

# Community Engagement Partners



Making  
<sup>a</sup> Difference  
in Our  
Communities



American Kidney Fund<sup>®</sup>

## Kidney Disease: The Silent Epidemic

- ▶ Kidney disease is the **9<sup>th</sup> leading cause of death** in America – killing more Americans yearly than either AIDS or breast cancer.
- ▶ Every day, **304 people** are diagnosed with **kidney failure** – more than half a million people nationwide.
- ▶ **Minority communities are at special risk.** Kidney disease is ravaging minority communities.
  - Of the half a million people with kidney failure, **1 in 3** of them are African Americans . . . and **1 in 8** are Hispanic.

**How is kidney disease affecting your community?**

**How can we reverse this trend?**

**What can you do?**

## You can . . .

- ▶ **Take a stand** against the kidney disease epidemic
- ▶ **Raise community awareness** about preventing kidney disease and delaying kidney failure
- ▶ **Lead the way** in showing your family members, friends, neighbors and colleagues how to live a kidney-healthy lifestyle
- ▶ **Join in partnership with the American Kidney Fund** to promote kidney health in your community

As a **Community Engagement Partner**, you can fill a vital leadership role in your community. The American Kidney Fund will work with you and provide practical tools that you can use to reach your community with kidney health messages.

## Being a Community Engagement Partner makes good sense!

You position yourself as a leader in your community —  
making a difference in the lives of families, friends and neighbors.

- ▶ Host kidney health educational presentations at local businesses, community organizations, schools and faith communities — we will provide resource kits, kidney health brochures and other educational materials in both English and Spanish.
- ▶ Assist with free kidney screenings through our MIKE (Minority Intervention and Kidney Education) program.
- ▶ Build your knowledge of kidney disease so you can talk with confidence to family members, friends, colleagues and communities about how to stem this rising epidemic.
- ▶ Learn how to quickly tap into kidney health resources available through the American Kidney Fund to pass on to members of your community.
- ▶ Earn community service hours and participate in internships — build valuable skills in public speaking, outreach activities, special events and more.
- ▶ Enjoy networking with members of the nonprofit and health communities locally and nationally.

## The American Kidney Fund Supports Its Community Engagement Partners

- ▶ We will provide kidney health materials in print and online versions.
- ▶ We will publicly recognize your contribution in press releases distributed to local media.
- ▶ We will publish stories and recognition of your contribution in our print and online newsletters and on our website.
- ▶ We will provide material for articles and email blasts for your communications purposes.
- ▶ We will create reciprocal website links.
- ▶ We will provide creative awareness and fundraising ideas and “toolkits”.
- ▶ We will invite you to join our Volunteer Ambassadors and assists our Regional Advisory Councils.
- ▶ We will keep you informed about special dates related to kidney health — National Kidney Awareness Month (March), Donate Life Month (April), High Blood Pressure Month\* (May) and Diabetes Awareness Month\* (November), among others.

\* Diabetes and high blood pressure are the leading causes of kidney disease and kidney failure.

## The American Kidney Fund as a Partner of Choice

The American Kidney Fund has a long history of offering compassionate, quality support to kidney patients and is a partner of choice within the renal community.

Founded in 1971 to save the life of one person who needed help paying for dialysis, today the American Kidney Fund is the leading source of direct, treatment-related financial assistance to people in the United States who are living with chronic kidney disease.

In 2008, the American Kidney Fund distributed over \$119.5 million in financial assistance to 1 out of every 5 dialysis patients nationwide. More than 72,000 kidney patients received our assistance, helping them to maintain health insurance coverage, pay for prescription drugs, or pay for other out-of-pocket expenses not covered by health insurance.

**96 cents of every dollar the American Kidney Fund spends goes directly to programs and services.**

# Community Engagement Partner Contact Form

**Organization's Name:** \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

## Your American Kidney Fund Contact:

Rhonda Watson, Director of Community Engagement  
6110 Executive Blvd., Suite 1010, Rockville, MD 20852  
Direct Dial: 301-984-6654 Toll free: 1-800-638-8299  
Email: [rwatson@kidneyfund.org](mailto:rwatson@kidneyfund.org)  
**[www.kidneyfund.org](http://www.kidneyfund.org)**

Indicate interests (check one or more)

- Awareness and fundraising events
- Educational presentations
- Outreach/MIKE program volunteers
- Distribute kidney health information
- Internships/Volunteer Ambassadors

Can you recommend an organization or individual who may be interested in joining the fight against kidney disease?

Organization Name \_\_\_\_\_

Individual/Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_