

The Shadow Buddies
Foundation

2021

Annual Report



www.shadowbuddies.org

A Message From Our **DIRECTOR**

Marty Postlethwait

Treatments options and hospitals 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 were previously incurable. The sad news is that these patients rarely receive age-appropriate 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 who is now 34, has undergone more than 50 surgeries, and together, we have spent countless nights in the hospital. I can attest that hope is a powerful antidote during uncertain and life challenging times. It's essential to promote hope when dealing with fear and uncertainty that is brought on during major life changes at any age. Shadow Buddies provide all the right tools to help comfort and educate families while going through a crisis situation. Our mission is to enhance the lives of families in communities, all ethnic backgrounds, for people of all ages. When addressing the psycho-social needs of children and adults, our Buddies are supporting the well-being of individuals, allowing communities to have a hands-on teaching tool to elevate their level of their care and treatment. 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. And this was the creation behind our registered trademark.

Thanks to supporters like you, 2021 marked our 26th year providing "Miles of Smiles" and joy to children in need. It was a year like no other as we continued to adjust to an ongoing pandemic and being 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.



"While in the hospital I had to have an abscess removed. Once out of surgery the only person with me was my mom and I got lonely. So, I had heard about Shadow Buddies and asked for one. Instead of one I got two. An Asthma Buddy and Day Surgery Buddy. From then on, I was no longer lonely. I carried my Shadow Buddies with me everywhere on my IV pole. Now I don't feel lonely anymore."

Mike, 14 Years Old

***Over 1.7 million Shadow Buddies have been delivered over the past 26 years.
Your support helps to build a stronger tomorrow!***

Our MISSION

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 Shadow Buddies programs are the primary vehicle for delivery of the Foundation's mission. Shadow Buddies are condition-specific "Buddy" dolls designed to be a friend, "just like me" to children enduring medical treatments or emotionally traumatic situations. Representing more than 36 conditions to date, each Shadow Buddy serves to provide critical comfort to children in frightening and often confusing situations.

Crafted from muslin and carefully researched to represent a child's medical condition, each Buddy has a driven purpose to provide hope, love, and bring joy into the hearts of children and their families in need. Each year our goal is to deliver approximately 40,000 Shadow Buddies worldwide with 5,000 of the Buddies staying here locally in Kansas City.



2021 Fact Sheet



- Founded September 1995 – Celebrated 26th Anniversary in 2021
- Started with four Shadow Buddies in 1995, 36 Buddies in 2021
- 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 1,700,000 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
- 17,500 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 – 23,500 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
- 16,500 Super Hero Shadow Buddies 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 2,500 Super Hero Buddies to kids
- Launched Courage Capes in 2019, and have donated 7,500 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 – and have distributed 2,500 to date

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. *This program has been put on hold with in-person parties due to COVID restrictions.



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 and through play-therapy that 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.

16,500 Superhero Shadow Buddies have been delivered to young patients in the hospital.

7,500 child sized Superhero Capes and Masks have been distributed to children matching their Buddy since 2019.

"Sometimes, real superheroes live in the hearts of small children fighting big battles".



Summer Backpack Program

Each year, our goal is to provide 1,000 Backpacks to special need camps here in Kansas City and 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 and special memories that will last a lifetime. Funds raised from our Golf Classic and other private donations support our Backpack program.



**17,500 Shadow Buddy Backpacks
have been delivered to camps.**

Courageous Crew

New Members Launched in 2020

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. The “Courageous Crew” continued to be instrumental in 2021 with the affects on the ongoing pandemic.

**2,500 Courageous Crew members have been
delivered since 2020, including 1,000 in 2021.**



“I like my Shadow Buddy because I play talk to him and act like he’s real. We can go to sleep together and watch TV. His name is Jordan.”

Romell, 8 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, community partners, and an amazing partnership with United Airlines.

*This program has been put on hold with in-person parties due to COVID restrictions.

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 and our Board of Directors 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. In 2021 we once again had such an over-whelming response from our Board Members and community businesses collecting toys, that we were able to donate additional toys to stock the shelves of other agencies in our community. This year we truly sprinkled lots of magic and granted holiday wishes to children in all across the Kansas City area.



