

The Shadow Buddies
Foundation

2020

Annual Report



Special Buddies™ for Special Children.

www.shadowbuddies.org

A Message From Our **DIRECTOR**



Marty Postlethwait

Treatments options and hospital facilities are becoming increasingly more sophisticated. With each passing year in the United States, children and adults have access to more effective treatments and better medications. The good news is that more and more patients are surviving diseases, injuries, and conditions that we previously incurable. The sad news is that these patients rarely receive treatment for the psychological and emotional effects of undergoing the challenges and treatment of an illness.

As a mother of a child born with multiple congenital birth defects, I can personally speak to the importance of emotional well-being during the healing process. My son Miles has undergone more than 50 surgeries, and together, we have spent countless nights in the hospital. Despite his trials, Miles has maintained a sunny, positive outlook on life, even when life wasn't easy for either of us. Every parent of a medically challenged child shares that moment of feeling out of control of the situation, and I will never forget mine. Miles was four, and after a very difficult surgery, I found myself hovering over his still body, desperate for a sign that he would be okay. Hope comes from the most unexpected sources, and I remember the sheer joy I felt when, from beneath the hospital sheets, his little thumb emerged to me the signal "I'm good Mom". Thumbs up, he was saying, it's going to be okay.

Thanks to supporters like you, 2020 marked our 25th year providing "Miles of Smiles" and joy to children in need. It was a year like no other, adjusting to a Pandemic and getting creative in raising funds so that we could commit to our Shadow Buddies programs. We stand strong in our mission to continue to provide Shadow Buddies to thousands of children and their families in need.

Our Mission of Charity and Hope

The mission of the Shadow Buddies Foundation is to provide emotional support through education regarding illness, disability, or medical treatments. The foundation accomplishes this through unique programs designed to enhance the lives of children and adults. In pursuit of that mission, the foundation will continually raise funds, develop new programs and build relationships between organizations with complimentary goals.



The Shadow Buddies Foundation is dedicated to providing support and knowledge to children with severe illnesses, disabilities, and going through a crisis situation. The Foundation accomplishes this through unique programs designed to enhance the lives of children and adults by fostering compassion and awareness of differences with our line of 36 condition-specific "Shadow Buddy" dolls. Crafted from muslin and carefully researched to represent a child's medical condition, Shadow Buddies offer children the companionship of a friend "just like me". Each year our goal is to deliver approximately 40,000 Shadow Buddies worldwide with 5,000 of the Buddies staying locally in Kansas City.

***Over 1.6 million Shadow Buddies have been delivered over the past 25 years.
Your support helps to build a stronger tomorrow!***

2020 Fact Sheet



- Founded September 1995 – Celebrated 25th Anniversary in 2020
- Started with four Shadow Buddies in 1995, 36 Buddies in 2020
- Shadow Buddies are for boys & girls. Available in light, medium, and dark skin tones
- Shadow Buddies are in all 50 States, 178 Hospitals and 19 countries
- 2000 Daily Points of Light Award; featured in *People* magazine, *Time*, *Woman's World*, plus 22 U.S. and 5 Canadian radio stations; Shadow Buddies story featured on ABC talk show *The View*, and NBC's *Today Show*
- 2009 Midwest Top 50 CEO Most Influential Women of the Year; 2001 National Award through Women's Tylenol® – “Commitment to Care Awards” for Caring for Children, Dallas, Texas
- Over 1,000,000 Shadow Buddies distributed to date
- 1,550 Know Your Buddy Book™ programs distributed nationally – To date 412,000 children, siblings, teachers, and healthcare providers have been reached
- 16,500 Shadow Buddy Backpacks to Pediatric Specialty Camps – have been distributed to date
- Shadow Buddies listed in the resource database, National Information Center for Children and Youth with Disabilities in Washington D.C.
- Launched Pink Parties in 2010 – 23,000 pampered girls to date
- Over 89,500 Tony Gonzalez Buddies distributed to children
- Pro-Bowl QB of Detroit Lions, Matt Cassel, has donated over 4,000 Matt Cassel Buddies since he partnered with us in 2009
- Over 9,700 Tony Gonzalez Senior Buddies distributed to seniors
- 15,000 Super Hero Capes and Masks delivered to pediatric patients
- Shadow Buddies teamed with Sporting Kansas City's Victory Project in 2014
- NBA star, Paul George, joined team Shadow Buddies in 2018, supporting EMSA – to date, he has donated 1,500 Super Hero Buddies to kids
- Launched Courage Capes in 2019, and have donated 5,000 capes & masks to pediatric patients across the country
- MLB First Baseman for the St. Louis Cardinals, #46, Paul Goldschmidt joined team Shadow Buddies in 2019.
- We introduced the Courageous Crew – Fireman, Police Officer, First Responder, Physician/Nurse and Military Buddies

