



Sickle Cell Disease Association of America - Michigan Chapter



2020 SICKLE CELL MATTERS VIRTUAL WALK

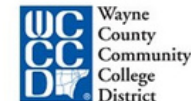
EVENT REPORT



Diamond Presenting Sponsors



Silver Sponsors



Copper Sponsors



WHAT IS A VIRTUAL WALK?

We all know that the COVID-19 pandemic changed a lot of plans in 2020. What we didn't know was how that would change the scope and potential impact of our largest annual fundraiser. Still, we launched on target on March and forged ahead initially to meet in person at the Charles H. Wright Museum while developing plans to gather physically-distanced if necessary.

We'd added an Honorary Chair and Co-Chair to this year's walk, changed our soliciting platform to Charity Go Fund Me as a cost-saving measure, and started recruiting sponsors in January. But by August we knew that walking face-to-face would not be possible. So we kept traditional elements of past years' walks - just re-created them in video form - and converted physical sponsor benefits to virtual offerings.

Our mission never takes a break. The needs during COVID have been even higher. We were determined to forge ahead to make the 2020 Sickle Cell Matters Walk our best event ever.

Join where you are!

Saturday, Sept. 19, 2020

Move how you choose!



www.scdaami.org/2020walk

And we succeeded...

YOUR GUIDE TO THE ^{Virtual!} 2020 SICKLE CELL MATTERS WALK

ORDER OF THE DAY*

10:15 WELCOME REMARKS

SCDAA-MI CEO & Medical Director,
Dr. Wanda Whitten-Shurney
Honorary Chair,
Deborah Smith-Pollard
Honorary C-Chair
Dr. Ahmar Zaidi, "Dr. Z."

10:21 #SICKLESLIDE

Join Dr. Shurney and the staff of the
Bottomless Toy Chest in the #SickleSlide

10:24 WARRIOR RECOGNITIONS

Tribute to Fallen Warriors - Those We've Lost
2020 Graduation Open House Celebration
Salute to Legacy Warriors - Those 40 & Over

10:37 MEET OUR SPONSORS

Greetings from Medunik USA & What You Should
Know About Sickle Cell Anemia
Wayne County Community College District Tour
Emmaus Life Sciences - About Endari

THANK YOU TO
OUR SPONSORS



2020 SICKLE CELL MATTERS VIRTUAL WALK

9.19.2020

10:15 A.M. EST

WATCH THE WALK PROGRAM

Website: www.sddaami.org

Facebook @SickleCellMichigan

YouTube: <https://youtu.be/kcwDtIOcdUM>



**Program times are approximate*

11:14 PRODUCTS & SERVICES

Pfizer - Functional Fluidics
Sick Cells - Versiti - Terumo

11:16 GIVEAWAYS & AWARDS

1st & 2nd Place Fundraising Teams (by 9/12)
Most Team Members (by 9/12)
T-Shirt/Poster Design Contest Winner
Giveaway Winner From All Participants (by 9/5)

11:20 TIME TO MOVE!

Post your photos using
#SickleCellMattersWalkMI
#SickleCellMatters
#SickleCellLivesMatter



SCENES FROM THE 2020 WALK



Wanda Whitten-Shurney is with Darlene Hunt and 5 others in Detroit, Michigan.

September 19 at 6:10 PM · 🌐

Getting ready to "move" for sickle cell www.scdlaami.org.

62

People Reached

6

Engagements



Sickle Cell Disease Association of America-MI Chapter

September 19 at 10:52 AM · 🌐

Thanks for walking for sickle cell Jerica! #sicklecell

On our way to ride out for sickle cell.

#SickleCellLivesMatter

#SickleCellAwarenessWalkMI



151

People Reached

31

Engagements

Boost Post



20



Stefanie Worth

Like

Comment

Share



Sickle Cell Disease Association of America-MI Chapter

September 19 at 11:56 AM · 🌐

Tracie's moving and thanks to everyone else who is, too! #sicklecellmatters #sicklecellmattersmi



84

People Reached

9

Engagements

Boost Post

Stefanie Worth, Vesta Rumphly and 3 others



Alexis MzLexy Jackson is with DA Wilson and 10 others.

