



2023 ANNUAL REPORT

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OUR MISSION

Fleece & Thank You, a Michigan-based non-profit organization, is dedicated to providing connection, comfort, and hope through its programs, services, and materials to children facing illness and their families supporting them.

A LETTER FROM OUR EXECUTIVE DIRECTOR



MO-MEN-TUM

/mō'men(t)əm/ | noun

1. the quantity of motion of a moving body, measured as a product of its mass and velocity.

Of the many things about Fleece & Thank You that keep me in awe, one of them is the tremendous momentum the mission has. So many hard yards have been run to get to this point, and we have many more hard yards ahead, but the momentum we have gained in 8 years is such a confidence booster that we are on the right path and doing the right things.

In 2023,

- Most importantly, we distributed 10,000+ blankets to kids in the hospital, impacting the patient journey and the families that support them.
- We created over 14,000 blankets for kids in the hospital, halfway towards our annual vision of 30,000 blankets, one for every pediatric inpatient.
- We launched the e-commerce side to our new apparel brand, Grateful Human, and we have established a recurring source of support for our mission as well as a new channel for awareness.
- This year, More than 115,000 people had a personal experience with our process, from volunteering at the warehouse to making blankets at an event to experiencing our comfort in the hospital.
- Our Annual Golf Outing hit a record milestone, raising \$65k for comforting kids.
- We ran a successful mid-year fundraiser, raising over \$10,000 to fund critical repairs for our blanket video messaging technology.
- We had a historic year-end fundraiser appeal, crushing our original goal of \$20,000 by raising \$34,000+. Thank you to all who supported this effort to fund essential transportation cost for blanket deliveries.

We did all of that leveraging the momentum this mission has created.

On behalf of the board and staff at Fleece and Thank You, I want to express extreme gratitude for the many supporters who helped create this momentum we are experiencing. To the many hands and hearts that played a part, we see you, and we thank you.

Like a snowball rolling down a hillside, momentum grows as time goes on. That's why I believe that the best is yet to come, and I am grateful have the chance to show up every day to make it happen.

Always grateful,

Nicholas

PATIENT TESTIMONIES



"Thank you so much for doing this! You have inspired us to make some of our own to donate! This was given to my 7 year old son when he had his very first surgery (tonsils). It helped him feel comfortable when he was very nervous and now he sleeps with it often."



"Thank you so much for love you put into the blanket and the sweet words of encouragement in your video. My son was hospitalized for RSV, Covid, and pneumonia right before Christmas. He absolutely loved having the blanket to snuggle up with during his stay."

VOLUNTEERS

115,000+

BLANKETS MADE

14,420

KIDS COMFORTED

10,334



**SCAN ME TO WATCH
BLANKET RECIPIENT
VIDEO MESSAGES!**

2023 HIGHLIGHTS

Fleece & Thank You believes every child facing hospital treatments deserves color, comfort, and connection.

We focus on consistently serving all of our children's hospitals and units in the state of Michigan, and we also work with groups from around the country, and the world, to provide comfort to their local children's hospital as well.

We work with thousands of blanket makers every year to help us achieve our goal of comforting every child that enters a hospital for inpatient treatment.

This year saw us hit an all-time high of kids comforted (10,334) as we made tremendous strides in optimizing our hospital delivery process.

We believe in the healing power of connection, and every blanket we provide also has a personal video message attached to it from the blanket maker to the recipient in the hospital, who can then send a "thank you" message to the blanket maker.

