

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: Tracy's Kids Inc.		Federal Tax ID#: 26-3835257		501(c)(3) Public Charity 509 (a)(1)	
Address: 5509 Devon Rd		City: Bethesda		State: MD	
				Zip Code: 20814	
Website: www.tracyskids.org		Fax: (202) 256-4466		United Way Funded: No	

Fiscal Year: January 01 to December 31
--

Head Of Organization

Name: Matthew Gerson		Title: Founder and President	
E-Mail Address: matt@tracyskids.org		Phone: (202) 441-1298	

Application Contact

Name: Bridget Gray	Title: Business Director	E-Mail Address: bridget@tracyskids.org	Phone: (202) 441-1298
------------------------------	------------------------------------	--	---------------------------------

Previous Najim Funding

Year	Funding \$
2014	\$10,000
2015	\$15,000
2016	\$15,000
2017	\$15,000
2018	\$15,000
2019	\$15,000
Total	\$85,000

Has the organization applied to the Najim Family Foundation in the past and been declined? No

Grant Amount Requested \$: \$15,000	Total Project Budget \$: \$66,518	Organization's Annual budget \$: \$816,565
---	---	--

Mission Statement: Tracy's Kids' mission is to help young cancer patients and their families cope with the emotional stress and trauma of cancer and its treatment, through the work of art therapy.
--

PROJECT INFORMATION

Program / Project Title: To support the Art Therapy Program at Methodist Children's Hospital for children and youth experiencing stress and trauma from cancer treatment.

PROJECT TIMELINE

Start Date

01/01/2021

End Date

12/31/2021

Harvey E. Najim Family Foundation Priorities:

Medical Needs

Program / Project Description:

Community Need

Tracy's Kids' art therapy program addresses a critical community mental health need - responding to the trauma and isolation experienced by children in cancer treatment and the stress this condition places on their families. This need is made even greater by the added risk and stress that immunocompromised patients feel during this global pandemic. At Methodist Children's Hospital (MCH), Tracy's Kids' provides art therapy to children facing intensive medical treatments. It is a unique and effective program that allows children to access their emotions and creativity using art, within an otherwise restrictive hospital environment. Working with a professional art therapist, children can paint, draw, and use other artistic tools as nonverbal means to communicate their feelings and concerns. Art therapy also helps reduce the social isolation that many children face when they miss extensive schooling and other childhood activities during their medical treatment.

A patient told us this in April 2020: "I am thankful for being able to rely on Tracy's Kids Art Therapy during times like these. Everyone is able to quarantine and isolate themselves in their homes with their families, but while I and other patients still have to continue/complete cancer treatments, we also have to be isolated in our hospital rooms. It's nothing compared to being isolated at home, and we cannot walk down the halls or hang out with friends in the playroom and play video games or do arts and crafts. The good thing about having art therapy is we are still able to do arts and crafts in our room, like paint the windows. Of course I painted a dinosaur. It's pretty cool that we get to paint the windows and not get in trouble for it."

Program Description and Effects of Pandemic

Patients in the Tracy's Kids program at MCH use art media, the creative process, and resulting artwork to explore their feelings, reduce anxiety, and improve social skills and confidence. Our Board-certified, Masters-trained art therapist Courtney Martin facilitates the program and is integrated into the medical team. She is trained to use patients' art work to better understand their emotions, and meets regularly with each child's medical treatment team to share that information with them.

Our program consists of two treatment types: individual and group/open studio art therapy. Tracy's Kids has pioneered the open studio therapy model, which allows patients and family members to connect with each other and the therapist. Typically, the art therapist works with about 15 or more inpatients and 15 outpatients, as well as family members.

During the pandemic, Ms. Martin is doing her best to provide as much access to art therapy for her patients as possible, even as program logistics are challenging. To protect against virus spread, the playrooms for both inpatients (in the hospital) and outpatients (in the clinic) are closed, so Ms. Martin is doing all individual sessions in patients' rooms. This has resulted in fewer patient contacts, as she typically sees multiple patients at once in the playroom. Our patient population at MCH has also grown, as we currently have an overflow of inpatients. This increase in census makes it difficult for her to be able to see everyone in clinic and the hospital daily, resulting in the need to triage emotional/psychosocial needs.

Individuals Impacted

We serve children ranging from toddlers to adolescents, with some patients in their early twenties who are undergoing treatment for cancer or blood disorders. The art therapist at MCH typically sees 300-350 patients each year, as well as another 350-400 siblings and family members of patients. A significant majority of patients require government assistance for their health insurance.

Expected Results

Our evaluation findings show that Tracy's Kids' clients have experienced positive effects of participation, and we expect our art therapy to continue to improve the emotional well-being of children with cancer and their families. This therapy is a powerful complement to medical treatment: multiple research studies show its effectiveness in helping patients express emotions, develop coping skills, and experience improvements in pain, mood, and anxiety levels. As a result of art therapy, patients are better able to navigate the physical and emotional strain of the disease and move on to productive lives.

