



# 2024 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



## 2024: A YEAR OF IMPACT, GROWTH, & GRATITUDE!

This year was nothing short of incredible. Thanks to our amazing supporters, volunteers, and partners, we made an even bigger impact for kids and families in the hospital. **Here's a glimpse of what we made happen together in 2024:**

### BLANKETS MADE:

- We delivered **13,000+ blankets** to children in hospitals across the nation, providing them with color, comfort, and connection at the starting line of their hospital journey.
- We made **22,000+ blankets**, the most we've ever fulfilled in one year, bringing us closer to our goal of 30,000 blankets annually, one for every pediatric inpatient in Michigan.

### MILESTONES & GROWTH:

- For the first time ever, we broke **\$1 million in revenue**.
- We welcomed **10 new team members** and grew our Comfort & Connection Team.
- We expanded our apparel line, **Grateful Human**, with new partnerships and pop-up shops, creating a sustainable source of support for our mission.
- **115,000+** people engaged with our mission, whether by volunteering, making blankets, or experiencing the comfort of a Fleece & Thank You blanket firsthand in the hospital.

### EVENTS THAT MADE A DIFFERENCE:

- Our **Annual Golf Outing** hit a record milestone, raising **\$75K** to bring comfort to kids in hospitals.
- We relaunched **Make a Blanket Day** at UWM Sports Complex, uniting **1,000+ attendees to create 857+ blankets and raising \$40K in sponsorships**.

### FUNDRAISING WINS:

- We surpassed our mid-year fundraiser goal, raising over **\$12,000** to support our workforce development program for individuals with disabilities.
- Our year-end appeal exceeded its \$30,000 goal, raising over **\$44,000** to fund urgent blanket washing expenses.

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 growth we are experiencing. To the many hands and hearts that played a part, we see you, and we thank you.

Always grateful,

Nicholas

# PATIENT TESTIMONIES



She loves her blanket and message. It's the only blanket she will use while being treated for leukemia in the hospital. She is 2 years old.  
Thank you! -Brigitte (mom)



Thank you so much! This blanket brought comfort to our daughter who had to have surgery. She was getting an IV and was so nervous. They gave her the blanket and it helped her so much. Thank you for your kindness. -Keith, Mellisa, and Mackenzie



**VOLUNTEERS**

**115,000+**

**BLANKETS MADE**

**22,000+**

**KIDS COMFORTED**

**13,000+**



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

## 2024 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, over 13,000 kids, 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.