POPULATION SERVED

Caucasian - 23%
Latino/Hispanic- 41%
African American - 32%
Other 4%

Our PROGRAMS



Pink Parties

Launched in 2010 at the Children's Healthcare of Atlanta-Scottish Rite, the Pink Party is quickly becoming one of our most sought after programs by Child Life Specialists and pediatric hospitals throughout the United States. Currently Pink Parties are being held in Kansas City and hosted by numerous sponsors such as Sporting Kansas City. We've been honored to partner locally with Children's Mercy Hospital here in Kansas City and support the Turner Syndrome Clinic hosting three parties a year supporting precious girls diagnosed with this disease. Each year, we continue to host parties in seven different states across the country. And we don't forget about the mother's, grandmothers, sisters, aunts or any other caregivers who are always by the girls' side, they get pampered too! Our Pink Parties include make-up, hair, nails, and fun crafts. Each girl is given her very own Shadow Buddy complete with a tutu.



23,500 girls have been pampered since 2010.

Superhero Program

In 2015, in celebration of our 20th anniversary, we launched the Superhero Shadow Buddy Program giving children the power of extra strength, courage, and love to fight their battles. Every Shadow Buddy that was delivered or donated, came with a Buddy sized Superhero Cape and mask. Working with children every day, we see how powerful their own Superhero Buddy helped get them through a tough day and treatments. With the success of this program, we expanded the Superhero Program to include the children themselves, giving them a child sized cape and mask to match their Buddy.

16,000 Superhero Shadow Buddies delivered to patients and 7,000 Pediatric Superhero Capes and Masks distributed to children.



"The Guardian Angel Buddy my daughter got was perfect. Thank you as it brings her smiles and joy."

Shannon Lynn

Summer Backpack Program

Each year, we provide more than 1,000 Backpacks to special need camps around the country. Shadow Buddies are donated to specialty camps to help ease the first day jitters by welcoming the special campers. Endorsed by camp counselors and nurses at the camps, the buddies are used to teach children about their medical condition and promote a positive image. Shadow Buddies Backpacks are loaded with all the camp essentials that include fun activities for boys and girls, toothbrush, comb, water bottle and of course, a specific Buddy for each camp! Their Buddy is a year-long reminder of the new friendships they made at camp. Funds raised from our Golf Classic and other private donations support our Backpack program.

17,000 Shadow Buddy Backpacks deliver to camps.



Courageous Crew

In 2020, the Shadow Buddies foundation introduced our new “Courageous Crew” Buddies. These Buddies came at the perfect time for us to support and thank our real community Heroes. These five buddies include a Police Officer, First Responder, Firefighter, Physician/Nurse, and Military/Veteran Buddy. The purpose of these Buddies are used to comfort both the children of these public servants who are forced to be away from their families for extended periods of time, as well as for the “Courageous Crews” members as they interact with children in traumatic circumstances. Our mission is to support the families of these real Heroes who spend time away from home each day serving the front-line in our communities a make it a safer place. Our goal is to continue to highlight and support this program for years to come.

1,500 Courageous Crew members delivered in 2020.



“My Buddies name is Walter. He’s 6 ½ years old. He broke his leg like me. He likes to lay around with me in my bed. He keeps me company and makes me happy.”

Chany, 6 Years Old



Our EVENTS



Fantasy Flight

Many children dream of traveling to the North Pole to meet Santa, Mrs. Claus, and all the elves. In 2018, Shadow Buddies partnered with United Airlines to host the first Fantasy Flight since 2001. Taking place in December of each year, and with a little Christmas magic, over 50 terminally ill and medically challenged children receive their boarding passes with a destination to the North Pole. Accompanied by a parent, these special children board a United Airlines 737 airplane greeted by the pilot and his flight crew dressed for this special occasion. Once they take off and fly around the city for 45 minutes, other family member and countless volunteers wait for the children to land and enter the North Pole. . . which has been turned into a winter wonderland in a separate location in the terminal straight out of a story book. Greeted by Mascots, choirs, Superhero's, and princesses, Santa makes a grand entrance with his motorcade and Secret Service. Lots of goodies to eat, activities, and excitement for the entire family is provided for this special holiday event. Each child and their siblings received a huge bag of toys from Santa and a special Shadow Buddy that has been wrapped with love and donated from businesses in the community. The North Pole and Holiday Hugs toys that are provided to medically challenged children is made possible from our wonderful volunteers, staff, board members and an amazing partnership with United Airlines.

