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Annual Impact Report 2023



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Prepared By
Dr Mary Welsh
President/Co-Founder

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Susie Q's Kids



Susie Q's Kids is a 501c3 nonprofit which provides comfort bags to kids in need in our community by:

- Supporting nonprofits who distribute comfort bags to kids in need in their programs
- Engaging kids in philanthropy and service, “Kids Helping Kids”
- Brightening and inspiring the lives of kids in need, offering hope and healing in the form of a comfort bag, panda bear, and blanket. “Love in a Bag”

Susie Q's Kids was started in honor of our daughter Susie McBride. She loved children and giving back. She spent a lot of time in hospitals and understood the value of a teddy bear, blanket, and inspirational and comfort items, along with journals and coloring books. Our bags provide comfort to kids in hospitals, hospices, shelters, foster care, advocacy centers, autism centers, schools, youth groups, camps, and those grieving the loss of loved ones. The bags are tailored to the needs of the kids in various nonprofits, some contain hygiene kits, some grief material, and others sensory items.

We are the Community Partner of the Year for the American Foundation for Suicide Prevention and Awareness (AFSP), we understand the mental health of our kids is important and hope our comfort bags provide some hope and healing.

Susie Q's Kids (a 501c3 nonprofit) provides comfort bags to kids in need in our community. We strive to brighten and inspire the lives of children in hospitals, hospices, shelters, foster care, dealing with autism or disabilities, advocacy centers, schools, youth groups, and those grieving the loss of loved ones "One comfort bag at a time." Engaging different elements of our community in support and service.

“We are Better Together”

Vision & Mission

“We are Better Together”

Vision

Susie Q's Kids advocates for collaboration and community networking to help kids in need.

They have built relationships with businesses, community leaders, funders, nonprofits, chambers, support groups, service agencies, schools, and youth groups to work together to:

- Help nonprofits succeed,
- Encourage philanthropy and service in all business sectors,
- Raise awareness for schools and youth groups to engage in philanthropy and service, and
- Help kids in need in our community find comfort.



Mission

OUR MISSION IS THREE-FOLD:

- To further the missions of the nonprofits who distribute our comfort bags to kids in need in their programs: hospitals, hospices, shelters, foster care, autism centers, refuge centers, advocacy centers, grief agencies, schools, camps, and youth groups.
- To encourage "Kids in Helping Kids" through philanthropy, fundraising, and creating and distributing our comfort bags.
- To brighten and inspire the lives of kids in need in our community, one comfort bag at a time.



Our Team



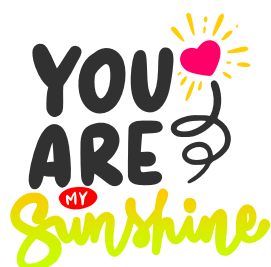
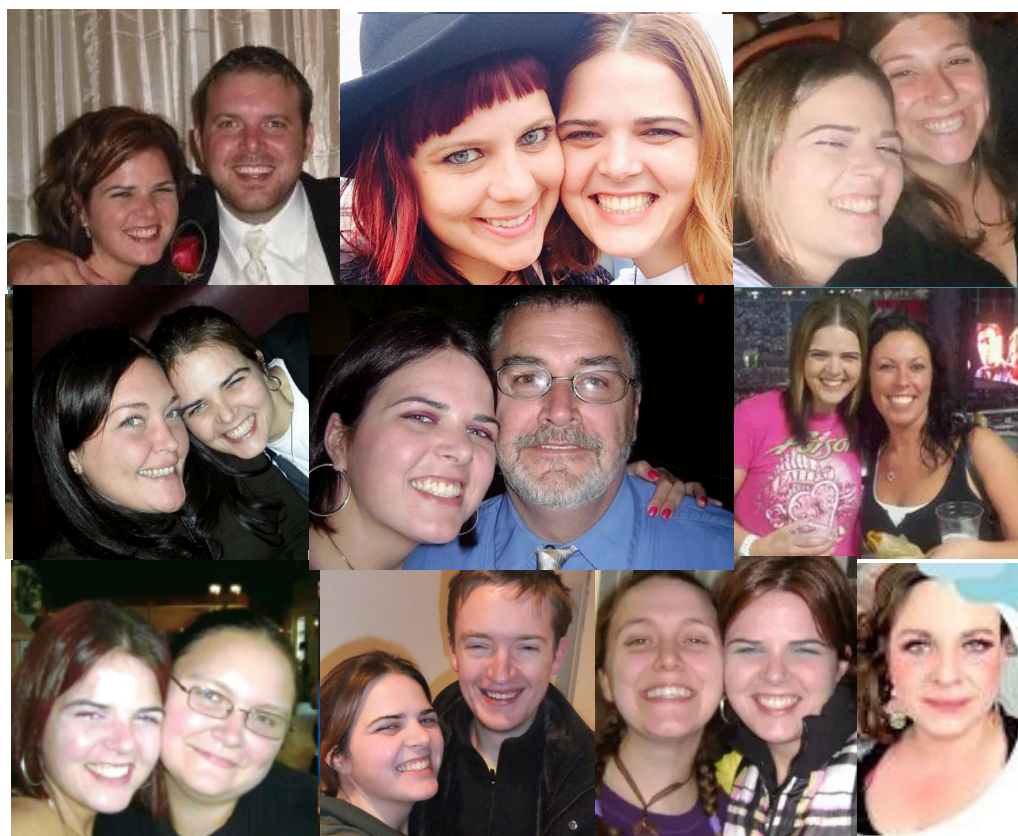
Dr Mary Welsh



