, or change the public's perception about food choices. She hopes that her contributions to the field of obesity will someday influence policy.

Over the next decade, Dr. Kramer would like to continue to raise awareness of CKD as a major public health concern. "I am waiting for the scientific community and the general US population to recognize the impact that the kidney disease crisis is having on the [United States]," said Dr. Kramer. "Nephrology remains a specialty with less clinical trials compared

to other specialties and we all need to come together to change this—as soon as possible."

Dr. Kramer is currently Vice Chair of Commentaries and Controversies for the NKF's *Kidney Disease Outcomes Quality Initiative (KDOQI)* and is working on developing controversy reports that investigate clinical topics that do not have a uniform or simple answer. By elucidating these large holes, she hopes to help move more funding into kidney disease research.

The Garabed Eknoyan Award recognizes an individual who has promoted the vision of the National Kidney Foundation in making lives better for people with chronic kidney disease through exceptional contributions to key NKF initiatives, such as KDOQI or clinical research, in the field of kidney disease.



Bruce A. Molitoris, MD, was named the 2016 **Donald W. Seldin Award** winner.

Currently, Dr. Molitoris is focusing his efforts on translating a technique that can rapidly measure glomerular filtration

rate (GFR) and plasma volume at the bedside. Funded by the National Institutes of Health and multiple investors, the technology **will help doctors easily follow their patients' kidney function**.

"It is extremely meaningful to me to win an award like this and look at the company I'm keeping with previous award winners," said Dr. Molitoris. "It is especially wonderful because I think so much of Dr. Seldin and am amazed at his foresight and vision in the past."

Dr. Molitoris is Professor of Medicine and Director of the Indiana Center for Biological Microscopy at Indiana University. His research has centered on the cell biology of acute kidney injury with an emphasis on proximal tubule cell injury secondary to ischemia and/or nephrotoxins. A second area of study includes intravital imaging of the kidney.

"The potential to develop new diagnostics and theranostics and to use available technology to advance both fields is going to make nephrology a really exciting area in the near future," he said.

The Donald W. Seldin Award recognizes excellence in clinical nephrology in the tradition of Dr. Donald Seldin, one of the foremost teachers and researchers in the field.



Sharon Anderson, MD, of Portland, OR, received NKF's highest honor, the **David Hume Award**.

"I am deeply honored to be the second

woman to receive the David Hume Award," Dr. Anderson said. "For research, there are many things that are exciting right now. The current focus on personalized medicine offers an unprecedented opportunity to learn more about why people with different ages, gender, ethnicity, or genetic background may be more susceptible to kidney disease, and how we might intervene to modify those risk factors."

Dr. Anderson is Professor and Chair in the Department of Medicine at Oregon Health & Science University and the VA Portland Health Care System. Her research interests relate to factors that contribute to the progression of chronic kidney disease, including hypertension, glomerular hemodynamic changes, and changes in cell mediators of progression. **Many of her studies have helped the scientific community better understand diabetic nephropathy, polycystic kidney disease, and the aging kidney.**

The David Hume Award is reserved for a distinguished scientist-clinician in the field of kidney and urologic diseases who exemplifies the high ideals of scholarship and humanitarianism in an outstanding manner.

KEYNOTE SPEAKER:
Atul Gawande, MD



TIME Magazine named Dr. Gawande one of the world's most influential thinkers. His bold visions for improving performance and safety in healthcare have made him one of the most sought-after speakers in medicine. He is the author of three best-selling books.

His address during the 25th anniversary of NKF Spring Clinical Meetings was titled "Advanced Kidney Disease: Individualized Care, End-of-Life Transitions and Patient Safety."

Dr. Gawande is a general and endocrine surgeon at Brigham and Women's Hospital in Boston, and a professor in the Department of Health Policy and Management at Harvard School of Public Health and in the Department of Surgery at Harvard Medical School.

Professional Unity

NKF's Professional Councils create the multidisciplinary educational program tracks at NKF Spring Clinical Meetings and are a part of NKF's unique identity and history as an organization serving the kidney healthcare team. The Councils are professional communities, with local chapters, meetings, and events throughout the country. Professionals are invited to join NKF's Council of Nephrology Nurses and Technicians (NKF-CNNT), Council of Advanced Practitioners (NKF-CAP), Council on Renal Nutrition (NKF-CRN), and Council of Nephrology Social Workers (NKF-CNSW).

NKF professional membership increased by nearly 20 percent from FY16 to FY17. This is due in part to the Professional Councils' efforts to provide improved Member Benefits, which include reviewing and helping launch more than 37 online CME/CE programs in the Professional Education Resource Center (PERC); the coordination of new live continuing-education webinar options; and the implementation of the *Journal of Nephrology Social Work's* online CE program. In FY17, more than 69,500 healthcare professionals participated in NKF's online CME/CE programs.

Kidney HCPs are dealing with a major public health issue and the difficult complications of treatment and living with this illness. They are lifesaving specialists deserving of our respect and support. Members of NKF Professional Councils become a part of something larger; they connect not only as colleagues, but also to the profession itself and its developments nationwide.

NKF Member Benefits enhance this professional connection. Among those benefits are subscriptions to NKF journals and publications, which, depending on discipline, can include the *American Journal of Kidney Diseases* (AJKD), *Advances in Chronic Kidney Disease* (ACKD), the *Journal of Renal Nutrition* (JRN), the *Journal of Nephrology Social Work* (JNSW), *RenaLink*, and *Currently Kidney*. Members also have access to professional e-tools and clinician support materials through our Professional Education Resource Center (PERC); access to free CME/CE activities; savings on all educational programs, resources, and items in the NKF online store; a chance to receive special NKF awards, scientific research grants, and educational stipends, including the prestigious Fellowship of the National Kidney Foundation (FNKF); and eligibility for professional designations and certifications (again, depending on discipline).



Leslie Spry, MD, FACP, FASN, FNKF, member NKF Public Policy Committee; moderator of NKF's "Ask the Doctor" blog; NKF Frontliners contributor.

NKF Frontliners: Advice from Kidney Healthcare Professionals

In FY17, NKF instituted a highly useful resource for professionals of all disciplines, NKF Frontliners. Experienced kidney health professionals and experts post articles and provide advice on NKF's blogs, website, and other digital platforms.

Moving practice forward is one aspect of NKF's diverse strategy. Moving the science behind that practice is another...

Learn. Then act: Change Starts with Education



Dr. Michael Choi was elected President of the National Kidney Foundation in October 2016, but that was just the latest step in his long, productive association with the Foundation. Education—of patients, professionals and even members of Congress—is the common theme of his contributions to NKF.

Dr. Choi is Associate Professor of Medicine and Clinical Director of Nephrology at the Johns Hopkins University School of Medicine. He served as Nephrology Fellowship Director (1996–2009) and is now Clinical Director. He was the founding Vice Chair of Education for the Kidney Disease Outcomes Quality Initiative (KDOQI)

(2009–2016). Dr. Choi received his undergraduate degree from Yale University, his medical degree from the Johns Hopkins University School of Medicine, and completed his nephrology fellowship at the University of Pennsylvania. He is also co-editor of the chronic kidney disease section for the *Nephrology Self-Assessment Program*. His clinical and research interests include chronic kidney disease, glomerular diseases, and education.

“I am deeply honored to serve as the 23rd President of the National Kidney Foundation. The previous Presidents have been incredible leaders in nephrology and have greatly helped NKF serve our patients. My role at NKF has primarily been focused on education,” says Dr. Choi. “As President, I am determined to increase awareness of kidney disease.

Clearly, we must work harder to raise awareness of kidney disease in order to truly inform our patients.”

Educating patients who have received a diagnosis of kidney disease is one of the many jobs of nephrologists like Dr. Choi. But it was his desire to expand that education to include the general public and primary care providers that became his personal passion.

After two of his relatives in Korea, without even knowing they had kidney disease, suddenly had to start dialysis in early 2000, he was determined to make early CKD detection and education of clinicians a priority. Dr. Choi remembers his thinking at the time:

“In the early 2000s, two of my relatives in Korea suddenly had to start dialysis. They had no idea about it, and I felt terrible that as a nephrologist I had no idea either. I would do anything to have given them more time before they had to start

Michael J. Choi, MD
NKF President and Chair,
NKF Scientific Advisory Board

dialysis. I felt I had to try to help educate the public and primary care providers about kidney disease.”

And so began a path that led to Dr. Choi’s involvement with NKF through the NKF Spring Clinical Meetings.

“One of my good friends and mentor, Dr. Jerry Yee, was Chair of NKF’s Spring Clinical Meetings, and he invited me to be on the planning committee. I also knew NKF’s Chief Medical Officer, Dr. Joseph Vassalotti, since we were house staff together at Johns Hopkins, and he started to speak to me about possibly being more involved with NKF. Eventually, I was asked to become **Vice Chair of Education for KDOQI [Kidney Disease Outcomes Quality Initiative]**, NKF’s revolutionary treatment guidelines], where my role was to try to improve implementation of the Clinical Practice Guidelines.”

Educating primary care physicians is key to early diagnosis and better patient outcomes. Dr. Choi has played an integral role in developing an NKF course on CKD

for primary care clinicians to help guide early diagnosis, and slow progression of CKD.

“I have had the opportunity to present and participate in NKF’s **CKDinform sessions for primary care clinicians**. I feel this program helps us...with earlier diagnosis and referral for patients with kidney disease. A program like this may have helped my relatives have more time off dialysis.”

Educating members of Congress has also become one of Dr. Choi’s passions.

“My proudest moment was being a member of the **Kidney Patient Summit** this March.... I had the privilege of addressing and meeting these inspiring patients. Together, we advocated for more government research funds for earlier detection and treatment of kidney disease, and policies to help facilitate kidney transplantation. I will always cherish being together with these patient champions who led this effort to improve kidney health.”

In February, Dr. Choi represented NKF at the **Kidney Innovation Summit** in Washington, DC, hosted by the US Department of Veterans Affairs (VA), the VA Center for Innovation, and the American Society of Nephrology. The goal of the summit, attended by major healthcare stakeholders, was to advance innovation in delivering care to people with kidney disease by sharing knowledge and sparking collaborations that will convert new ideas into actions that will have an impact for kidney disease patients and providers. Dr. Choi presented on the **TACKLE Trial, one of NKF’s major research initiatives on the importance of early CKD detection**. (See pages 32, 59.) Recently, under his guidance, the Foundation formed the **NKF Education Committee**, which will provide guidance regarding educational outreach and resource development.

“Knowledge, if it does not determine action, is dead to us,” wrote the philosopher Plotinus almost two millennia ago. Dr. Choi, through his life and work, demonstrates his commitment to putting knowledge to work and bringing

action to the issue of earlier detection. “Together, we will make kidney disease a public health priority through education, research, innovation, and advocacy for all kidney patients.”



“NKF is the historic pioneer of scientific research and innovation, focusing on the whole person through the lens of kidney health. We have a history of effective action against kidney disease by improving clinical knowledge as well as providing people-centered programs, resources, and support for over 65 years... NKF’s network of patients, family members, and healthcare professionals are our best collaborators to spark innovation.”

Michael Choi, MD

Seek

Research is the alpha of NKF. It's where we started. Ada DeBold didn't like the answers that she was getting about her young son who was suffering with kidney disease and decided to start generating support for research toward more effective treatment. That thread has run through our organization for decades and remains unbroken. During the past 40 years, NKF has invested more than \$100 million to support more than 1,100 researchers investigating the causes and treatments of kidney disease.

From being the first to define chronic kidney disease as a distinct, treatable illness, to advancing kidney transplantation, to developing the staged system of kidney disease diagnosis and treatment, to the gold-standard KDOQI Clinical Practice Guidelines improving treatment to this day, the science of kidney health drives our mission....

