2021 IMPACT REPORT

Serving Kids Hope

WWW.SERVINGKIDSHOPE.ORG

WHERE WE ARE TODAY
ACES & Obesity
COVID-19
Healthy Lifestyle
SUNSHINE
FRUITS & VEGGIES
SPORTS & PLAY
WATER
SAFETY
FAMILY MEALS
SLEEP
NATURE
COUNSELING
MINDFULNESS
MEDICAL ACCESS
HEART DISEASE
DEPRESSION
ANXIETY
SUICIDE
CANCER
DIABETES
SUBSTANCE ABUSE (ADDICTION)

Serving Kids Hope

Serving Kid's Hope

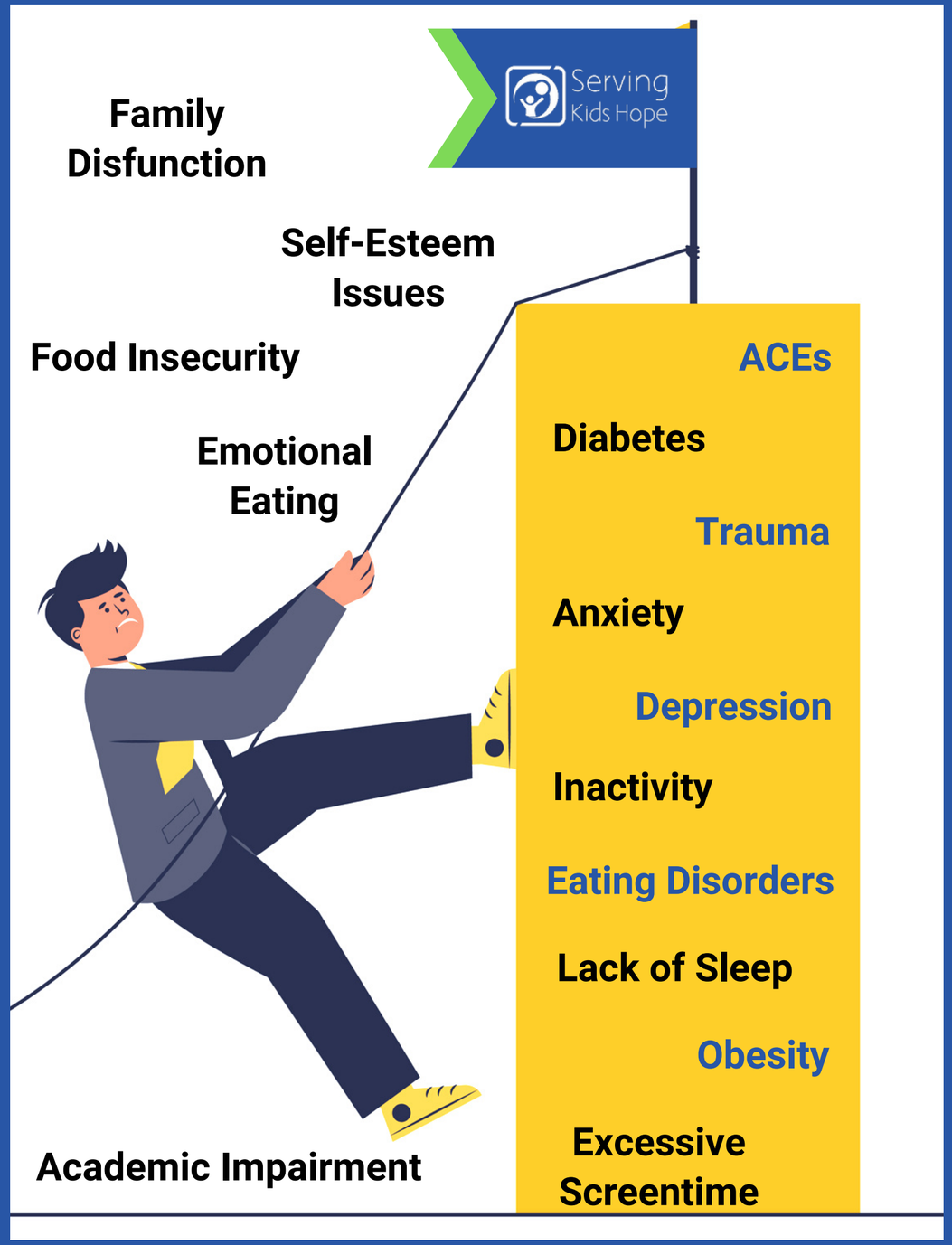
Mission: Empowering children, families, and communities in overcoming medical, nutritional, social, economic, behavioral, and equity barriers to achieve healthier lives through medical care and educational programs.

