



EVENT COLLATERAL

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OUR GRATITUDE OVERFLOWS

Thank you to hundreds of talented and generous, industry professionals who took the time to participate in our 2022 sample swap.

Providing the nonprofit industry with free samples of donor communications has been a pillar of the work we do at the DRG Group for more than a decade. We simply cannot do this work with you—the amazing DRG Community.

Your work continues to inspire us—thank you for sharing it with us!

With endless gratitude,

The DRG Group



A heartfelt thank-you from all of us

On behalf of all the Derby Divas, we are sending you a Diva-size thank-you for your sponsorship of Derby Divas to support breast health at Norton Cancer Institute. Many of us are breast cancer survivors and all of us have had a loved one affected by breast cancer. To us, your support is personal.

We know that early detection and early treatment lead to better survival rates. We believe that all women in our community deserve access to state-of-the-art care. Your support is helping us fund 3D mammography at the



Derby Divas Breast Health Center at Norton Women's & Children's Hospital and on two Norton Healthcare Mobile Prevention Centers that provide increased access to screenings for underserved women in our community.

We hope that as you see the mobile prevention centers out in our community, you will take pride in knowing that you helped to change the script from statistic to survivor.

Thank you again for your support of breast health at Norton Cancer Institute. All of us look forward to seeing and celebrating with you on April 21!

Most sincerely,

Derby
& Divas[™]

Norton Healthcare Foundation
234 E. Gray St., Suite 450
Louisville, KY 40202

PROM

2022

It's Prom season in Atlanta, and the Shepherd Center Adolescent Program hosted their own prom last Friday night. Appropriately themed "Enchanted Garden," the adolescent patients enjoyed the night in our Anna and Hays Mershon Secret Garden. The festivities began with prom-style hair and makeup for attendees followed by dinner on the terrace. The party then moved to the picturesque-garden for dancing, karaoke, and pictures! A BIG thank you to Andee's Army for providing the resources to host this beautiful event. We are so grateful to the Shepherd adolescent team for planning this memorable and unforgettable evening! This event is just one of the many ways the Shepherd Center staff help patients, especially the ones in the adolescent program, feel normal. Going to Prom is like a rite of passage, so not having to miss it meant a lot to all attendees.



Shepherd
Center





Project Rollway 2022

Project Rollway is an annual fashion show held each summer at Shepherd Center that features fashion modeling by current and former teenage patients from our Adolescent Rehabilitation Program, which focuses on returning teenagers to the highest level of functioning and independence as possible after spinal cord or brain injury. This year's show was extra special as it was the first time it was held since 2019. The event provides a way for former patients to reconnect with friends and provides inspiration to current patients. They can look at the participants and see there is life after injury.

Adolescents who sustain life-altering injuries have developmental and emotional needs that are different from adults. The adolescent program focuses on helping these individuals return to a healthy lifestyle with the highest possible level of function and independence. Shepherd Center has more experience treating teenagers with these kinds of injuries than general rehabilitation facilities.



Shepherd
Center





"The heart and soul of this has always been the same: Make these kids feel seen. Make them feel beautiful. Make them feel proud"
- Katie Kimball, Shepherd Center OT



After attending a DRG Events workshop in early 2022, Kentucky Children's Hospital started planning their 25th Anniversary donor celebration with the donor experience front and center. We love the game/play theme they chose. Their save the dates were custom Rubik's Cubes, the invitations were a custom playing card deck, and there were other special touches throughout the event.

The following photos and pages were submitted by Kentucky Children's Hospital. They created "trading cards" that we called problem-solution cards – each of the 22 cards featured a "patient" on one side and how KCH solved that patient's problem on the other. Some of them were unsolved (but, related to the philanthropic initiatives). They hid the cards in guests' name badges and their Physician-in-Chief directed guests to open their badges at the end of his remarks. (And, since they preloaded the cards into name badges they were able to target certain donors with the P/S card that fit their philanthropic interest). BRILLIANT!







MEET **MARCUS**

At 11 years old, Marcus is receiving chemotherapy treatment for leukemia. For the first time in his short life, he is terrified. The pain of cancer treatment is causing fear, anxiety, and sleep loss, making it hard for him to enjoy childhood.



The **Pediatric Advanced Care Team (PACT)** at Kentucky Children's Hospital wraps around Marcus and his family using the Total Pain Model, creating a personalized care plan that addresses his physical, spiritual, social, and psychological needs. Marcus now has the resources to heal from more than his cancer as he begins his journey toward being a kid again.