TACKLE to Gain on Kidney Disease

We know that CKD is common. We know that, undetected, it can lead to cardiovascular disease (CVD), kidney failure, and premature death. Simple, reliable tests are readily available. So why is it that only about 15 percent of people with all stages of CKD have been

diagnosed? One big reason is that those at high risk are not getting those tests.

To prove the benefits of early detection and intervention for CKD, NKF's Research Task Force has proposed a major clinical trial to be called **Testing and Classification of Kidney Health to Lower Events (TACKLE)**. Under the direction of Principal Investigator, Dr. Carmen Peralta, TACKLE will be a multicenter trial to determine the care processes and patient care team that will work best to improve patient outcomes. A small initial study asked the research question: Can a targeted screen-and-treat program for CKD improve blood pressure (BP) management among persons at high risk for complications? This pilot trial, called Screening for CKD Among Non-Diabetic Hypertensive Veterans, includes 1,800 patients and is being conducted at the San Francisco VA Medical Center. It will be completed in the fall of 2017.

Improving blood pressure management is known to delay progression of CKD. It is just one potential benefit of screening for CKD. Using the results from the pilot trial, **TACKLE will be carefully designed to show how a multidisciplinary care team, and evidence-based practices, can deliver more cost-effective care that will produce better outcomes for patients.**

Dr. Peralta, a native of Barranquilla, Colombia, is noted for her dedicated work in reducing high kidney disease rates among Latinos and was featured in an NBC News story.* **She is the recipient of the Robert Wood Johnson Foundation's Young Leadership Award.**

Workshops and Research Conferences

In addition to studies, **NKF holds workshops and research conferences**, where kidney health experts at the top of their respective fields convene and focus on specific research problems. In FY17, NKF held a conference on hyperuricemia, and several others are under development.

Hyperuricemia, Chronic Kidney Disease, and Cardiovascular Disease: What Is the Relationship?

A Scientific Controversies Conference Sponsored by the National Kidney Foundation

This Controversies Conference, held in September 2016, brought together a group of international experts from the fields of nephrology, rheumatology, endocrinology, and nutritional science to evaluate the emerging science related to the interrelationship of hyperuricemia,

kidney disease, and CVD. The deliberations from the conference will be summarized in an article to be published in the *American Journal of Kidney Diseases*.

Gout is the most common form of inflammatory arthritis, affecting an estimated 8.3 million Americans. **Hyperuricemia is a common component of gout. There is a strong association between hyperuricemia and kidney disease.** In addition to the significant impact on physical well-being, there is accumulating evidence that hyperuricemia in the presence of CKD is associated with adverse cardiovascular outcomes and more rapid progression of kidney dysfunction. Hyperuricemia has also been linked to hypertension, diabetes, stroke, and mortality.

Conference discussion questions and topics included: the causes and consequences of hyperuricemia; the association among hyperuricemia, CKD, CVD, and hypertension; hyperuricemia as an independent risk factor for CKD; uric acid's role in kidney dysfunction; lowering uric acid and the impact on kidney disease outcomes; gout treatment with nonsteroidal anti-inflammatory drugs (NSAIDs) and CKD; hyperuricemia as a risk factor for CVD; lowering uric acid and cardiovascular outcomes; and pharmacologic management of hyperuricemia and gout.

* <http://nbclatino.com/2012/12/26/helping-hands-for-one-doctor-reducing-high-kidney-disease-rates-among-latinos-is-lifes-work/>

Young Investigator Awards

NKF Young Investigator Awards are investments in the future of kidney healthcare. By assisting talented, promising beginning scientists in obtaining funding for their research projects, NKF encourages the best people to enter the field of nephrology. Young Investigator Awards are about investing in researchers, as well as the research itself.

The Young Investigator Awards are for one-year terms. They are based upon careful and balanced peer review by an independent review committee, with an emphasis on the support of high-quality clinical investigation.

Project: APOL1-Related Kidney Disease in Sickle Cell Disease



Divya G. Moodalbail, MD, Nemours/Alfred I. duPont Hospital for Children, Wilmington, DE

Sickle cell disease (SCD) is a chronic, debilitating, hereditary blood disorder seen in 1 in 300 African Americans and is

associated with a multitude of acute and chronic health problems, including an increased risk for kidney disease. Early identification of youth with SCD and at high risk for kidney disease is critical because available preventive interventions can promote kidney health and slow disease progression. The **goal of the study is to identify evidence of early kidney disease in youth with SCD, and to identify presence of genetic markers associated with increased risk for kidney disease.**

It proposes to test African-American SCD youth for variants of apolipoprotein-1 (APOL1) gene known to be associated with increased risk for kidney disease. This study will enable testing of the hypothesis that SCD patients with APOL1 gene changes will have **greater expression of laboratory markers of kidney disease.**

Project: Toll-like Receptors Induced Pathways in Lupus Nephritis



Hanni Menn-Josephy, MD, Boston Medical Center

Lupus is an autoimmune disease that mainly affects young women of child-bearing age. It is characterized by the production of proteins that bind to DNA

and RNA and form complexes. The complexes cause local inflammation in the kidney, which can result in kidney failure. **Genetic variations in a protein called interferon regulatory factor 5 (IRF5) increase the risk of developing lupus.** The purpose of this study is to determine whether IRF5 plays a role in lupus-related kidney disease. The researchers will **obtain kidney samples from lupus patients with active kidney disease and measure IRF5 expression in various kidney immune cells.** To determine whether the IRF5-expressing immune cells in the kidney are activated, Dr. Menn-Josephy and her team will compare global gene expression to resting immune cells of the same type. Overall, **this project will identify whether IRF5 or other proteins in the IRF5 pathway are potential new targets for the treatment of lupus kidney disease.**

Project: Sleep Restriction and Renal Function [grant renewal]



Ciaran McMullan, MD, MMSc, Brigham and Women's Hospital, Boston, MA

Kidney function is regulated by the sleep-wake cycle. Coordination of this periodicity in the kidney permits anticipation of the

metabolic and physiological demands of the kidney throughout a 24-hour cycle. Although sleep disruption has been studied extensively in cardiovascular and metabolic disease, its association with chronic kidney disease has not been studied. Furthermore, low levels of the "night-time" hormone, melatonin, have been associated with many conditions related to CKD, including hypertension, diabetes, and systemic inflammation, yet the benefits of increasing melatonin levels on the risk for CKD is unknown. **Dr. McMullan and his team aim to investigate the effect of repetitive sleep restriction and shift work on risk factors for CKD and the effect of sleep extension and melatonin supplementation on CKD risk factors among individuals at increased risk for the development of CKD.**

The National Kidney Foundation gratefully acknowledges that the NKF Young Investigator Grant Program is made possible by support from (or in honor of) the following organizations and individuals: American Society of Nephrology; Victor Chaltiel Foundation; Shaul G. Massry, MD; Pfizer Laboratories; Solomon Papper, MD; Patricia Welder Robinson; Donald Seldin, MD; George Schreiner, MD; Robert Schrier, MD; Hilda Gershon Sugarman.

**Satellite Dialysis Clinical
Investigator Grant
Project: Weight Trajectory and
Outcomes in Kidney Disease**



*Elaine Ku, MD,
MAS, University
of California San
Francisco*

**Obesity
among chronic
hemodialysis**

patients has been associated with a survival advantage compared to normal weight in a phenomenon described as the “obesity paradox.” However, **obesity in children on dialysis has not been associated with a lower risk of death compared to normal weight.** One of the potential reasons for these differing observations in adults versus children is the delivery of more aggressive nutritional interventions in children with kidney disease to maintain weight and growth. Thus, Dr. Ku hypothesizes, the higher risk of death in adults who begin dialysis with a normal weight may be due in part to the significant weight loss that occurred prior to needing dialysis. The objectives of her research are to: 1) **characterize weight trajectory in adults versus children;** and 2) **examine the association between weight change before dialysis and risk of death after dialysis in adults.**

Keryx Renal Nutrition Research Grant

Project: Bone Disease in Infants with CKD and ESRD



*Abigail Eldridge, RD
Children's Hospital Colorado*

In September, NKF awarded a new research grant to Abigail Eldridge, RD, a pediatric renal dietitian at Children's Hospital Colorado, to **study bone disease in infants with CKD and ESRD. There are currently no standardized guidelines for the treatment of bone disease in infants who have kidney disease.** Using current studies and recommendations for the pediatric population, Ms. Eldridge and her colleague, Dr. Jens Goebel, developed an algorithm to create treatment procedures. They plan to trial this algorithm in order to develop best-practice guidelines.



“Infants suffering from chronic kidney disease and end-stage renal disease are a small, yet growing, population,” said Ms. Eldridge. “A lack of research and evidence-based practice guidelines is worrisome, as most growth in height occurs during the first two years of life, and bone mineralization is an important part of early development,” she added. Childhood CKD is associated with alterations in bone and mineral metabolism; these play a role in growth failure and can lead to low bone density, which affects short-term and long-term fracture risk.

The research being conducted by Ms. Eldridge will be a multicenter study and include participants from across North America. The two-year grant was made possible through funds provided by Keryx Biopharmaceuticals, Inc.

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“Infants suffering from chronic kidney disease and end-stage renal disease are a small, yet growing, population.”

“

“A lack of research and evidence-based practice guidelines is worrisome, as most growth in height occurs during the first two years of life...”

From Research “Subjects” to Partners: *Patients and Scientists Collaborate*

NKF recognizes that patients are the ultimate stakeholders in research. NKF is engaged in multiple projects funded by the **Patient-Centered Outcomes Research Institute (PCORI)** that are **changing healthcare’s view of patients** from passive to active participants. These projects improve healthcare delivery and outcomes using evidence-based **recommendations that come from research guided by patients, caregivers, and the broader healthcare community.**

The Patient-Centered Outcomes Research Institute is an independent, nonprofit health research-focused organization that provides research funding through the Patient-Centered Outcomes Research Trust Fund (PCOR Trust Fund), which was established by Congress through the Patient Protection and Affordable Care Act of 2010.

Project: Putting Patients at the Center of Kidney Care Transitions



L. Ebony Boulware, MD, Duke University; Jamie Green, MD, Geisinger Health System [01/1/2016 to 12/31/2021]

The study, **Resources to Enhance Patients’ and Families’ Readiness to Engage in Kidney Care Break**

the News, Review Your Options, Weigh the Pros and Cons (PREPARE NOW), tests the effectiveness of a patient-centered kidney transitions care model within Geisinger Health System’s kidney specialty clinics. **The kidney transitions care model provides clinicians with tools to help them recognize when patients should prepare for kidney failure and help them support patients’ early and informed treatment decisions.** The study also evaluates the impact of adding a kidney transitions specialist to the healthcare team to **help patients learn about kidney disease, learn self-care skills, make informed decisions, get psychosocial support, and coordinate their care.**

As a collaborating partner and stakeholder organization, **NKF is assisting with study design and implementation throughout the project, and will provide peer support services through our “NKF Peers” program.** The kidney transitions care model has **immense potential to link patients in need with key resources to enable them to live a healthy life and make the choices that are best for them.**

Project: Enhancing Cardiovascular Safety of Hemodialysis Care



Tiffany Veinot, MLIS, PhD, University of Michigan [11/1/2016 to 10/31/2021]

Dialysis instability is an important patient safety problem, in which patients experience low blood pressure or other complications

that can lead to heart injury resulting in hospitalizations or death. Many factors influence this instability, including decisions made by patients, healthcare providers, and a dialysis facility’s policies. To address this issue, NKF is working closely with the University of Michigan on a PCORI-funded project called **Enhancing the Cardiovascular Safety of Hemodialysis Care: A Cluster-randomized, Comparative Effectiveness Trial of Multimodal Provider Education and Patient Activation Interventions.** The study, **conducted in 28 dialysis facilities across the United States, will compare the effectiveness of two interventions designed to improve dialysis session stability and the heart health of hemodialysis patients:** 1) multimodal health professional education for dialysis facility care teams, and 2) patient activation and peer mentoring by trained ESRD patients.