Joseph Welsh



Team Susie Q
Volunteers



We are thankful for all of our volunteers!

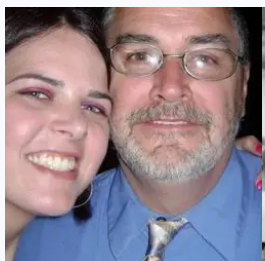
Our Board

6

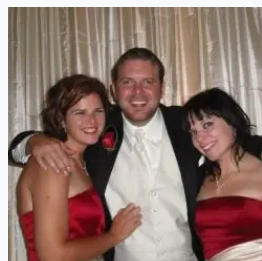
MEET THE Q TEAM



Dr Mary Welsh
President, Co-founder



Joseph Welsh
Treasure, Co-founder



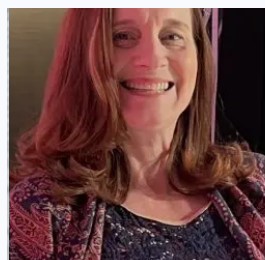
James McBride
Vice President



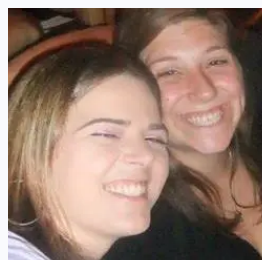
Ashley Welsh
Secretary



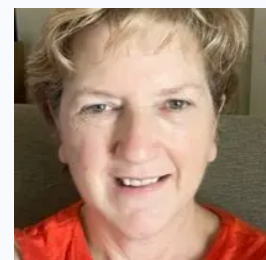
Angela McBride
Board Director



Jaye Scullio
Board Director



April L'ecuyer Dye
Event Coordinator



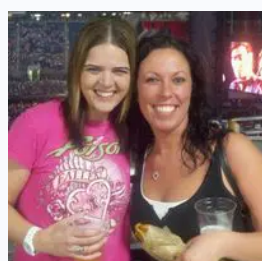
Patty Jackson
Volunteer Extraordinaire



Shawna Bork
Advisory Consultant



Dusty Welsh
Webdite and Media Consultant



Karly Beaupre
Advisory Consultant



Vicki Loomis
Advisory Consultant

VOLUNTEERS NEEDED



Interested parties contact Dr Mary Welsh at drmary@susieqskids.org

Highlights of 2023



2023 Best of MichBusiness

Susie Q's Kids was awarded 2023 Best of MichBusiness Nonprofit Beacon Award

2 Top-Rated for the Third Year

Susie Q's Kids was listed as Top-Rated by Greatnonprofits for the Third Year in a row



3 We Have Helped 12,435 Kids

Susie Q's Kids exceeded their stretch goal to help 10,000 kids. This year we helped 6,500 kids bringing **our total impact to 12,435 kids in the community** finding hope and healing, and enriched the lives of those who helped make it happen!

