



## **PUBLIC PHASE FAQs**

### **What is the Hero to Hero Campaign?**

The Hero to Hero Campaign is a comprehensive, programmatic fundraising effort designed to help the National Kidney Foundation of Arizona (NKF AZ) adapt and be best prepared to meet the needs of those in Arizona struggling with kidney disease. Despite our best efforts over the last 60 years as the agency of last resort for kidney patients in our state, the number of new CKD cases continues to outpace us. This campaign allows the flexibility to focus funds where they are most needed to fight this growing epidemic and bring the most relief to the people we serve.

### **What does the Hero to Hero Campaign specifically raise money for?**

The Hero to Hero Campaign is not intended to erect a new building or headquarters for NKF AZ. Instead, every dollar we raise goes into existing patient programs, or the creation of new programs that will ease the burden of kidney disease for those suffering in Arizona. Specifically, it raises funds to assist patients in the cost of medications, dental care, transportation to and from dialysis, nutrition, rental and utility payments. But the campaign also focusses on preventative measures, like bolstering our free health screenings, developing programs to incentivize at-home dialysis, and starting an endowment to secure the future of NKF AZ.

### **How can I support the Hero to Hero Campaign?**

You can support the Hero to Hero Campaign in many different ways. First, if you would like to make a donation to the campaign, you can do so at [azkidney.org/HERO](http://azkidney.org/HERO). Simply click on the donate button and we will make sure your gift is put to good use immediately. We not only accept cash, but also donations of cars, property, and we have experts to help you with planned giving from your estate. But you can also volunteer at the National Kidney Foundation of Arizona at any of our screenings or community events. And if you wanted to become a living kidney donor, we also have educational programs that will teach you how to get started. All of that information can be found on our website at [azkidney.org](http://azkidney.org).

### **You've been in Arizona for 60 years. Why did you decide to launch a campaign now?**

NKF AZ actually launched the Hero to Hero Campaign in 2018 and had immediate success. We were able to match the increasing need and even expand many of our programs. But like just about every other charitable foundation in the Valley, we had to put the campaign on hold during the pandemic. Thankfully, we were able to pick up where we left off earlier this year, and reached 75% of our goal. Now, we feel comfortable taking the campaign to the larger public, taking the National Kidney Foundation of Arizona to heights it has never seen before.

### **When will the Hero to Hero Campaign end?**

The Hero to Hero Campaign will be introduced to the public in October of 2024, and if all goes well, and we get the support we are anticipating, we hope to reach our goal of \$9,405,000 by April of 2026.

### **Is there a chairperson for the Hero to Hero Campaign?**

Yes! In fact, there are three. The children of legendary writer and humorist, Erma Bombeck have been our cherished chair people since the initial launch of the campaign. You may remember that Erma Bombeck herself had polycystic kidney disease and received transplants. Her two sons, Andy and Matt, are kidney transplant recipients. Her daughter Betsy has joined Andy and Matt to form a strong team of chairpersons, that has shepherded us to the point where we are ready to introduce our efforts to the general public.

### **How does the Hero to Hero Campaign differ from NKF AZ's other fundraising efforts?**

Most of the programs offered to kidney patients in Arizona can be found in the Hero to Hero Campaign. So, in many cases, a donation to NKF AZ is a donation to the Hero to Hero Campaign. For instance, if you donate to Camp Kidney, our camp specifically for children with kidney disease, the idea for the Camp was originally introduced in the Hero to Hero Campaign. But there are other efforts that are campaign-specific, such as the pilot program to incentivize at-home dialysis, or our endowment to make the future of the foundation for secure. All of the programs listed as part of the Hero to Hero Campaign can be found in the campaign booklet at [azkidney.org/HERO](http://azkidney.org/HERO).

**Does the money I donate to the Hero to Hero Campaign stay in Arizona?**

Yes. All funds donated to the Hero to Hero Campaign stay in Arizona to help kidney patients in our state.

**Will Kidney Disease ever go away?**

That is the hope of the National Kidney Foundation of Arizona. In fact, our mission is to provide awareness, assistance and hope to Arizonans at-risk and impacted by kidney disease. We launched the Hero to Hero Campaign because the prevalence of kidney disease in Arizona was still increasing. But with more support to spread awareness, we hope to get ahead of the curve. One day, we hope our services will no longer be needed. We are not quite there yet.