

## The Carls Foundation Grant Application

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### Executive Summary

The Suite Dreams Project was founded in January 2001 by two inspired women, Kris Appleby and Kay Ponical, who reside in Oakland County, MI. The mission of the Suite Dreams Project is to bring comfort and joy to children affected by serious medical conditions by creating healing environments in their homes, in hospitals and in our communities that improve their quality of life and speed recovery.

For purposes of this grant proposal, a healing environment can be defined as a therapeutic environment that has a positive influence on the healing process and can be achieved by incorporating design elements that provide comfort, security, stimulation, opportunities for privacy and control, positive distractions and access to a patient's social support network.

The idea to bring healing environments to sick children began with Kay after her brother, Bill, an accomplished and talented artist, had beautifully decorated her two children's rooms and literally transformed them into 'healing spaces.' Her children experienced such comfort and joy from the rooms that she approached Kris, a dear friend of hers, with thoughts on collaborating to bring the concept to sick children. Kris, with two children of her own, immediately embraced the idea. Together they formed the initial Board of Trustees and Project Committee that would give the charity a successful start in two short years.

The Suite Dreams Project, a small, newly-formed and almost strictly volunteer-based non-profit organization, has an impressive list of accomplishments, which are enclosed for your review, and have been achieved mainly through grassroots fundraising efforts that have enabled the charity to realize a great deal of success in a short period of time. ***Our future goals and objectives are aggressive and include becoming a renowned national charity recognized on a local and national level as an authority on healing environments for sick children.***

In addition to the Suite Dreams Project headquarters located in Rochester, MI, one chapter has been established in Indianapolis, IN. It is our intent now to develop a comprehensive strategic plan and sophisticated operations model that will serve as a guide for existing Suite Dreams Project locations and future chapters.

The Suite Dreams Project requests a grant in the amount of \$50,000 from The Carls Foundation for capacity building funds that will help us move our charity to its next level of operations, management, development, program services and overall success.

## Programs

Current programs of the Suite Dreams Project are as follows:

### 1. Healing Environments at Home

We create healing environments in the homes of children affected by serious medical conditions and have been providing these services since our beginning in January 2001. Currently we receive child referrals from two of the top pediatric hospitals in the country located in MI, C.S. Mott Children's Hospital in Ann Arbor and Children's Hospital in Detroit. An application process is administered through which extensive gathering of data is completed and thorough interviewing is conducted with the child and/or the child's family as well as with the medical staff responsible for the child's care. Children who are accepted by the Project for creation of a healing environment in their bedroom, and, in some cases, other areas of their home, must demonstrate a true need for this environment both medically and economically.

The Suite Dreams Project aims to serve sick children who have the most critical need for a healing environment, who will physically and emotionally benefit the most from the healing elements we use to transform the child's room, and whose family lacks the economic resources to create this healing environment.

### 2. Healing Environments at Hospitals

We create healing environments in hospital pediatric units and began providing these services in January 2002 to bring our concept to sick children who spend a great deal of time in hospital pediatric units. Our first hospital project is Crittenton Hospital in Rochester, MI, which opened in August 2002 and will be completed in December 2002. We designed a new pediatric wing in a whimsical farm theme happily named 'Mr. MacGregor's Farm,' which includes 6 pediatric hospital rooms, one pediatric treatment room for procedures, a nurse's station, corridor and playroom.

Future plans include working with C.S. Mott Hospital in Ann Arbor, MI, Children's Hospital in Detroit, MI and top children's hospitals across the country. Our Indianapolis Chapter, recently established in January 2002, has already partnered with St. Vincent Hospital in Indianapolis, a brand new pediatric hospital, to design their pediatric playroom.

The Suite Dreams Project will partner with top pediatric hospitals across the country to bring healing environments that will improve the health of the large number of sick children who are seen at these hospitals.

### 3. Healing Environments in Our Communities

We create healing environments in a variety of community locations that serve sick children that currently includes a local Ronald McDonald House facility in Detroit, the Women's Survival Center Daycare Center in Pontiac and the Detroit Institute for Children in Detroit. Thousands of sick children will benefit from these unique healing environments.