NKF is working collaboratively with study investigators by serving on the Steering Committee throughout the project and will be managing all aspects of developing and implementing the peer mentoring intervention, such as development of the mentor training program, recruiting, training mentors, and handling the logistics for the mentoring intervention as a whole.

These revolutionary ongoing partnerships have several exciting developments during FY18, including:

- **The NKF-hosted Patient-Driven Research Stakeholders’ Conference,** which took place at the 2017 Spring Clinical Meetings.
- **The KDOQI Home Dialysis Controversies Conference Series.** (See page 59.)

Research is carried out by talented scientists, and clinicians, but it is backed by people who believe in that progress, and who are willing to put up the resources to make it happen. The same applies to all NKF Programs and Services...

Energize

Rallying to “the cause,” people all over the country step out and step up to support our work. Every dollar donated, every action taken, makes our work for patients possible...

NKF relies on these funding sources: **individuals, foundations, corporations, and government grants.** Our programs are also supported through **fundraising activities: contributions** (individual giving, memorials, estates, trusts); **events** (NKF Kidney Walks, NKF Golf Classic, local galas, endurance sports events, do-it-yourself fundraising, and other special events); programs (such as corporate sponsorship of Kidney Learning Solutions (KLS®) projects, patient educational materials, or professional education symposia); **NKF Kidney Cars; thrift stores; and employee giving campaigns.** These sources have one thing in common—people who believe in the importance of kidney health.

Most of NKF’s revenue comes from the people we serve—patients, family members, friends and other individuals or public groups supporting our mission.

NKF is dedicated to delivering on this support from people who believe in our mission. **For every dollar donated, approximately 82 cents goes to programs such as research, patient services, professional education, public health education, and community services.**

Team Kidney: Your ideas. Your passion. Your way.

NKF’s brand-new do-it-yourself fundraising program, Team Kidney, was launched in October of 2016. Team Kidney is a nationwide community rallying support to fight kidney disease by empowering members to create their own unique fundraising events. Team Kidney is fundraising made easy, adds new revenue without stretching resources further, and connects NKF to a broader audience in untapped regions—and to every generation, including millennials!

In addition to individual fundraising campaigns, Team Kidney participated in more than 20 Partnership Events. These are existing races that NKF partners with locally. Races included the New York City Marathon, Bay to Breakers in San Francisco, the Tough Mudder series, and the Five Boro Bike Tour.

Team Kidney raised more than \$300,000 in FY17! This includes the 175 individual fundraising campaigns that were created since October on GoTeamKidney.org. Campaign themes included running a marathon, memorializing a loved one, hosting a chili cookoff, and celebrating a transplant anniversary.

Team Kidney Participant Spotlights

2016 New York City Marathon Finisher For Team Kidney

Corey Zaretsky dedicated his run in the 2016 New York City Marathon to the National Kidney Foundation. In his own words, “This is a cause that is extremely important to me. My brother was born with kidney disease, and a year and a half ago at the age of 21, he was in total kidney failure. In August 2014 after months of dialysis, I donated a kidney to him and he has never been healthier.” Corey raised more than \$12,000 for NKF and inspired the entire kidney community with each step!



Kevin’s 12-for-12 Urban Hike, December 2016

Our own **Kevin Longino, NKF CEO**, went hiking—yes, hiking—around Manhattan! Through NKF’s newest fundraising platform, Team Kidney, Kevin created a personal event to commemorate his 12-year “transplantversary” and the 12 people who die each day waiting for their kidney transplant. Kevin’s “Urban Hike” led him all around Manhattan—walking 12 miles.



Team Kidney lets the fundraisers take the lead:

Team Kidney taps into the creativity of NKF supporters, allowing them to create their own events to raise funds. A fundraiser isn't interested in Kidney Walks or Golf, but likes baking? The Team Kidney platform can help put on a bake sale. Someone wants to help raise funds, but they're pressed for time? Team Kidney can help turn Twitter, Facebook, and Instagram networks into fast fundraisers, even "crowd raisers." Supporters can celebrate an anniversary, honor a loved one, or push themselves with a 10k race—the possibilities are endless.

Participants can choose from several fundraising categories.

Challenge Yourself: "Add meaning to your miles." This is an endurance category that includes running events, bike rides, or other athletic adventures.

Celebrate Milestones: Participants raise funds in honor of their birthday, anniversary, wedding, or any other celebration; participants can also use this fundraising category to celebrate their transplant anniversary by asking friends and family for donations.

Honor Someone: In this category, participants raise funds in honor of a loved one who is battling kidney disease or who is a kidney donor or recipient, or in memory of someone who passed away from kidney disease. Participants can also use this category to raise money in lieu of flowers.

Get Creative: Fundraising possibilities in this category are endless! Participants can create their own unique fundraising events, from bake-offs and lemonade stands to auctions and lawn game tournaments. All creative ideas are welcome!

Team Kidney Partnerships are also part of the Challenge Yourself fundraising category. Partnerships include endurance events, such as marathons, triathlons, and obstacle races, where NKF collaborates with sponsors on local and national levels.

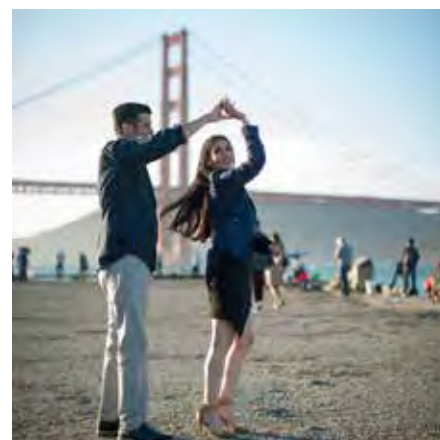
To introduce local offices to the possibilities of this platform and to maximize its use, NKF National held staff training and developed supporting materials, including Team Kidney talking points, an event idea sheet, participant event information forms, and a slide deck to use for presentations to local boards.

Who can be a fundraiser with Team Kidney?

Anyone can be a part of Team Kidney!

Whether they're five or 95, they can join in and raise funds for NKF. Participants 18 or younger need parental permission. Find out about the possibilities at:

team.kidney.org



Team Kidney Features

Team Kidney provides a huge bank of specialized fundraising tools, materials, and trainings.

- You're not alone, you're part of Team Kidney! Fundraising is easier than ever with Team Kidney, backed by telephone and email support.
- Webinars on how to organize Team Kidney locally and how to target and improve fundraising
- Fundraising guides
- Publicity and event guides
- Customizable signage and flyers
- Customizable ads
- Email templates
- Online and hardcopy fundraising forms
- Pre- and post-event media releases that can be customized locally
- Thank you template for participants
- Coaching about follow-up fundraising after the event
- Even wedding favor cards!

C'MON!—Kidney Walks

Kidney Walks Are Moving the Country Toward Kidney Health

Kidney Walk participants are the heart and soul of this signature event. Whether they are part of a team or just walking as individuals, these walkers are an integral part of our success, which is why we love seeing them come back year after year. We saw a tremendous number of walkers returning for the year, **with an increase of 21 percent year-over-year growth in participants returning to Kidney Walk!** There were 96 Kidney Walks held across the country during FY17, raising \$9 million for kidney patients and NKF programs and services.

Our National Partner Program has continued to thrive! We had 12 different companies represented in FY17 as either national corporate partners, multimarket sponsors, national teams, or a combination of these. **Our National Teams program—**companies with teams in at least 10 different markets and committed to a minimum of \$10,000 in fundraising—raised a record \$500,000 for NKF! These teams continue to amaze us with each passing year, and we can't thank them enough for their commitment to the cause.

The Kidney Walk Program continues to be play a vital role in our organization. Overall, the **Walks yielded a 4.8 percent year-over-year growth in net revenue** for the organization, helping to fund necessary programs and initiatives

for kidney patients and their families. **The Walks continue to be a source of community and pride for more than 85,000 walkers** who attend one of our events annually. Knowing they are making an impact through the funds they raise and being able to come together for a day to honor, remember, and celebrate their loved ones and friends are what keep this program moving forward year after year.

Kidneywalk.org

C'MON
KidneyWalk.org



Kidney Walk National Sponsors for FY17:

Corporate Partner

Mallinckrodt Pharmaceuticals

Multimarket Sponsor

Azura Vascular Care
NxStage Kidney Care
Satellite Healthcare

Teams

Aetna
American Renal Associates
Azura Vascular Care
Equus Capital Partners, Ltd.
LogistiCare
Madison Apartment Group
NxStage Kidney Care
Satellite Healthcare
Student National Pharmaceutical Association (SNPhA)

NKF Golf Classic

The NKF Golf Classic continues to add prestige and excitement to our fundraising efforts as The Premier Amateur Golf Event for Charity™. Golfers and their corporate guests again raised more than \$3.5 million to benefit NKF, at 30 events taking place at some of the most prestigious golf courses in the United States. The season culminated at the January 2017 National Finals at Pebble Beach, with 240 players from local events competing for a national title, along with a record 72 national sponsor participants and their customers, enjoying three days of golf at the prestigious Pebble Beach Golf Links, The Links at Spanish Bay, and Spyglass Hill Golf Course. Since its inception, the NKF Golf Classic has raised more than \$100 million.

Golf events benefit both NKF and its supporters, with national corporate partnerships revenue growing by 16 percent. Corporate partners use the series to entertain clients at the events and to network with the program's affluent business and community leaders, while at the same time supporting the mission of the Foundation.

Across the 30-event series, the Westchester Country Club at Rye, NY, led the way in fundraising with more than \$303,000. Other top events included those in Lakeland, FL; Philadelphia; Pittsburgh; Boston; Washington, DC; Akron, OH; Des Moines; Ann Arbor; Phoenix; and Louisville, all exceeding \$100,000. Following the NKF Golf Classic's tradition of playing at top-ranked, prestigious venues in each market, tournaments at Westchester Country Club in Rye, Des Moines Golf and Country Club, East Lake Golf Club in Atlanta, and Colorado Golf Club in Denver were added to the schedule.

nkfgolfclassic.com



Kidney Cars

NKF's vehicle donation program, Kidney Cars, began more than 35 years ago and remains among the nation's most well-known and trusted charity vehicle donation programs today. kidneycars.org

Kidney Cars Summary for FY17

- Total revenue for FY17 was \$3.5 million.
- Including NKF Divisions and Affiliates, the total for FY17 was 8,474 vehicles.
- This total is more than 450 cars above the projected number.
- Volume of donated vehicles increased 23 percent, or 1,350 cars.
- Comparing FY17 to FY16, there has been a 25 percent increase; FY16/15 also showed a 25 percent increase.
- Net revenue increased 25 percent year-over-year; \$360,900.



Looking forward, the 2017 season will see Konica Minolta joining the NKF Golf Classic as the national title sponsor of the series. Konica Minolta joins current national partners Insurance Auto Auctions, HM Insurance Group, Tiffany and Co., Greg Norman Collection, Skechers, Global Golf Post, and PING, as well as National Finals at Pebble Beach corporate partners Anheuser-Busch, CDW, and Maserati.



Kidney Cars had a 1964 Ford Thunderbird sell for \$5,200 in NC.

Corporate Development Program: *Kidney health is everyone's business.*

The combination of for-profit and nonprofit can make a powerful team against kidney disease. The NKF

Development team seeks out meaningful partnerships with both industry and retail companies that are aligned with raising awareness about chronic kidney disease and transplantation, and providing education and patient support.

Corporate Partnership offers a variety of ways for companies and their employees to get involved:

Cause Marketing Partnerships

From licensed products to campaigns that drive sales and brand awareness, NKF develops customized and creative cause solutions with brands.

