

STEADFAST SUPPORT IN TIMES OF CRISIS

2020 IMPACT REPORT





IMPACT REPORT

2020

AN UNFORGETTABLE YEAR

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FRIENDS AND SUPPORTERS

JENN HINKLE

Co-founder and Executive Director of Ollie Hinkle Heart Foundation and Ollie's Mom

2020 was a year marked by uncertainty and fear, and as the year began to unfold it became clear events and fundraising would look much different than they had in the past. We were forced to cancel or reformat more than five events, one being our 8th annual signature event, Eat Drink Love (EDL). Cancelling EDL stressed us on a financial level— how would we keep up with the programs and support which families we serve had come to rely upon? And beyond fundraising, the event has become a day on which Mark and I look around at a room full of everyone who has helped build OHHF into the invaluable resource for heart families it is today. For seven years in a row, we laughed together, cried together, ate, drank and LOVED together!

The pandemic also amplified the stress and anxiety heart families already face on a daily basis and the need for mental health support became greater than ever before... but how would we continue extending this service to heart families when we are not allowed to leave our houses? How would we capture high risk patients when everyone is stuck at home? Within 48 hours we gathered a group of therapists to conduct appointments virtually and referrals came rushing in. Covid forced us to re-think how we could continue to provide free and reputable mental health support to every heart family. And from our response to that challenge grew an innovative program that removed barriers to accessing mental health support, such as availability, accessibility, finances and stigma. The formation of this virtual mental health program further solidified our reputation as thoughtful, responsive and adaptive to the needs of the families we serve. And the program was such a success and so innovative we had groups from other heart centers around the U.S. reach out to see how they can bring this service to their families.

OHHF has seen such immense growth in a short period of time, both within the heart community as well as our donor base. We used the time we would have been spending on planning for EDL to fine tune our infrastructure; grow a team that can keep up with the demand; expand our bandwidth to better manage our programs and donor base; button up our policies and procedures; and revisit our growth strategy moving forward. In the last year, we have added a director of operations, a marketing and development coordinator, a non-profit accountant, a programs manager, and a grant writer.

Ollie Hinkle Heart Foundation is committed to strengthening and EMPOWERING children and families impacted by congenital heart disease; arming them with hope and fueling their fight against CHD. This is the heart and soul of our work and it is built upon all the love and support we received during Ollie's life and after he died. What started out as a way to feel better after losing Ollie soon grew into an effort to take all that LOVE we received and put it back out into the world. Thank you for standing in the trenches with us; holding our pain; and getting us through to the other side of grief feeling grateful, blessed, and believing in joy again. Thank you for teaching us that LOVE is one of the greatest gifts you can impart onto the world. I cannot imagine where we would be without you!



ABOUT US

Ollie Hinkle Heart Foundation was built on the LOVE Mark and I were shown when Ollie passed away from a congenital heart defect (CHD) at age one. After coming down with the flu and following a series of unfortunate events leading to sudden cardiac arrest, Ollie was placed on life support. Over the course of five days he seemed to be progressing; however the day he was scheduled to come off life support (ECMO) we learned the arrest had caused complete brain and brain stem damage.

I stared at the x-ray image of Ollie's brain as the doctor explained the diagnosis to me. I fell to the ground. I did not have the strength to stand up, and a cry came out

of me I had never heard before. My husband and my father-in-law picked me up off the floor — literally and figuratively — they held me up and surrounded me with their love. And soon family and friends came from near and far and wrapped our family in love. Then acquaintances. Then complete strangers. And the circle surrounding us grew and grew. Through all we received, we found peace, hope, and strength to keep going. And eight years later, it continues to grow as we spread love to others through the foundation we began in his name. It is thanks to all of that love and support OHHF has positioned itself as one of the leading resources for heart families in St. Louis and beyond.



The mission of Ollie Hinkle Heart Foundation is to strengthen and empower families affected by congenital heart disease (CHD).