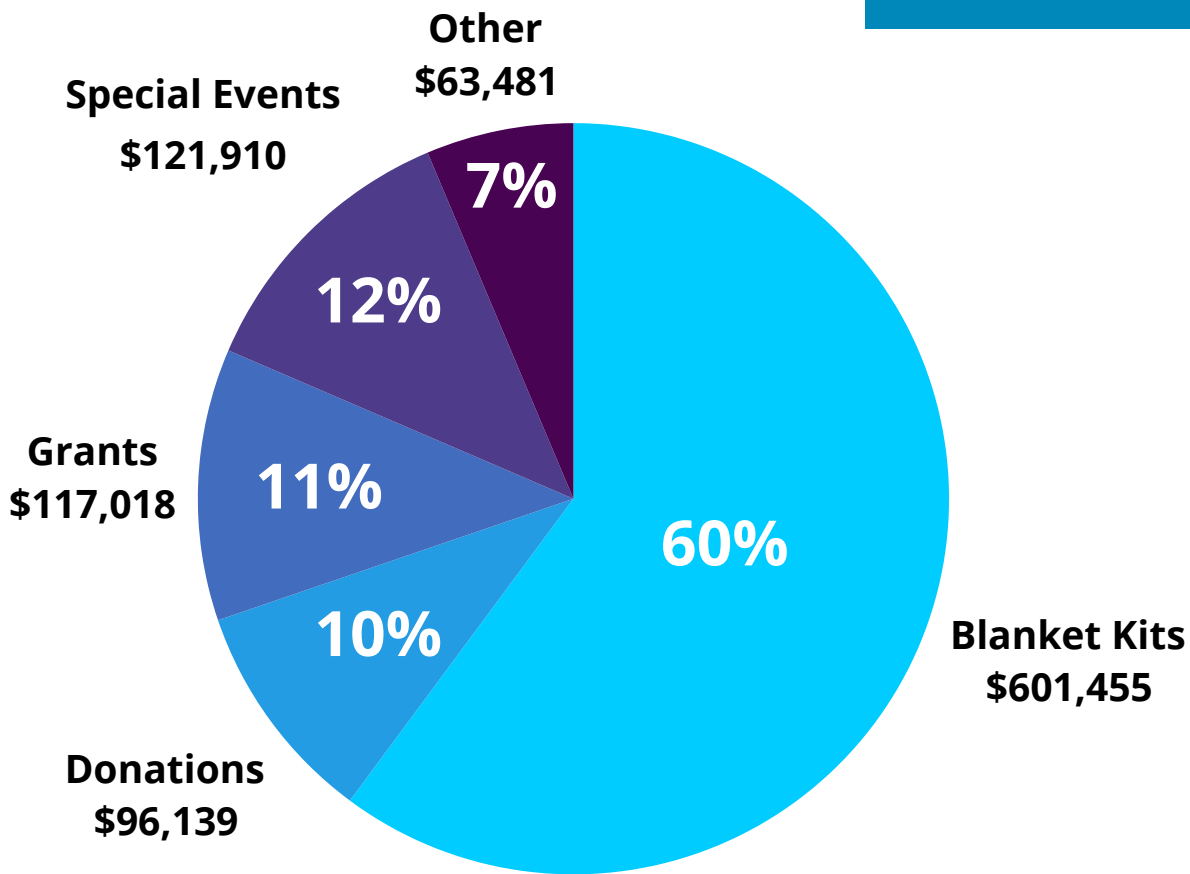


## REVENUE BREAKDOWN

We saw a **34.2% increase** in revenue over last year, a testament to our growing impact and incredible support. This graph breaks down 2024's revenue by individual fund categories:



**TOTAL REVENUE**  
**\$1,000,003**



# TRUSTED BY



AND HUNDREDS MORE!

## BOARD MEMBERS

Dr. David Spencer	Lisa Beach
Paul Davis	Tamika Andersen
Alissa Crawford	Scott Cieslak
Ed Nakfoor	Beth Barnes
Kristen Bennetts	Jason Allen
Denton Farley	Dr. Alyssa Vermuelen, D.O.

## CORPORATE ADVISORY GROUP

Derek Kilmer	Dan Brown
Martha Angle	Chad Miles
Tracy Passmore Allen	Bryce Bilinski
Sofia Nyland	Kristin Shaoni
Dino Hinds	Lauren Dolega
Michelle Gawley	Kyle Bogenschutz
Katelyn Drake	Justin Rose

## MAJOR IN KIND SUPPORTERS

TWO MEN & A TRUCK	Services to Enhance Potential
Blankets With Care	Broadway Embroidery
Humane Society	Fedex
Life Skills	Reimagine Recreation (UWM)
Therapeutic Rehab	Kroger
Humane Society	Thrive Realty Co
Foster Center Pontiac	Mark Kocina Photography

## MICHIGAN & OHIO HOSPITAL PARTNERS

Beaumont Children's Hospital: Royal Oak	Hurley Children's Hospital: Flint
Bronson Methodist Children's Health: Kalamazoo	Mary Free Bed Hospital: Grand Rapids
C.S. Mott Children's Hospital: Ann Arbor	McLaren Northern Michigan Hospital: Petoskey
Children's Hospital of Michigan: Detroit	Mercy Children's Hospital: Toledo
Covenant Medical Center: Saginaw	Munson Healthcare Cadillac Hospital: Cadillac
Grayling Munson Medical Center: Grayling	ProMedica Children's Hospital: Toledo
Helen DeVos Children's Hospital: Grand Rapids	Sparrow Children's Medical Center: Lansing
Henry Ford Hospital: West Bloomfield	St. John Children's Hospital: Detroit
	St. Joseph Mercy Oakland: Pontiac
	Traverse City Munson Medical Center: Traverse City