Event Sponsorships

Corporations support NKF by sponsoring a range of memorable events throughout the year and around the country:

- **NKF Golf Classic:** The nation's Premier Amateur Golf Event for Charity™. Each year thousands of golfers from across the country participate in more than 30 local events, with the top finishing teams invited to compete in the National Finals at Pebble Beach, CA.
- **Kidney Walks:** Approximately 100 Kidney Walks annually present an opportunity for dialysis patients, organ transplant recipients, donor families, living donors, medical communities,

and the public to celebrate life and support the Foundation's mission from coast to coast.

- **KEEP Healthy:** NKF's celebrated program of free kidney health screenings is designed to raise awareness about kidney disease among high-risk individuals, so that kidney disease can be caught early.
- **Patient and Professional Educational Programs:** These programs offer comprehensive education for patients and healthcare professionals to prevent, identify, and treat CKD; manage and prevent CKD complications; and improve patient outcomes.
- **NKF Spring Clinical Meetings:** Almost 3,200 healthcare providers attend NKF's annual educational conference to learn new developments related to all aspects of nephrology. A full exhibit hall, individual sessions, and conference materials are among the many sponsorship opportunities.

Media Partnerships

Corporations help encourage everyone to **Heart Your Kidneys** by providing pro bono media placement for NKF's new multimedia awareness campaign.

Workplace Giving Programs

A workplace giving campaign and a matching gift program as part of corporate philanthropy encourage employees to make charitable

contributions. Workplace giving programs increase employee satisfaction and engagement by providing an easy and efficient way to donate to their favorite charities through payroll deductions. Establishing a matching gift program further demonstrates a company's willingness to invest in the causes that matter to employees. NKF also supports educational services and programs to enhance corporate culture and employee health. (See Your Kidneys and You, page 21.)

The NKF Corporate Membership Program allows NKF to recognize its most dedicated corporate partners that also aim to improve kidney health and save lives. Recognition, timely updates, invitations, and access to key opinion leaders are some of the benefits of becoming a Corporate Member of NKF. (See page 62 for a list of our current members.)

Drive for Dialysis

In 2016, NKF launched a new corporate volunteer and employee engagement program, **Drive for Dialysis**, which allows organizations to educate their workforce about the importance of early detection while assembling "care packages" for delivery to dialysis centers in the communities where they do business. In our inaugural year, we **partnered with seven national organizations and provided care packages to 1,600 patients across the country.** The Drive for Dialysis custom tote bags are specifically designed to meet the needs of dialysis patients, and the care packages they hold make their extensive time spent in treatment more bearable.



Drive for Dialysis



Drive for Dialysis volunteers filling "care packages" for dialysis patients.

NKF Corporate Innovator Award: Merck

The Corporate Innovator Award was established to recognize industry partners that advance the field of nephrology by addressing an unmet medical need or improving an existing practice, therapeutic, or technology.

Merck was selected to receive the 2017 Corporate Innovator Award from the National Kidney Foundation in FY17. The award was presented at the 2017 Spring Clinical Meetings held in Orlando, FL. Merck's innovative new treatment for hepatitis C, ZEPATIER, is the only direct antiviral agent specifically tested and approved for use in patients with chronic kidney disease stages 4 and 5.

"Hepatitis C infection is both a cause and complication of chronic kidney disease," said Kevin Longino, CEO, NKF. "Merck's innovative new treatment for hepatitis C is an important therapy for kidney patients. The Corporate Innovator Award recognizes Merck's significant contribution to improving the lives of people with kidney disease and we congratulate them on this achievement."

"Although chronic hepatitis C infection is a disease of the liver, it has a well-recognized connection to chronic kidney disease, so it is important for patients with chronic kidney disease to speak with their doctors about getting screened for hepatitis C infection," said Wayne Greaves, MD, Merck's Executive Director of Clinical Research. "Merck is honored to be recognized with this award from the National Kidney Foundation."



Wayne Greaves, MD, Executive Director of Clinical Research, Merck, accepts the NKF Corporate Innovator Award from Kevin Longino, NKF CEO.

2016 Local Board Challenge

During the fall of 2015, NKF CEO Kevin Longino and Board Chair Arthur Pasquarella made the decision to stretch their personal commitments. In late spring of 2016, they challenged NKF's extensive network of Advisory Board Members with a \$100,000 matching gift in support of our mission. Every dollar donated by NKF Advisory Board Members was matched to support the local office. This initiative rallied Board Members and staff across the country. As the challenge was "first come, first serve," many jumped at the opportunity to support their local office and the match was fulfilled by September 2016! The Local Board Challenge highlights how dedicated and committed our volunteers are to supporting our mission!

It's important to remember that NKF is a team, made up of volunteers and supporters, Board Members, and staff, all focused on improving the lives of people with CKD or at risk. This teamwork extends across the country and it is striking when all their activities are gathered in one place for a "big picture" view...

Unify

From desert communities, to coastal and rural towns, to our National Headquarters in New York City, NKF is present for people across the country. Local offices make our mission real for millions in the form of patient information and support, CKD public awareness, advocacy in local government, and special programs. They are the ones the “locals know,” and the ones who understand the local issues. These NKF people serving across the country are the “who” of NKF for our constituents. Our organization is drawing local offices together more closely, organizing to create a single, powerful, recognizable presence, one of greater utility to the people we serve and one that is a force for cultural change through greater recognition of kidney health.

NKF Serving the Northeast

Greater New York Area

NKF Serving Greater New York had another successful year **presenting Grand Rounds at local medical centers**, thanks to the generosity of US Standard Products, which supported this program with a \$7,500 grant. **Twelve programs were presented at five hospitals in underserved communities** and half of those were NKF’s signature program for primary care providers, CKDinform. 2017 marked the 10th anniversary of NKF GNY’s popular professional education program.

NKF GNY also held several transplant workshops for patients, family members, and friends, as well as healthcare professionals. NKF GNY ran four pilot tests of NKF’s **interactive workshops for THE BIG ASK: THE BIG GIVE**. These workshops are designed to educate kidney patients on the waiting list, along with their family and friends, on **how to find a living donor**. It also held a workshop for dialysis patients who wanted to learn about the process to become listed for a transplant and the

surgery itself. For **nursing and physician assistant students**, NKF GNY brought a **kidney transplant surgeon to their classrooms** to instruct them on the surgical procedure and the need for organs.

New York, NY

An extraordinary group of patients, caregivers, medical professionals, and corporate sponsors **came together at Manhattan’s Foley Square and collectively raised more than \$960,000** at the **2016 New York City Kidney Walk** in November. The incredible **effort set a record as the largest Kidney Walk in NKF history**. The theme of the event was **“Stories In Motion”**: As members of the kidney community, we are all united by different versions of the same story. Thanks to the support of local Presenting Sponsor, Sanofi, walkers had the opportunity to join the movement by recording a video to tell the world why they walk.



Members of Team “Got Kidneys?” (from L to R) Kristen Kosh, Peter Jablonski, Nick D’Emidio, Kim Quartier, Helen McLaughlin-Buhlinger at the New York City Kidney Walk.

NKF’s 10th Anniversary Regional Symposium **“Hot Topics: What Shall We Do?”** was a half-day conference on **urgent topics in renal care directed at professionals** in the greater New York metropolitan area. **Featuring a nationally recognized faculty**, presentations covered the latest information on hyperkalemia, gender disparities in CKD care, transplant tourism and organ trafficking, home hemodialysis, palliative care with CKD patients, and updates on the renal safety of diabetes medications. **More than 150 healthcare professionals attended** at the Princeton Club in NYC in March.

Rye, NY

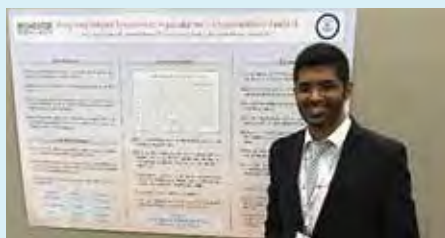
At the age of nine, **Mike Connors** watched his mother go into kidney failure. Shortly after, she received a transplant. She was a model patient for 22 years before passing away in 2002. Determined to uphold his mother’s legacy, Mike registered a foursome in the **2016 NKF Golf Classic at the Westchester Country Club** and launched a massive fundraising campaign. Through the support of generous family and friends, **Mike raised more than \$20,000**. His foursome placed **first in the Gross Division** at the local tournament in October and **went on to play in the National Finals at Pebble Beach Resorts**.



(from L to R) Michael Karger, Mike Connors, Michael Connors, Ron Angelo at the NKF Golf Classic at the Westchester Country Club.

Upstate, NY

NKF Serving Upstate New York extends a special thanks for a special gift: Judy Zauner, longtime NKF friend and supporter, personally underwrote a Pro-To-Go Scholarship for Medical Resident Harish Shanthanu Seethapathy to attend the NKF Spring Clinical Meetings. As a result, he chose to enter nephrology. Judy's act of generosity will quite possibly save hundreds of lives, known and unknown. Seethapathy has been accepted at Harvard University Medical School for Nephrology.



Harish Shanthanu Seethapathy,
Pro-To-Go Scholarship Recipient

NKF UNY held its 2016 Kidney Walk, which raised more than \$70,000 and—despite rain—had 350 walkers!



Team Kidney Kickers

It exceeded expectations from last year. Ellen Scalzo, Executive Director of NKF UNY, says to her Walk people, “YOU made it happen—Team Captains, walkers, corporate sponsors, and volunteers. Your endless passion and generosity of spirit fuel our urgency at NKF to help all people affected by kidney disease and the healthcare professionals who treat them. The Kidney Walk was a success on so many levels. The camaraderie and hope that comes from a community coming together with common goals to support one another is priceless. Although everyone involved contributed to the Kidney Walk's success, we would like to recognize those who went over and above the call of duty. Most of them became an extension of our office staff. We could not have pulled this off without you!”

NKF UNY recognizes Kidney Walk Stars, the Link Family.



The 2016 Kidney Walk was carnival themed with games created by the Link Family—Carnival Game Extraordinaire Committee!

This year, NKF Golf Classic was a huge success! Chris Kuntz, Golf Classic Chairperson, led a dynamic group of

Golf Committee members resulting in more than \$50,000 raised. NFL star Donald Jones, a former Buffalo Bills wide receiver and a kidney transplant recipient, joined the event to share his story and play golf at Locust Hill Country Club. Donald helped make the event one that NKF UNY will always remember!

Rochester, NY

The 1st Annual Honors Awards Benefit was held in March at the historic Century Club of Rochester and enjoyed by 176 attendees, raising \$30,000 to support people with CKD.



Innovation and Impact Award recipient Kailey Palmer with Chelsey Frail and Ellen Scalzo.

Paul Bloser, kidney transplant recipient, received the Gift of Life Award. Paul Bloser is a semiretired businessman in the Rochester community who needed a kidney transplant and was on dialysis. Paul was uncertain how his health situation would unfold, yet as he cruised around on a golf cart at the NKF Golf Classic, he remained positive with hopeful spirits. He was determined to thank every golfer participating in this key



Paul Bloser

fundraiser. Paul's attitude reflected his approach to life: receive each day with infinite optimism and bountiful faith.

Paul did, in fact, receive a kidney transplant, donated by his sister Susan, and is doing well, revitalizing in North Carolina! When asked how he remained hopeful in times of uncertainty, Paul gave three quotes that he lives by daily: 1) “Your greatest test is being able to bless someone else while going through your own storm.” 2) “Be the reason someone else believes in the goodness of people.” 3) “Worrying does not stop the bad things in life from happening, it just stops you from enjoying the good things life has to offer. Never let earthly circumstances disable you spiritually. Be unstoppable, not because you do not have failures, faults or disease, or doubts, but because you continue on despite them.”

NKF UNY says: “Thank You, Paul—You are an inspiration.”



Palmer's chefs prepare baked salmon.

NKF partnered with Palmer's Food Market to offer "Cooking for the Person on Dialysis" classes!