Vision: Inspiring *a **healthier generation of children*** is more important than ever right now as the obesity epidemic collides with the COVID-19 pandemic.

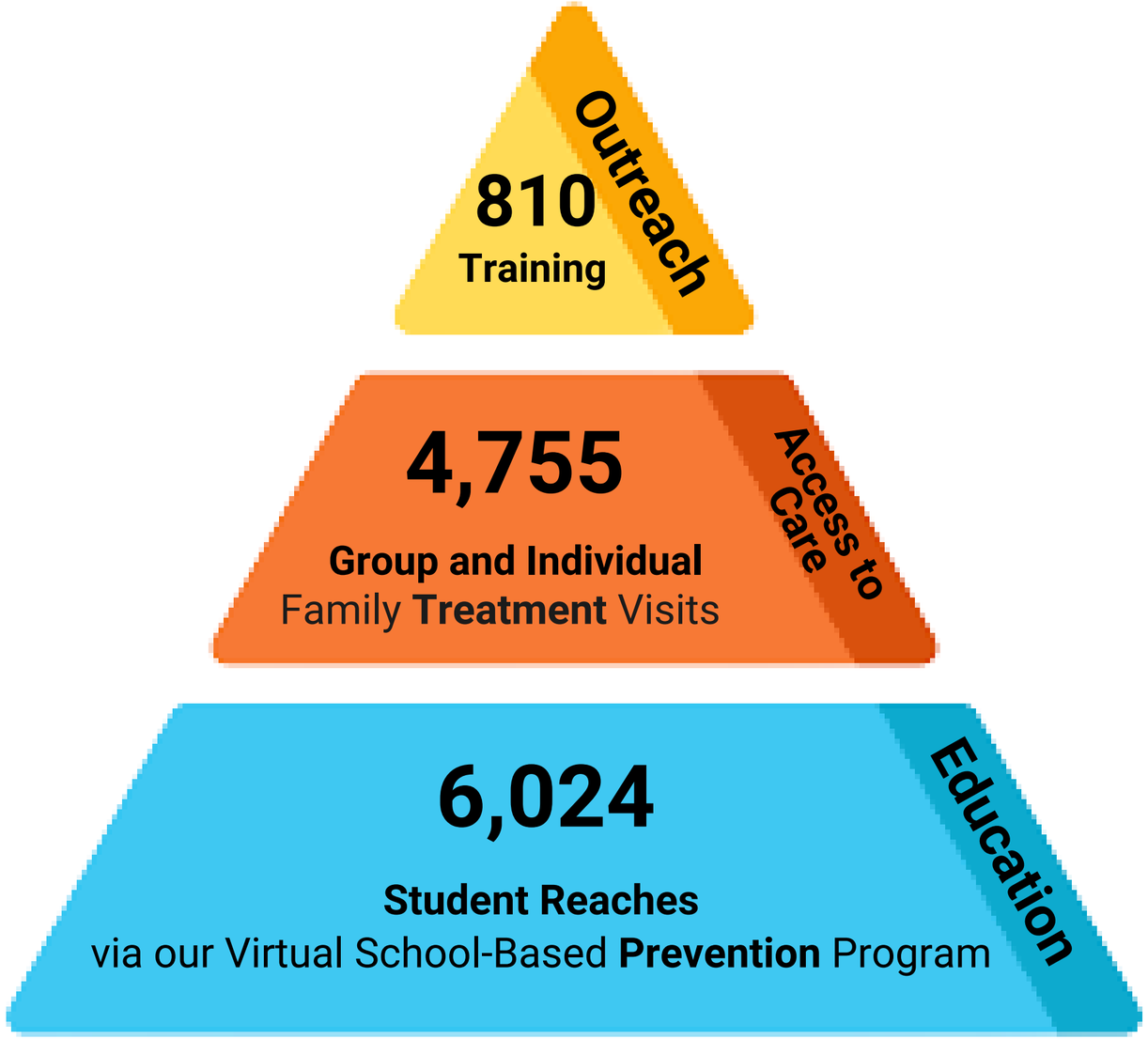
"It is easier to build strong children than to repair broken adults."