One family, who lost their daughter to cancer last year, wrote, "Yesterday, we pulled ourselves together and gathered our courage to go back to Methodist Children's Hospital, where our sweet Bella spent most of her life. Throughout her long stay where she received many treatments, she found a love for art. Art therapy helped Bella forget about her traumatic experiences, increased her cognitive, memory and neurosensory abilities and simply just have fun and meet new friends."

In 2019, Tracy's Kids at MCH provided 1,321 hours of art therapy, including Open Studio, Individual and Group Art Therapy sessions. The program made 3,382 patient contacts -- primarily patients, but also siblings and other family members. Additionally, the MCH art therapist had 142 consultations with treatment teams. In 2020, we expect to maintain similar hours of art therapy, even as the number of patient contacts will be lower due to more one-on-one therapy.

Evaluation Plan:

We measure success based on two high level results: 1) Access to art therapy for patients and families, as measured by number of therapy session hours provided, patients served and medical consultations with treatment teams; and 2) Improved emotional well-being of patients and families, as measured by evaluation results.

To track the qualitative impact of our program on improving the emotional well-being of children, Tracy's Kids conducts a program evaluation every two years. In this process, we gather information on seven domains that we try to impact using art therapy. Our 2018 results showed excellent ratings for art therapist Courtney Martin and the Tracy's Kids program at MCH. Because of the disruption of the pandemic in 2020, we will conduct an evaluation again in 2021.

Plans to sustain project beyond the term of this request:

Tracy's Kids raises revenue through individual donations, foundation grants, and corporate contributions. We hold an annual fundraiser, which draws corporate and individual donations, and other fundraising special events. We continue to seek increased foundation funding for our eight sites around the country, to diversify our funding base and to increase our connections to the communities we serve. We hope to continue to leverage support from the Najim Family Foundation as we make other funders aware of our work.

In addition, we receive smaller contributions from patients' families and support networks. While these make up a smaller part of our revenue, we are honored by the efforts made to give back to Tracy's Kids.

Children Impacted:

How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?

350

How many unduplicated children will NFF REQUESTED FUNDS impact?

350

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)	36%	African American	5%

Children (6-13)	40%	Asian American	4%
Young Adults (14-18)	24%	Caucasian	36%
TOTAL:	100%	Hispanic/Latino	51%
		Native American	0%
		Other and Define	4%
		TOTAL:	100%

City Council District for Which Children are Being Served:

District1, District2, District4, District5, District8, Outside San Antonio

Counties applicant is in:

Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Kerr, Medina, Wilson

Line item Budget:

Line Item Description	Total Project Funds Allocation	Najim Funds Allocation
Art supplies	\$3,300	\$0
MCH art therapist (salary)	\$51,085	\$15,000
Art therapist - benefits	\$12,133	\$0
TOTAL:	\$66,518	\$15,000

OTHER FUNDING RESOURCES

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

PROJECT - PENDING

Funder Name	Amount Requested
Greehey Family Foundation	\$10,000
Najim Family Foundation	\$15,000
San Antonio Area Foundation	\$8,000
TOTAL:	\$33,000

PROJECT - COMMITTED

Funder Name	Amount Requested
Boeing	\$3,000
Blue Bird Auxiliary	\$5,000
Methodist Children's Hospital	\$12,000
TOTAL:	\$20,000

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

ALL OTHER ORGANIZATION REQUESTS - PENDING

Funder Name	Amount Requested
Cafritz Family Foundation	\$20,000
Abell Foundation	\$5,000
TOTAL:	\$25,000

ALL OTHER ORGANIZATION REQUESTS - COMMITTED

Funder Name	Amount Requested
Friedman Family Foundation	\$80,000

Comcast / NBC Universal	\$100,000
Children's Hospital Association	\$40,000
Inova Health Foundation	\$40,000
Henry M. Jackson Foundation	\$20,000
TOTAL:	\$280,000

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?
Tracy's Kids Board members serve in both advisory and operational roles. Suzy Cohen serves as Chair as well as advising the organization on legal matters. Matt Gerson is a non-voting Board member, serving as President and handling day-to-day management of the organization. Tracy Councill serves as Program Director, coordinating with the art therapists and ensuring program effectiveness and consistency. Marcy Romm serves as Treasurer and Manager of Corporate Affairs, including conducting site visits to oversee the programs.

Two Board members are parents of previous patients, one of whom is also an oncologist. We are excited to be adding Greg Lubin to our Board, who is himself a former Tracy's Kids patient.

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Suzy Friedman Cohen, Chair	Consultant
Mary Louise Cohen	Phillips and Cohen LLP, and parent of Tracy's Kids patient
Tracy Dee Councill, Program Director	Georgetown University Hospital Director of Art Therapy
Matthew T. Gerson, Founder and President	Consultant
Marcelle Leahy, R.N.	Member, College of Nursing and Health Sciences Advisory Board University of Vermont
Melissa Maxfield, Secretary	Comcast/NBCUniversal Senior Vice President
Marcy Romm, Treasurer	Consultant
Manish Agrawal, MD	Oncologist and parent of Tracy's Kids patient
Wendy Donoho	AT&T
Rienhard Wieck	Deutsche Telekom
Greg Lubin	Former Tracy's Kids patient

Signature
Matthew Gerson