September 19 at 12:44 PM · 🌐

#sicklecellmattersMI

I wanna thank all my family who came out today



28

5 Comments



Sickle Cell Disease Association of America-MI Chapter

September 19 at 10:55 AM · 🌐

How's your Sickle Slide? Thanks for moving with us to help bring attention to sickle cell! <https://youtu.be/5FZITB0f984> #sicklecell #sickleslide #sicklecellmatters



YOUTUBE.COM

Charity Sickle Cell 2020

Charity Sickle Cell

107

People Reached

22

Engagements

Boost Post

2020 WALK MEDIA RESULTS

Sickle Cell Disease Association of America-MI Chapter
 September 18 · 🌐

Did you see the great story Fox2 aired about sickle cell Tuesday night?
 🌟 Our Sickle Cell Matters Walk is tomorrow. There's still time to donate, start a team, fundraise - all that. Thanks for your support! 🙌



FOX2DETROIT.COM
SCDAA Mich. holding virtual walk Sept. 19
 The 2020 Sickle Cell Matters Walk will still raise consciousness arou...

TELEGRAM NEWSPAPER

News Opinion Lifestyles Faith Entertainment Sports Business Educal

September is National Sickle Cell Awareness Month, Bringing Attention and Focus to Research and Treatment
 By Clifton R Kirkman II
 Telegram Reporter



September 10, 2020

September is National Sickle Cell Awareness Month. In 1983, Congress designated the month of September to help bring attention and focus to Sickle Cell research and treatment. The theme for this year's celebration is Sickle Cell Matters. Across the country, the Sickle Cell Disease Association of America and its local chapters will host various events including fundraisers, blood drives, walks and virtual programs to bring awareness to the community.

Now you may ask the question what exactly is Sickle Cell Disease or Sickle Cell Anemia. Sickle Cell Disease: it is an inherited blood disorder that causes the red blood cells to take a sickle shape, which resembles that of a crescent moon. Those red blood cells, can prevent blood from reaching various parts of the body. Anemia, jaundice, gallstones, strokes, organ damage and even premature death can be experienced by those affected with the illness. The most common experience that people who have Sickle Cell Anemia share, is chronic pain. It is known as pain episodes or sickle crisis and for many, it is an excruciating pain that feels sharp and pointy or like daggers piercing throughout the body.

Sickle Cell Warrior, Maurice Dortch, 38, says living with the illness can be discouraging at times. As an advocate and member of Phi Beta Sigma Fraternity, Inc., he spends his time spreading awareness about Sickle Cell Disease. Maurice says, "You see everybody's disability is not measured by them being in a wheelchair, sometimes people look completely normal on the outside and be physically sick on the inside." The sickle cell warrior, lives every day by the model, "When doctors said, I can't, I said I can".

Tweet Analytics

Sickle Cell Disease Association of America-MI @SickleCellMI
 We're grateful for the tremendous support our fundraising campaign has received this year. We know we're in a pandemic and times are hard for many people, but our sickle cell community still showed out. Thanks to all our sponsors for their generous support. #sicklecellmattersMI pic.twitter.com/QU3yD9mVD

Impressions times people saw this Tweet on Twitter	385
Total engagements times people interacted with this Tweet	19
Likes times people liked this Tweet	9
Media engagements number of clicks on your media counted across videos, vines, gifs, and images	7
Retweets times people retweeted this Tweet	3

"SCDAA MICHIGAN HOSTS VIRTUAL WALK, SEPT. 19," BY AMY LANGE, SEPT. 15, 2020 - FOX2 NEWS DETROIT

"SEPTEMBER IS NATIONAL SICKLE CELL AWARENESS MONTH, BRINGING ATTENTION AND FOCUS TO RESEARCH AND TREATMENT," BY CLIFTON KIRKMAN, SEPT. 10, 2020 - TELEGRAM NEWSPAPER

