



October 13, 2019

To Whom it May Concern:

Kindness for Kidneys International, Inc. proposes a partnership with your organization as an inaugural 2019 partner. This proposal outlines the terms and benefits for the Kindness for Kidneys Christmas Drive initiative.

**As we embark upon our 2<sup>nd</sup> annual Kindness for Kidneys Christmas drive, we invite you join us as a sponsor.** Last year, we were afforded the opportunity to pass out Kindness for Kidneys bags to 102 kidney patients at the Fresenius Waldorf Dialysis Facility while singing Christmas carols. You can see the full story [here](#). This year, we are committed to reaching 500 kidney patients within local dialysis facilities. Our goal is to educate, encourage, and empower patients and their families, especially during the holiday season when treatment must still go on.

The National Capital Area currently has the highest incidence of kidney disease in the United States with hundreds of thousands of residents affected and/or at risk. With your support, Kindness for Kidneys International, Inc. will be able to continue to provide resources and patient support to the general public, not only in the National Capital Area but across the world.

Additional information can be found on the pages following this letter. To further discuss the terms of this partnership, please contact Sharron Rouse, at (301) 704-4289 or [info@kindnessforkidneys.org](mailto:info@kindnessforkidneys.org).

Thank you for the privilege to partner with you in the fight against kidney disease in our community.

Sincerely,

*Sharron Rouse*

Sharron Rouse  
Executive Director



## **KINDNESS FOR KIDNEYS INTERNATIONAL**

Kindness for Kidneys, an international voluntary nonprofit health organization, is dedicated to raising awareness and public education of kidney disease and providing support and advocacy for kidney patients and their families.

### **WHY IT MATTERS**

- **37 Million Americans** – Have chronic kidney disease and most don't know it.
- **100,000 people** are on the waiting list for a kidney transplant.
- **1 in 3 people are at risk.** Anyone with diabetes, high blood pressure or a family history of these conditions are at risk for kidney disease.

### **WHY WE EXIST**

Our mission is to improve the quality of life for kidney patients and their families through education, encouragement, and empowerment. Kindness for Kidneys International, Inc. strives to:

- **Educate** – To raise awareness on the causes of kidney disease, early detection/prevention, kidney transplantation and kidney organ donation
- **Encourage** – To bring hope to kidney patients and their families by facilitating patient community networks, as well as outreach and support programs
- **Empower** – To empower kidney patients and their families to take an active role in their kidney care in order to live a quality life and help other patients do the same

### **HOW YOU CAN MAKE A DIFFERENCE**

Your partnership and support will assist Kindness for Kidneys International, Inc. in providing educational resources and services to kidney patients and their families, thus improving the quality of life for thousands of patients in the National Capital Area. Our Kindness for Kidneys Christmas Drive takes place during the Christmas holiday and includes caroling at local dialysis facilities while passing out bags with items such as books, crossword puzzles, neck pillows, stress balls, cooking recipes, specialized body cremes, and information on local resources. In addition to our Christmas Drive, we will be starting monthly support groups in October 2019 to further support kidney warriors and their families. Thank you in advance for your continued support. Together, we can change our community, one kidney warrior at a time!



### LOCAL SPONSORSHIP LEVELS & BENEFITS

Benefits	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250
Logo and link on Kindness for Kidneys' website	X	X	X	X
Complimentary Kindness for Kidneys' souvenirs	X	X	X	X
Inclusion in related event social media postings	X	X	X	
Logo included on signage during the Christmas Initiative	X	X		
Inclusion of business card/flyer in each kidney bag	X	X		
Inclusion in media opportunities and press releases (when applicable)	X			
Speaking opportunity during future events	X			
** Please Note: All logos are listed in hierarchy order of benefits and increase in size with each level				

**Note:** Kindness for Kidneys offers custom partnerships including but not limited to multi-year sponsorships, patient gifts, discounts, and services. For more information, contact Sharron Rouse.



## 2019 Kindness for Kidneys Christmas Drive Sponsorship Response Form

**Please check commitment level:**

- Platinum - \$2,500
- Gold - \$1,000
- Silver - \$500
- Bronze - \$250

Company/Organization \_\_\_\_\_

First/Last Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

**Payment for the 2019 Kindness for Kidneys Christmas Drive is due no later than November 22, 2019.**

My check made payable to ***Kindness for Kidneys International, Inc.*** is enclosed for \$ \_\_\_\_\_

Please charge my credit card for \$ \_\_\_\_\_ AMEX VISA M.C. Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVC # \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please return completed forms via email or mail to:**

Sharron Rouse

info@kindnessforkidneys.org

P. O. Box 442062

Fort Washington, Maryland 20749

(301) 704-4289

**TAX ID # - 82-4683595**

*Kindness for Kidneys International, Inc. is an accredited 501(c)(3) charity.*