4 We Moved Into Our New Work Space

Susie Q's Kids new office space offers many new opportunities for engaging with volunteers and youth groups.

6340 14 Mile Road Warren MI 48092



Business and Community



Susie Q's Kids comfort bags are provided to other nonprofits for distribution. This enables the nonprofits to be supported by our program and the kids in need in their programs. They have vetted their need for assistance and offer a full array of support beyond our comfort bags. Here are a few pictures provided at several nonprofit activities and organizations that supported our mission.

Detroit Rescue Mission Ministeries



Vitiligo Event



Bear Lake Camp



The following organizations helped Susie Q's Kids in 2023.



Business and Community



Ally Financial
 Amazon Smile
 Amy Doherty
 ATI Physical Therapy
 Barbara Quandt
 BCBS Donations
 Birmingham Groves High School - Mercy in Action
 BlackBaud Giving - General Motors
 BNI Eastside Launchpad, Fusion Mktg.
 Bombas Socks
 Cheryl Rivard
 Ciccarellis Charity Gambling Event
 Corporate Park West
 Clarity Communications Advisors
 Cynthia Greening
 Delta Dental Foundation
 Drive Creative Services
 Dusty Welsh
 Eagles for Children Grant
 Flame Furnace
 Formsprag Clutch Regal Rexnord
 Four County Community Foundation
 General Motors
 Jackson National Life Insurance Company
 Jamie Lantagne - RE/MAX First
 Just Give - Great Nonprofits

Karla Orlando
 Kiwanis Club of Clinton Valley
 Kiwanis Club of Warren member
 Kroger
 Meijers fo Sterling Heights
 Michigan Schools & Govt Credit Union
 Michigan Nonprofit Relief Fund
 NAEIR
 Network for Good
 One Eyed Jacks Gambling Events
 Optimist Club Macomb member
 PayPal Giving Fund
 PC Bancard
 Project Linus
 Rabaut Interiors
 Rosemack Charity Gambling Event
 Rotary Club of Grosse Pointe
 Royal Oak Lions Club
 Ryders International Logistics
 Southeast Macomb County Chamber
 St Peters Church -Mercy in Action Event
 Sterling Heights Lions Club
 Variety Club Charity for a Child
 Various Cash Donations
 Walmart - various locations

**We could not do this
without your help!**

Donations 2023

Susie Q's Kids acquires funding from a variety of sources to diversify their funding sources. We are thankful for the support of our partners and the community.



**Individual
Donations 2023**

1.3%



Grants 2023

12.8%



Scan. Pay. Go.

Consider making an ongoing monthly pledge or a one-time donation to support our mission.

www.susieqskids.org



venmo



**Corporate
Donations 2023**

16.5 %



**In-Kind
Donations 2023**

69.4%

Financial Review 2023

Susie Q's Kids has exceeded its initial goal of helping 10,000 kids. This year we helped 6,540 children for a running total of 12,435 kids.

12,435

**Kids Helped
To Date**

2019	167
2020	581
2021	1383
2022	3765
2023	6540
	12435

**We make a difference
one child at a time**



Revenue 2023

\$387,279.24



Expenses 2023

\$359,845.59

**Retained Earnings
for use in 2024**

\$27,433.65



% Admin. Expenses 2023

11.5%

**We pride ourselves on
being fiscally responsible**

School and Youth Groups



Dr Mary speaks with kids and groups about the **“Power of Positivity”**, **“It’s OK not to be OK”**, **suicide awareness**, and how to practice philanthropy and service within the community.

Susie Q’s Kids offers:

- self-help discussions,
- a chance to conduct philanthropic activities,
- practice service by creating comfort bags,
- learn about volunteer opportunities with partner nonprofits,
- learn about the impact of the bag on another child who receives our comfort bags, bears, blankets, socks, and inspirational items, and
- how to make another child smile and find comfort.