- Frederick Douglass

- Coping Strategies
- Family Meals
- Nutrition
- Sleep
- Mental Health Access
- Play
- Mindfulness
- Physical Activity
- Family Support
- Medical Access



2021 Numbers per Program



Key Events

2021

Growth of SKH Board of Directors

We'd like to welcome again Alex Wilson, Danielle Garcia, Brandon Farmer, Lisa O'Brien, and Dr. Geeta Grover to our board!

Moving to new site - Healthy Habit-At

We relocated into a new office with a studio, making it our Healthy Habit-At studio.

Donor Appreciation Event

In an inaugural event and soft opening of our Healthy Habit-At, we chose to thank our staunch supporters and donors by honoring them.

Committed to filling the gap in Behavioral Health care in Orange County

Started foundation for establishing a Behavioral Health Team (BHT).

BHAZ Growth

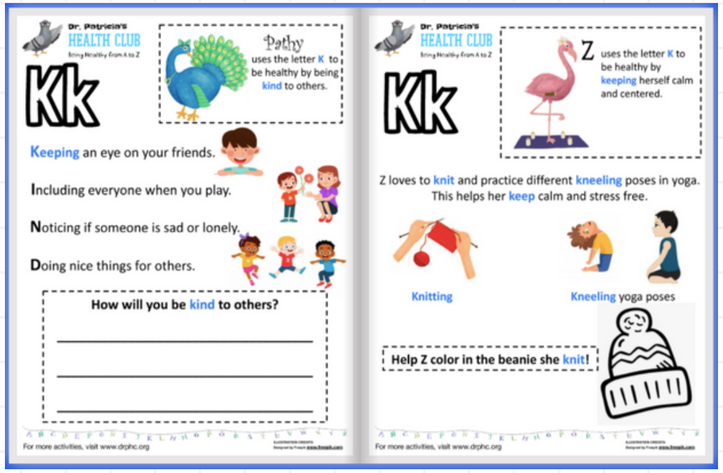
Highlighted in next 3 pages

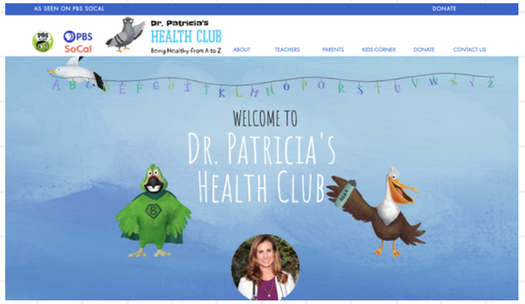
Being Healthy from A-Z

Dr. Patricia and her Fit Kid SquadTM (a flock of 10 different feathered friends) use the letters of the alphabet as inspiration to promote nutrition, exercise, mindfulness, sleep, literacy, health, science, nature, math, and to help foster social-emotional development. All subjects covered meet the California Standards for Kindergarten. Content spans across multiple mediums:

School-Based Programming

The school-based programming that we offer is a highly engaging Zoom presentation for pre-K, kindergarten, and special needs students using the letters of the alphabet to inspire children to become more healthy. Content is adjusted to match each school's curriculum.





Digital Support/Website at www.drphc.org

Provides 26 FREE, fun workbooks (one for each letter) as well as content for teachers, parents, and students to access.

PSAs on PBS SoCal

Three 30-second PSAs on letters A, B, and C were filmed, and have all aired on PBS SoCal, reaching over 1 million impressions.