**Info representative of actual patient*



MEET KRISTEN

After years of bullying at school, Kristen began cutting. "I think about suicide once a week, but I don't follow through because I know my parents would be devastated." Nationally, suicide is the 2nd leading cause of death in 15- to 24-year-old youth, and in Kentucky the rate is nearly double.



We are training our staff to detect the early warning signs of suicidal behavior using the **Zero Suicide Framework**—which studies have shown can reduce suicide rates up to 75%. Using this framework, we will be able to intervene early in a child's mental health crisis and avoid a parent's worst nightmare: the loss of a child.



**Info representative of actual patient*



MEET **GABBY**

Just before her 2nd birthday Gabby was diagnosed with retinoblastoma in her left eye. After surgery to remove the tumor, she only has partial sight remaining. Because her type of cancer is often hereditary, Gabby needs to know if she is at an increased risk of developing new tumors in the future. Inherited cancer syndromes affect about 1 in every 10 children with cancer.



Our **Project Inherited Cancer Risk** offers DNA sequencing to every pediatric cancer patient to help identify inherited cancer syndromes. Detecting hereditary risk increases access to advanced cancer screenings, so that providers can catch a child's cancer while it is treatable.



**Info representative of actual patient*



MEET ALEXIS

Alexis was born 3 months early with a large hole in her heart. She had her first open heart surgery when she was only 5 months old and will need more operations before she can thrive. Alexis lives in Stanford, about an hour's drive from Lexington, and between hospital stays she needs a heart monitor, oxygen, and breathing support. Her parents must manage her care through paper forms and text messages with a nurse based in Lexington.



The **LOCUS Home Monitoring System** eliminates the need for paper forms and text messaging. LOCUS lets parents communicate with clinicians in real time—significantly reducing infant mortality between hospital stays, when children are at their most vulnerable. Now Alexis's parents can focus on what matters most: enjoying life with their new baby girl.



**Info representative of actual patient*



MEET **SALINA**

At the tender age of 3, Salina has already experienced the unimaginable: she was abused by a family member. She's been taken from her parents and brought to the Makenna David Pediatric Emergency Center for care. She's alone, she's hurting, and because her abuser threatened to harm her if she tattled, she's terrified to tell the police what happened.



Our new **Kosair Charities Center for Safe & Healthy Children & Families** will be a comforting space for children who have been abused. Our pediatric forensics team will wrap around Salina and provide services that will heal her physically, mentally, and spiritually—including time with Rufus, our dedicated therapy dog. The center will also have resources that facilitate teamwork with partners across the state to break the cycle of abuse and help maltreated children not just survive, but thrive.



**Info representative of actual patient*



MEET CHRIS

Chris was an active, funny, and energetic 6th grader until right after his 12th birthday—when he started sleeping all day and had constant stomachaches. After months of pain, Chris was finally diagnosed with pediatric non-alcoholic fatty liver disease. He is feeling anxious and wants to get back on the soccer field as soon as he can.



Chris is referred to the **Kentucky Children's Hospital Pediatric Fatty Liver Clinic**—the only program of its kind in Kentucky—to begin further testing and initiate treatment. Through the collaborative work of specialists and leading-edge fibrosis imaging, Chris learns more about his diagnosis and begins his path to healing.



**Info representative of actual patient*



MEET DESTINY

Even though Destiny was diagnosed with sickle cell disease as a newborn, her family hoped she would have a normal childhood. This January she caught RSV at preschool and then developed acute chest syndrome—a life-threatening sickle cell complication. She was treated with an emergency blood transfusion. While the initial crisis has passed, her family worries constantly about Destiny's future medical needs.



Our **DanceBlue Kentucky Children's Hospital Hematology/Oncology Clinic** is specially designed to care for children with complex blood disorders. Her family will be supported by providers and staff, empowered with knowledge, and develop confidence in their ability to care for Destiny through her recovery.



**Info representative of actual patient*



MEET RAYA

Raya was recently diagnosed with Hodgkin lymphoma, a cancer that affects lymph tissues and the immune system. Raya is the youngest of 5 kids, and always imagined that she would grow up to have a big family, too. Now she's worried that chemotherapy will take that dream from her.



The **UK Adolescent and Young Adult (AYA) Oncology Program** was created to address the unique needs of these cancer patients. In addition to oncology care, AYA patients receive school/college intervention, individual and group counseling—and most importantly for Raya—fertility preservation support. After receiving oncofertility counseling to ensure she can have the future she always imagined, Raya can now focus on her cancer treatment and recovery.



**Info representative of actual patient*



MEET **BOBBY**

Imagine a time when you were at the doctor. Perhaps the environment was cold and sterile. Maybe you were sick. The doctor might have used words you didn't quite understand. That's anxiety-producing, right?