Over 26,000 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: **M**AGNIFICENT - **I**NDIVIDUAL - **L**ENDING - **E**XTRA **S**MILES named after co-founder Miles Postlethwait. Celebrating our 26th Annual Gala in 2021, we celebrated at Children’s Mercy Sporting Park, with our hosts, Ponch & Nikki from 99.7 The Point. We raised over \$100,000 to help spread “Miles of Smiles!” Make sure to save the date in 2022 with our 27th Annual Gala which will be held on Saturday, September 17th.

Over the past 25 years, we have raised over 1.27 million dollars for our programs from our Annual Gala



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, in 2020 they hosted 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. We look forward to continuing our partnership with KC Exotic Car Club for years to come.



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.

“A true hero isn’t measured by the size of their strength, but by the size of their heart”

Proceeds from our “Shoot for the Kids” event has allowed over 23,000 children to benefit from our “Courage Capes” and masks program



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.

17,500 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. A big thank you to Crystal Ansley and John Ploehn for all their dedicated efforts each year.



2021 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

Tanner Burns

Young Adult Advisory President

Tyler Cordel

Hallmark Cards, Inc.

Mike Delaney

Analyst Consultant

Wendy Diskin

Re/Max Best Associates

Scott Donaghue

Retired

Jean Hansen

Umbrella Managed Systems

Robert Hellweg

Aristocrat Motors

JayDee Krull

Garmin, International

Danielle McMahon

Hollister, Inc.

Michelle Pool

Burns & McDonnell

Travis Richey

Richey Real Estate Group

Mike Walczak

Kansas City Southern Railroad

Board Advisors

Beth Foraker

Retired Shadow Buddies Employee

Jodi Gearon

Retired Loan Officer

Greg Hellbusch

Dream Design

Miles Postlethwait

Shadow Buddies Foundation

Anne Peterson-Brunk

Anne Peterson Productions

Honorary Advisors

Matt Besler

Retired Sporting Kansas City and
Austin FC, MLS

T.J. Carrie

Indianapolis Colts, NFL

Paul George

Los Angeles Clippers, NBA

Tony Gonzalez

NFL Hall of Famer

Khiry Shelton

Sporting KC, MLS

Major SPONSORS

97.5 The Point

Affinity Group Osage

Allied Construction

Anne Peterson-Brunk Foundation

Aristocrat Motors

Blue Cross Blue Shield Kansas City

Capitol Federal Foundation

Dell's Power Sports

Diamond Financial

Dr. Michael Klein, DDS

Edgemoor -Clark Construction

Fiorella's Jack Stack Barbecue

Garmin International

Henderson Engineering

Hollister, Incorporated

JE Dunn Construction

Kansas City Allergy and Asthma

KC Exotic Car Club

Kendra Scott

Long Motor Company

MDRT Foundation

MTS Trucking

National Charity League

Novocure

Oak Star Bank

Paul George Foundation

Ponch & Nikki

Pratt Industries

Prime Investments

Pulmodyne

Purity Wellness Center

Renaissance Financial

Richey Real Estate Group

Sobi

Sporting Kansas City - Victory Project

Umbrella Managed Systems

Walmart Foundation

Wallace, Saunders, Austin, Brown & Enochs

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



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FINANCIAL

Information

Shadow Buddies Foundation
Statement of Revenue & Expenses

INCOME

Contributions	\$18,950
Benefit Dinner	\$104,770
Golf Event	\$38,526
General Grants (Non-restricted)	\$62,023
ORDINARY INCOME/GRANTS	\$224,269

PROGRAM INCOME

Shadow Buddies Programs	\$180,683
Holiday Hugs Program	\$5,108
Other Income - Programs	\$19,687
TOTAL PROGRAM INCOME	\$205,478
TOTAL INCOME 2021	\$429,747

EXPENSES

Program -Special Events	\$67,805
Dolls and Accessories	\$121,832
Backpacks	\$7,519
Marketing/Promotional	\$3,487
TOTAL PROGRAM EXPENSE-BUDDIES	\$200,643

GENERAL & ADMIN EXPENSES

Postage and Delivery	\$16,897
Office Supplies	\$4,599
Telephones	\$3,984
Rent	\$12,175
Printing/Publications	\$4,573
Insurance	\$10,316
Payroll -Taxes & Liability	\$102,000
TOTAL OPERATING EXPENSES-GENERAL	\$154,544
TOTAL EXPENSES 2021	\$355,187