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ANNUAL REPORT
CHAMPIONS FOR HD



01

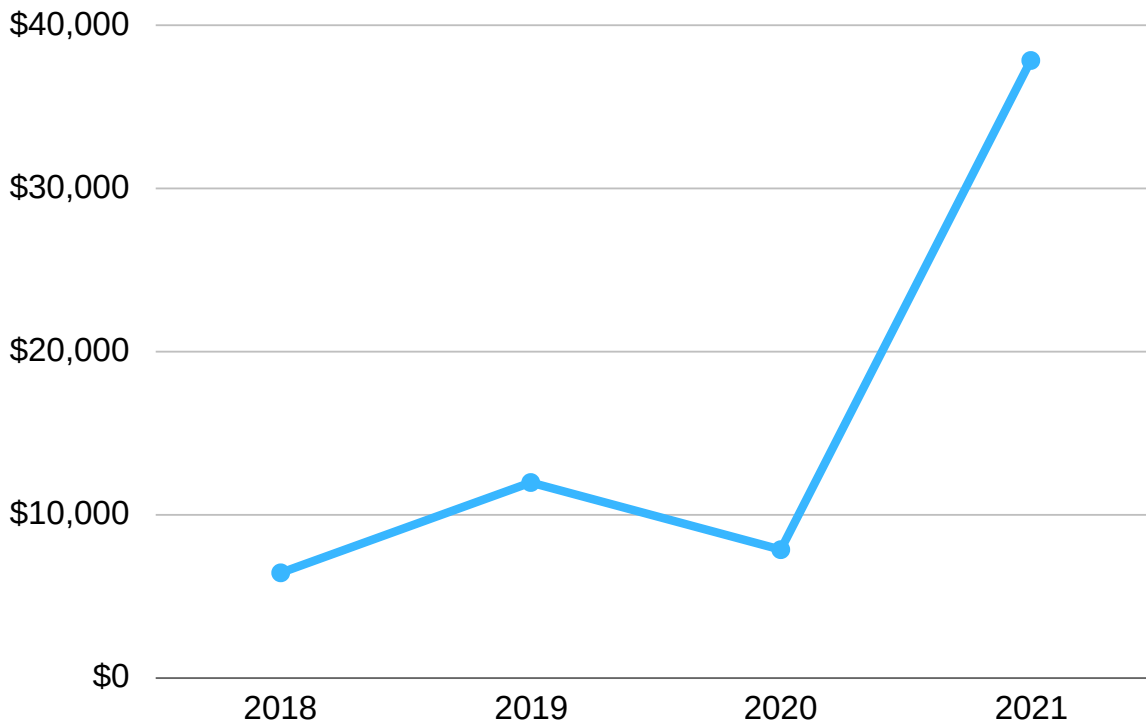
Financial Review

\$37,840

We raised a total of over \$37,000 In 2020.

375% Increase

This is by far our best year yet. We had an Increase In revenue of over 300%.



Donations

02

In 2021, we made 22 donations: two for local Huntington's Disease research and 20 donations to 20 different HD families in need throughout the United States.



\$9,600

**TO FAMILIES
IN 2021**



\$ 2,500

**TO HD RESEARCH
IN 2021**

Events

We hosted a total of three events held throughout they year. In May, for HD Awareness Month, we had a benefit performance at South Haven Brewpub which raised \$943. In November, we held out 4th Annual Benefit Concert in person again after hosting It via zoom In 2020. We had over 100 people attend the event at Paw Paw Brewing Co. & raised over \$20,000. Our annual Christmas Benefit, Miracle at South Haven Brewpub, raised \$640.

Our **Champion for HD 2021 is Autumn Fuernisen**. Autumn is 15 and battles Juvenile Huntington's Disease. Her parents traveled over 1,200 miles with her to be present for this moment to receive her award. Londen and Autumn have a TikTok @londenandautumn with over 100,000 followers where they spread awareness about Juvenile Huntington's Disease.



03

THANK YOU TO OUR 2021 BENEFIT
CONCERT SPONSORS

PLATINUM



The Stamped Robin



GOLD



BRONZE



THE LENTZ FAMILY
ROGER & BRIGITTE

All Star Family 
CHIROPRACTIC

Harding's
FRIENDLY MARKETS



HONOR
CREDIT UNION



Additions: New Board Member

This year we welcomed Lisa Walter as our Treasurer! Coming from a family deeply impacted by HD, Lisa understands the physical, emotional and financial impacts the disease has on families and loved ones. As Shelby and Delaney's aunt, she became familiar with the great work Champions for HD does helping families impacted by this disease and wanted to be a part of it. Lisa is a CPA working in corporate finance for over 25 years and a graduate of Western Michigan University. In her spare time she loves spending time with family, being outdoors and horseback riding.