Holiday Hugs Program

In October of each year, we kick off our annual "Holiday Hugs Toy Drive Program" that provides thousands of toys, Shadow Buddies, and dinner to hundreds of Kansas City metro families. We team up with local businesses to collect toys for the holidays that will then be distributed to families, shelters and other like-minded non-profits that are passionate about helping medically challenged children and families in need during the holidays. In addition to the Fantasy Flight families, we adopt close to 350 additional families in our community with gift bags of toys and goodies. This past year in 2020, we had such an over-whelming response from our Board Members and community businesses collecting toys, that we were able to donate in addition to the families we sponsored, \$10,000 worth of toys the Pediatric Department at the University of Kansas Medical Center. We were honored to escort Santa and Mrs. Claus to the hospital via motorcade with local Federal Agents, KCK Police Department and the Fire Department. This year we truly sprinkled lots of magic and granted holiday wishes to children in our community. Even the Grinch couldn't stop Santa!

Over 25,000 Families have enjoyed our Holiday Hugs Programs in Kansas City. 1,200 Children with the Fantasy Flight to the North Pole.



Annual Benefit Gala & Auction *“Scoring A Victory For Children”*

Since 1996, Team Shadow Buddies - “Scoring a Victory for Children” has proved to be our largest and most successful fundraiser of the year. Proceeds from the evening’s event allow our Foundation to nurture current programs while also providing funds to develop new programs that fit the needs of the kids and seniors we serve worldwide. Every year brings a new and exciting theme to our fall event, so we encourage everyone to come dressed to impress for the Gala. Our live and silent auction, along with the great food and entertainment, are sure to guarantee our guest a memorable evening. Each year the Miles Award is presented to a deserving Individual, Board Member, or Volunteer in our community. The Miles Award that stands for: **MAGNIFICENT - INDIVIDUAL - LENDING - EXTRA - SMILES** named after co-founder Miles Postlethwait. Celebrating our 25th Annual Gala was a little different in 2020, as we had to get creative and held our first virtual auction due to the pandemic. We raised almost \$50,000 to help spread “Miles of Smiles!” Make sure to save-the-date in 2021 with our 26th Annual Gala which will be held on Friday, September 17th.

***Over the past 25 years, we have raised over
1.2 million dollars for our programs.***



1st Annual Mouse Races - KC Exotic Car Club Partnership

It was such an honor for Shadow Buddies to be highlighted in this amazing event and bringing awareness to our different programs that serve children in need. Thanks to the KC Exotic Car Club and countless volunteers, this past November, we had an outdoor event at StoneGate Motorplaza that raised **\$18,700** to help with our Holiday Hugs program. An evening filled with mouse races, simulator racing, silent auction, food truck and a great band, a wonderful time was had by all supporting medically challenged children during the holidays.



Shoot for the Kids – A Clay Target Event

Launched in 2016, the “Shoot for the Kids” a clay target event is one of the most thrilling events put on by the Shadow Buddies Foundation. Each year, teams from around the Kansas City metro area come together to raise money for our “Courage Capes – Capes for Kids” program. Our goal is to raise \$30,000 that allows us to support medically challenged children battling life-threatening conditions and going through various medical treatments. Our “Courage Capes” provide children with a child size Superhero Cape and mask and allows them to do play therapy and become the hero they truly are while battling their medical condition. This is a sell-out event and a great day of food, friends and a fun on the course.

“Sometimes real superheroes live in the hearts of small children fighting big battles.”

Over 20,000 “Courage Capes” and masks have been distributed to medically challenged children with proceeds for our “Shoot for the Kids.”