Now imagine that you're 7 years old, like Bobby. Bobby is in the Makenna David Pediatric Emergency Center and needs an IV. He's never seen a needle that big, and he's terrified.



There are 13 **Certified Child Life Specialists** at KCH, and they do more than just give away toys. Child Life Specialists use medical play dolls to help children understand what's happening to them, and teach them ways to cope with the anxiety of a trip to the hospital. Once the Child Life Specialist shows Bobby how the IV works and teaches him breathing techniques, Bobby sits still for the IV insertion like the brave little boy he is.



**Info representative of actual patient*



MEET JASON

After Jason's dad went to prison last year, his teachers noticed he seemed more quiet than usual. He was keeping up with his homework, but was withdrawing from both his friendships and his extracurricular activities.



Because the **UK HealthCare Adolescent Medicine Program** partners with Jason's Harrison County school district, his teacher was trained to recognize the signs of a student struggling with mental health. Jason's teacher helped him get connected with a counselor to learn coping skills. Now Jason feels better able to manage his stress, and knows he has people to talk to when he gets overwhelmed.



**Info representative of actual patient*



MEET JOSIAH

Josiah was a healthy, happy baby, but at age 3 he was dismissed from his preschool for biting a teacher. His parents were referred to a specialist to discuss Josiah's behavioral problems, but due to the shortage of developmental pediatricians in the area, they had to wait 6 months for an appointment.



WE'RE NOT THERE YET,
BUT WE'RE
WORKING ON IT.

KCH considers it our moral imperative to improve access to behavioral health services for children like Josiah, but the competition for developmental pediatricians nationwide is fierce. Funds to improve facilities and recruit new faculty are an essential step toward reducing wait times and helping children like Josiah thrive despite their challenges. **Stay tuned....**



**Info representative of actual patient*



MEET GREYSON

After months of travel back and forth from Montgomery County to Lexington, Greyson has finally received a diagnosis of autism. Greyson's parents are overwhelmed by the long to-do list for his care: speech therapy, occupational therapy, physical therapy. They worry one of them will have to quit their job to accommodate this demanding schedule, and if so, how will they pay for his care?



KCH has 2 **Family Support Specialists** who guide Greyson and his family in their autism journey. They help families navigate medical, financial, or educational challenges, so that Greyson has everything he needs to blossom. In fact, he has done so well that this year he'll join his classmates at the middle school in his home county.



**Info representative of actual patient*



MEET JAYDEN

Jayden was born 5 weeks early and diagnosed with Down Syndrome. After several weeks in the NICU, Jayden went home, but he continued to have breathing problems. His pediatrician wanted a sleep study, but Kentucky Children's Hospital's Sleep Center could not accommodate children younger than 18 months and/or with comorbidities like Down Syndrome, so Jayden had to travel to another facility 90 minutes away—a burden for his mom, who says that Jayden doesn't like being in the car.



The new **Tempur+Sealy Sleep Center** at Kentucky Children's Hospital will be dedicated to treating children, including children younger than 18 months old and with additional challenges like Down Syndrome. The environment is kid-friendly, and staff are trained to help children be less anxious during their care. This facility is the only one of just a handful its kind in Kentucky and will cut wait times in half so children and families will get answers faster.



**Info representative of actual patient*



MEET **EVIE**

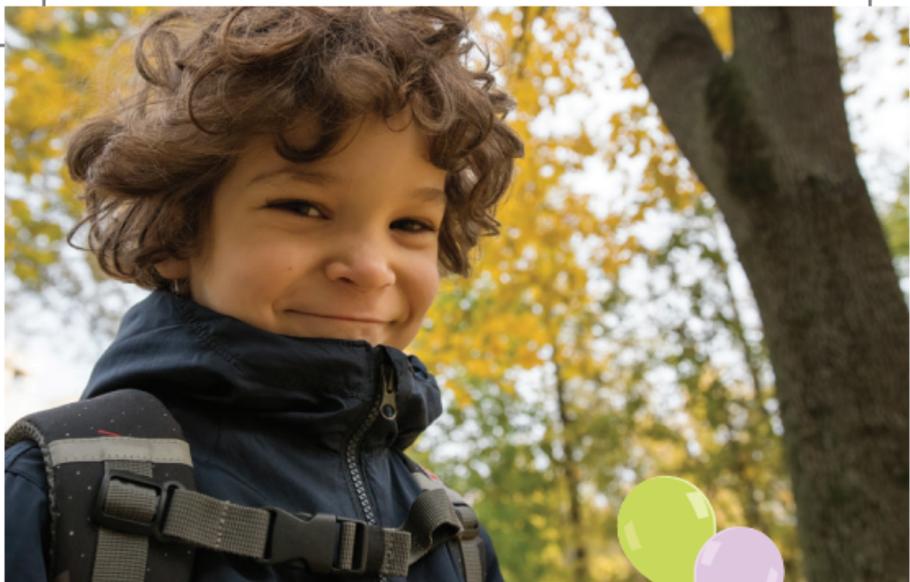
Evie's short life has been defined by the COVID-19 pandemic. She was only 18 months old when the world shut down, so for her wearing a mask is nothing special. But Evie's parents feel a crushing set of worries for her future: will she be stunted socially from so much time spent in the house, has she missed out on crucial childhood opportunities, and most importantly, how can they keep her safe from this virus?



