

CORPORATE MEMBERSHIP PROGRAM 2023

PARTNERSHIP TO ADVANCE THE LIFE OF PEOPLE LIVING WITH KIDNEY DISEASES



The Power of Partnership



“ Our core commitment will always be to patients, Longino said. But as we evolve as an organization, we believe that one of the best ways to serve patients is to invest in the early diagnosis of kidney diseases, to provide educational tools and resources for professionals, and to support research that has the potential to reduce the burden of kidney diseases in the future.

*Kevin Longino, CEO
National Kidney Foundation*

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National Kidney Foundation (NKF)

NKF is the largest, most comprehensive, and longstanding, patient-centric organization dedicated to the awareness, prevention, and treatment of kidney diseases in the US. Fueled by passion and urgency, NKF is a lifeline for all people affected by kidney diseases. Relentless in our work, we enhance lives through action, education, and accelerating change.

BUILDING PARTNERSHIPS TO FIGHT KIDNEY DISEASES THROUGH:



Education



Research



Advocacy



Innovation

The National Kidney Foundation, a 501(c)(3) Nonprofit organization with Headquarters offices in New York City, Government Relations in Washington, DC and 36 Division and Affiliate Offices across the country.

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Now More Than Ever

We need companies like yours to join us to amplify the voice of those fighting kidney diseases. Guided by Diversity, Equity, and Inclusion, the National Kidney Foundation (NKF) has been building partnerships to advocate for our kidneys for over 70 years. Your partnership and investment help us to continue our work to shed light on this issue and with a holistic approach transform our approach to kidney diseases.

The National Kidney Foundation has played a vital role in transforming the health industry by educating, advocating, and researching to shed light on over the 37 million adults estimated to have chronic kidney diseases. All these years have positioned us as a leader who brings solutions to the table in collaboration with partners like you invested in elevating the lives of those facing kidney diseases. Today, as the kidney

community evolves, we ask you to join us in our commitment to guarantee that every individual facing kidney diseases will receive the same type of treatment options and care to regain their life back.

By implementing a hybrid model that serves both patients and physicians, we have been able to generate concrete results towards finding solutions to enhance the lives of those we serve.



We need companies like yours



Kidney Diseases Facts



1 IN 3 adults in the U.S. are at risk of kidney diseases.

37 MILLION adults in the U.S. have kidney diseases.

HISPANIC OR LATINO people are 1.3 times more likely to develop kidney failure than non-Hispanics.

BLACK OR AFRICAN AMERICAN people suffer from kidney failure about 4 times more than White people.

35% of all patients with kidney failure are Black/African American, even though this group is 13% of the U.S. population.

24,670 people received a kidney transplant in 2021.

Source: OPTN/HRSA

12 people die each day while waiting for a kidney transplant.

Source: UNOS



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As an NKF Corporate Partner, your company will increase its reach and exposure.

Kidney.org

annual pageviews **44M**

unique pageviews **40M**

users **25.5M**

Yearly impressions

 **9.7M**

 **1.9M**

 **1.2M**

 **640K**

Total followers

 **264,000**

 **40,600**

 **29,800**

 **42,500**

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Corporate Partners Volunteer Opportunities

3 WAYS YOUR EMPLOYEES CAN TAKE ACTION AGAINST KIDNEY DISEASES

JOIN A MOVEMENT

Use your skills and experience to help run a local Kidney Walk, NKF Golf Classic, or other social events. NKF volunteers can do anything from event setup to event clean-up and everything in between.

CREATE A HEALTHIER COMMUNITY

Volunteers can help educate kidney patients and perform community kidney health check-ins.

VOLUNTEER IN ADVOCACY

Personal stories are powerful. Volunteer advocates can share them with policymakers to motivate them to pass legislation that would benefit millions of lives



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BENEFITS	PLATINUM \$60,000	GOLD \$40,000	SILVER \$25,000	BRONZE \$15,000	SUPPORTER \$10,000
Subscriptions of our yearly NKF professional membership (including medical journals) for recommended company employees	6	4	3	2	1
Recognition via Annual Report and website	✓	✓	✓	✓	✓
Update communications from the NKF, including an annual webinar	✓	✓	✓	✓	✓
Company logo recognition on Professional Council newsletters	✓	✓	✓	✓	✓
Invitation to Presidents Dinner at the annual Spring Clinical Meeting and other meet the leadership functions	✓	✓	✓	✓	✓
Annual social media acknowledgment	✓	✓	✓	✓	✓
Recognition in a Press Release about our Corporate Membership Webinar	✓	✓	✓	✓	
Logo placement on Zoom webinar for Corporate Members presentation	✓	✓	✓		
Logo on email blast for Corporate Members	✓	✓	✓		
Access to latest research studies and Key Opinion Leaders (KOLs) in the NKF network	✓	✓			
Invitation to high level events, including a foursome at the NKF Golf Classic at Pebble Beach	✓				
Introduction to patients who can share their experience and journey (about their diseases) with the company	✓				

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2022 Corporate Membership Partners

PLATINUM										
GOLD										
SILVER										
BRONZE										

Are you interested in joining our corporate membership program?

Please contact:

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