



pierre's

BIRTHDAY FUND

Celebrate life. Célébrant la vie.

2020 YEAR IN REVIEW

TWENTY TWENTY WAS A DIFFICULT YEAR FOR EVERYONE

Pierre's Birthday Fund had to rethink how our programs operated once businesses shut down and hospitals no longer allowed visitors. Throughout the year, hospitals had changing protocols due to COVID-19 that we continuously adapted to.

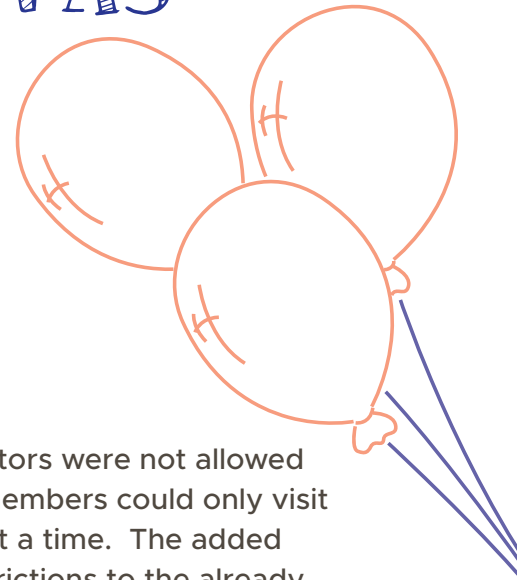
We saw some of our programs put on hold for a few months in the beginning of the year, notably massage and acutherapies, since they were not lifesaving procedures.

In person donations to the hospitals were no longer accepted so we had to get creative and started shipping the Birthday Boxes through UPS instead of dropping them off like we normally do.

Birthday cakes from the cafeteria were also halted, so we implemented new "DoorDash" gift cards to include with our Birthday Boxes. Shopping for birthday presents was now out of the question, therefore we shifted to Amazon gift cards. Both gift cards, in addition to the boxes, were a blessing and truly appreciated by all the kids who received them. Being able to order a special dessert and a birthday gift helped keep some normalcy amidst all the craziness and uncertainty brought on by the pandemic.

In most cases, visitors were not allowed and even family members could only visit the bedside one at a time. The added stress of new restrictions to the already difficult situation these children were in was challenging. At Pierre's Birthday Fund, we tried to think of new ways to help alleviate some of this stress with our Bingo program. Already a favorite, Bingo became more important than ever. Since Bingo at UCSF is already run through a closed-circuit television, not much needed to change to keep it up and running. Kids could no longer gather in the playroom to participate and choose their gifts from a gallery of prizes. Instead they played from their rooms on CCTV with the help of the hospital phone system and PBF donated over \$5,000 to each hospital to purchase single use toys.

The beads of courage program is a way for kids to visualize their hospital story in a non-verbal way. For every procedure or encounter a glass bead is given to add to a string of beads that tells their personal story of recovery. There are glow in the dark beads for radiation, star shaped beads for surgeries and everything in between from needle pokes to transfusions to overnight stays that merit a corresponding bead. Because the beads of courage program is





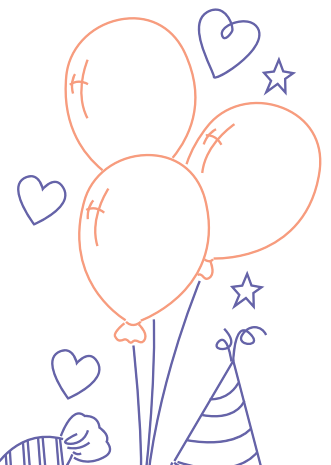
distributed by hospital staff at the bedside, kids already enrolled were able to continue to create their stories by collecting their beads and despite the shelter in place we were able to enroll over 25 new participants.