FOR IMMEDIATE RELEASE
 September 17, 2020

9/17/2020 Media Alert

*****MEDIA ALERT*****

SCDAA-MI marks Sickle Cell Awareness Month with walk, ER call-to-action
 Virtual walk participants encouraged to "move how you choose" on Sept. 19
 Physician, hospital partners urged to take a stand for SAFER sickle cell care

WHAT: The annual Sickle Cell Matters Walk raises consciousness around the most common genetic disorder in the U.S., but this year it happens from wherever participants are. More than just an awareness event, SCDAA-MI's walk raises funds, promotes the need for additional sickle cell research, and combats medical inequities often faced by sickle cell patients. #SickleCellMatters #SickleCellMattersWalkMI #SickleCellLivesMatter

WHO: SCDAA-MI CEO & Medical Director, Wanda Whitten-Shurney, M.D.; Honorary Chair Deborah Smith-Pollard, co-host of "Sunday Morning Inspiration" on MIX 92.3 FM and Professor of English Literature at the University of Michigan-Dearborn; Honorary Co-Chair, Ahmar Zaidi, M.D., a Pediatric Oncologist/Hematologist, in the Comprehensive Sickle Cell Clinic at Children's Hospital of Michigan, and nationally known SCD advocate known to most as "Dr. Z." Event sponsors: (Diamond Presenting) Global Blood Therapeutics and Emmaus Life Sciences; (Silver) Novartis, Medunik USA, and Wayne County Community College District; (Copper) Pfizer and Functional Fluidics.

WHY: Though medically recognized more than 100 years ago, it was only the introduction of prophylactic penicillin in the 70s and subsequent comprehensive pediatric efforts that now allow most individuals with sickle cell to live far beyond childhood and well into adulthood. However, there are just four disease-modifying treatments available to sickle cell patients, with two of those achieving FDA approval less than a year ago. Most patients, then, resort to emergency department care for sickle cell's unpredictable, indescribable pain crises. Once there, only about one in four patients receives the standard of care described in current guidelines and many studies have shown that patients do not receive treatment for their pain at soon as, or in appropriate doses as, other patients, according to the U.S. Health and Human Services Office of Minority Health.

WHEN: Saturday, Sept. 19

WHERE: The virtual Sickle Cell Matters online program premieres at 10 a.m. EST on SCDAA-MI's YouTube channel (<https://www.youtube.com/channel/UCfCW2PpsDfKcb16Z5Gw>) and Facebook Live @SickleCellMichigan. Interested hospital and physician partners can learn more and partner with SAFER at www.scdami.org/sicklecell911.

SOCIAL MEDIA

Facebook (general / sponsor specific)

posts - 22 / 5
 reach - 4,248 / 492
 engagements - 673 / 44

LinkedIn (general / sponsor specific)

posts - 6 / 4
 impressions - 619 / 505
 reactions - 34 / 28

Instagram (general / sponsor specific)

posts - 11 / 4
 impressions - 1,478 / 528
 reach - 1,295 / 482

Twitter (general / sponsor specific)


posts - 10 / 3
 impressions - 2,164 / 1,118
 engagements - 92 / 47

YouTube

Virtual Walk program - 137 views

Sickle Cell Disease Association of America, Michigan Chapter
 165 followers
 Tmo · 🌐

Thank you to the major sponsors of our 2020 Sickle Cell Matters Virtual Walk: **Global Blood Therapeutics, Novartis, Medunik USA, and Pfizer.** Your support for sickle cell is priceless!
 #sicklecelldisease #sicklecellawareness #sicklecellmatters #sicklecellmatterswalkMI #sicklecellmichigan #sicklecellsponsors



WWW.SCDAMI.ORG/2020WALK 9.19.2020

ADDITIONAL SPONSOR PLACEMENTS

Letter to previous participants



August 21, 2020

Dear Beverlin,

Thanks for your past support of SCDAAM-MI. Can we count on you for 2020 Sickle Cell Matters Walk?