## MAJOR DONORS - \$1K+

People Driven Technology	Cornerstone Community Financial Credit Union
1 Mosaic Church	CVS Health
Acme Mills	Delta Dental of Colorado
ALIVE Church	Detroit Catholic Central HS
Ally Financial	DeWitt Redeemer Church
Anthony Rosenblum	Discover Payment Services
Anthony Rossi	Doeren Mayhew
ARI-El Enterprises	Ed Peper
Athletes Unlimited	Eight Mile Vodka
Atlassian	Strategic Wealth Designers
Audrey Armodlian	Surgical Technology Program at Oakland Community College
Becky Stoll	Synchrony Bank
Berkley Select	Takeda
Blueline Investigations	Team One Credit Union
Brasscraft Manufacturing Company	Team Rehabilitation Physical Therapy
Bridgestone Americas, Inc.	Terry Griffin
BURN Fitness Clawson	The Podium Group
Burns & Wilcox & VTC	ThermoFisher
Insurance Group	Thornton & Grooms
Cambrex	Thrive Realty Co.
Celanese	Todd Fox
Centene	Tomey Group
Chem Trend	Toyoda Gosei North America
Chief Financial Credit Union	University of Michigan School of Nursing - Student Nurses Association
Chrystina Hall	United Auto Credit
Cisco Meraki	University of Detroit Mercy
Citizens State Bank	Powerhouse Gym
CJ America	Quinn Lowen
Clark Hill	Rachael Hendzell
Cooper Standard	Rehmann
CoreCap Advisors	Rochester HS Soccer Program
Student Athlete Advisory Committee (SAAC)	Rochester Raptors
University of Michigan - Men's Varsity Lacrosse	Roosevelt Innovations
X Golf of Canton & Brighton	Sallie Mae
Zion Lutheran Church	South Lyon HS - AP
Legacy Marketing	Calculus Students
Services to Enhance Potential (STEP)	Sigma International
Shelving.com	
SHU Women's Ice Hockey	
NDS	
NCSEA	

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

**To learn more, visit us at [fleeceandthankyou.org](http://fleeceandthankyou.org) or email [info@fleeceandthankyou.org](mailto:info@fleeceandthankyou.org)**

## MAJOR DONORS - \$1K+ CONTINUED

- |  |                                |
|--|--------------------------------|
| Emagine Entertainment                            | St. Mary Student Parish        |
| Encore Service Group                             | Stacey Volante & Team          |
| EP Engineering                                   | Jackson State Farm             |
| Evertree Insurance                               | Agents 2024                    |
| First Commercial Realty & Development Co.        | Jason Balcom & Team            |
| First Hospitality                                | Ann Arbor State Farm           |
| Fleece & Thank You at the University of Michigan | Agents 2024                    |
| Fly Consulting                                   | Starbucks Foundation           |
| Gallagher  | Sterling Heights               |
| GE Aerospace                                     | Chrysler Dodge Jeep Ram        |
| Google   | Optech                         |
| Hagerty  | PANTHERx Specialty LLC         |
| Harwood Elementary                               | Plastipak                      |
| Henry Cheney                                     | Sprout Social                  |
| Holy Family Regional School                      | St. Anslem School              |
| Honeybaked Hockey                                | NEAPCO                         |
| Husch Blackwell                                  | Neil King Physical Therapy     |
| Ideal Contracting                                | Nemes Rush Wealth Management   |
| Independent Bank                                 | Oakland Activities Association |
| Innovo   | Oakland County Bar Association |
| Insite Commercial                                | OneStream Software             |
| Jason & Lynda Stanecki                           | Talent Acquisition Team        |
| Jason Pieper                                     | MASCO                          |
| Plante Moran                                     | MAYCO International            |
| Lake Michigan Linen                              | Mike Mazzola                   |
| Lynn Passmore-Bell                               | Motorola                       |
| Mariner Foundation                               |                                |
| Musson Elementary                                |                                |



## MAJOR DONORS - \$5K+



## MAJOR DONORS - \$10K+



## MAJOR DONORS - \$20K+



## MAJOR DONORS - \$50K+



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