We know that food plays a huge role in how we all feel daily—especially those with illnesses, such as CKD. **Paul Bloser, NKF Advisory Board Member**, who introduced NKF UNY to **Kaylee Palmer of Palmer's Food Market**, and **Elissa Rowley, Program Director**, spearheaded what is now an innovative, stellar new initiative in the Rochester community. Kidney disease is complex, particularly when it comes to diet, and managing diet while on dialysis is challenging. This unique program provides attainable solutions for patients and their caregivers. Many Kidney Kudos for the insightfulness and involvement of Palmer's Food Markets!

Cheshire, CT

NKF Serving Connecticut and Western Massachusetts hosted its 2016 Honorees' Reception in October at Aria Banquet Hall. "A Night of Hope" honored some of the area's most respected medical professionals and presented the inspiring story of Olympic Gold Medalist

and world record holder **Aries Merritt** and his sister—and kidney donor—**LaToya Hubbard**. The reception raised more than **\$75,000** and supports the local Chapter's educational programs and patient services. Guests enjoyed Aria's most sumptuous cuisine and open bar and had the opportunity to win exciting auction items.



NKF CEO Kevin Longino, Aries Merritt, and LaToya Hubbard.

The following honorees were recognized: **Dr. John D'Avella** and **Dr. Fredric Finkelstein**, who received the **Visionary Leader Award**, which honors individuals who have dedicated their life's work to caring for kidney patients and improving the lives of those suffering with kidney disease; **Dr. Sankar N. Niranjana**, who received the **Community Service Award**, which honors individuals for making significant contributions to their community through timely actions and talents above and beyond their profession; and **John McNab, PA**, who received the **Outstanding Achievement Award**, which honors individuals for commitment and dedication to CKD patients and their families.

New England Area

NKF Serving New England distributed more than **3,000 NKF brochures and materials** to **200 dialysis centers** in New England, reaching thousands of patients and healthcare professionals.

Boston, MA

Using World Kidney Month as the backdrop, "**NKF Celebrates!**" recognized and celebrated the individuals, institutions, corporations, and programs in greater Boston and New England that help broaden awareness, increase prevention, and improve treatment of kidney disease. The event was held at the Downtown Harvard Club of Boston, and three individuals were honored for their contributions and dedication to NKF's mission. The **Physician Award** was presented to **Dr. Sylvia E. Rosas**; the **Leadership Award** went to **Alex Wayman**, NKF Golf Classic Chairman and Managing Director of **Estabrook Advisors**; and the **Gift of Life Award** was presented to **Bob Weekes**, owner of the Raw Bar, and the family of his kidney donor, the late **Judy Jonah**. **Dr. Hanni Menn-Josephy**, a nephrologist and a physician-scientist working in the renal section at **Boston University Medical Center**, was also recognized as recipient of the **NKF Young Investigator Research Grant** for her research on the causes of kidney disease, how to prevent its progression, and ways to improve treatment for those living with it today.



"NKF Celebrates!"—Denise Andersen, NKF RVP; Alex Wayman, Chairman NKF Golf Classic, NKF New England Board of Advisors, Managing Director of Estabrook Advisors; and Mark Fraser, Chairman NKF New England Board of Advisors, Managing Director TIAA

In conjunction with the event, NKF NE partnered with the **Boston Business Journal**, the preeminent Boston-area business publication. In March, **BBJ** distributed the "NKF Celebrates!" insert to **13,500+ subscribers**. It shared important information on CKD and NKF efforts, while recognizing NKF NE honorees and sponsors.

Philadelphia, PA

NKF Serving Delaware Valley hosted the inaugural "**Everyday Heroes Living with Kidney Disease: A Patient and Community Education Symposium**" in March at the Kroc Center. The event welcomed **25 kidney patients of all stages** and provided an opportunity to learn about topics important to them in a nonclinical setting. Topics included nutrition while on dialysis, dealing with depression from a chronic illness, and exploring transplantation.

NKF Serving the Northeast



"Everyday Heroes Living with Kidney Disease" symposium: Maria Mentzel, RD, answers questions about complying with a renal diet.

Pittsburgh, PA

NKF Serving the Alleghenies held its largest and **most successful Kidney Gift of Life Gala** in the history of the Alleghenies office. The gala, held at Heinz Field, attracted more than **500 guests** and raised more than \$295,000, which is a 35 percent increase over the 2016 gala.

NKF ALG also applied for and received a **generous \$45,000 grant from the Highmark Foundation** to implement **NKF's signature programs**: KEEP Healthy; Your Kidneys and You; CKDinform; and patient services.

Harrisburg, PA

A World Kidney Day event at the Capitol of Pennsylvania brought together a dozen organizations to provide kidney health awareness to more than **500 participants**. The groups were the Department of Health, Gift of Life Donor Plan, Center for Organ Recovery and Education, American Diabetes Association, Central PA Kidney Foundation, Fresenius Medical Care, US Renal Care, Pinnacle, Hershey Transplant, DaVita, Quality Insights Renal Network, and NKF.

NKF Serving Mid-Atlantic

Cleveland, OH

NKF Serving Northern Ohio had its most successful NKF Golf Classic in its history, raising more than **\$126,000—a 68 percent increase** from the previous year.

Cleveland's Junior Board, a group of 12 young professionals dedicated to advocacy and fundraising in northern Ohio, had its most successful year, both in programmatic and financial support. **Four members presented Your Kidneys and You presentations**; six volunteered at two or more presentations during the year; four attended health fairs; and **all 12 members helped raise \$63,000 at the Second Annual Dining with the Stars event, a 25 percent increase over last year**. The team also successfully coordinated and executed its **first-ever third-party event, netting more than \$1,600!**



Members of Cleveland's Junior Board

Columbus, OH

NKF Serving Central Ohio screened more than **709 participants** through the **KEEP Healthy** program in the

Central Ohio market; formed a **\$15,000 partnership with Metro Medical Supply**, a Cardinal Health company, for program support in central Ohio; and led a **partnership with Chipotle** in Ohio, Kentucky, West Virginia, and Pennsylvania that resulted in **\$28,118 in fundraising on World Kidney Day**.



Antoinette Greene Tubbs, Marsheen Campbell, and our KEEP Healthy volunteers from Chamberlain College of Nursing had an opportunity to meet Dr. Oz at the Columbus Commit To Be Fit Expo.

NKF Serving Central Ohio also secured a **\$30,000 five-year partnership with the Miami Valley Foundation**, a premier health organization, for programs in the Dayton area.

Kentucky

The **Lexington Kidney Walk** was held in October at Coldstream Park. It marked the second Walk held in this beautiful city. The event welcomed new sponsors, along with more than **200 participants**. The Kentucky office of NKF ended its Walk season on a positive note by achieving its Walk budget of **\$30,000** and recruiting great volunteers for its newly formed Walk Committee.

NKF Serving Kentucky's Gift of Life Gala was held in March at the **Speed Art Museum**. This event saw a new venue and format, including a pre-gala awards ceremony and reception-style dinner. The gala welcomed **500+ guests**. Some highlights included an artist creating a Kentucky Derby painting on-site, a surprise item revealed during the Special Appeal (bringing in \$6,000), and a Reverse Raffle. It was a very fun night—and raised more than **\$155,000!**

Richmond, VA

NKF Honors is an awards reception and fundraiser for NKF Serving Virginia that takes place on World Kidney Day and honors members of the local community who have been outstanding in the fight against kidney disease. **The First Annual Honors Event** brought together more than **100 healthcare professionals, business leaders, and civic-minded citizens from the area**. Funds from this event support NKF Serving Virginia programs.

National Capital Area

NKF Serving the National Capital Area hosted its **13th Annual Patient Education Conference, Living WELL with Kidney Failure**, in Prince George's County, MD, during November. Nearly **200 dialysis patients and caregivers** attended the free, half-day conference **with the National Capital Area's top healthcare professionals**. At the conference, attendees enjoyed a renal-friendly

lunch, followed by an afternoon of educational sessions on various topics, including dialysis modalities, challenges of caregivers, transplantation, and adopting a healthier lifestyle. **Local medical providers** serving the dialysis and transplant communities **provided attendees with on-site resources** to assist them in taking an active role in their healthcare.

October's **DC Kidney Walk** convened at **Freedom Plaza near the White House** to raise awareness and funds. NKF NCA drove attendance and awareness by promoting the Walks and organ donation with **posters throughout hundreds of Washington Metrorail cars**. **Eight hundred walkers** became a vibrant community of advocates sharing their experiences and calling attention to **DC having among the highest rates of ESRD in the country**. **Two-time kidney transplant recipient Ronald D. Paul and his wife Joy** founded the DC Walk in **2002** and are tireless supporters of NKF and kidney patients.



DC Walk

Maryland

NKF of Maryland understands the urgency for awareness and early detection of CKD. Serving central and western Maryland, the Delmarva Peninsula, and portions of Virginia and West Virginia, NKF MD provided **screening, assessment, and education to more than 6,000 people through more than 30 events**, including our **KEY (Kidneys: Evaluate Yours)** screenings, kidney health risk assessments, Your Kidneys and You presentations, and outreach activities. **Nearly 1,000 people were educated at the B'More Healthy Expo** alone.

Professional and patient education remains a strong focus of NKF MD's mission. The **Annual Scientific Session and Renal Rounds** events educated **95 nephrologists** and showcased research findings by our 2016 research grant awardees. **NKF MD awarded \$100,000 to fund seven local research grants**. It collaborated with the **Maryland Council on Renal Nutrition**, organizing a biennial conference, providing continuing professional education to more than 100 registered dietitians, and generating a **record-breaking \$12,870 to fund NKF MD's Nutritional Supplement Program**. NKF MD's 2017 patient education conference, **Beyond Dialysis**, resulted in **150 patients and caregivers** becoming informed, inspired, and engaged!

Through its **Patient Emergency Assistance Program**, NKF MD granted a total of **\$69,725 to 509 patients** who were in financial crisis and needed immediate **assistance with transportation, utilities, food, rent, medication, and dental treatments**.



Beyond Dialysis Event.

Michigan

The year began for **NKF of Michigan** with **Charity Navigator**, the nation's leading charity evaluator, **recognizing the organization for its sound fiscal management by giving it a 4-star rating for the ninth year in a row, putting NKFM in the top 1 percent of charities in the nation**.

NKFM was also dedicated to **expanding its Diabetes Prevention Program** during fiscal year 2016–2017. Since the program's inception in 2012, **NKFM has served more than 1,250 people and more than 11,000 pounds have been lost**. The **CDC-developed program** educates those with **prediabetes or at high risk for diabetes** on how to manage their health to prevent or delay diabetes.

The NKFM was also **proud to publish a book titled Regie's Rainbow Adventure®**. The book, which was developed in conjunction with **United Way for Southeast Michigan** and is now available on Amazon.com, details the history and importance of the NKFM's **Regie's Rainbow Adventure** nutrition and physical activity program being a part of early childhood development. Readers get an insider's view of how Regie was created, learn about serious health issues in early childhood, and hear from the creative people who continue to develop Regie's story, his image, and classroom activities. The unique book

provides lots of ideas readers can use to consider bringing such a program to their communities.



Regie's Rainbow classroom activity.

Detroit

In December, NKFW held its **11th Annual Kidney Ball**, the most fun black-tie event in Metro Detroit. The event hosted more than **740 "givers and shakers"** and raised more than **\$615,000** to support the NKFW's vital programs and services.



The band, Your Generation in Concert, with Santa Claus at the 2016 Kidney Ball.