Merchandise

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Champions for HD partners with Printful for the creation and distribution of our merchandise. Printful is a print on demand company, meaning they print and ship our merchandise for us as it is ordered by customers, rather than Champions having to buy in bulk and ship out of the home. This has been such a productive addition to allow our customers to have a quick turn around time on their orders, and for us to save time and money by moving to this process.

We made a total of \$490.5 in merchandise sales in 2021. Stay tuned for 2022 products. We will be updating our website with new merchandise in the by the second quarter for HD Awareness Month.

Champions for HD merchandise helps promote our brand & cause while providing funds to further our mission. Every purchase helps us do good works within the HD/JHD community. We appreciate your support!



Champions for HD "The Knockout Blend" Ground Coffee
\$13.00



Unisex Sweatshirt
\$30.00



Champions for HD Youth Short Sleeve T-Shirt
\$18.00



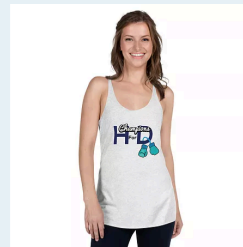
Beating HD Youth Short Sleeve T-Shirt
\$18.00



HD Can't Tame Me Youth Short Sleeve T-Shirt
\$18.00



HD Awareness Youth Short Sleeve T-Shirt
\$18.00



Women's Racerback Tank
\$25.00



HD CAN'T TAME ME Women's Racerback Tank
\$25.00



Podcasts

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In May of 2020 during Huntington's Disease Awareness Month and the pandemic, we launched the official Champions for HD Podcast.

In 2021, we had **16 episodes and 3,000 downloads**. Some of the current episodes are also available in video format on our YouTube channel.



Over 3,000 downloads

Jul 22, 2021	There is Still Life Left to Live with Juvenile Huntington's Disease - Londen and Autumn Tabor	2:10:40	144
Jul 7, 2021	A Conversation with @ImNotDrunkLifeStyleBlog	1:28:32	111
May 12, 2021	Are there any benefits to testing for Huntington's Disease?	32:20	150
Apr 26, 2021	Having Hope and Faith with Huntington's Disease with Evonne Corrales	1:19:18	180
Apr 13, 2021	Being a Caregiver for Juvenile Huntington's Disease with Marie	1:10:17	136
Mar 17, 2021	Megan's in vitro fertilization ...SUCCESS!!! She's having a ?!	33:21	125
Mar 10, 2021	Reflecting on Her Father's Journey with HD - Loren Holifield	52:58	222
Mar 2, 2021	Continuing to Fight Back Despite the Onset of Symptoms - Heather Hankard	43:42	161

JHD Community

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Our mission to help HD families and research also includes JHD. In April of 2020, Champions for HD Founder & President, Shelby Lentz, lost her sister Bre at 14 to Juvenile HD. JHD holds a close place in her heart and is important to our mission.

We donated to three JHD families this year that totaled \$2,000: Gunner, Trenton, and Aliyah.

Gunner - This money will be used for medical bills, appointments, special equipment/care, and travel.

Trenton - His family needs assistance with his medical bills.

Aliyah - Their family needs money to pay for a wheelchair accessible van.



Brave Breanna

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In July of 2021, Champions for HD President, Shelby Lentz, released her children's book: "Brave Breanna: How One Girl Smiled Her Way through Juvenile Huntington's Disease."

Shelby wrote this in honor of her late sister, Breanna. The book has sold over 200 copies worldwide.

The royalties from this book will go back to JHD families.

Brave Breanna is available in Dutch now as well! It is in the process of being transcribed into Spanish, German, French, and potentially Japanese as well.

We are so appreciative for your support! We are happy Breanna's legacy will continue on and her story will continue to inspire.



2022 Goals

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Thank you to everyone for your continued support. We are excited to continue to grow and thrive in our mission.

2022 GOALS

- Champions for HD Podcast
 - Upload minimum **one Interview**/show **a month**
 - *Interested in sharing your story? Contact us!*
- Champions for HD Blog
 - Convert our podcasts into blog posts on our website
- YouTube
 - Upload video versions of our Interviews to the Champions for HD YouTube Channel.
- Subscribe **12 people** to become monthly Champion donors by the end of the year
- Scout out and apply for at least **4 grants**
- Raise over **\$40,000**

Contact: shelby@championsforhd.org