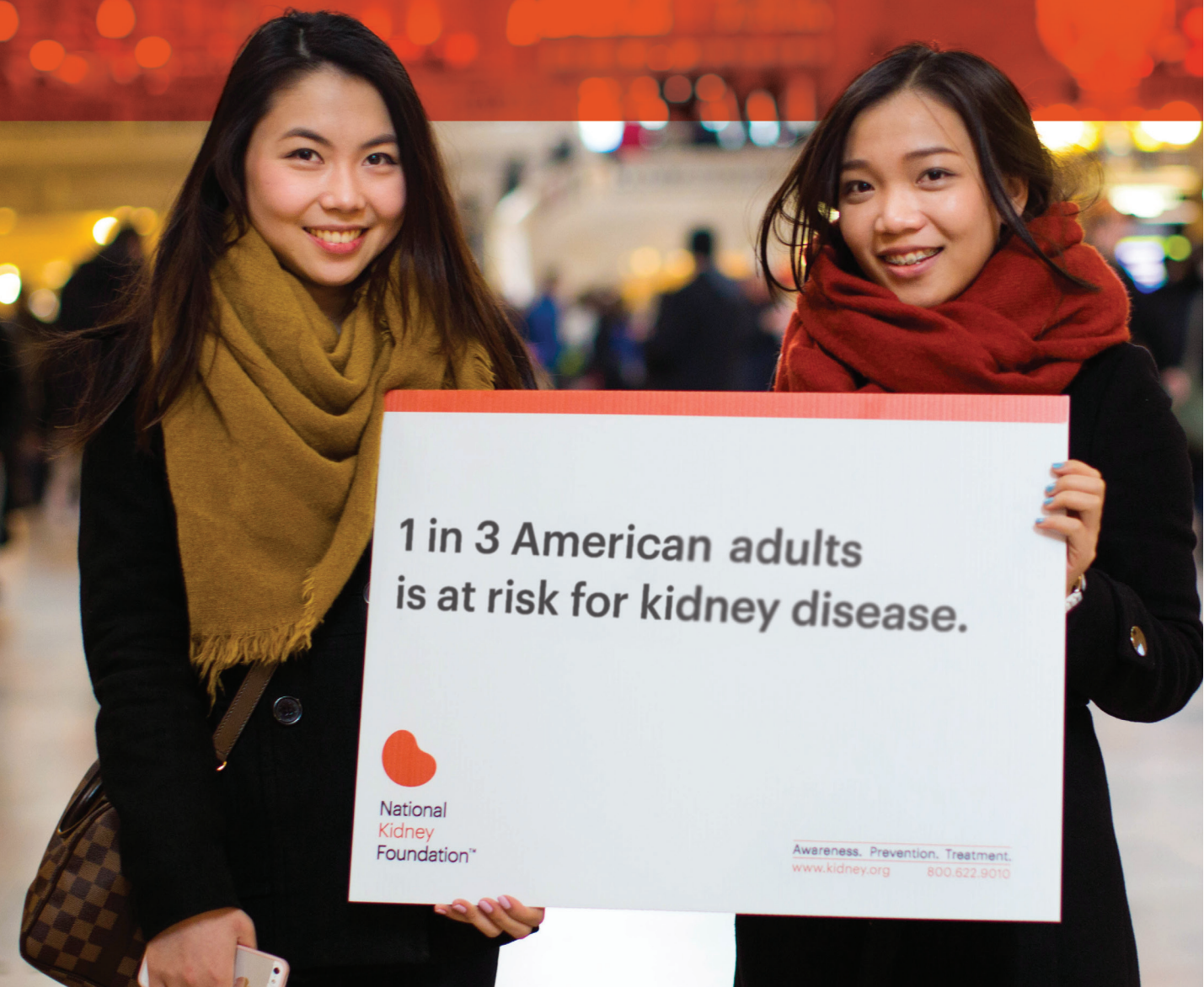


# ANNUAL REPORT 2013



National  
Kidney  
Foundation®

[www.kidney.org](http://www.kidney.org)





## ABOUT the National Kidney Foundation

The National Kidney Foundation is the leading organization in the U.S. dedicated to the awareness, prevention, and treatment of kidney disease for hundreds of thousands of healthcare professionals, millions of patients and their families, and tens of millions of Americans at risk.