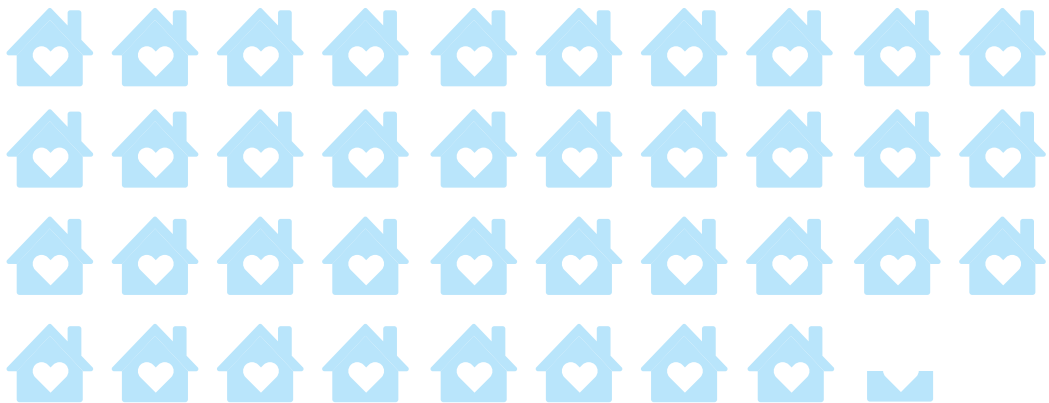
- ♥ Wrapping families in **LOVE**
- ♥ Providing **MEDICAL** and **MENTAL HEALTH** support
- ♥ Funding impactful and innovative **TECHNOLOGY**

2020 BY THE NUMBERS

954

Families Helped

 = 25



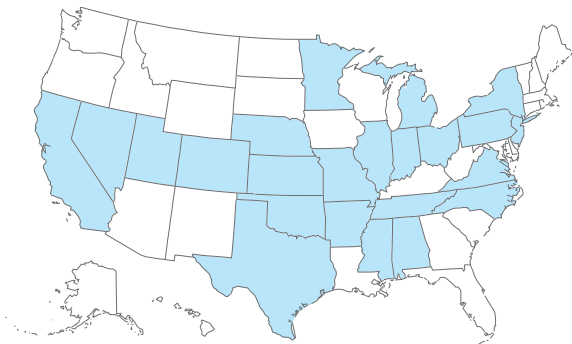
11

Licensed Therapist Partners



23

States Represented In Outreach



195

Virtual Therapy Sessions Funded

4

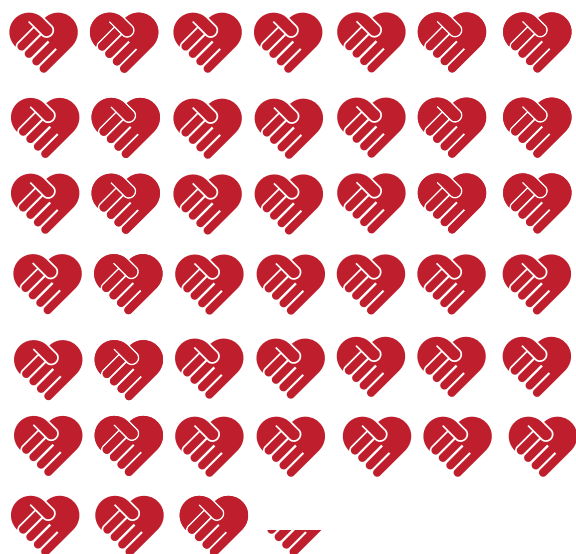
National Collaborative Involvements

As 2020 was a challenging year for everyone, we knew heart families needed us more than ever. Thanks to the support of our donors and some creativity from our team, we were able to keep spreading love in 2020.

453

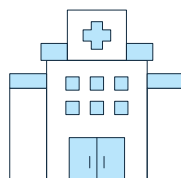
Donations

❤️ = 10



7

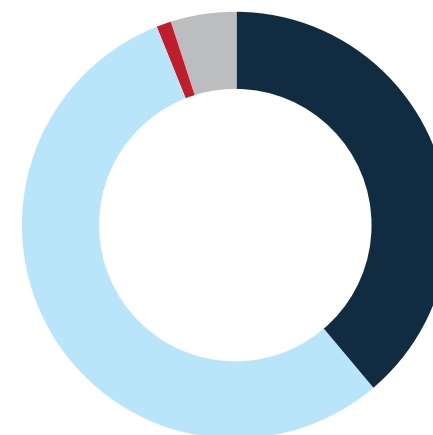
Major Hospitals Reached Out About Our Services



REVENUE

By Source

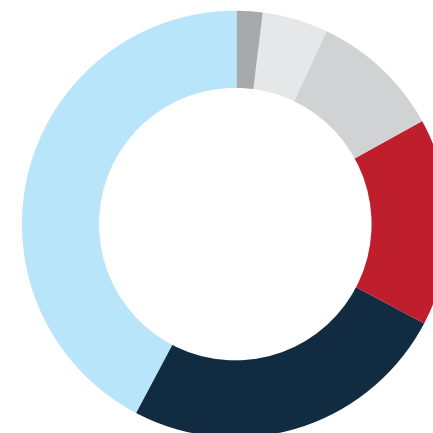
● Private Donations	\$351,579
● Event Revenue	\$497,034
● Merchandise Sales	\$6,372
● Investment Revenue	\$45,725
	\$900,710



