



SAVING CHILDREN'S LIVES
ONE KIDNEY AT A TIME

* Saving

* Children's

* Lives

* One

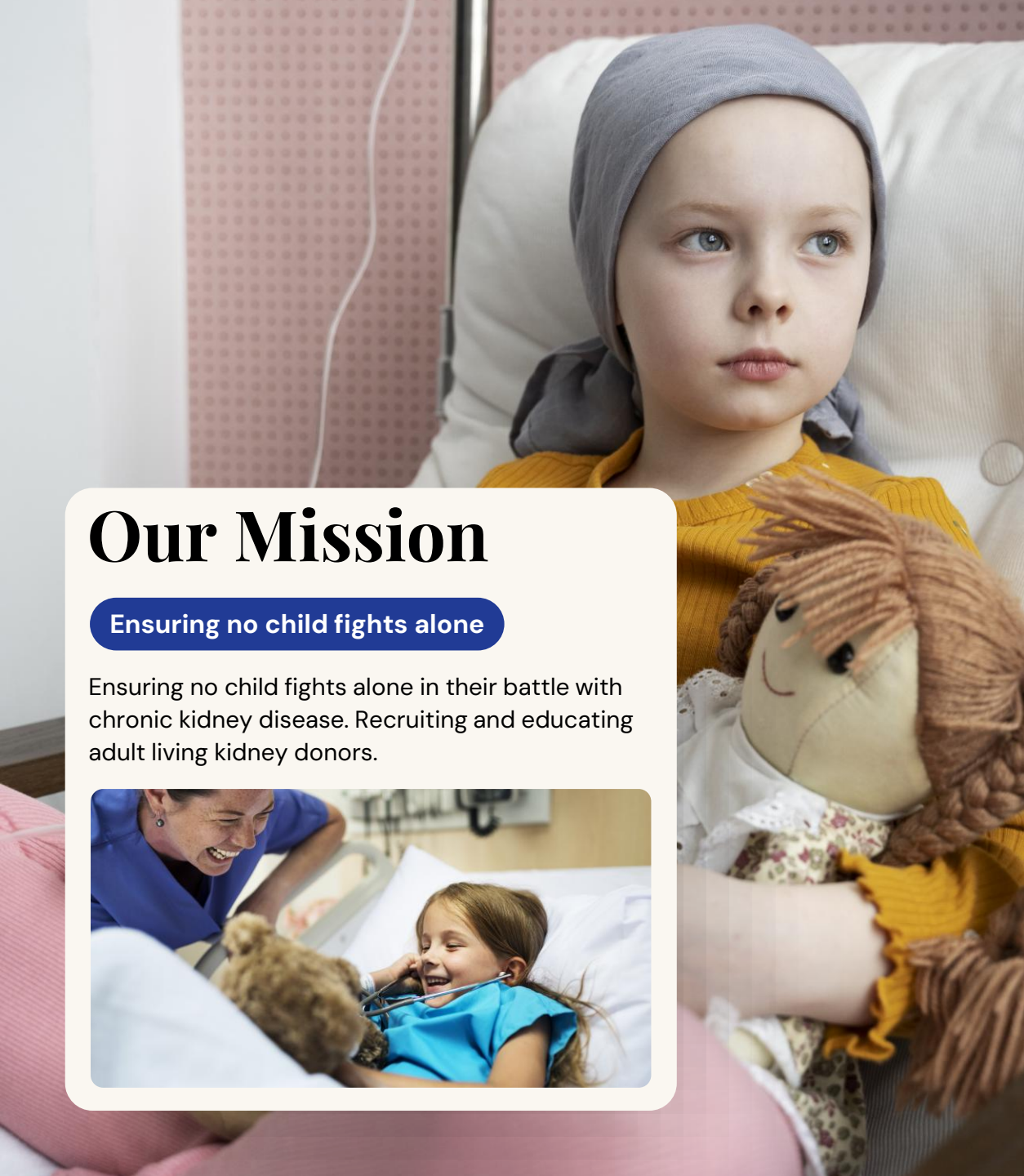
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Partnership Proposal



Our Mission

Ensuring no child fights alone

Ensuring no child fights alone in their battle with chronic kidney disease. Recruiting and educating adult living kidney donors.



Silent Crisis

Nearly 2,000 Children Need Immediate Transplants

Every day, children across the nation battle kidney disease, their futures hinging on a transplant. Kidneys for Kids is the only national organization singularly focused on finding living kidney donors for these children.

Brian Martindale

Executive Director Brian Martindale became a living kidney donor to a 10-year-old girl in 2013. After reading her story in his local newspaper.