### MESSAGE FROM OUR LEADERS:

2013 WAS A PRODUCTIVE YEAR FOR THE NATIONAL KIDNEY FOUNDATION AND, MOST IMPORTANTLY, FOR THOSE WE SERVE.

At the close of the fiscal year, we emerged with a stronger financial position, which allowed us to put our new strategic plan into action. During the last 12 months, we focused our efforts on the Awareness, Prevention, and Treatment of kidney disease for those at risk and those living with kidney disease. We strengthened our existing programming and began to roll out new initiatives aimed at community-based education and system-wide change. And, importantly, we restarted our research program that has funded \$100 million in research grants since its inception.

Thanks to the exceptional generosity of our supporters and volunteers, we are reaching more people than ever before. The simple message that 1 in 3 adults — 73 million Americans — is at risk for kidney disease because of high blood pressure, diabetes, or a family history of kidney failure, is reaching people nationwide. We continued promoting the importance of screening, serving as a voice for patients and practitioners in Washington, DC, offering free support through our patient helpline, and educating healthcare professionals around the country with the latest information to better treat their patients.

As you will see in this report, our programmatic impact has never been stronger, and we have our partners, volunteers, and supporters to thank. We are inspired by the dedication of all those who give back to the kidney community and will continue to fight kidney disease on behalf of all of our constituents.

From all of us at the National Kidney Foundation, thank you for your commitment and support.

Sincerely,

Greg Scott  
Chairman

Beth Piraino  
President

Bruce Skyer  
CEO







## AWARENESS

- YOUR KIDNEYS & YOU
- PUBLIC EDUCATION
- KIDNEY WALK



## PREVENTION

- NKF CARES
- KEEP HEALTHY
- CHRONIC KIDNEY DISEASE PRIMARY CARE INITIATIVE



## TREATMENT

- ADVOCACY
- EDUCATION FOR KIDNEY HEALTH PROFESSIONALS
- RESEARCH



# PROGRAM HIGHLIGHTS

## AWARENESS



### *Your Kidneys and You*

In this new community-based initiative launched in 2013, trained volunteers deliver presentations to members of the general public, highlighting the role of the kidneys in the body, educating about healthy lifestyle and risk reduction, and encouraging individuals to take action by talking to their doctor about testing for kidney disease.

### *Public Education*

The National Kidney Foundation remains the leader in educating the public about kidney disease and its risk factors. In 2013, **kidney.org** was the highest-ranked website in searches for "kidney disease," accessed by more than four million constituents. In addition, research published in the NKF's journal, *American Journal of Kidney Diseases*, found that 59% of Americans will

develop kidney disease in their lifetime. The NKF used this study to drive awareness and issue recommendations for annual screening with a simple urine test for those over 60 as well as others at risk. The release of this study generated over 100 million media impressions.

### *Kidney Walk*

Kidney Walk, the signature event of the NKF, is the nation's largest walk to fight kidney disease. Held in 81 communities around the country, the event raises awareness and funds lifesaving programs that educate and support patients and their families. Last year, Kidney Walks attracted 80,000 walkers, 5,000 teams, and over 200,000 donors who got the word out about kidney disease and risk factors while raising \$8 million.





## PREVENTION



### NKF Cares

NKF Cares offers support to more than 10,000 people affected by kidney disease, organ donation, and transplantation each year. Through a toll-free hotline and dedicated email, NKF Cares directly addresses questions from kidney patients and family members from around the United States on a wide variety of topics, including risk reduction, financial impact of kidney disease, nutrition, and treatment options.

### KEEP Healthy

A new, community-based initiative, KEEP Healthy offers free kidney health checkups to help people assess their own kidney disease risk. After taking a brief health survey and having blood pressure and Body Mass Index (BMI) measured, participants are offered educational information and consultation with a medical professional. Follow-up recommendations are offered, including healthy lifestyle tips and specific tests to take at the doctor's office.



## Chronic Kidney Disease Primary Care Outreach

NKF launched a national initiative to reach primary care practitioners with important information about screening at-risk patients to achieve early detection and prevention of kidney disease. On the local level, our outreach initiatives included a conference for primary care professionals in the Midwest that ultimately benefitted 5,000 patients. In the Greater New York area, an annual conference highlighting the Cardiac-Kidney-Diabetes connection and additional programs on obesity and diabetes drew over 300 doctors, ultimately impacting the health of thousands of patients.