EXPENSES

By Program

● Mental Health	\$99,628
● Loving Support	\$64,460
● Technology & Research	\$10,033
● Education	\$19,993
● General & Administrative	\$39,188
● Fundraising & Development	\$169,591
	\$402,893



VIRTUAL THERAPY PROGRAM

Mental Health Services Born From COVID-19

The emotional support and mental health needs of caregivers of medically complex infants and young children are often overlooked. Studies show parents of children with critical congenital heart disease are at an elevated risk for mental health problems. According to the Journal of the American Heart Association, 30% have symptoms consistent with a diagnosis of post traumatic stress disorder and 50% report clinically elevated symptoms of depression and/or anxiety. Up to 80% present with clinically significant symptoms of trauma.

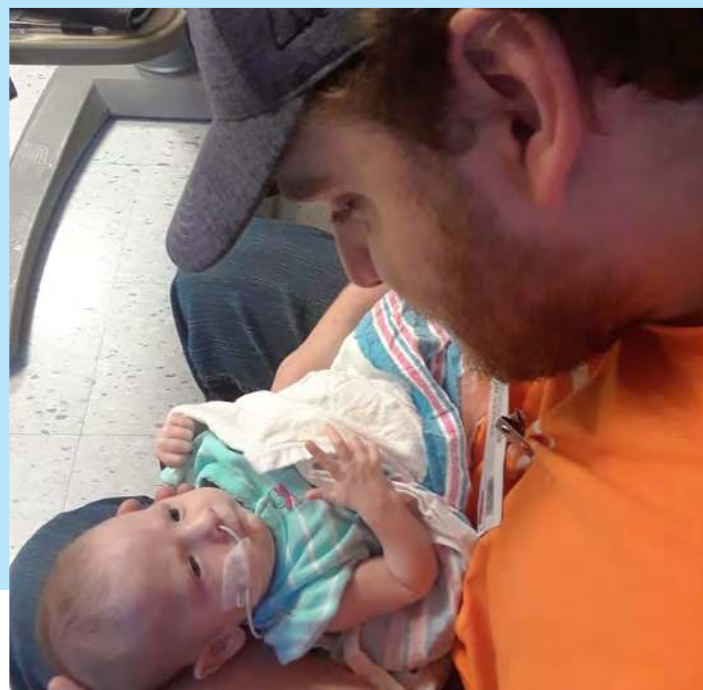
In addition to the challenges families experience when caring for a child with a CHD, the COVID-19 pandemic further compounded the stress these families face and providing accessible mental health support became more important than ever. Within 48 hours, OHMF responded to this growing need by putting together a group of therapists who specialize in trauma-informed care. This grew into a virtual mental health program providing an access point to mental health specialists that support the heart warrior, parents, grandparents, siblings, and even the care team. Making this therapy easy, free, and virtual allowed families to get the much-needed support they otherwise would not be able to receive.



SOME STATISTICS

- ♥ Launched April 2020
- ♥ Received 49 referrals between April and December from social workers, nurses, or directly from clients
- ♥ 100% of referrals were responded to by the OHMF team
- ♥ Of those 49 referrals, 40 resulted in a therapy session - 82% *
- ♥ Between April and December 2020, OHMF has funded 195 sessions

* Referrals not resulting in an appointment were due to lack of response from the client



“

I had my first therapy session this morning. I have **NEVER** reached out **FOR HELP** or been able to afford it. **THANK YOU** to the Ollie Hinkle Heart Foundation for **OFFERING THESE SERVICES** for heart moms. I am **TRULY GRATEFUL...**

- HEART MOM

IMPACT THROUGH INNOVATION

Funding Leading T3 Technology

Thanks to the generosity of our donors, every bed in The Heart Center at St. Louis Children's Hospital (SLCH) will be outfitted with a T3 Monitor. These monitors collect and piece together thousands of data points in near real-time, faster and more effectively than even the best doctor or nurse would ever be capable; and provides clinicians with an important tool to help quickly detect potentially serious events before they happen.