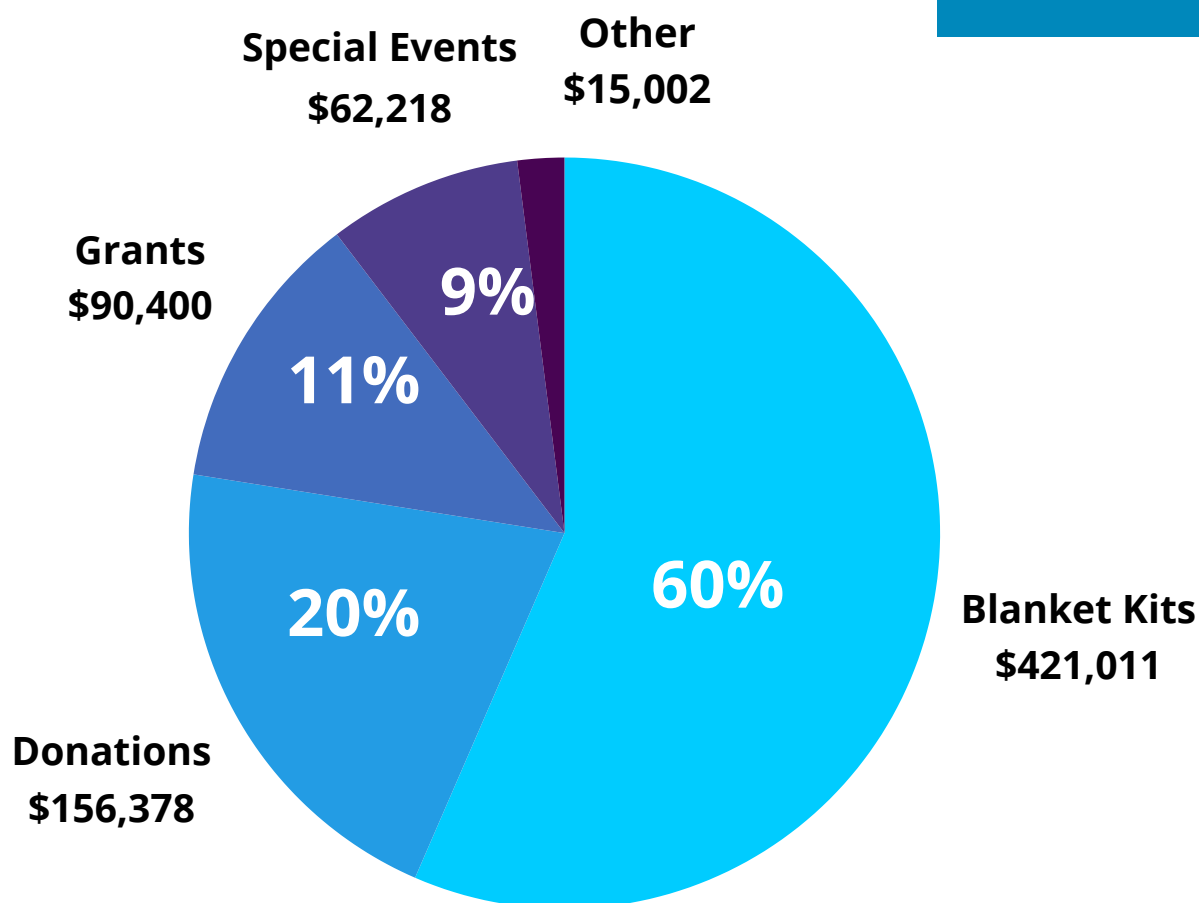


REVENUE BREAKDOWN

This graph breaks down 2023's revenue by individual fund categories.



TOTAL REVENUE
\$745,009



ACKNOWLEDGMENTS

SPECIAL EVENT SPONSORS

MassMutual Great Lakes
Innovo
Podium Group
M&O Marketing
Titus Talent Strategies
Detroit Manufacturing Systems (DMS)
Burns & Wilcox | VTC Insurance Group
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Corporate Compliance
Amazon
Plastipak
Paramount Global
Cornerstone Community
Financial Credit Union
STI
AmeriHealth Caritas
Partnership (ACFC)
Synchrony
Livonia Stephenson HS
Well Tower

WE THANK YOU FOR YOUR ONGOING SUPPORT OF OUR MISSION TO COMFORT KIDS