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ANNUAL REPORT
CHAMPIONS FOR HD



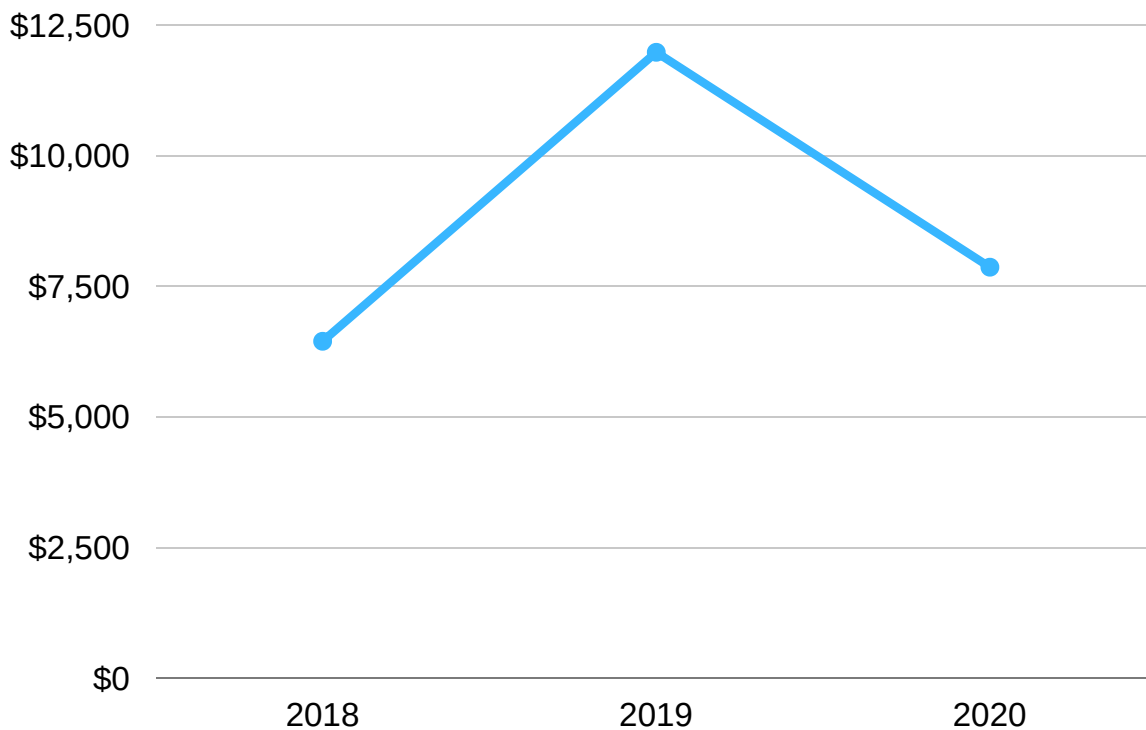
01

Financial Review

\$7,972.85 **-36.55%**

We raised a total of nearly eight thousand dollars in the year 2020.

This is almost 37 percent less than we raised by the end of last year. Due to the pandemic, we had to cancel a couple annual events.



Donations

02

In 2020, we made 19 donations: two for local Huntington's Disease research and 17 donations to 17 different HD families in need. We took a hit this year financially, due to the pandemic, but we were blessed that we still received enough donations to help us continue our mission. Despite being in a pandemic this year, we are proud of what we were able to accomplish.



\$7,627.94

**TO FAMILIES
IN 2020**



\$ 2,000

**TO HD RESEARCH
IN 2020**

Events

03

We hosted a total of two events held In February and November. Typically, we would have had two more that were planned but had to postpone with the pandemic. In February we had our first Rare Disease Day event with Pierre's Bridal In Lansing, MI. In November, we held out 3rd Annual Benefit Concert virtually through zoom. We had over 2,000 watch the live stream and raised over \$1,600 In one night!

February



November

			
			
THIRD ANNUAL BENEFIT CONCERT			
			
Saturday, November 14 7-9 pm EDT ZOOM *Link is on our website			

Additions: New Board Member

04

This year we welcomed Chelsie Thorne as our Treasurer! Chelsie graduated from the University of Ottawa with a Bachelor of Social Science, followed by Nipissing University with a Bachelor of Education. She found out that she was at-risk and decided to get tested with her two siblings. In 2010, she received a positive diagnosis for Huntington's Disease and is pre-symptomatic, but was the only one out of the three to be positive. She has extensive experience working with not-for-profit boards and fundraised over \$150,000 in a year for a library that she worked with in rural Ontario. She is currently working as a teacher and got married In fall Of 2020.



Merchandise

05

in May of 2020, we partnered with Printful to create new 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 \$105.24 in merchandise sales in 2020. Stay tuned for 2021 products. We will be updating our website with new merchandise in the by the second quarter for HD Awareness Month. We appreciate your support!



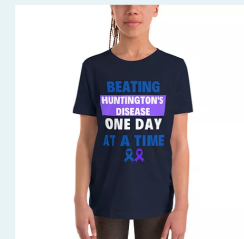
Champions for HD "The Knockout Blend" Ground Coffee
\$13.00



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



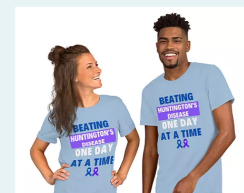
HD Awareness Youth Short Sleeve T-Shirt
\$18.00



Women's Racerback Tank
\$25.00



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



Podcasts

06

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

In 2020, we had 6 episodes and 426 downloads. All of the current episodes are also available in video format on our YouTube channel.



426 downloads

E6	Healing from HD Family Trauma & the Impact of a Negative Diagnosis - Ashley Yerby	Dec 16, 2020 about 1 month old	72
S1 E5	Telling Your Story Matters with Heather & Nathan Wilmoth	Oct 21, 2020 3 months old	68
S1 E4	The Power of Your Mind - Overcoming Fear with Matt Szendrei	Oct 14, 2020 3 months old	44
S1 E3	Championing Your Life Through a Positive Diagnosis with Jessica Robbins	May 24, 2020 8 months old	74
S1 E2	An Open Conversation About Mental Health & Turning Adversity into Advocacy with @ImNotDrunkLifeStyleBlog	May 15, 2020 8 months old	108
S1 E1	Welcome to the Champions for HD Podcast	May 14, 2020 8 months old	60

JHD Community

07

After Champions President, Shelby, lost her sister Breanna to Juvenile Huntington's Disease In April, we received an outpour of donations. We dedicated April to donating to other JHD families.

We donated over \$1,200 to JHD families In April alone. Thank you to everyone for their love and support during that challenging time. We miss you dearly, Bre. We will continue this mission to fight HD In your honor. Rest In Peace.



BRAVE BREANNA

2/17/2006 - 4/12/2020



2021 Goals

08

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

2020 GOALS

- Champions for HD Podcast
 - Upload **two Interviews**/shows **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 **50 people** to our monthly donations by the end of the year
- Scout out and apply for at least **2 grants**

Contact: shelby@championsforhd.org