Birdies, Bogies & Buddies

Teeing off in 2009, “Birdies, Bogies and Buddies” Golf Tournament has become one of the most popular tournaments in the Kansas City area. The funds raised from the tournament will benefit the Shadow Buddies Foundation Summer Backpack Program supporting medically challenged children going to specialty camps and Summer Youth Programs through the Armourdale Renewal Association. The event is hosted by local Kansas City favorites, which in the past have included professional athletes such as Tony Gonzalez, Dustin Colquitt, Matt Besler, and Ryan Succop. Golfers enjoy a day filled with lunch, cocktails and a silent auction.

16,500 Backpacks have been donated to specialty camps in Kansas City.



Pickleball Tournaments

This is a fun way to raise money for Shadow Buddies and we have had such good results because of the faithful Pickleballers and their dedication in helping with spreading the word about Shadow Buddies. We’ve been doing this for 5 years and always fill up our tournaments in record time. **To date, we have raised over \$12,000** for the Shadow Buddies Foundation programs. With the love of the game and the great heart of our followers, we are truly blessed to reach these families and children who are going through a tough time in their lives.



2020 Board Members

Board of Directors

Marty Postlethwait

Chief Executive Officer / Co-Founder

Tanner Coble

Board President
Renaissance Financial

James Butler

Board Vice President
Wallace, Saunders, Austin, Brown & Enoch

Sandra Watts

Secretary
Rouse, Frets, White, Goss, Gentile, and
Rhodes, P.C.

Board Members

Danielle McMahon

Hollister, Inc.

Tyler Cordel

Hallmark Cards, Inc.

Mike Delaney

Analyst Consultant

Greg Hellbusch

Axis Construction Group

Robert Hellweg

Aristocrat Motors

Wendy Diskin

Re/Max Best Associates

Mike Walczak

Kansas City Southern Railroad

Enrique Gutierrez

Teocali Mexican Restaurant & Cantina, LLC

Jodi Gearon

Retired Loan Officer

Jean Hansen

Umbrella Managed Systems

Board Advisors

Patty Sherman

Henry Schein Dental

Miles Postlethwait

Shadow Buddies Foundation

Anne Peterson-Brunk

Anne Peterson Productions

Beth Foraker

Retired Shadow Buddies Employee

Honorary Advisors

Tony Gonzalez

Fox NFL Reporter

Matt Cassel

Detroit Lions, NFL

Matt Besler

Sporting Kansas City, MLS

T.J. Carrie

Cincinnati Bengals, NFL

Paul George

Los Angeles Clippers, NBA

Major SPONSORS

Allied Construction

Anne Peterson-Brunk Foundation

Aristocrat Motors

Blue Cross Blue Shield Kansas City

Capitol Federal Foundation

City of Olathe

Dee-Dee Dorskin Family Foundation

Diamond Financial

Digital Division

Dr. Michael Klein, DDS

Dunn Family Foundation

Edgemoor -Clark Construction

Hazan Family Foundation

Henderson Engineering

Hollister, Incorporated

Howie Fleischer

Junior League of KC

KC Exotic Car Club

Kendra Scott

Long Motor Company

MDRT Foundation

Missouri Auto Dealers Association

MTS Trucking

National Charity League

Osage Marketing

Paul George

Pratt Industries

Prime Investments

Pulmodyne

Renaissance Financial

Rotary Club of Leawood

Scheel's

Sporting Kansas City - Victory Project

Umbrella Managed Systems

Walmart Foundation

"Life's Journey is better with a Buddy by your side."

FINANCIAL

Information

Shadow Buddies Foundation
Statement of Revenue & Expenses

INCOME

Contributions	\$11,300
Benefit Dinner	\$56,000
Golf Event	\$28,470
Grants	\$49,250
ORDINARY INCOME/GRANTS	\$145,020

PROGRAM INCOME

Shadow Buddies Programs	\$148,298
Holiday Hugs Program	\$ 5,400
TOTAL PROGRAM INCOME	\$153,698
TOTAL INCOME 2020	\$298,718

EXPENSES

Program -Special Events	\$38,900
Dolls and Accessories	\$90,751
Backpacks	\$5,500
Marketing/Promotional	\$5,300
TOTAL PROGRAM EXPENSE-BUDDIES	\$140,451

GENERAL & ADMIN EXPENSES

Postage and Delivery	\$10,163
Office Supplies	\$1,800
Telephones	\$4,000
Rent	\$12,000
Printing/Publications	\$1,600
Insurance	\$6,900
Payroll -Taxes & Liability	\$94,000
TOTAL OPERATING EXPENSES-GENERAL	\$130,463
TOTAL EXPENSES 2020	\$270,914



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