

## Year in Review

To our extended Kids Kicking Cancer Family, Friends, Stakeholders and Supporters,

As the end of the calendar year approaches, Kids Kicking Cancer (KKC) is all hands on deck to finish the year strongly by supporting our children in Michigan, across the US and globally. We are ramping up for our **Global Breath Brake® Day**, set to take place on November 19, 2020, from 8:00 a.m. to 5:00 p.m., and will allow us all to *breathe in the light and blow out the darkness*. We would love to see your virtual presence with us! You can follow us on this [link](#).

Since 1999, we have grown accustomed to seeing smiles, laughs and giggles on the faces of the beautiful Kids Kicking Cancer heroes. **Since March, those happy faces have erupted on TVs, computers, tablets, iPads and phones** with their monitors located in hospitals, clinics and living rooms. Millions of homes worldwide have reverberated with the Kids Kicking Cancer mantra, **“Power. Peace. Purpose.”**

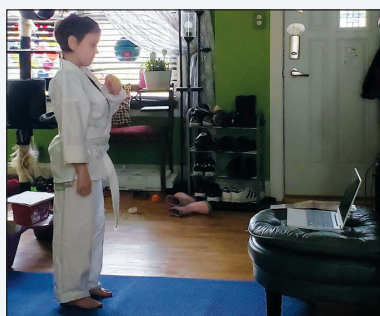
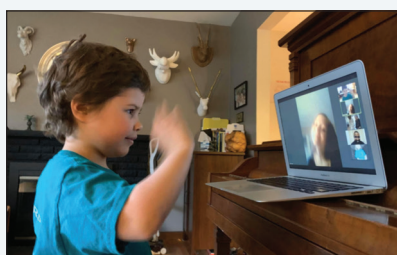


Many of our parents have told us, *“Welcome to our world.”* They are well-practiced in the use of face masks, gloves, social distancing, sheltering in place and hand sanitizing. Now that the rest of the planet is being forced to follow suit, we witness an even more significant uptick in pediatric stress and anxiety. **This makes our ongoing growth of the “Heroes Circle®” even more crucial to help children everywhere.** We have been working very hard to meet that need. Our budding virtual world is focused on kicking cancer. However, at the same time, we are working hard to melt away the stress and anxiety of the pandemic. **Our kids are kicking COVID-19!**

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### Our therapeutic martial arts offerings now include:

- Virtual KKC classes - local, regional and global
- Virtual martial arts classes for hospitals across the globe
- Mini classes offered via our growing social media channels (Facebook, Instagram and TikTok)
- Global team and one-on-one weekly Zoom calls
- Recorded mini classes for hospital-based CCTV systems
- Virtual family support programming
- Global custom parties, dance parties and talent shows
- Global staff continuing education
- Global holiday celebrations



As part of Kids Kicking Cancer's educational goals, over a series of four days, we hosted a Pediatric Psychosocial & Palliative Care Virtual Conference featuring over 400 participants in 45 states, 3 Canadian Provinces and 10 countries in attendance! The event brought together world-class experts on creating childhood resilience in the face of adversity for clinicians and educators.

We have also provided virtual therapeutic martial arts programming to over 40 illness-based camps throughout the US this past summer. In addition, we have sent 957 Martial Arts Super Power Kits to hospitals and families across the US; our global partners have printed and distributed our Heroes Circle coloring book, too.

We have also expanded our Childhood Resilience Initiative (CRI) that continues to teach young children facing trauma how to *breathe in the light and blow out the darkness*. What began as a 26-week school-based program is now being delivered on online channels and expanded to middle schools and high schools. We have also expanded our Adult Resilience Initiative (ARI) and are currently piloting solutions to help adults facing mental illness or emotional struggles and address the gaps of social unrest that we see across our nation. **Our children are our mentors and educators.**

Kids Kicking Cancer continues to invest significantly to build an online social media presence allowing us to continue to "teach the world" despite the pandemic and extend our reach far and wide, recognizing that our children have the power to heal and teach the world. Our Senseis across the globe are providing Facebook Live interactive classes amidst a growing library of recorded content, including animations. Every day multiple lessons appear on Facebook, Instagram, YouTube, Twitter, LinkedIn, TikTok, and as of recently, we have launched our interactive podcast series. The need is so great.

We have done significant work and would love for you to check out a few of our videos:

- [Mini Martial Arts Class from South Africa](#)
- [A Breath Brake® with a Martial Artist](#)
- [An Interview with a Kids Kicking Cancer Parent](#)
- [Kid Kicking Cancer Supporters](#)
- [Cranbrook Institute Virtual Science Day Camp with Kids Kicking Cancer](#)



We have also launched the **Heroes Circle Podcast** as audio in a space that is rapidly growing, because we want to be **everywhere our community is** and cater to how they like to communicate. We post shorter video snippets on social media and longer interviews and helpful body scans on our podcast that people are really responding well to (even coming back to listen to multiple times). Listen to our **Relaxing Body Scan Meditation** podcast with Sensei Lynn [here](#).

Since April, our unique content has reached, on average, over 800,000 unique users across the diverse social media channels monthly, and we are just getting started with your help!

Our digital strategic growth strategy is being built as a platform that will outlast the pandemic. It is very much a part of our vision of lowering the pain of **one million** children by 2025. We are making that commitment now for the future of a lot of children. We are only able to make that investment because you continue to invest in us! If our children can face down cancer, then together, we will kick COVID-19, as well.

Thank you for being a part of the Kids Kicking Cancer family.

With blessings of Power Peace Purpose,

Rabbi G.

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