According to Dr. Avi Hu Gazit, Pediatric Cardiac Intensivist at SLCH and T3 Clinical Researcher, "The main benefit of this platform is to fully understand the patient's clinical state both in real time as well as for the future state— we can see how the clinical state is evolving and also go back and analyze events that occurred and understand from those how to improve the patient's care. This technology puts St. Louis at the forefront of cardiac care in the country, enabling us to continue improving outcomes for children with complex needs and heart conditions."



The only hospitals in the US to have these are Children's Hospital of Philadelphia (CHOP), Boston Children's, Cincinnati Children's, Children's of Alabama, Children's National, Phoenix Children's Hospital, Children's Hospital Los Angeles (CHLA), and now St. Louis Children's Hospital.



“

Eight years ago we started out just trying to honor our son's memory. Today we cut the ribbon on one of the most groundbreaking innovations in heart monitoring. We chose to fund T3 because it is technology that could have saved Ollie's life had it been around when he was alive. Only in hindsight was his care team able to identify the downward trend in his condition. And by then he had sustained complete and irreparable brain damage. It was too late. The minute the T3 monitor is installed and turned on, it begins making a difference, directly impacting the families we serve, giving them hope and an added level of security that their child is in the best hands, and, no doubt, saving lives.

-MARK HINKLE

Co-founder of Ollie Hinkle Heart Foundation and Ollie's Dad

TAKE HEART 2020

Virtual CHD Conference

Take Heart was our inaugural virtual CHD conference providing education and outreach. This free online event offered education to heart families and healthcare professionals, as well as fun interactive activities for kids. Our 2020 conference was in partnership with The Heart Center at St. Louis Children's Hospital. Take Heart featured leading local health professionals and other experts sharing content on topics related to mental health and CHD.

We had over 132 households from 23 different states tune in to Take Heart 2020. Participants had an overwhelmingly positive response to the event and we have decided to make this an annual occurrence. We look forward to continuing Take Heart in 2021 and beyond!



AGENDA HIGHLIGHTS

- ♥ Panel on caring for the mental health of heart parents and siblings
- ♥ Message from Dr. Carole Lannon, Cincinnati Children's Hospital
- ♥ Dissection of a cow heart with Dr. Aaron Abarbannel, St. Louis Children's Hospital
- ♥ Panel on caring for the mental health of heart warriors
- ♥ Live Q&A with adult heart warriors

“

Really appreciate the effort of everyone involved. Very relevant topic (mental health) and very well done overall. Thank you!

- CONFERENCE ATTENDEE



“

Thank you for a very informational conference! As a heart mom, a lot of the things that were discussed resonated with me.

-HEART MOM

A MESSAGE

FROM OUR BOARD VICE PRESIDENT

As an early volunteer for the OHHF, I witnessed first hand the passion and dedication of this organization. Despite its tremendous growth over the past eight years, every decision is consistently made with love, kindness, and thoughtfulness. Those same traits were the guiding factors in the team's response to the challenges of 2020.

From re-imagining fundraisers to launching a unique virtual mental health program for heart families, the OHHF rallied when heart families needed us most. In an effort to support the parents and caregivers of children with CHD, we created a service that would provide free virtual therapy for heart families. The OHHF strongly believes that lack of resources should not be a barrier to receiving necessary mental health services. By supporting heart parents' mental wellness, it can enable them to better cope with CHD and care for their child, become more resilient when medical problems arise, and strengthen heart parents which provides benefit for the entire family.



The success of this program has attracted the attention of hospitals and foundations across the country. Stay tuned as we take our love for Ollie and spread it nationwide. This is the most exciting and dynamic time the OHHF has ever seen. We are so thankful for your continued support and to have you along for this journey.

All the love to you and your family,

KATY LINNENBRINGER

Board Vice-President

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THANK YOU

We are pleased to recognize the following supporters who contributed gifts between January 1, 2020 and December 31, 2020. This generosity allows OHHF to continue its commitment to fighting against pediatric congenital heart disease and strengthening heart families through loving support, providing mental and medical support, and funding impactful and innovative research.

Contributions of \$1000 or more are indicated in bold.

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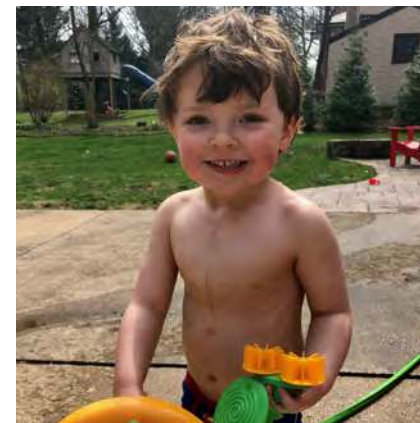
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