I want to thank you so much for all of your continued support of our programs this past year. I know each of us had to adapt to new and ever-changing circumstances personally and our organization had to do the same. Not being able to host our annual gala, our hallmark fundraising event of the year, was a particularly difficult reality. We love getting to celebrate with all of you and despite not being able to do that in person, you enabled us to continue our most crucial programs. This year, we are looking into some fun virtual fundraisers to connect with you all. Please look out for a virtual Bingo night this Summer!

We're looking forward to seeing each other soon and celebrating all that we've endured this past year, with heavy hearts for those that won't be with us. We are grateful for every dollar, kind notes of encouragement, check-in to make sure we're doing well. More than anything, PBF is a community that looks out for each other and this year proved that once and for all. I've included some further highlights of our year and programs below. If you have any questions or want to talk further about our programs or how we can partner, please reach out!

Thank you again.

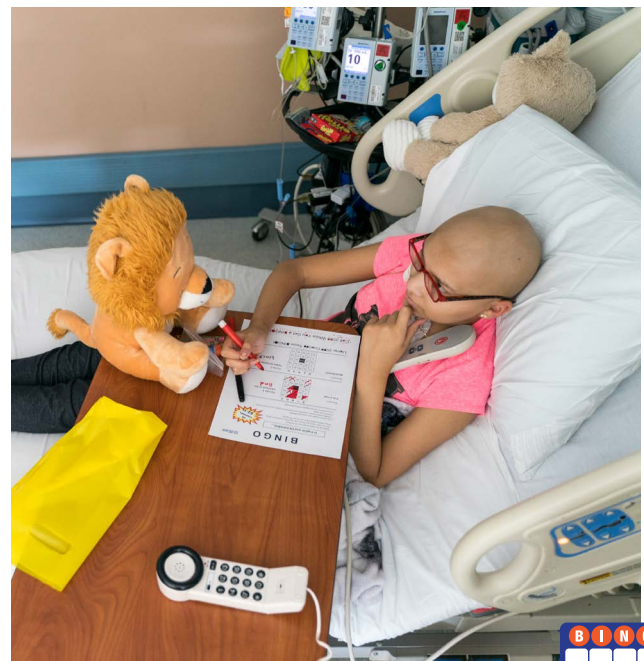
With hope and kindness,
Jennifer Schreyer





BINGO

Bingo in Oakland and San Francisco, always very popular, was a huge success during COVID-19 thanks to PBF's donations for single use toys per the hospitals wish lists. The Bingo program gave over 7,000 prizes to kids of all ages. All in person donations were halted due to COVID restrictions and PBF was able to fully fund the program.



WITH YOUR HELP WE PURCHASED THE FOLLOWING:

Boom boxes & speakers, Montessori busy boards, toss & catch paddle games, little drink dolls, motion bubblers, music dancing balls, squishy stress balls, led stress balls, mesh balls, developmental bumpy balls, baby rattles, water bottles & camelbacks, art supplies, audio books, kidbop music, light spinners, projector lamps, teether toys, glow light activities, pacifiers, neon slime kits, Legos, bilingual board books, card games, iPad cases, headphones, headphone dongles, mirrors, mobiles, mini pianos, hot wheels, teen coloring books, uno cards, journals, fidget toys, kinetic sand, mini lava lamps and more....



BIRTHDAYS

Pierre's Birthday Fund's "Birthday Boxes" were well received at all of our hospitals. Last year, after some helpful feedback from our partners at the hospital, we started including \$50 Amazon and \$25 DoorDash gift cards along with the Birthday Boxes. These gift cards allow staff or parents to buy the exact birthday present that a child wants. For some of the older patients, the gift cards give them the opportunity to get some retail therapy from their hospital beds – the #1 gift choice amongst teens. These have been a really huge hit!

Since ordering birthday cakes from the cafeteria was not possible due to COVID restrictions, the DoorDash gift cards effectively filled the gap. Children got to choose how they wanted to celebrate, either with a special meal or a dessert.