## Purpose of Grant

The purpose of this grant is to use these capacity building funds for the following:

- Capital and Project Support
- Marketing and Corporate Relations Support
- General Operating Support

Specifically, we will:

- Contract with a team of artists and carpenters who will be employed to create healing environments in sick children's homes, in local hospitals and in local community facilities.
- Create and print brochures and communications pieces that will highlight our mission, our story, our accomplishments, our goals and how people can become involved.
- Devote additional staff time to corporate relations efforts to secure increased corporate sponsorships and in-kind donations.
- Support moderate general operating expenses.

Your grant will contribute significantly to our accomplishment of the following capacity building goals:

- Realize 200% growth in the number of healing environments we create for sick children in their homes; we currently have funding capacity for an average of 17 rooms per year with a goal of 50 rooms in 2003.
- Realize 200% growth in the number of healing environments we create for sick children in local hospitals; we currently have funding capacity for one hospital project per year with a goal of 3 hospital projects in 2003.
- Realize an estimated 100% growth in the number of healing environments we create for sick children in community facilities; we currently have an estimated funding capacity for a maximum of 3 community projects with a goal to complete 6 in 2003.
- Realize an estimated 450% growth in corporate sponsorship funds we aim to secure for children's rooms and hospital projects; with existing materials and limited staff time we have been able raise approximately \$50,000 in corporate sponsorships per year; with additional marketing and corporate relations support we have a goal to raise \$225,000 in corporate sponsorships in 2003.

Following please find information on the estimated current number of children and their families we are able to serve and an estimated number of children and their families we can serve with your support:

	<b>Healing Environments at Home: Year 2002</b>	<b>Healing Environments at Home: Year 2003</b>	<b>Healing Environments at Hospitals: Year 2002</b>	<b>Healing Environments at Hospitals: Year 2003</b>	<b>Healing Environments in Our Communities: Year 2002</b>	<b>Healing Environments in Our Communities: Year 2003</b>
<b>Number of Children and their Families Served</b>	17 Sick Children Hundreds of Family Members	50 Sick Children Hundreds More Family Members	Estimated 5,000 Sick Children Tens of Thousands of Families, Hospital Staff and Visitors	Estimated 15,000 Sick Children Tens of Thousands More Families, Hospital Staff and Visitors	Estimated 3,500 Sick Children Thousands of Families, Medical Practitioners and Visitors	Estimated 10,000 Sick Children Thousands More Families, Medical Practitioners and Visitors

## Timetable

The time period for use of these funds is our next fiscal year, January 1 – December 31, 2003. Following is a specific timetable as it relates to the activities we seek to fund with your grant:

November 2002 thru January 2003:	Creation of new Marketing and Corporate Relations Materials Conduct Interviews with Artists and Carpenters Cultivate Corporate Relations Prospects
February 2003:	Funds Received
March - December 2003:	Hire Additional Staff Print new Marketing and Corporate Relations Materials Secure Corporate Sponsorships

## Project Goals

Our project goals for 2003 are:

- Create 50 healing environments for sick children, one per child, in his or her bedroom and potentially in other areas of the home depending on the child's home environment.
- Create healing environments in local hospital pediatric units; two hospital projects have already been identified and will be completed: Detroit Children's Hospital and C.S. Mott Children's Hospital. Additional hospital projects may include William Beaumont Hospital and St. John's Hospital.
- Create healing environments in community facilities that serve sick children; current community projects include a local Ronald McDonald House facility, The Women's Survival Center Daycare Center and the Detroit Institute for Children.
- Become a local and national authority on healing environments for sick children.

In future years beyond 2003, we aim to achieve aggressive growth with respect to each project goal listed above. With capacity building support from foundations like The Carls Foundation, we can realize larger growth year by year.

Chapters are an important future goal of the Suite Dreams Project. As noted in our Executive Summary, our first chapter is in Indianapolis and was launched in January 2002. We have received nationwide requests from interested parties who would like to open a Suite Dreams Project chapter; these locations include St. Louis, Philadelphia, Atlanta and San Francisco. In our own state we have received requests to open chapters in Grand Rapids and Lansing. It is our hope to begin adding more chapters in approximately 2-3 years.