## TREATMENT



### Advocacy

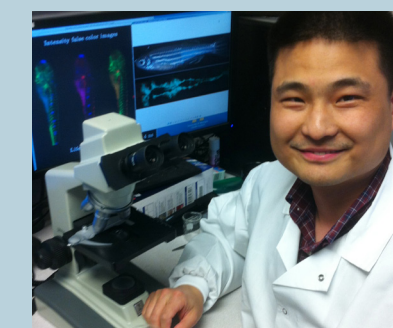
The NKF continues to be a powerful voice for kidney patients, representing the interests of the kidney community in Washington D.C. every day. This year, NKF met with key members of the federal government to ensure that the Affordable Care Act meets the needs of people with kidney disease, continued to advocate for expanded immunosuppressive drug coverage for transplant recipients, and stood firm against proposed cuts to dialysis care.

## Education for Kidney Health Professionals

More than 59,000 healthcare professionals received continuing education from the NKF in 2013 through the Spring Clinical Meetings, online educational programs, and regional symposia. Throughout the year, 39 new continuing medical education courses, both online and live, delivered the most current information to physicians, nurses, dialysis technicians, dietitians, advanced practitioners, and other professionals involved in kidney care. Local professional education programs helped kidney specialists improve the care provided to their patients. As an example, the impact of Kidney Care Education Day in Sioux Falls will be felt by 2,500 patients per week throughout South Dakota, Iowa, Minnesota, and Nebraska.

### Research

In 2013, the NKF funded original studies that will evaluate the effect of phosphorus on early-stage kidney patients, identify genetic markers that put people at risk for kidney disease, and test new treatment options to improve long-term transplant survival.





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“Donating my time, lending my mind, opening doors, and making connections for a worthy cause that affects 1 in 9 American adults is a passion for me. Given those odds and the fact that 73 million are at risk, everyone knows of someone who’s affected or potentially could be. Consider giving to the NKF because certainly, someone you love will encounter kidney disease in their lifetime.”

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“When I was first diagnosed with kidney disease, I was scared and confused. The first call that I made was to the Delaware Valley Division of the NKF in Philadelphia, and from that day on, I have never regretted that decision. The NKF gave me the information and resources that empowered me and gave me hope. I support and donate to the NKF because they were there for me when I needed them the most. They are a lifeline to kidney patients and their families.”

## TAYLOR CAMPITELLI

Philadelphia, PA





“My Goddaughter, Melanie, was diagnosed with kidney disease at age 19. I got involved with the NKF’s Kidney Walk and my goal has been to exceed our fundraising from the prior year and to increase participation on our team. We just completed our 3rd walk as the largest team and largest fundraiser for our local Kidney Walk. When I go out into the community, I speak to people who have their own kidney stories. It seems to be a hidden subject, and yet so many are affected. I want to help increase awareness about kidney disease and feel strongly that the NKF’s work is critical in educating the public.”

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“When my wife’s college roommate needed a kidney transplant, I was thrilled to find out I was a match. Becoming a living organ donor has been one of the most meaningful and gratifying experiences I have had in my entire life. I am supporting the NKF’s mission and programs, and hope more people will choose to save a life by donating one of their kidneys.”

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“The prevalence of kidney disease in the Washington DC area is a call to action for all of us. Through the collaboration with key partners in our community, I know we can change the numbers on the ground and make life better for patients here and around the country.”

**MICHAEL J. RUGIERO**  
*(with his wife, Jennifer)*

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“Philanthropy is a big part of our lives and the National Kidney Foundation is a great steward of the resources they receive, which is really important to us. Kidney disease affects so many in our region that we can’t think of a better way to help improve the health status of our neighbors than by being actively involved with the NKF.”

**STEVEN MUNGO**  
CEO, Mungo Homes  
Columbia, SC





“I was born with a birth defect that damaged my kidneys and ultimately led to kidney failure. I first became involved with the NKF through the Kidney Walk. I soon began to use my personal network to bring in contributions through Walk and the Gift of Life Gala. My goal is to significantly raise the bar for fundraising so we have the resources needed to spread awareness, support research for groundbreaking advancements, and truly impact lives. Through NKF, I am also reaching out to children with kidney disease to show them you can have kidney disease and still be successful.”

