

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: Conrad Smiles		Federal Tax ID#: 47-5600684		501(c)(3) Public Charity 509 (a)(1)	
Address: 414 Calumet Place		City: San Antonio		State: Tx	
				Zip Code: 78209	
Website: Conradsmiles.com		Fax: (512) 587-0607		United Way Funded: No	

Head Of Organization

Name: Liz Tullis		Title: Founder, Secretary of Board of Directors	
E-Mail Address: liztullis@me.com		Phone: (512) 587-0607	

Application Contact

Name: Liz	Title: Tullis	E-Mail Address: liztullis@me.com	Phone: (512) 587-0607
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Has the organization applied to the Najim Family Foundation in the past and been declined?

No

Grant Amount Requested \$:	Total Project Budget \$:	Organization's Annual budget \$:
\$20,000	\$70,000	\$83,000

Mission Statement:

ConradSmiles supports research to improve the understanding and treatment of anoxic brain injury. We want all children who survive a nonfatal drowning accident to achieve their maximum potential - no limits.

PROJECT INFORMATION

Program / Project Title:

To support Conrad Smiles Rebrand and Strategic Plan.

PROJECT TIMELINE

Start Date	End Date
03/01/2019	09/01/2019

Harvey E. Najim Family Foundation Priorities:

Disabilities/Special Needs

Program / Project Description:

Drowning is a leading cause of unintentional injury death globally and the single most frequent cause in children less than four years of age, with more than 3,500 cases annually in the United States. Drowning followed by successful cardiopulmonary resuscitation (nonfatal drowning) is most prevalent in children, with an estimated 2/3 surviving. Non fatal drowning results in Anoxic Brain Injury (ABI), brain injury due to lack of oxygen. Unless the child walks away unharmed, families are not given much hope or guidance. The prevailing thought amongst medical care providers is that recovery from ABI is too difficult if not impossible.

Background:

Conrad Smiles began as a blog, named after Liz Tullis' son Conrad who survived a drowning accident in 2003, when he was 16 months old. Doctors encouraged her to institutionalize Conrad, stating he would never regain function or even express emotion. She chose to defy the odds presented and brought Conrad home to San Antonio. She created a network of therapists, doctors, family and friends who helped Conrad regain some purposeful movement, but moreover Conrad began to actively interact in his environment. Conrad began showing consistent and intentional expressions of happiness - hence the name Conrad Smiles.

Although she received strong support from the medical community in San Antonio, she still believed there more could be done to advance the progression in knowledge and treatment of ABI. I realized the condition needs research and recruited Dr. Peter Fox at UT Health San Antonio. With funding from the Kronkosky Foundations, Dr. Fox and team conducted the first pediatric study of functional integrity in children with anoxic brain injury from drowning.

Conrad Smiles became a nonprofit entity in 2012 and supported this study by providing patient/condition intelligence to help guide study design, participant recruitment and logistic support, and public relations. We also created a Non-fatal drowning registry, the first of its kind to record this population. The registry had over 100 children before transitioning to administration within UT Health's Non-fatal drowning survey database.

The results of the research are groundbreaking and have had an immediate impact on the quality of life of Conrad and other children with ABI. By demonstrating that major cognitive networks are relatively intact, the research provides scientific confirmation that these children are "in there". It also demonstrates that the injury is "focal" not generalized, making it easier to diagnose and treat.

Dr. Fox is expanding the study to extend the knowledge and is also investigating potential interventions immediately following a drowning accident to stop/slow the neural damage. Conrad Smiles will support these studies in a similar manner, however these studies will be much larger and require more effort.

Conrad Smiles Rebrand & Strategic Plan

Conrad Smiles has the potential to help expand this groundbreaking research and further the national effort to help all children who survived a drowning accident reach their maximum potential.

To do so, Conrad Smiles needs to rebrand to focus messaging on the broader impact of the research. Conrad Smiles also needs to develop a strategic plan to guide future efforts.

Rebrand

Conrad Smiles needs to evolve from the current image which is more centered on Conrad's story to focus on the research and its impact.

- oWork with an agency to transform the website into a more engaging and user-friendly experience. The website also needs to evolve from being "Conrad-centric" to focus on the research, public engagement, and medical professional recruitment; also Includes examining the name of the nonprofit.

- oDevelop marketing strategies and touchpoints to include newsletters and social media content.

- oDevelop strategies to reach key influencers and philanthropists for fundraising opportunities.