Wisconsin

In addition to other activities, such as Walks/Runs, KEEP Healthy screenings, public awareness activities, and patient support, NKFW maintains a strong focus on education as a means to fight kidney disease and improve health and lives. This fiscal year, NKFW is proud to highlight the following successful programs, among others:

The goal of Wisconsin's Patient Safety and Transitions in Care Initiative is to address critical transitions in medical care. NKFW created and presented a live-stream continuing-education program for the Professional Ambulance Association of Wisconsin (PAAW) titled **"EMS and Care of the Dialysis Patient."**

The live-stream educational program **"Safe Medicine Use for Keeping Kidneys Healthy"** promoted public awareness of the importance of kidney health. NKFW organized this program with the new **School of Pharmacy at the Medical College of Wisconsin** and collaborated with the **Continuing Education Department of Froedtert Health**. What made this event unique for the Affiliate was that NKFW provided it to a live audience and as a live-stream presentation across the country. NKFW was able to answer questions in real time and address both audiences simultaneously.

NKFW also presented an extensive, multidisciplinary professional education event, a symposium titled **"The Changing Climate of Care,"** which held **19 workshops** on urgent, cutting-edge topics such as: **"Hospitalization and Rehospitalization in the ESRD Population"; "Kidney Disease and the Eye"; "Creating A Culture of Safety";** and **"Ethics: The Age of Social Media."** This full-day event was CME/CE approved for professionals: nurses, social workers, registered dietitians, and patient-care technicians who work directly on a daily basis with dialysis patients.

NKFW has also **live-streamed various components for THE BIG ASK: THE BIG GIVE**, under the title **"Save a Life, It's in You."** Each month, NKFW also holds educational events on **Living Well Before and After Transplant.**

Whether you're a lover of ballroom, hip-hop, salsa, or swing, you didn't want to miss a move at the **NKFW's Spotlight on Life** event. Each year, transplant and donation procurement professionals from throughout Wisconsin compete on the dance floor to promote organ, tissue, and eye donation, and to raise money to support the NKFW's various caregiver and patient programs. This year's gala was live-streamed from the Milwaukee Hilton and raised more than **\$60,000**. This **"dancing with the stars"-type event**

featured the following participants: **Allison Driggett** of the **Lions Eye Bank of Wisconsin**; **Kathleen Sprenger** of **Aurora Health Care**; **Spencer Holten** of **RTI Donor Services**; **Bailey Heiting, RN, BSN**, of the **BloodCenter of Wisconsin**; **Jamie Killian, RN, CCRN**, of **Froedtert & Medical College of Wisconsin**; **Kimberly Gunn** of **Children's Hospital of Wisconsin**; and **Fanny Delebecque** of **UW Health Transplant Program**.



NKFW's Spotlight on Life event: Donation advocate, Kathy Schultz, UW Health.



Spotlight on Life: Venetta Pottinger (center), dialysis patient.

World Kidney Day: Together, NKF Locals Make the Whole Country Kidney-Aware

People respond to something they can see around them. With that in mind, local icons and buildings coast-to-coast turned NKF orange to commemorate World Kidney Day.



1) Hyatt Regency New Orleans; 2) Empire State Building; 3) the Great Wheel in Seattle; 4) the Falls in Sioux Falls, SD; 5) LAX Airport pylons; 6) WKD/Kidney Walk Kickoff, Sioux Falls (courtesy Gene Dickey).

Illinois

From the Illinois office of NKF, the following portrait of a “star” walker: **Randy Adamsick** has polycystic kidney disease (PKD), as do several other family members. In 2016, he learned that he would soon need to start dialysis treatment or receive a transplant. That year, he also formed a Walk Team, **Adamsick Avengers**, and **joined more than 4,000 others in Chicago for a three-mile Walk and Health Fair in beautiful Lincoln Park**. While at the Walk, Randy’s family took photos of him wearing his Walk T-shirt, which he later posted to his Facebook page, letting friends and family members across the country know that he needed a kidney. **A friend Randy had not seen in more than 20 years stepped up and was a perfect kidney donor match!** It has been almost a year since Randy received the gift of life from his friend and he is feeling great. **Adamsick Avengers** walked again in 2017, and we expect to see them annually!



Randy with his donor.

Central Region

NKFC Serving Central launched the **Kidney Resource Center** in FY17. This program allows patients access to valuable NKF brochures, interactive tools, and **resources in waiting rooms and dialysis centers**.

Oklahoma City, OK

NKFC held the very first Kidney Walk in **Oklahoma City** this March. The event raised more than **\$35,000**, exceeding goals and increasing NKF’s visibility in this new market. For FY18, NKFC plans to return with a bigger Walk Committee, new event chairs, and stronger relationships with patients and caregivers.

Wichita, KS

NKFC hosted the inaugural **Great Chefs of the Midwest** in Wichita. The event **exceeded its goal by 35 percent** and engaged the physician community and public. NKFC is excited about the event’s return and the exposure gained in this community.

St. Louis, MO

NKFC partnered with one of the most respected renal fellowship programs in the country, **Washington University**, to host the **first CKDinform presentation in St. Louis**. The event had record attendance and impact, educating more than **60 physicians**.

Iowa

NKFC just held the most successful **Central Iowa Kidney Walk** and received **commitment from a donor for the largest single gift in the office’s history**.



Central Iowa Kidney Walk

Denver, CO

NKFC renewed a **\$25,000 grant to support its Kidney Care Kit program**, which provides educational resources for patients with all stages of CKD. This program has allowed NKFC to **connect with more than 700 patients** throughout the state, as well as develop new relationships with medical professionals in the field of nephrology. NKFC **plans to continue to develop and expand this program to include pediatric patients in FY18**.

Sioux Falls, SD

NKFC launched another local **Kidney Resource Center**, allowing even more patients to access resources in waiting rooms and dialysis centers.

North Carolina

The **North Carolina Kidney Gala**, held in **Charlotte**, **achieved income growth of 316 percent (\$8,223 to \$34,259)** in its second year and received rave reviews from attendees. Leading revenue drivers were the live auction and Mission Moment, which **brought in more than \$31,000** for the Foundation.



Charlotte Gala

In the interest of showing key constituents one of the many ways that funds raised for NKF are put to good use, a **KEEP Healthy screening was held at the 2016 Charlotte Kidney Walk**, with **105 participants** screened. At least **one person** (the spouse of a Fresenius employee who participated “on a lark”) **actually learned she had kidney disease after going through the screening and is now receiving treatment**.

The **NKF Golf Classic in Charlotte** **achieved 24 percent net growth over last year (\$29,750 to \$36,890)** as the result of increases in players/foursomes and sponsorships.

Annual statewide goals for participation in **KEEP Healthy** and **Your Kidneys and You** were met, thanks to a strong push in the second half of the year. This push also achieved the goals associated with a **\$10,000 local grant** from Astellas earlier in the year.

New relationships were formed in the **Raleigh-Durham area** with locally based pharmaceutical companies QuintilesIMS and Humacyte, resulting in **\$11,700 in new sponsorship and fundraising** for the **Triangle Kidney Walk**. Top fundraising team BPG Management NC, part of Equus Capital, raised \$11,870 in its second year with NKF Kidney Walk.

South Carolina

NKF SC established new partnerships that led to **screening 630 participants**; presented **Your Kidneys and You** to **1,013 participants**; and **received 1,329 donated vehicles for Kidney Cars in SC alone**, a **33 percent increase** from FY16.

Blakely Chikhliker rejoined the **South Carolina field office**, having served five years on **Kidney Cars**. Blakely will continue to manage the Kidney Cars office and serve as Executive Director of SC.

Georgia

The **Mighty Nephrons**, the **Walk Team**, is celebrating **raising \$100,000 in four years** for the **Atlanta Kidney Walk**.

NKF Serving GA secured a **\$30,000 Kaiser Grant** to provide programs for the **Atlanta metropolitan area**.

Texas

NKF Serving Texas and the Southeast held **five Patient and Community Education Seminars** in the state, educating and empowering **500 patients, caregivers, and those at risk** for kidney disease.

In the state of Texas, NKF TXSE also **screened more than 2,000 people** through the **KEEP Healthy program**; reached and educated more than **600 people** through **Your Kidneys and You presentations**; and **educated more than 200 professionals** (CKDinform and the Houston Symposium) on the latest in kidney care and how to improve diagnosis and early detection.

Dallas-Fort Worth

The **Fort Worth Kidney Walk** had its **most successful Walk in history**, raising more than \$126,000, a **49 percent increase** from the previous year.

Dallas's NKF **Bonne Santé food and wine event's Mission Moment** raised **\$35,600**, a **56 percent increase** from the previous year.



Dallas Bonne Santé Mission Moment.

Houston

The **Houston Kidney Walk** was held at the renowned **Houston Arboretum** and witnessed a **record 1,000+ participants**. With new sponsors joining an already stellar field, the **Walk was the most successful in the history of the area**. For the second year in a row, **Keith's Hope** was the first-place fundraising Walk Team and now has a combined team total for 2016 and 2017 of nearly \$13,000.

On the heels of being the **Top Run for a Reason (RFAR) Individual Team Member Fundraiser** in the **Chevron Houston Marathon**, NKF Houston runners again **exceeded their total fundraising goal** in 2017 and were recognized at the celebratory awards breakfast. The **Chevron Houston Marathon RFAR** program connects the philanthropic community to passionate race participants willing to raise funds for, and awareness of, meaningful causes.

Austin

The **Austin Kidney Walk** was held in November at the **Travis County Expo Center**, drawing a **record crowd of more than 700 people**. NKF of Austin **exceeded its fundraising goal by more than 7 percent**, raising \$80,341, and had a **Fox 7 evening news anchor (and living donor) Rebecca Thomas** emcee the event.



Austin Kidney Day at the Capitol: Cora McClendon, NKF Patient Services Committee Co-chair; Amanda Crowley-Rios, NKF Program Manager; and Mark Edwards, NKF Senior Director of Partnerships and Programs.

More than 200 patients and advocates gathered in **Austin** in February for **Kidney Day at the Capitol**, where there were opportunities to **inform the Texas legislature** directly about public policy needs of kidney patients.

San Antonio

The **Governor of Texas, Greg Abbott**, expressed his support for **World Kidney Day 2017** with a **proclamation**, and the **Weston Centre fountain** in **San Antonio** was lit up orange to help raise awareness of kidney disease.

In **San Antonio**, more than **300 healthcare providers** were educated via **CKDinform** programs at the annual **Nephrology Group Meeting** in July; **Texas Nurse Practitioner's annual conference** in September; and three **Grand Rounds presentations** at the **University of Texas Health Science Center's Department of Family and Community Medicine** in January.

NKF of Florida

Florida

NKF of Florida hosted the **24th Annual NKF Golf Classic in Lakeland, FL**. This event was its **biggest fundraiser of the year, grossing \$223,200**, with two shotgun starts during the event.



NKF Golf Classic at Lone Palm Golf Club

The **Third Annual Pensacola Kidney Walk** grossed **132 percent of NKF of Florida's event goal and raised \$52,700**. This is a volunteer-driven Walk run by an amazing committee in a small town.



Pensacola Kidney Walk

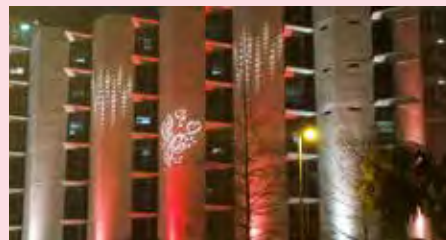
NKF of Louisiana

Louisiana

The state “went orange” for **World Kidney Day this past March!** NKFL had a total of eight different landmarks and businesses throughout Louisiana “go orange,” NKF’s signature color:

- Mercedes-Benz Superdome
- Hyatt Regency New Orleans
- West Jefferson Medical Center
- Holiday Inn New Orleans, West Bank Tower
- The Louisiana Governor’s Mansion
- *The Advocate*—Baton Rouge (local newspaper office)
- Monroe-West Monroe Convention and Visitors Center
- Holiday Inn Express and Suites, West Monroe

The staff at NKFL is very proud that these different landmarks and businesses collaborated with them to spread awareness about kidney disease throughout the entire state. NKFL hopes to add even more landmarks and businesses to the list next World Kidney Day!