Today, Jessica Schwerin is 23, healthy, and serving on the Kidneys for Kids Board of Directors. Brian has been a Peer Mentor to living donors since 2016 and founded Kidneys for Kids in 2022 to motivate other adults to become living kidney donors to kids. Brian also owns the clothing brand Karma Inc Apparel, and they became the face of the U of M Transplant program for 2025!



Board of Directors



Jessica Schwerin

Board Director

Jessica was a 10-year-old transplant recipient. She is now 23, healthy, and working towards is PHd in Neuroscience.



Jamie Nichols

President



Kasey Pfaff

Vice President



Molly Gerken Ruane

Secretary



Briana Mohan

Treasurer

The 2026 “Drive To 7000” Living Kidney Donations

2026 Goal

A year long mission in partnership with many organizations, to motivate 7000 adults to become living kidney donors during 2026.

The ‘Drive To 7000’ takes our mission on the road. Building trust, and inspiring action!



This isn't just a tour; it's a movement of hope, directly connecting us to communities nationwide.

- Bigger Reach
- More Cities
- Amplified Media Presence

Since 2022, our ‘Driving for Life’ nationwide missions have covered over 25,000 miles—literally circling the globe to recruit adult living kidney donors for kids!



The Drive To 7000 is a 12,000 mile—31 city summer trip, along with a year-long mission to motivate 7000 adults to donate kidneys in a single year—a historic number

Expanding Our Impact

These platforms offer unique, authentic channels for our partnership to connect with a compassionate audience and showcase your commitment to community well-being.



New Platforms Amplify Messaging

Our Chevrolet Equinox displays your Company Logo all year!

Good Karma TV Network via Roku

- Worldwide reach with inspiring content.
- Imagine Your Company featured on a platform dedicated to positive change.

Groundbreaking Kidney Health Program

- Co-producing vital content on physical and mental well-being for kidney patients—aligns with health-conscious branding.

Expanded Grants Program

- Direct, tangible support for families
- a powerful story of corporate compassion.

Kidneys for Kids and your organization establish a national ‘Network for Life

A Powerful Partner

Unparalleled Brand Visibility and Positive Association

- Align your company or organization with a life saving mission, reaching millions through our national ‘Drive To 7000” campaign, vehicle wrap, events, Tv network, and social media!

Connect with a Passionate, Engaged Audience

- Reach families, health-conscious individuals, and communities actively seeking ways to make a difference.
- Demonstrate Your commitment to children's health and community well-being—values that resonate deeply with consumers.

Kidneys for Kids and your company lead the charge to 7000 living kidney donations in 2026!

Value Beyond Sponsorship

Unique Storytelling & Content Opportunities

- Access powerful, authentic stories of hope and resilience for your marketing.
- Co-create content around health, wellness, and overcoming challenges, potentially involving your own health-focused product lines.

Tangible Impact & National Recognition

- Your support directly enables us to find donors, support families, and save young lives. Be part of a national solution
- The 'Driving for Life' vehicle is a mobile billboard showcasing your partnership across the USA.

Your Brand – Our Mission Shared Success

\$15,000

Platinum Partner

Maximum Impact & Visibility

Become a leading voice for our mission

Premier
Media
Exposure

National
Campaign
Showcase

Digital
Dominance

Year-round
Recognition

Value for Your Company

This tier offers unparalleled brand integration and storytelling opportunities across all our platforms, positioning Your Company as a champion for children's health.

- Two 15s or one 30s commercial on Good Karma TV (8x daily), monthly "Drive for Life" live show feature & interview
- Prominent 15x15 inch logo + QR code on the "Driving for Life" Chevrolet Equinox.
- Homepage logo, link, bio on KidneysforKids.org; Monthly: dedicated 100,000+ reach social media posts (100,000+).
- Your own Tv sub channel to highlight your content on the Good Karma Tv Network

\$10,000

Diamond Partner

Significant National Presence

Other
Levels
Available

Gold
\$5000

Silver
\$2500

Bronze
\$1000

Value for Your Company

Showcase your commitment with significant national visibility on a key asset and consistent digital engagement, connecting with a dedicated audience.

- Consistent Media Presence: One 15s commercial on Good Karma TV (8x daily), bi-monthly "Drive for Life" live show feature.
- Mobile National Branding: Large logo (12x12 inch + QR code) on the "Driving for Life" Chevrolet Equinox.
- Strong Digital Footprint: Logo and link on our website's sponsor page; monthly shared social media post(100,000 + reach).



Thank you

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Kidneys for Kids



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