Strategic Plan

Conrad Smiles needs to develop a strategic plan to set priorities of the organization and determine the organizational model required to deliver its mission. Components of the plan include but are not limited to:

- oMedical Engagement & Recruitment: While Dr. Fox is the primary researcher, we need to recruit additional researchers who will build on this work.

oProfessional/Public Engagement: Sharing the research results more broadly will have a huge impact on families. The fact that these children are "in there" has not been communicated broadly to the medical community and such communication will have a profound impact on the care they receive. Sharing with the community at large will impact their social interactions as well.

oOrganization Requirements: The larger studies Dr. Fox will conduct will bring in 60-80 children to San Antonio; most likely starting fall 2019. Conrad Smiles will organize volunteers and raise money to give these families support and a good experience while in San Antonio. In addition, Conrad Smiles needs to determine the level of on-going operational support is required beyond the specifics for Dr. Fox's studies.

oPartnerships: Conrad Smiles needs to investigate other organizations, local and beyond with similar missions to determine partnership opportunities in delivery its mission.

Deliverables will include the updated brand, the strategic plan and a one-year action plan.

Below are links to news coverage:

<http://digital.olivesoftware.com/Olive/ODN/SanAntonioExpressNews/shared/ShowArticle.aspx?doc=SAEN%2F2017%2F08%2F01&entity=Ar00300&sk=085A69D1&mode=text>

<https://magazines.uthscsa.edu/mission/locked-in-brain-injury/>

<https://blogs.scientificamerican.com/observations/new-hope-for-children-who-nearly-drown/>

Evaluation Plan:

Conrad Smiles is a part of a support network for the families of non fatal drowning. We plan to poll the community on a regular basis to determine quality of life improvements. We aim to recruit more scientists willing to devote their medical intellectual capital to the cause. Lastly, we want everyone talking about this in social and medical networks. We expect national and international coverage.

Measure of success include:

- 1) Increased media coverage
- 2)Active research projects in place - one year goal is at least two - one related to communication and another related to prevention of ABI damage
- 3)100% registration of all non fatal drowning survivors
- 4)New web presence with a section that highlights a different drowning survivor each month.
- 5)Number of researchers actively involved in the study of non fatal drowning ABI

Plans to sustain project beyond the term of this request:

Part of the strategic plan will be a detailed organizational plan that will include any staff and an on-going operational requirements. The purpose of the strategic plan is to establish working priorities that will better enable Conrad Smiles to recruit and make best use of volunteers. We anticipate very minimal on-going administrative expenses.

We the rebranded website will attract many more individual donors as people realize that Conrad Smiles mission is way more than Conrad. We believe there is much more potential for individual donations as the story is very compelling.

Children Impacted:

How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?	How many unduplicated children will NFF REQUESTED FUNDS impact?
1,000	1,000

Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.

A. Population Served Age		B. Population Served Ethnicity	
Infants (0-5)	0%	African American	10%
Children (6-13)	90%	Asian American	10%

Young Adults (14-18)	10%	Caucasian	40%
TOTAL:	100%	Hispanic/Latino	40%
		Native American	0%
		Other and Define	0%
		TOTAL:	100%

City Council District for Which Children are Being Served:

District10, Outside San Antonio

Counties applicant is in:

Bexar

Line item Budget:

Line Item Description	Total Project Funds Allocation	Najim Funds Allocation
Consulting Services	\$50,000	\$10,000
Website and Marketing Materials Design and Development	\$20,000	\$10,000
TOTAL:	\$70,000	\$20,000

OTHER FUNDING RESOURCES

For Project being Requested: Funding sources and amounts, pending and committed.

PROJECT - PENDING

Funder Name	Amount Requested
John and FlorenceNewman Foundation	\$20,000
The Smothers Foundation	\$10,000
TOTAL:	\$30,000

PROJECT - COMMITTED

Funder Name	Amount Requested
	\$10,000
TOTAL:	\$10,000

Other funding sources and amounts, pending and committed not specific to this request.

ALL OTHER ORGANIZATION REQUESTS - PENDING

Funder Name	Amount Requested
	\$0
TOTAL:	\$0

ALL OTHER ORGANIZATION REQUESTS - COMMITTED

Funder Name	Amount Requested
	\$0
TOTAL:	\$0

BOARD OF DIRECTORS

What percentage of your board contributes financially to the organization?

100%

If Board giving is not at 100%, please explain why?

How are board members expected to participate in your organization?

Board members are actively engaged in promoting the mission of Conrad Smiles. All members contribute financially but moreover volunteer their time and talent to plan and execute the activities of the organization. The organization does not have staff at this time, so the Board acts in leadership positions and undertakes special assignments as identified. The Board prepares for and participates in Board meetings and activities/events for Conrad Smiles. The Board is expected to maintain independence and objectivity and do so with a sense of fairness, ethics, and personal integrity dictate. The Board has fiduciary responsibility to exercise prudence in establishing procedures for the control, transfer, and use of funds.

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Warren Head - President	Multivista
Rafael Veraza - Vice President	GD Consuting
Juan Leon - Treasurer	U.S. Global Investors
Liz Tullis - Secretary	Liz Tullis LLC

Signature

Liz Tullis