West Jefferson Medical Center goes orange on World Kidney Day to let local residents know to Heart Their Kidneys.

NKF Serving the West

San Francisco

The **28th Annual San Francisco Authors Luncheon** in the fall of 2016 attracted more than **800 guests, raised nearly \$450,000**, and received a **record \$132,000 pledged** during the Mission Moment. **Presenting authors included Hall of Fame NFL wide receiver Jerry Rice, KQED’s Michael Krasny, and astronaut Mike Massimino. New York Times best-selling author Kelly Corrigan** emceed. The 29th annual event will take place in November 2017, with featured authors to be announced soon!

Let’s Read! is NKF’s new, **signature children’s literature event** focused on children between the ages of two and eight and their families. This event will take place at the **San Francisco Zoo** in September 2017. Second-year support includes anonymous donor “Ms. Matilda Wills” at the \$10,000 “Giraffe” level and the John & Marcia Goldman Foundation as a \$5,000 “Elephant” sponsor.



*First Annual Let’s Read! guests at the San Francisco Zoo.
(Photo credit: Market ME Video Production.)*

The inaugural **NKF Young Professional Board, DISRUPT**, hosted the **First Annual Kidney Ball** this past March in San Francisco. More than **300 guests** attended and **raised \$37,000**, surpassing the board’s goal of \$35,000. This new, one-of-a-kind event brought together the young professional community in the Bay Area to raise funds and awareness for kidney patients and those at risk.



NKF’s San Francisco Young Professional Board.

Each year **NKF partners with San Francisco’s iconic Bay to Breakers race by staffing Water Stop #4**. What better way to educate the community about keeping their kidneys healthy than handing out water to thirsty runners?

Northern California

The **Bay Area Kidney Walks** were held this past May and June in San Francisco, Silicon Valley, and the East Bay. Welcoming more than 3,500 walkers and **raising \$680,000**, the Bay Area Kidney Walk campaign celebrated a **record-breaking year, raising nearly \$60,000 beyond its budget of \$625,000**.

Corporate sponsor and top company fundraising team, Relypsa, raised more than \$80,000 in support of NKF.



Bay Area Kidney Walk Team, Relypsa, celebrates \$80,000+ fundraising efforts with balloons and fun costumes!

For the third year in a row, **Dutch Bros. Coffee Chico** donated a portion of its sales to NKF on World Kidney Day! This year was its best year yet, raising \$9,000! Dutch Bros. Coffee Chico went that extra step to help bring more awareness of kidney health by promoting the Heart Your Kidneys campaign.



Dutch Bros. Coffee Chico employees celebrated World Kidney Day by raising awareness of kidney disease.

The **48th Annual Medical Symposium and the First Annual Primary Care Practice Workshop** educated **375 health professionals**, with a full exhibit hall and was fully funded by sponsors.



48th Annual Medical Symposium

NKF Serving Northern California educated **600+ community members** through its **Your Kidneys and You** programs at churches, corporations, community centers, and schools.

NKF NorCal offered a patient symposium, “**The Power of Home Modalities**,” though a **\$25,000 presenting sponsorship**.

Southern California

NKF Serving Southern California secured **\$35,000 from the Grainger Foundation** for program support in under-resourced areas in South Los Angeles and East Los Angeles.

NKF SoCal developed a **partnership with St. Joseph Hospital and Hoag Hospital**, whose CEOs served as co-chairs of the **Orange County Walk**, contributed **more than \$58,000**, combined, to the Kidney Walk, and built a **Walk team of 100 hospital employees**.

NKF SoCal has had an active FY17:

- **Screened more than 500 individuals** through KEEP Healthy and implemented a **dialysis education forum in collaboration with the NAACP**.
- Added **15 new NKF SoCal Walk sponsors** in FY17 through five Kidney Walks, raising **\$61,550 in new funds**.
- Presented four patient education workshops in conjunction with Walk Team Captains and sponsors.
- Raised **\$23,000 in NKF SoCal Board Challenge** matching funds.



Inaugural Bonne Santé event with Honorary Dinner Chef, Travis Strickland, Baltaire Restaurant (far right).

Los Angeles, CA

NKF SoCal provided kidney health education at **Los Angeles County Care Harbor Megaclinic**, with an estimated **3,000 people from underserved communities** in L.A. County seeking free healthcare services and information.

\$60,000 in community foundation grants were raised from Queens Care, Hoag Community Benefit, and the L.A. County Second District Supervisor’s

Office for under-resourced areas in downtown Los Angeles and the San Fernando Valley.

NKF SoCal widened its community health education network through the **South Los Angeles First Ladies Health Initiative**, a faith-based organization, and **Vision y Compromiso Community Health Worker Network**.

NKF SoCal arranged to have the pylons at the **Los Angeles International Airport** lit up in **NKF orange** on World Kidney Day.

Orange County, CA

NKF SoCal continued **partnerships with 17 Chick-fil-A franchises** in Orange County, raising **\$7,100 in support**, as well as awareness activities on World Kidney Day.

Santa Monica, CA

NKF SoCal kicked off a new **Bonne Santé gala at the Recording Academy**, home of the **Grammy Foundation**, exceeding the budgeted goal and bringing together new NKF contributors and leading L.A. chefs.

Las Vegas, NV

For the second year, the **Walmart Foundation** supported the **Las Vegas Walk**, resulting in **\$12,000 in community grants**.



Sidney the Kidney at the Las Vegas Walk.

Utah and Idaho

Patient Educational Scholarships:

NKFUI is dedicated to enhancing the self-sufficiency of motivated kidney dialysis and transplant patients and has sought grants to support the completion of the higher education of these patients. **Corporate grants are allowing NKFUI to award scholarships to these patients to allow them to complete their higher education.** Students range from freshmen to seniors pursuing degrees at many universities and community colleges. As they graduate in their chosen fields, they are able to become entirely independent and able to take care of their families. In gratitude for the medical care they have received themselves, **a majority of the graduates choose to return to work in community and healthcare services** as nurses, physician assistants, social workers, primary care physicians, and specialists in family sciences and public healthcare. **Their uplifting success stories are shared at NKFUI patient events and annual meetings and are very inspiring to patients dealing with the hardships of kidney disease** by giving them new hope and encouragement that they, too, can improve the quality of their lives.

Life-Sustaining Patient Transportation Services Provide 200,000 Safe Miles:

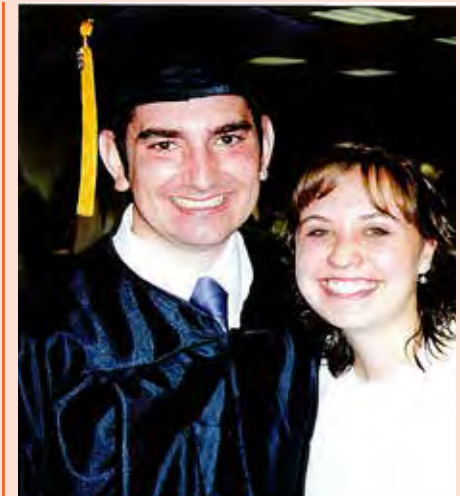
For the 10th consecutive year, NKFUI has solicited healthcare corporations to set up programs to encourage their employees to make voluntary deductions that would make it possible for indigent dialysis patients living in remote areas more than 60 miles from their centers to receive safe transportation three times a week to and from their treatments. Winters in NKFUI's chartered area are icy and dangerous, and many patients had been driving old unsafe cars, depending on a neighbor, or even sometimes using a taxi to get them to their dialysis safely. **NKFUI has implemented van service that is safe and reliable, provided gas cards, and helped with car repairs.** This has greatly improved the quality of life and safety for these patients. **Last year NKFUI provided 200,000 safe miles for indigent patients in remote areas in Utah and Idaho.**



Patient leaving NKFUI's Kidney Van transportation program for low-income patients living more than 60 miles from their centers.

NKFUI Educates More Than 600 Healthcare Professionals:

One of the most important goals of NKF is the ultimate eradication of diseases of the kidney. By joining forces with the **Ogden Surgical-Medical Society, NKFUI has introduced state-of-the-art nephrology presentations for the first time as an integral part of its prestigious annual conference.** The target audience for the conference is primary care physicians, and the unusually large number of healthcare professionals who attend is extraordinary. NKFUI's nephrology presentations come from its own medical board and from the most distinguished experts in nephrology around the country. Subjects this year were **"Effect of Novel Hypoglycemic Agents on the Kidney," "What the HEC? H+ and Electrolyte Cases," and "Work-Up and Medical Treatment of Kidney Stone Disease."** Conference attendees send in detailed evaluations of the presentations. Among the many positive changes, the attending physicians will make is **a general consensus that primary care physicians will take greater steps to diagnose the early stages of kidney disease and prioritize treatment and prevention of CKD.**



NKFUI Patient Scholarship.



The turnout for Utah's CME conference was extraordinary, with a record 611 physicians, nurses, etc. attending!

Work

Who makes it happen? What makes our mission move? NKF National and Local offices are staffed by people who make kidney health and helping patients their daily job. The quality of the people who support and deliver on our mission is essential to that mission's effectiveness. Major NKF supporters, whether they are individuals, businesses, or foundations themselves, put the fiscal muscle behind what we do.

Forward thinking is a prized quality among our staff as we act on changes and challenges ahead. We welcomed two innovators to our executive staff in FY17:



Karin Buchholz, Senior Vice President, Development. Karin leads and supports NKF's field office staff and fundraising programs. She provides strategic direction and implements new initiatives, recommending ways to enhance the field offices' presence and efficiency. She is also developing partnerships and national sponsorships for NKF events, and works with field volunteers.

Karin comes to us with a strong fundraising background, having most recently worked for the **United States Tennis Association (USTA) Foundation as Director, Fund Development**, which encompassed all fundraising, including sponsorship acquisition (grants, major gifts, individual donors, events, and mass appeals). She previously worked at **Madison Square Garden-MSG Sports Division as Vice President, Community Relations and Field Marketing/Fan Development for the New York Knicks, Rangers, and Liberty**, and at the **United States Olympic Committee as Director, Foreign and Cultural Affairs/International Relations**. Karin has also worked for the **National Basketball Association (NBA) as Director, Fan Development (WNBA)** where all regional offices reported to her. Lastly, she was a professional **tennis player for three years on the Women's Tennis Association (WTA) Tour** where she received a world ranking in singles and doubles. Karin received her BA in finance from the University of Arizona and attended the University of Colorado for graduate coursework. She was a member of the Board of Directors and Executive Committee of the Make a Wish Foundation of the Hudson Valley, and was previously a part of the National Board of Directors for the USTA and Board of Directors of Inspire Nyack.



Susan Ketron, Vice President, Organizational Capacity Development. Through consultation and training services, **Susan will work with national, regional, and local leadership to support the national priorities of NKF**, build stronger boards, help volunteers become more effective, and identify opportunities for greater local impact.

Susan comes to us from the **Boys & Girls Clubs of America**, where she held various positions, including Director of Resources Development. She has previously served as **Executive Director of the School of Architecture Foundation** at the **University of Virginia**. She has been a member of the Charlottesville Area Planned Giving Council and the Council for Advancement and Support for Education and is a member of BoardSource and the Association of Fundraising Professionals.

Susan received her BA from UCLA and was an exchange student in the International Relations program at Cambridge University. She is a Certified Fund Raising Executive, a designation similar to that of CPA.

Talking to Each Other Across the Country

Cohesion is key in making a national organization like NKF effective. NKF **Local Boards** comprise distinguished community leaders in medicine, business, academia, and many other types of organizations and occupations. They are all local volunteers concerned about the impact of kidney disease in their communities. In their cities and regions, they are the people on the ground who make NKF work. By communicating with each other and sharing experiences and solutions, the organization draws together and makes a real impact on kidney disease and kidney health. To encourage this, NKF produces the **NKF B2B (board-to-board) e-newsletter**, which communicates not only national initiatives and events, but also the lives and work of other board members throughout the country. It's a powerful tool for getting to know one another and to remind us all that we're working toward the same mission.