TIM STATTS

VP, Commodity Services, Schneider Electric  
Global Solutions, Louisville, KY



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“Living with a sister and a mother who both suffered from kidney failure, I am well aware of the profound effect kidney disease has on the individual and family. The fact that 26 million Americans have chronic kidney disease and millions of others are at risk and do not realize it is staggering. The urgency is there and I am honored to do my part in supporting the efforts of the NKF. As an ambassador of the NKF’s Now! you know public awareness campaign, I challenge myself and others to collectively take the opportunity to help make a difference. Let’s educate and eradicate!”

MERELE YARBOROUGH

NKF Ambassador  
Houston, TX



“My husband, Jimmy, is a two-time kidney transplant recipient. We joined the NKF in 2007 because we were searching for an organization that could support us in dealing with Jimmy’s diagnosis and give us an outlet to empower others who were in similar situations. We will continue to be active volunteers and donors because we have had an amazing experience helping and inspiring others. In the future, we hope we can create a stronger platform to support and advocate for kidney patients and caregivers.”

## HELEN YAN

Sales Specialist, Susquehanna Financial Group, LLP  
Monroe, New York



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	Missouri Foundation For Health	BBDO	Credit Agricole Corporate & Investment Bank
<b>\$100,000-\$249,999</b>	Nephroceuticals	Benfield Electric Supply Co, Inc	Credit Suisse Securities LLC
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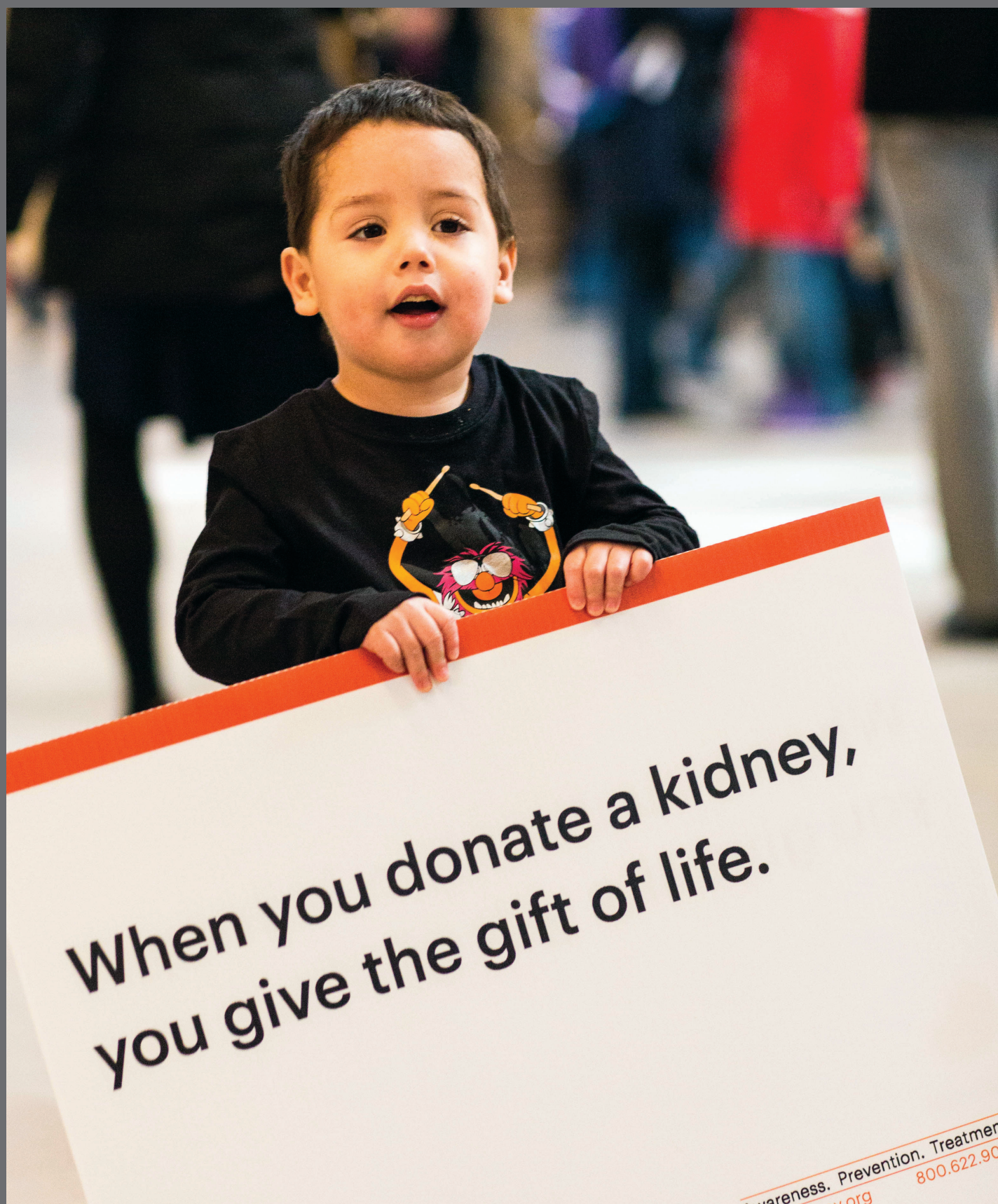
# FOUNDATIONS, TRUSTS, AND ESTATES