## Evaluation

Our plans for evaluation include personal interviews conducted and comprehensive questionnaires administered with children, parents/guardians of children, hospital medical staff and personnel and community facility directors to learn of quality of life improvements and wellness benefits that our healing environments are having on sick children.

Evaluations will be conducted primarily by our two Co-Founders, Kris Appleby and Kay Ponicall. Dissemination of the evaluation results will be handled via a variety of communication vehicles including internal and external media, press releases, web sites and widespread correspondence with all partners in our mission.

***Important Note: We are actively searching for an academic research team to partner with the Suite Dreams Project to design a formal evaluation model that will enable us to employ a more comprehensive and systematic approach to our evaluation methods.***

Until such time that we are able to employ a more sophisticated evaluation model, we will measure the success of our services through evaluation methods that capture information on the following potential patient outcomes:

- Decreased stress
- Decreased symptoms
- Decreased pain
- Decreased recovery time
- Decreased fear/anxiety/feelings of depression
- Decreased aggression
- Decreased agitation
- Decreased conflict
- Decreased incidence of injury
- Decreased anxiety about procedures
- Decreased complications
- Decreased admission for complications
- Decreased stress during waiting period at hospitals
- Decreased stress regarding return visits
- Decreased length of hospital stay
- Decreased medication use
- Decreased hospital costs
- Increased healing
- Increased recovery rate
- Increased comfort
- Increased wellness
- Increased feeling of usefulness
- Increased relaxation during hospital visits
- Increased functioning
- Increased family coping with stress
- Increased cognition/ understanding of things expressed to patient
- Increased quality of sleep
- Increased patient and family satisfaction
- Increased adherence to follow-up care
- Increased quality of family hospital visits
- Increased mobility
- Increased relief of suffering
- Increased satisfaction regarding information and training for care
- Increased access to medical staff, other caregivers
- Increased compliance
- Increased caring communications with staff, family
- Increased feelings of control
- Increased feelings of independence
- Increased ambulation
- Increased happiness
- Increased self-esteem
- Increased autonomy
- Increased socialization
- Increased quality of life
- Increased hope
- Increased enjoyment
- Increased interest level in activities
- Increased visual and/or physical access to social space
- Increased parent participation and support
- Increased psychological and physical peacefulness
- Increased empowerment
- Increased ability to return to school
- Increased quality of sleeping patterns
- Increased patient and family satisfaction

We have gathered verbal and written feedback indicating that the healing environments we provide make a dramatic difference in a sick child's quality of life, overall health and wellness, increased pain management, increased ability to hope and have a more positive attitude and has contributed to a greater ability to cope with a serious medical condition.

## **Evaluation, Cont'd.**

Evaluation results will be used in the following ways:

- To understand, internally, how healing environments contribute to the recovery process of children affected by serious medical conditions and the quality of life benefits that help these children live more comfortably with their illness
- To provide an increased level of services in the future based on evaluation results
- To educate a variety of audiences on the quality of life and health benefits that healing environments have in the lives of sick children and their families; these audiences include but are not limited to pediatric care givers, the medical community-at-large, children and their families, community leaders, corporate and retail partners, media, donors, sponsors, supporters, grantors, non-profit partners in our mission and the general public
- To significantly contribute to a growing movement in holistic healthcare management that includes a greater recognition of healing environments and their health benefits so as to incorporate these environments into more pediatric healthcare facilities as well as residential home care
- To be recognized as a local and national authority on healing environments for sick children and their families

## **Budget Information**

Please see our enclosed grant budget sheet included in Tab 1 following this grant application.

At this time, no other foundation requests have been made for capacity building funds. Additional requests will be made in the near future.

## **Attachments**

The following attachments are also included in this proposal for your review:

- Organizational Chart
- Board of Trustees Biographies
- 501 (c) (3) Letter
- Financial Statement for 2002
- Operating Budget for 2003
- Form 990
- List of Accomplishments
- Letters of Support
- Healing Environments at Home:  
Children's Rooms
- Healing Environments at Hospitals:  
Crittenton Hospital Pediatric Unit
- Suite Dreams Project Success Stories:  
The Thurmond Family and The Jones Family