



DRIVE FOR DIALYSIS®



Challenge your workforce to join the fight against kidney disease.

WHY HOST?

Chronic kidney disease has become a nationwide epidemic with 33% of adults in the U.S. at risk. Awareness starts with one company and one community at a time.

More than 129,000 patients receive a diagnosis of kidney failure in the U.S. each year. For many of these individuals, dialysis is a lifeline. It not only extends life, but also enhances its quality by improving appetite, energy levels, and alleviating symptoms. However, spending up to 4 hours per day, 3-4 days per week sitting in the same chair, in the same room, can be mentally and physically taxing. Your team can help.



Enrich your community while
enhancing your brand reputation.

ENRICH

LEARN

Learn if you are at risk for kidney
disease and how to protect yourself.

Reach employee
engagement goal.

REACH

HONOR

Honor a staff member/loved one
affected by kidney disease with a
hands-on, team-building activity.

HOW IT WORKS

All opportunities below can be customized to meet your needs as you pick or choose what's right for you. Whether your team is located across the country or within the same community, everything can be done virtually or within a safe space that will maximize your impact.

INSPIRE: MISSION

Understand the impact of dialysis through the personal experience of a patient.

Ask a medical professional about kidney health and the risk factors of kidney disease.

ACTIVATE: EMPLOYEE ENGAGEMENT

Write cards to patients.

Assemble thoughtful care packages.

Provide a video from your staff for the clinic's patients and staff.

EDUCATE: WELLNESS/AWARENESS

Learn about the importance of your kidneys and how to take care of them during a *Your Kidneys and You* presentation.

Take the Kidney Risk Quiz to understand if you and your colleagues are in the 33% of adults in the U.S. who are at risk.

Play NKF "Jeopardy" to test your kidney health knowledge.

Learn about other ways to support the kidney community.

KIDNEY DISEASE AFFECTS EVERYONE

Ask us about enhancing the standard care package to support:



Pediatrics



Veterans



New Dialysis Patients



In-Center Dialysis



Home Dialysis

PRICING AND BENEFITS

This is based on the number of care packages you provide for patients in your area, beginning at \$3,000.

Additional Benefits include:

- Recognition in the *NKF Annual Report*
- Recognition on **kidney.org** with 37 million visits annually
- Local and national social media coverage



254,000+
followers



35,000+
followers



32,600+
followers

CONTACT US

We'll help you design a volunteer-based opportunity and team event that meets your organization's unique needs.

Kidney.org/DriveForDialysis