Contributions of \$10,000 or above from foundations, trusts and estates are listed below.

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Frances E Brichetto Trust	Georgia Hughes Fox	The Estate of Mungo Homes
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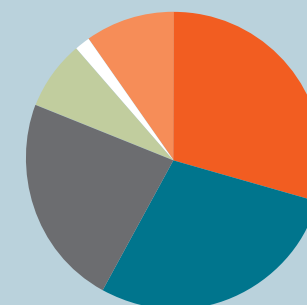
# FINANCIALS

## highlights

Figures below depict the combined financial activities of the National Kidney Foundation and its Affiliates for Fiscal Year 2013.

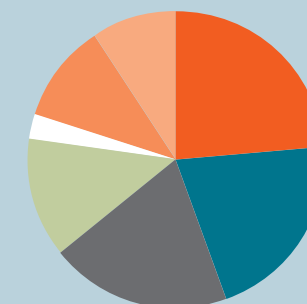
### PUBLIC SUPPORT AND REVENUE

Contributions	\$16,183,227	29.6%
Special Events (Net)	\$15,583,961	28.5%
Program Service Fees	\$12,615,113	23.1%
Government Grants	\$4,063,064	7.4%
Membership Dues	\$970,297	1.8%
All Other Income	\$5,215,752	9.6%
<b>Total Income</b>	<b>\$54,631,414</b>	<b>100.0%</b>



### EXPENSES

Professional Education	\$12,853,719	23.9%
Public Health Education	\$11,232,939	20.9%
Community Services	\$10,601,778	19.7%
Patient Services	\$6,921,444	12.8%
Research	\$1,455,538	2.7%
<b>Total Program Expenses</b>	<b>\$43,065,418</b>	<b>80.0%</b>
Fundraising	\$5,810,517	10.8%
Management & General	\$4,954,323	9.2%
<b>Total Support Services</b>	<b>\$10,764,840</b>	<b>20.0%</b>
<b>Total Expenses</b>	<b>\$53,830,258</b>	<b>100.0%</b>



### ASSETS

Cash and Cash Equivalents	\$8,286,182
Investments	\$24,753,360
Accounts Receivable	\$5,227,303
Inventories of Educational & Campaign Material	\$127,496
Prepaid Expenses	\$551,272
Fixed Assets, Net	\$2,822,475
Other Assets	\$652,839
<b>Total Assets</b>	<b>\$42,420,927</b>

### LIABILITIES AND NET ASSETS

<b>Liabilities</b>	
Loans Payable	\$2,620,069
Accounts Payable & Accrued Expenses	\$7,029,348
Deferred Income	\$2,998,711
Other Liabilities	\$30,896
<b>Total Liabilities</b>	<b>\$12,679,024</b>

<b>Net Assets</b>	
Unrestricted	\$17,417,870
Temporarily Restricted	\$9,566,023
Permanently Restricted	\$2,758,010
<b>Total Net Assets</b>	<b>\$29,741,903</b>
<b>Total Liabilities and Net Assets</b>	<b>\$42,420,927</b>





## HOW WE HELP

**Educating** Americans through multimedia public awareness initiatives about kidney disease and ways to reduce their risk. **Empowering** those at risk to take action at free, local kidney health checks. **Supporting** kidney patients, organ donors, and their families — online at **kidney.org**, on the phone toll-free at 1.855.NKF.CARES, and through personal peer-mentoring. **Advocating** as the voice of the kidney patient in Washington DC to address the organ donor shortage, fund more kidney research, and defend Medicare coverage for kidney disease. **Sharing** the latest treatment information and practices with healthcare providers so patients get the best possible care.

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