One child life specialist gave a Birthday Box to a seven-year-old girl and described her as "over-the-moon excited." The girl loved all of the little thoughtful gifts inside as she discovered them one by one.

A 17-year-old patient was admitted a week before her 18th birthday. She's a huge Warriors fan. So the child life team used the \$50 Amazon card to purchase a Warriors mask, socks, t-shirt and phone case. Her father expressed his gratitude for the gift, because he and his partner had lost their jobs due to the pandemic. He was afraid that he wouldn't be able to make her birthday special this year because they didn't have the money to buy her

gifts. Their family was able to maintain a long-standing tradition of eating 'birthday donuts' because of the DoorDash gift card and Pierre's Birthday Fund made it possible for this teen to receive exactly what she wanted for her birthday.

Celebrating milestone birthdays in the hospital can be hard on everyone. A birthday celebration for a one-year-old patient who spent the majority of her first year in the hospital was extra special thanks to PBF. With the Amazon gift card her parents bought developmentally supportive toys for the baby along with a special voice recording stuffed animal for her older brother. Since siblings aren't allowed to visit the hospital at this time, this older sibling had gone long stretches without seeing his baby sister. His mother was able to give him a bear that contained a small voice recorder of his sister's cooing sounds. The donation provided by the Pierre's Birthday Fund not only helped this family celebrate a very special first birthday, but also created a sense of closeness and connectivity for these siblings during a difficult time.



EACH BOX CONTAINS THE FOLLOWING:

Colored pencils and a coloring book, water colors and a pad, stencils, post-it notes, a pen, stress ball, exercise band, a mini speaker, flashlight, sleep mask, water bottle, beanie, a celebratory t-shirt, birthday beads, socks, party hats, birthday banners, flameless candles, latex-free balloons and gift cards.

MASSAGE THERAPY

Massage and acuthery were appreciated more than ever when the COVID-19 restrictions were instituted – patients were limited to only one caregiver at a time and the integrative caregivers were welcome visitors, for the parents and patients alike.

March, April and May 2020 briefly shut down massage due to COVID-19 restrictions. Acuthery was only paused briefly and pivoted to provide successful acupressure training for families and patients via Zoom. Even with the off months, patients received 958 massages and 1,599 acupuncture treatments. Thanks to the continued generosity of PBF, inpatient massage services have been extended to Monday-Friday as of November 2020.

Given the challenges we experienced in 2020, we were able to expand the program in Oakland in both the inpatient and outpatient setting from a biweekly to a now weekly outpatient integrative complex care clinic. We have seen an exponential growth in the outpatient setting, and the longitudinal visits have had amazing results in patients with chronic pain, anxiety, depression, peripheral neuropathy and poor quality of life. The benefits of our integrative services (massage and acupuncture) have been well received, not only by patients but by referring services as well. The CICU (Cardiac Intensive Care Unit) implemented their Cardia GRAND Program (Growth And Neuro Development) in August as a way to provide appropriate therapies to support development in newborn babies born with CHD (Congenital Heart Disease). The CICU

is eager to expand with PBF's help into their next phase and incorporate infant massage and acuthery into the GRAND program. It is such a wonderful opportunity to provide services to some of the most fragile patients in the hospital. The hospital staff are working collaboratively with the CICU to develop a workflow for this patient population.

While COVID constrained us for a bit this past year, it also allowed for new opportunities. PBF is looking to expand their reach into assisting and supporting the Eating Disorder population. Acuthery is a key component to their care plan. Funding from PBF continues to provide services to the Headache patients and the Pediatric Amplified Pain Rehabilitation Program patients. Intensive Care Nursery (ICN) welcomes both Massage and Acuthery services as well as the Heme/Onc/BMT population as integrative therapies are a key component to symptom management.

Karen, Cathy Ra, Marcia, and Kate, our acuthery and massage therapy staff, continue to provide education to patients' parents and caregivers. In doing so, they can participate in their child's care and aid in symptom relief and management as well.