"I've always found NKF board members to be among the most passionate, experienced and dedicated volunteers around. All of their stories are truly inspiring."

Art Pasquarella, NKF Chairman

The biggest gift in the Big Box Store

NKF of Kansas City board member and retired nurse, Sue Hendon was shopping in Costco when she ran into her friend, Mary Long, and asked how she and her husband were doing. Mary shared that her husband, Dr. Edwin T. Long who suffered from CKD, needed to start dialysis, despite having managed his kidney disease for years through strict adherence to his kidney diet. Sue **volunteered on the spot**, took the required testing, which resulted in a match, and they were able to perform the transplant shortly thereafter.

Amazing...incredible...generous—words just don't cover it. These are the types of extraordinary people who volunteer with NKF, and with whom we are privileged to work.

Being raised in upstate New York in the 1960s, Sue was greatly influenced by JFK's words, "Ask not what your country can do for you, ask what you can do for

your country." She joined Volunteers in Service to America (VISTA), the domestic Peace Corps, and after a year's experience in Appalachia, it steered her to become a hospice nurse, which she enjoyed for many years, especially working with AIDS patients. After moving to Kansas City with her young family, she and her husband became involved with many nonprofits and met Dr. Long and Mary. Being a kidney donor to Dr. Long, a retired cardiologist, was an exhilarating experience, and Sue advocates donation to everyone she meets.

Volunteering on the NKF Board with its incredibly hard-working, visionary staff has become central to Sue's life. She saw the need for NKF to become more visible in the community and initiated and chaired the first two KC Magic of Giving fundraising galas. Her passion is educating others and working on health fairs and symposia to help the community

become up to date on kidney disease and prevention, which are the local and national issues that affect us all. The KC Board and staff work tirelessly to move the NKF mission forward, and Sue highly recommends others to come on board!

Sue and her husband George live in Fairway, KS, and have two adult children and one grandchild. She is also an artist and enjoys playing racquetball. This extremely dedicated, enthusiastic board member celebrated her 70th birthday and excellent health by competing in a triathlon this past July!



Sue Hendon
Local Board Member

Martin Wagner Award: Ed Walter



NKF has bestowed its highest honor upon long-standing volunteer, **Mr. W. Edward Walter**, President, CEO, and Director of Host Hotels & Resorts. Mr. Walter received the Martin Wagner Award at the 67th annual Board of Directors meeting for his many years of service as a member of local and national NKF Boards. The Martin Wagner Award, NKF's most prestigious honor for volunteers, recognizes those individuals who have given countless hours on behalf of its programs and devoted themselves to helping the Foundation reach its goals and serve the people who could benefit from its service.

Art Pasquarella, Chairman, NKF Board of Directors, summarizes Mr. Walter's achievements:

"For the past 16 years, Ed Walter has been an integral part of the National Kidney Foundation and represents the epitome of leading

by example. His tireless commitment to helping people affected by kidney disease; continued support of our programs from the local level to the national board; and genuine desire to use his business acumen to help move the mission of the Foundation forward have directly impacted each and every one of us. One of his most notable achievements has been through his founding support of CKD*intercept*—NKF's most ambitious initiative yet to raise kidney health and prevention of kidney disease to a national priority and change the way the primary care system works with regard to chronic kidney disease."

Mr. Walter, of McLean, VA, has served the Foundation since joining as a volunteer in 2000, all the way through to his recent retirement from the National Board of Directors in 2016. He began his involvement with the Foundation at the local level through the annual Kidney Ball hosted by the National Capital Area

office. In 2002, Mr. Walter served as Chair of the Kidney Ball and, from 2003 to 2008, served on the National Capital Area Board of Directors. From 2008 to 2016, Mr. Walter served on the National Board of Directors, during which time he was Chairman of the National Audit Committee, led the Chairman's Business Roundtable, and in 2011, was elected Chairman of the Board of Directors. During his tenure on the National Board, Mr. Walter served on the Audit, Executive, Nominating, Finance, and Compensation Committees.

"Ed Walter truly embodies the heart and soul of the Foundation. Through his determined efforts and constant support, he has personally helped put NKF on the sound footing that it is today. Ed is most deserving of the Martin Wagner Award; and all of us at NKF nationwide thank and honor him," added Art Pasquarella.

Ed Walter
*President, CEO, and Director
of Host Hotels & Resorts*

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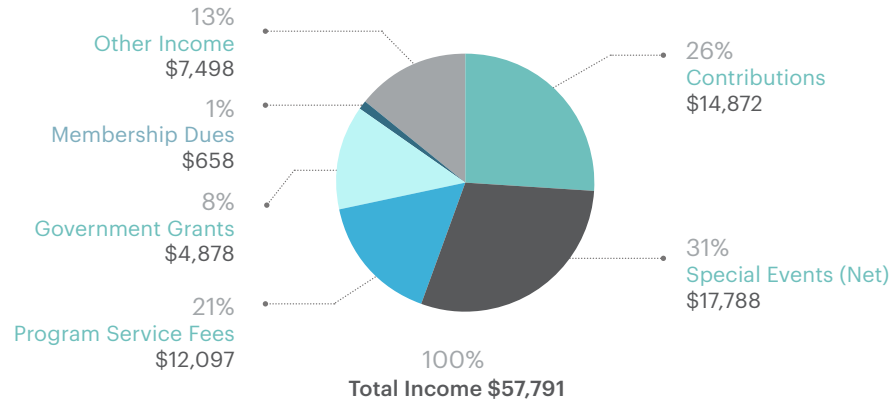
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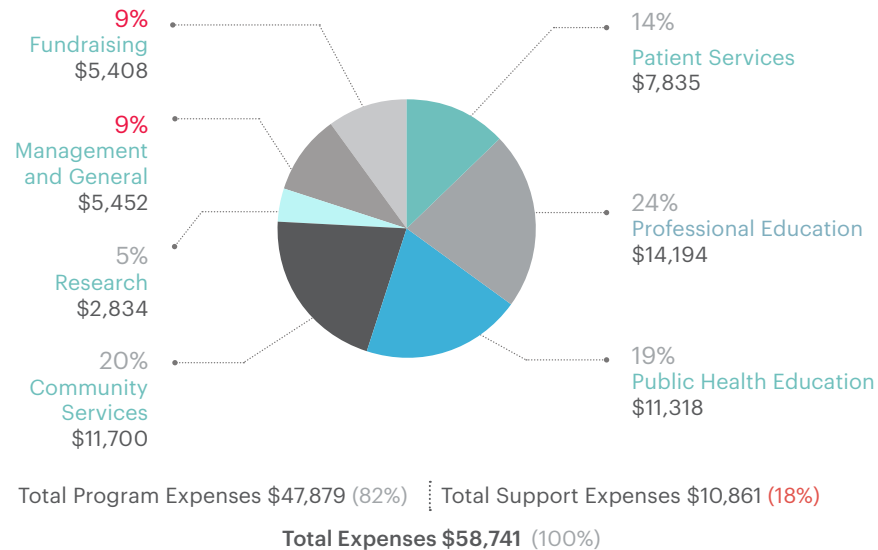
Financials

Figures depict the combined financial activities of the National Kidney Foundation and its Affiliates for Fiscal Year 2017.

Public Support and Revenue (in thousands)



Expenses (in thousands)



Assets (in thousands)

Cash and Cash Equivalents	\$8,789
Investments	\$19,917
Accounts Receivable	\$10,025
Prepaid Expenses	\$1,391
Property, Plant and Equipment (net)	\$4,987
Other Assets	\$909
Total Assets	\$46,018

Liabilities and Net Assets (in thousands)

Liabilities

Loans Payable	\$3,826
Accounts Payable and Accrued Expenses	\$6,082
Deferred Income	\$6,186
Other Liabilities	\$163
Total Liabilities	\$16,257

Net Assets

Unrestricted	\$20,849
Temporarily Restricted	\$6,217
Permanently Restricted	\$2,695
Total Net Assets	\$29,761
Total Liabilities and Net Assets	\$46,018

Figures exclude financial information from NKF of Central New York.

Lead

Fueled by passion and urgency, relentless in our work, NKF takes pride in being the go-to organization for kidney health.

Fiscal Year 2017 (4/1/16–3/31/17) began the process of expanding NKF's focus on kidney disease to a focus on kidney health; shifting from being an organization known in healthcare to being an organization known in culture; and repositioning ourselves to answer large-scale challenges. FY17 began that process; FY18 continues it.

NKF is making important progress on mission priorities through innovative approaches to preventative healthcare, patient-centric research, removing barriers to kidney transplantation, and public education:

- In a first-of-its-kind event, scientists and patients collaborated to identify research priorities at the **Patient-Centered Outcomes Research Stakeholders' Conference**, hosted by NKF and supported by the Patient-Centered Outcomes Research Institute (PCORI). This extensive, groundbreaking meeting brought together patients, caregivers, academics, healthcare professionals, and healthcare stakeholders. At least one of the research topics identified will be included in NKF's 2018 Research Grant Program.
- NKF is also collaborating with PCORI on the **KDOQI Home Dialysis Controversies Conference Series** in the fall of 2017 and 2018. This series will facilitate the development of research to measure home dialysis quality and interventions,

and address barriers to higher utilization of dialysis treatments at home.

- **NKF successfully pilot-tested THE BIG ASK: THE BIG GIVE half-day workshops** to help kidney patients find a living donor. Held in partnership with transplant hospitals, a nationwide rollout is coming this fall!
- Discarding a kidney can mean discarding a life. **NKF is taking steps to increase the use of all recovered kidneys** that may be suitable for transplants. In May, NKF hosted the **Consensus Conference to Decrease Kidney Discards**. Experts estimate that as many as 40–50 percent of kidneys discarded could be viable for transplant—giving people on the wait list a second chance at life.
- C3G is a rare form of kidney disease, affecting approximately 4,000 Americans. NKF conducted an externally led **Patient-Focused Drug Development (PFDD) meeting** at the FDA, focused on C3G. Held in August, this was the first-ever PFDD meeting on kidney disease.
- NKF launched a new microsite designed to make it easier for kidney patients to **find a local clinical trial within 60 seconds**.
- In March 2018, NKF will facilitate a scientific workshop, **"Change in Albuminuria and GFR as End Points for Clinical Trials in Early Stages of Chronic Kidney Disease,"** along with the FDA and the European Medicines

Agency. The goal is to promote research on new treatments for CKD.

- **NKF's Research Task Force continues to TACKLE kidney disease** through trials to prove the benefits of testing for CKD. The TACKLE trial will also demonstrate how coordination of care and evidence-based practices can **deliver the most cost-effective treatments and yield better outcomes** for patients.
- **A major scientific workshop, "The Role of Vitamin D in Stage 3–4 CKD,"** was held in Atlanta to help nephrologists gain a better understanding of new developments, and learn how Vitamin D deficiency can be prevented and managed.
- **CKDinform**, the professional education component program of NKF's **CKDintercept** earlier detection initiative, has been a striking success, **reaching more than 20,000 healthcare professionals**. NKF is now creating the second iteration to be delivered online in FY18.
- Also under the **CKDintercept** banner: through the CKDI Laboratory Engagement Plan, **NKF is partnering with America's**

clinical laboratories to remove barriers to diagnosing CKD. This new collaboration will help standardize the tests used to determine CKD, improve comparison of test results between laboratories, and increase early detection of the disease **with two simple, inexpensive, and widely available tests.**

NKF is taking the lead by moving the healthcare community toward early detection, new advancements in research, and improved treatments—and moving the country toward improved kidney health. With the goal of delivering the very best for patients, their families, healthcare professionals, and all those at risk, NKF will continue to lead the way in FY18 and beyond.



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