We are Better Together!



Brownie Troop 77659



Warren Cousino High School Leadership Team



Bear Lake Camp for Blind



Various Boy Scout Troops - MISD Event



Birmingham Groves High School

KIDS LOVE TO HELP!

Nonprofits Impacted

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++ Susie Q's Kids develops relationships within the community and strives to fulfill nonprofit requests for comfort bags. The following lists many of the nonprofits with whom we shared comfort bags, panda bears, blankets, Bombas socks, and in-kind donations in 2023.

- Aktive Minds
- Angela's Hospice
- Big Family of Michigan
- Care House of Macomb County
- CARE of Southeast Michigan
- Cassie Petrimoulx- Grade School
- Centria Autism
- Children's Advocacy Center Imlay City
- Children's Hospital
- Choice Hospice
- Clinton Valley Kiwanis
- Compassus Hospice
- Destined for Greatness
- Detroit Rescue Mission Ministries
- Ennis Center for Children
- Families Against Narcotics
- Four County Community YAC
- Gianna's House
- Gilda's Club
- Grace Centers of Hope
- Habitat for Humanity
- Harvest Time Ministries
- Jasmynn's Voice
- Jesse Cole- family
- Judson Center
- Kids on the Go
- Kiwanis Projects
- Lift Up A Child
- Lions Bear Lake Camp
- Lions Projects
- Macomb Foster Closet
- MCrest
- Meijer Senior Project
- My Champ Life
- Neway Works
- Play Place
- Ronald McDonald House
- Rotary Projects
- Ryder Truck
- Salvation Army
- Sandcastles - Henry Ford (blind camp)
- Sandcastles -Henry Ford grief bags
- Sterling Heights Lions Projects
- Sterling Heights Rotary Projects - MISD
- St Vincent De Paul - Camp Ozanam
- Turning Point
- United Way
- Urban Seed
- Warren Senior Center Project
- Youth Advisory Group - 8 Schools



IMAGINE THE SMILES!

Testimonials

“I was able to give 2 girls ages 9 and 11 backpacks today. They were so thankful and delighted as they looked through at each thing in the backpack. They have been keeping vigil at their mother's bedside in the hospital and it was a wonderful distraction for them. It also allowed me an "in" to talk with them about what is happening. A HUGE thank you!” - Compassus Hospice Social Worker



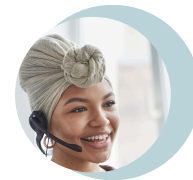
“Each bag typically is lovingly packed with a soft teddy bear, a fuzzy blanket to stay warm, some personal hygiene products to stay refreshed, inspirational items to stay encouraged, as well as coloring books, crayons, games, and other playful items to help make their stressful situation easier to manage. However, more important than the many thoughtful items found in each comfort bag, ... is the reassurance that they have not been 'forgotten' in their time of need.” - Henry F Guthard / Regional Dev. Coordinator Ennis Center for Children

“Susie Q's Kids has come alongside us here at Grace Centers of Hope so many times with incredible donations for the men, women, and children in our programs. They have brought us food, new socks, stuffed animals, toiletries, and so much more. Their help is crucial in allowing us to be able to continue to provide the services and shelter needed by our residents”. - Mark Cunningham, Grace Centers for Hope



“Thank you for your recent donation to the Children’s Hospital of Michigan Foundation – you made a child’s day brighter TODAY! Your donation helps patients and families feel less nervous while seeking necessary pediatric care and we are so grateful. Thanks to you, there are more smiling faces here at Children’s Hospital of Michigan.” - AJ Quackenbush, Executive Director of Development, Hospital-Based Initiatives

“Mary is an amazing woman who has turned her pain into not just purpose, but service. She is passionate about her love for others and deeply invested in her community. We have worked together and it's an honor to call her my friend.” - Danielle Bernock, Community Supporter



“Awesome organization. Helping kids through a difficult time or situation. Fantastic comfort bags that kids appreciate and have fun seeing what's inside.: - Frequent Volunteer



2024 Strategic Goals

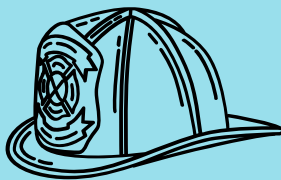
In addition to our current list of nonprofits, we want to explore relationships with hospitals, hospice agencies, funeral homes, and first responders like firefighters, EMT, and police officers. We welcome an introduction to explore new possibilities.