Evie's parents found out about **KidCOVE**, a national vaccine trial run by Moderna, and were overjoyed that KCH was an enrolling site. After being accepted into the study, Evie received her first dose in November 2021. In addition to the relief at knowing Evie had a 75% chance of receiving the vaccine, the atmosphere at the trial was exceptional. Having a Child Life Specialist at each appointment made it a breeze for Evie, who is proud to be changing the world as a vaccine superhero.



**Info representative of actual patient*



MEET **MASON**

Mason was born with a heart defect, but after surgery he is thriving and now only needs annual checkups. But with two jobs and only one car, his parents keep postponing or missing his appointments. They know he needs the care, but they just can't afford to get him from Prestonsburg to Lexington.



Our donor community has stepped up, and the new **Colonel Harland Sanders Foundation Mobile Clinic** will be on the road soon so that Mason doesn't have to drive all the way to Lexington for his appointments. The clinic will also provide services such as behavioral health screenings and even sports physicals, which is in keeping with our mission to provide the best care, as close to home as possible.



**Info representative of actual patient*



MEET **MARISSA**

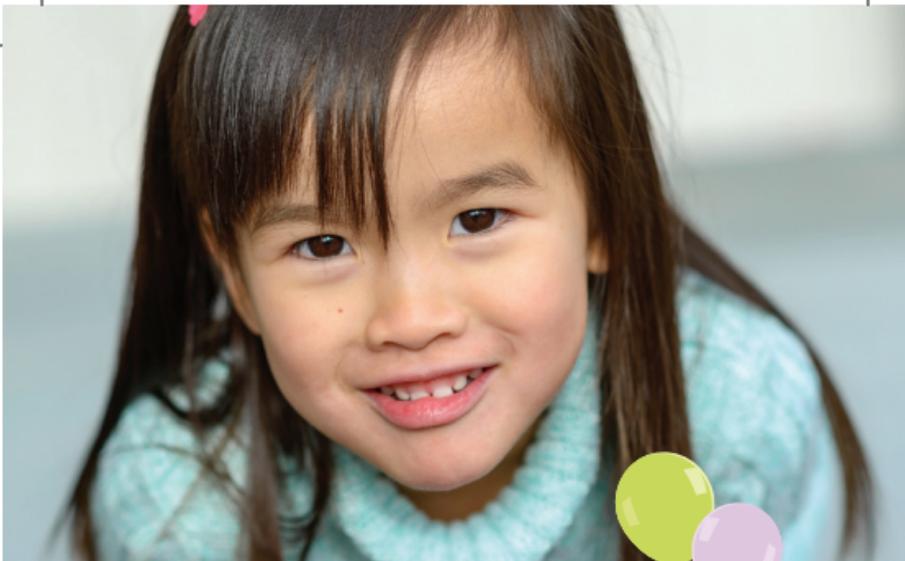
After Marissa was born, she couldn't stop crying. Her tiny body was wracked by tremors and convulsions—tell-tale signs of neonatal abstinence syndrome (NAS). Marissa's mother has opioid use disorder and was abusing oxycodone during her pregnancy. Now, she fears that her baby will be permanently disabled and is worried for her future.



At KCH, we provide supportive medical and emotional assistance to babies affected by NAS and their mothers. Our **Neonatal Abstinence Unit** is equipped to address Marissa's medical challenges during the first weeks of her life, and the nursing staff has special training to treat NACU babies. Families can access counseling, medication-assisted treatment, parenting classes and more, so that Marissa and her mother have a brighter future ahead.



**Info representative of actual patient*



MEET ANYA

When Anya developed an ear infection, her parents weren't too worried, but days later when her fever spiked, they decided it was time for a trip to the emergency room. Anya has sensory processing disorder, so a trip to the ED is always a last resort. The loud noises, scary machines, and strangers can bring on meltdowns, exacerbating an already difficult situation.



