



Grateful Patient Fundraising

Helping patients and their families show gratitude:
Talking Points and Tips

Advancing the work of care teams through philanthropy



100% reliant on donor funds



FREE CKD EDUCATION

Choices classes served 716 people in FY23

After-hours and weekend offerings

Materials offered in 10 languages

Supplemented & reliant on donors



SPECIALIZED PHARMACY

Staffed by professionals knowledgeable about dialysis and transplant medications

Convenient at-home and in-clinic delivery

100% reliant on donor funds



1ST IN NATION PALLIATIVE CARE PROGRAM

More than 525 people supported by the team

Program coordinator added to reduce wait time

Increased physician time



When patients ask, connect them to the philanthropy team

Provide a warm handoff/introduction

- Ask the patient: Would you like me to share your name and info with the philanthropy team?

Giving@nwkidney.org; Marsha.Heaton@nwkidney.org

- Share **Grateful Patient** collateral (available in all clinics)
- Coming: pocket-sized cards with contact info for **Philanthropy Team**

Expressions of Gratitude



“We are so grateful for the care my brother has received, we’d love to show our gratitude in some way.”

“I don’t know what we would have done without you. How can we possibly thank you and the team?”

“I appreciate the nonprofit difference of NKC; do you know how I might get more involved?”

Example #1



“We are so grateful for the care my brother has received, we’d love to show our gratitude in some way.”

Makes the Patient Feel Seen/Heard

It’s been an honor to care for him and get to know your family. Thank you for choosing Northwest Kidney Centers

NKC has a team that connects people who want to give back in a variety of ways

I’d be happy to make that introduction

Risks Making the Patient Feel Dismissed

Happy to do it; just doing our job

Think nothing of it; we do this everyday.

Example #2



“I don’t know what we would have done without you. How can we possibly thank you and the team?”

Makes the Patient Feel Seen/Heard

We’re so appreciative of you choosing Northwest Kidney Centers for your care. We do have a strong community here.

NKC has a team that connects people who want to give back in a variety of ways

I’d be happy to make that introduction

Risks Making the Patient Feel Dismissed

I know the team likes cupcakes.

(people typically do these acts of kindness without asking for guidance)

No need to thank us, we’re honored to do it.

Example #3



“I appreciate the nonprofit difference of Northwest Kidney Centers; do you know how I might get more involved?”

Makes the Patient Feel Seen/Heard

Thanks for asking about that. I love that NKC is a nonprofit – there are very few nonprofit dialysis providers these days.

There’s a real sense of community here and I know there are a variety of ways to give back. Their Philanthropy Team helps people get connected.

I’d be happy to make that introduction
(or: here’s more information about that)

Risks Making the Patient Feel Dismissed

Taking care of your health is the best way to show your appreciation.

They used to have a volunteer program, but don’t anymore.

Examples of how donor dollars make a difference



Donors can direct their support to benefit more patients; whether it's to Where the Need is Greatest or to specific programs. Examples include:

Chronic Kidney Education

\$100 covers in-person Chronic Kidney Disease education for up to 3 people. When people know more about which habits to create, kidneys can remain healthy for longer.

\$2,500 helps pay for translator services. Our patients speak more than 80 languages and every clinic has video translator service to make what is often personal and complex information easier to digest. Your support helps patients with Chronic Kidney Disease receive vital information in their native language, ensuring they understand their treatment options and care plan.

Capital costs

Donors also have an opportunity to make a difference in long-term investments in patient care. These are typically \$100,000+ gifts and could include naming of a room in a renovated clinic or capital support of the recent pharmacy move. Other examples are:

\$5,500 replaces an in-clinic dialysis chair every 7 – 10 years to ensure comfort, durability and ease of disinfection.

Gaps in insurance coverage. Each year, Northwest Kidney Centers covers roughly \$1M in patient costs for deductibles, co-pays and other gaps in coverage. Donations to 'Charity Care' helps patients remain consistent in their care.

Examples of how donor dollars make a difference



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Patient support

Northwest Kidney Centers offers critical care that helps patients with non-medical support.

\$250 can help patients struggling to keep food on the table by providing access to gift cards that make it possible to purchase kidney-healthy groceries

\$1,000 helps transport 15 - 20 patients in emergent conditions . Whether it's getting to and from treatment during a snowstorm or helping a patient get to the hospital when needing medical attention.

Palliative care

This interdisciplinary approach is a game changer for patients and their families, helping minimize pain, symptoms and stress. Our team offers this service to dozens of patients each year free of charge. Northwest Kidney Centers was the first to launch an embedded program in a dialysis center—and it remains the only one nationally. The cost of this program is roughly \$450,000 per year.