Being Healthy from A-Z

A transmedia educational program

Dr. Patricia's Health Club: Being Healthy from A-Z (BHAZ) creation

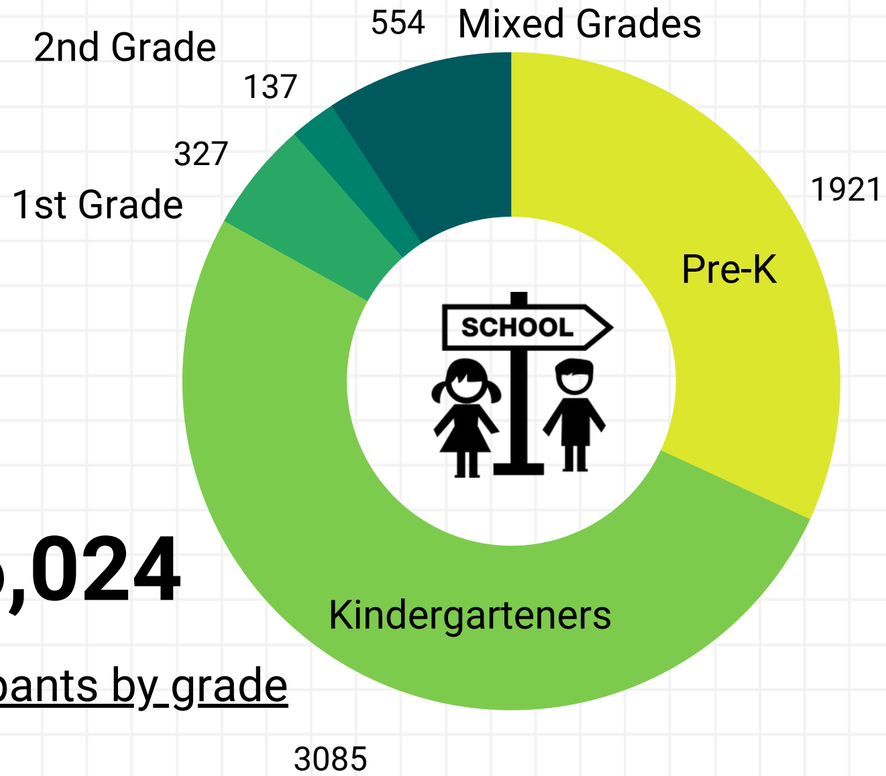
This program was designed to promote health and help early learners and those with special needs continue to recover emotionally, physically, and academically from impact of the pandemic.

BHAZ program served **20 schools** through **Newport-Mesa, Santa Ana,** and **Orange** Unified School Districts

The BHAZ program was awarded funds towards the translating our BHAZ website into Spanish and other languages.

6,024

Participants by grade



Key events of 2021

The expansion of BHAZ from strictly Zoom presentations to video production (the hatching of KookaMakaLuka)

Initial stages of filming with puppets

Dr. Patricia's
HEALTH CLUB
Being Healthy from A to Z

In our Healthy Habit-At studio debut, we began compiling a digital library, filming a sizzle and short Being Healthy from A-Z videos. Many thanks to Lisa O'Brien, Victor Yerrid, Genevieve Flati, Rosario Olivera, George Katzenberger, Ultraspect Media (Matt Davis), and Oscar and Ma (Chip Zielke and Jayson Duncan) for all the help!

2022 Goals

- Scaling our efforts, improving equity, accessibility and reach and strengthening our team and infrastructure to expand reach beyond Orange County (LA,IE, SD).
- Building philanthropy base of individual donors to support work while sustainability model is being established.
- Adding a Behavioral Health team to work with our current patients and pilot, develop, and create best practice for tackling ACEs over the next three years.

Virtual treatment modalities:

- telemedicine group and individual
- creating impactful daily shorts

Virtual school support: on demand videos for teachers and parents to access on demand to help heal physical, emotional, social, and academic health

Public Awareness:

- PSAs on PBS SoCal and other stations/social media platforms
- www.DrPHC.org houses support materials for teachers, parents, and children (English, Spanish, other languages)
- KookaMakaLuka long and short format videos for children on networks and YouTube

Thank you to all our supporters!!

$250,000 +
Eileen T. McClay Children's Uncompensated Care Fund of Orange County Foundation

$100,000+
The William, Jeff, and Jennifer Gross Family Foundation

$75,000+
Don and Lorraine Freeberg Foundation

$50,000+
Ueberroth Family Foundation
Hoag Community Benefit Program

$40,000 +
Draper Family Foundation: Ranney and Pricilla

$25,000 +
Crevier Family Foundation
Draper Family Foundation: Mark and Heidi Draper
Keith and Judy Swayne Family Foundation
Caring Cousins- Trotter Family Charitable Foundation

$10,000 +
Richard and Elizabeth Steele Endowment Foundation
George Hoag Family Foundation
Glen And Dorothy Stillwell Charitable Trust
Kevin Sims

$5,000 +
The Beim Foundation

$2,500 +
Miracle Foundation Fund of the Orange County Community

$1,000 +
John and Linda Benner
Geeta Grover, M.D., FAAP
Gretchen Hooper
Chuck Horn, Ph.D
Modern Woodman
Sante Fe Springs Plumbing
CoreLogic
Managing Business Solutions

$500+
OC Cares
Katherine Wallace
Valery Rice
Crossfit Surf City
Patricia Riba M. D.

$100+
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