Our **Makenna David Pediatric Emergency Center** was crafted with children like Anya in mind. It is equipped to meet the needs of all children, with staff trained in pediatric care, a dedicated Child Life Specialist, and a sensory room that helps calm children like Anya. She now knows that the hospital isn't a scary place, and even says goodbye to all her new nurse friends before leaving.



**Info representative of actual patient*



MEET AIDEN (& OLIVIA!)

"Are you ok?" The moment 5-year-old Aiden didn't answer his mother's question, she knew something was wrong. That day, she witnessed him having the first of many seizures. Aiden's twin sister Olivia was scared for her brother and wanted to be near him during transport and treatment, but there wasn't room for her in the ambulance.



The **Pediatric Emergency Transport Unit** is specially designed for kids like Aiden. Staffed by critical care nurses trained in advanced procedures, the unit is on duty 24/7 and provides transportation throughout the region. The best part for Olivia is the extra seat in the ambulance where she can be close to her brother and help him be brave through what she calls “the wiggles.”



**Info representative of actual patient*



MEET **LIAM** & **HARPER**

Jenni and Brandon had difficulty getting pregnant, so they were ecstatic to learn that after three cycles of IVF she was carrying twins. But Jenni developed preeclampsia at 25 weeks. After an emergency C-section, Liam and Harper were born, each weighing about 2 pounds. Liam was blue, and Harper had a dangerously low heart rate. The joy of new parenthood was replaced by panic: they would be devastated to lose everything they worked so hard for.



Liam and Harper were airlifted to KCH, which has 1 of just 2 **NICU**s in Kentucky qualified to care for the sickest newborns. The NICU team got to work, stabilizing both babies using equipment designed for the tiniest preemies. Specialists made sure they didn't develop complications that could cause blindness or other chronic health issues. Even better, the babies stayed in one of our **twin rooms**, so that mom and dad could be with both Liam and Harper at the same time.



**Info representative of actual patient*



MEET **ETHAN**

"I made a plan a while ago, but one night I just couldn't take it anymore." After being diagnosed with ADHD in kindergarten, 9-year-old Ethan struggled in school, both academically and socially. Remote schooling during the pandemic only made things worse, and he started to feel like everyone would be better off without him. After being found unconscious in his room, Ethan was rushed to the Makenna David Pediatric Emergency Center, where he admitted to an intentional overdose.



Our new **Inpatient Behavioral Health Unit** will open in 2022, and for the first time ever we will have a true program and beds specifically for children ages 5-11, plus a separate space for 12- to 17-year-old patients. We know that the moment this unit opens, it will be full—the pandemic has only compounded youth mental health struggles in Kentucky. We must continue to expand our resources to care for children in crisis, because lives truly depend on it.



**Info representative of actual patient*



MEET **JARRETT**

Jarrett Mynear needs no introduction; Jarrett's Joy Cart is a fixture at KCH. Diagnosed with Ewing's Sarcoma at age 2, Jarrett battled cancer for most of his life. The clinic where he received his chemo was terribly small, with everyone piled into one room.

At 13, Jarrett succumbed to his cancer. His final wish: find an impactful way to help patients and families in the KCH Pediatric Oncology Outpatient Clinic.



Jarrett's parents Doug and Jennifer were driven to honor his generous spirit, and through their efforts \$800,000 was raised for a new clinic, with private rooms and staff who help families navigate the physical, emotional, educational, and financial challenges of cancer treatment. Jarrett even inspired UK students to launch the DanceBlue Marathon which raises money for the clinic. With patients from 110 of Kentucky's 120 counties, the **DanceBlue Clinic** has literally transformed the face of care for pediatric oncology patients at KCH.



**Info representative of actual patient*



MEET **AURORA**

Aurora is what we call a “34-weeker”—born 6 weeks before her due date. As premies go, she’s not terribly sick, but she does need a little extra care before she goes home to Lawrenceburg. The obstetrician wants to transfer Aurora to KCH, but the NICU census is above capacity.



Frankfort

REGIONAL MEDICAL CENTER

NICU *Affiliated with*



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HOSPITAL

We're meeting this challenge immediately by partnering with **lower-acuity NICU's** like Frankfort Regional Medical Center to give babies like Aurora the best care as close to home as possible. We staff the FRMC NICU with our own neonatal specialists, which creates a seamless care team for Aurora so everyone's minds can be at ease.

But it still won't be enough. **Stay tuned...**



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**Info representative of actual patient*