We're keeping it fun and safe this year by taking the event virtual. Join us from wherever you are and move how you choose. We have a full line-up of ways you can participate:

- Individuals with sickle cell who are 40 and older can join our Legacy Warriors Salute.
- Honor a Michigan loved one with sickle cell who's passed away in our Tribute to Fallen Warriors.
- Get in on the #WarriorsWipeItDown challenge and post your pics on social media so we can like and share.
- Show us your #SickleSlide solo or in a safely distanced group.
- Compete for the cause:
 - Everyone who signs up by 9/5 will receive a pedometer for participating.
 - Everyone who signs up as a fundraiser or creates a team by 9/5 will also be entered into a giveaway for a \$100 gift card.
 - Enter the T-Shirt/Poster contest with a design that shows your support for #SickleCellLivesMatter. Deadline is 9/5. The winning entry receives a \$100 gift card.
 - The team captain with the most walkers by 9/12 wins a \$100 gift card.
 - The team captain who raises the most funds by 9/12 wins a \$100 gift card and the second place team captain receives a \$50 gift card.
- Join us on Facebook @SickleCellMichigan at 10 a.m. on Sept. 19 so we can celebrate together! Hear from our event chairs, watch the tribute and salute, find out who this year's winners are, visit our sponsors, and of course, take time to move.
- Early voting for the presidential election starts Sept. 19! This is a great opportunity to use your virtual walk participation to get to your local clerk's office and vote in person or drop off your absentee ballot that day. Take a photo and post with the hashtags #SickleCellMatters #SickleCellLivesMatter #Vote.

Thank you for helping us reach this year's goal of 100 teams/fundraisers and \$100,000 to help fund our education, advocacy, and patient support services. We couldn't do this without you!

Donate & participate at www.scdaami.org/2020walk

Contact Stefanie Worth at worths@scdaami.org or 313.864.4406 for more information.

This program was supported via a grant from Global Blood Therapeutics, Inc.



Charity Go Fund Me Walk Page



OUR 2020 SPONSORS

Thank you to this year's sponsors



We're grateful to this year's sponsors for supporting our critical work. For information about sponsoring this year's virtual walk, please visit www.scdaami.org/sponsorship.

Thank you!

8/21 Mailing to previous walk participants (111 recipients, approx. 290 email recipients directed to web site)

9/3 SCDAAMI September e-newsletter: 805 recipients 35% open rate (281 opens)

9/17 Email reminder to approx.. 290 recipients directing them to the web site

9/17 Media alert to 20 outlets

9/19 Virtual Walk program via e-news blast: 809 recipients 16% open rate (126 opens)

9/19 Virtual Walk Day program on YouTube: 137 views

SCDAAMI web site at www.scdaami.org/walk2020

Charity Go Fund Me Walk Site at <http://charity.gofundme.com/michigansicklecellwalk>

Virtual Walk Program on YouTube



Welcome!



2020 SCDAAM-MI Sickle Cell Matters Virtual Walk

132 views • Premiered Sep 19, 2020

SHARE SAVE

SCDAAMI Michigan Chapter
23 subscribers

SUBSCRIBED

www.scdaami.org/2020walkday



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Thank you for making our
2020 Sickle Cell Matters Virtual Walk a huge success!

DONATE NOW

Our 2020 Sickle Cell Matters Walk sponsors!



FUNDRAISING BREAK OUT

Sponsors

Diamond Presenting

Global Blood Therapeutics
Emmaus Life Sciences

Silver

Novartis

Medunik USA

Wayne County Community College
District

Copper

Pfizer

Functional Fluidics

Exhibitor

Terumo Blood and Cell Technologies

Vendors

Sick Cells

Versiti Blood Centers

7
Major Sponsors

Sponsors of \$2500 or more contributed \$40,000 to this year's Walk

350
Donors

Includes contributions made through the Charity Go Fund Me platform, our web site, mail, and drop-off donations.

We raised over
\$77,600
Our most ever!

83/23
**Fundraisers/
Teams**

Peer-to-peer fundraising bolstered this year's efforts

10%
Costs

We successfully capped this year's costs to help steward this year's donations as best as possible