We want to engage with more hospitals and hospice agencies to help kids deal with loss



We wish to place our bags in funeral homes to comfort kids in their moments of distress



We want to help families dealing with a fire or emergent medical situation find comfort



We want to help families dealing with a police or emergent situation find comfort

What is in a Bag? News

Our comfort bags (Love in a Bag) contain coloring and activity books, crayons, colored pencils, stickers, puzzle books, matchbox cars, UNO games, silly putty, Play-Doh, slime, spinners, card games, and more.

The bags are tailored to the needs of the nonprofit clients:

- Hygiene kits (full bottles of shampoo, full bar of soap, toothpaste, dental floss, hairbrush, comb, tissues, and chapstick)
- Sensory kits (spinners, poppers, pulls, squishy or squeeze balls, rubrics cubes, or other sensory items)
- Grief kits (grief book and inspirational items).



CHECK OUT OUR WISH LISTS

IKEA registry

- <https://www.ikea.com/us/en/gift-registry/guest/?id=1a9ac256-e8e2-4c03-9f41-1989dd4a9268>

Target registry

- <https://www.target.com/gift-registry/gift-giver?registryId=5642b440-7ab7-11ee-a488-8997cd63b90d&type=CHARITY>

Amazon registry

- <https://www.amazon.com/registries/gl/guest-view/373JA7TL3QVUM>

Walmart registry

- <https://www.walmart.com/registry/RR/aa5b8cf7-b5af-4a92-a658-e8a58ae9899e>

2023 Best MichBusiness Nonprofit Beacon Award

- <http://print.corpmagazine.com/publication/?m=9655&i=809943&p=52&ver=html5>

Amy's Angel's video

- <https://www.fox2detroit.com/news/susie-qs-kids-honors-beloved-daughter-with-gift-bags-tailor-made-for-nonprofits>

Warren Cousino High School bag stuffing (Warren TV)

- <https://vimeo.com/792633377>

Lake Orion TV (ONTV) video

- https://youtu.be/agqatV3_OrI

Interview with Jesse Cole (Warren TV)

- <https://vimeo.com/906178794>



Collaborate With Us

Susie Q's Kids

a 501c3 nonprofit (EIN# 83-2545476)



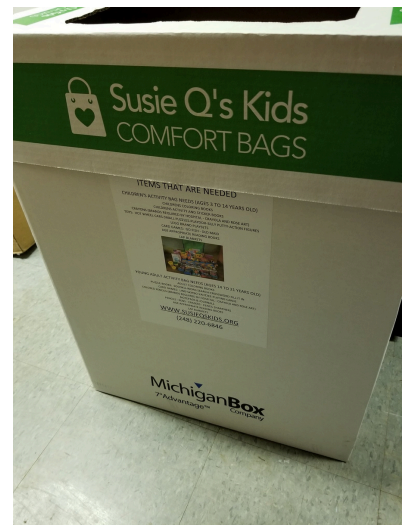
Dr Mary Welsh
President/Co-Founder

DONATE OR VOLUNTEER

Do you have a business, group, or wish to donate or volunteer individually, contact Dr Mary Welsh to discuss possibilities.

Do you know a nonprofit that could benefit from our program, connect us.

We have donation boxes, please contact us to place one in your business or facility.



Shop Kroger? Add us as your charity of choice.

<https://www.kroger.com/i/community/community-rewards>

DONATE OR VOLUNTEER, WE WANT TO HEAR FROM YOU!

Susie Q's Kids
Dr Mary Welsh, President
drmary@susieqskids.org
248-220-6846 / 586-206-8424

Located within:
Sticker Blitz/Corporate Park West Bldg.
6340 East 14 Mile Road Warren, MI 48092
call or text 586-206-8424 for entry

THANK YOU FOR YOUR SUPPORT!