”

“When I'm being massaged, I can't feel the pain!”

MASSAGE THERAPY QUOTES



16-year-old female - "This patient has a complicated psychosocial history with a long and challenging hospital stay. I worked on her numerous times over the past few weeks and she is increasingly open with each visit. "Today she readily accepted and requested specific body areas to address and expressed appreciation at the end of the session."

"When are you coming back?"

5-year-old female - "After massaging the patient's hands, she asked if I could draw and color some more pictures on her back and she fell asleep in mom's lap." This patient and family have requested massage every day if possible.

"My back feels so much better."

17-year-old male - This was the patient's first ever massage. [His mom requested abdominal massage which evolved into educating both in self massage and relaxation techniques. Patient then requested back and upper body work saying, "Now I know why people love massage."

"This spa experience makes me feel I am somewhere different."

An adolescent Oncology patient reports: Massage therapy helped heal my back pain, and it should be offered more often.

"Reflecting on specific patient stories and selecting one to share is hard because there are so many included in the 15-20 patients I see each week and they are all unique and precious. Below, are brief summaries of five kids, which represent a typical shift, to give you a sense of our massage service. We see a range of diagnoses and conditions, ages and interventions. Skilled touch can address both symptoms of disease/conditions as well as treatment side effects including pain, nausea, anxiety, and digestive issues."

- Massage Therapy Staff Member

"Can you draw and color on my back again?"

18-year-old female - This patient had a procedure three hours prior and was wearing a dark eye mask for light sensitivity. Mom facilitated her daughter's request for treatment areas as the patient required an attuned/non-disruptive approach. Patient surprised me with a "thumbs up" at the end of the session. I bumped into mom later who expressed gratitude that her daughter was able to sleep after the session.

8-year-old male - This patient turned down sessions the past two weeks after journaling the week prior (per his mom) that one of his favorite things in the hospital was massage. Today he responded "everything" when I asked what he wanted me to work on.

ACUTHERAPY (IP3)

Integrated pediatric pain and palliative care (IP3) service is now fully resumed, despite Covid restrictions, in providing both inpatient and ambulatory care for patients who suffer extreme or chronic pain or require palliative support for complex diagnoses or life-threatening conditions.

The service reaches all floors at the hospital, including intensive care (neonatal, pediatric, and cardiac), post-operative care, transitional care, and Hem/Onc/BMT. Thus, the acutheraPy service supports patients ranging from neonates through young adults, with different therapies, all derived from Traditional Chinese Medicine, that support patients of all ages and at any stage of disease.

Some of the most common responses that patients share after receiving acupressure or acupuncture are:

- I feel so relaxed now.
- I feel way less stressed.
- That didn't hurt - it felt good!

Oftentimes, when patients are readmitted to the hospital, acupressure or acupuncture are among the first things they ask for. This has created a growing demand for service, which has encouraged the IP3 integrative team to expand its reach by creating educational programs to train parents, caregivers and even older adolescents in how to do acupressure or how to use ear acupressure seeds for symptom management. Written handout guides about self-care & parent-applied acupressure

were recently published for distribution to families.

During April 2020's remote sessions, Ra particularly connected with one family whose teenage son was going through a Bone Marrow Transplant. During an hour-long acupressure training, the family was able to help their son with his nausea, anxiety, and other side effects.

Another mother was able to put her child to sleep while taking the training even though the child was just moments before complaining of significant pain.

Parents were extremely grateful to learn techniques that they will have forever, and to see how effectively they can provide therapeutic touch to their own children.



“Acupuncture was a wonderful experience that provided a new avenue of treatment. Ra is absolutely wonderful and so kind and caring. She makes it as great of an experience as possible.”

- Adolescent Patient



pierre's
BIRTHDAY FUND

Celebrate life. Célébrant la vie.

THANK YOU!