

2020 Annual Report



WHO IS CARTER
FOUNDATION



Carter Abbott

The mission of the Who Is Carter Foundation is to change the conversation around childhood brain injury—whether among physicians, families, communities, or society as a whole—from one of limitations to one of empowerment and possibility. We are dedicated to inspiring people and improving lives around the world, showing that there is beauty and hope in every circumstance.

Board of Directors

Emily Abbott
Matt Abbott
Joseph Geng
Dr. Lindy Woodard
Jennifer Ragazzo
Brian Votava

Staff

Jessica Burdg
Website and Content Manager

Allison Murray
Operations Director

Connect with Who Is Carter

www.WholsCarter.org

info@whoisccarter.org



WholsCarterFoundation



@who_is_carter



whoisccarter



Who Is Carter Foundation

2020 Accomplishments



The Brain Possible saw incredible growth in 2020! In the spring, The Brain Possible launched its weekly podcast, hosted by Executive Director Emily Abbott. Notable interviews include diet expert and cookbook author Hilary Boynton; folk music duo Francansisco; author & psychologist Dr. Abigail Gewirtz; Sally Fallon Morell, author of the *Nourishing Traditions* cookbooks and president of the Weston A. Price Foundation; and Seth Siegel, author of *Troubled Water: What's Wrong with What We Drink*. Find the Podcast on Apple Podcasts, Spotify, or on our website at podcast.thebrainpossible.com.

In 2020, The Brain Possible website continued to publish new resources for parents of children with neurological conditions. Those resources include a growing catalog of articles about pediatric neurological conditions and complementary health options that can treat those conditions. Practitioners are joining The Brain Possible's international Practitioner Registry, making their services searchable and available to families. On our blog, The Brain Possible publishes frequent articles on topics ranging from parenting perspectives on disability to the effects of sugar on the brain to diet and nutrition. In 2020, we also saw tremendous growth of The Brain Possible's online store, which houses products recommended for the support of

children's health and wellness. One hundred percent of the profit from the sales of these products directly benefits the Who Is Carter Foundation.



Jessica Burdg

In the summer of 2020, author Jessica Burdg partnered with The Brain Possible to interview 16 families and publish their stories in a moving new book, *More Than a Diagnosis: Stories of hurdles, hope, and possibility from parents of children who are differently-abled*. Jessica donated not only her time to create the book, but she has also donated 100% of book proceeds to Who Is Carter.

Jessica has served as the volunteer Editorial Chair for Who Is Carter since its inception, creating The Brain Possible's Stories of Hope blog series. She cemented her partnership with the Foundation in 2020 by joining the staff as The Brain Possible's sWebsite & Content Manager.



One Family's Story: The Impact of Who Is Carter



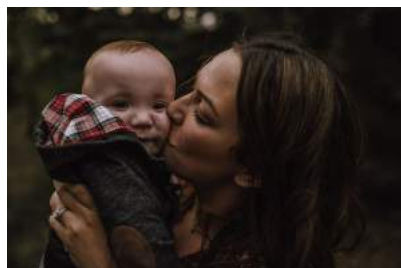
"We just received news our 2-year-old has a rare gene disorder (one of 4 in the world) and it's been such a journey to even get to this point of answers. Feeling sadness, and peace and possibility all at the same time. You better believe I'm doing everything in my power to provide him with all the resources and therapies and hope there is in the world. I have found so much peace in your Instagram and your podcast. Thank you for sharing!"

—Danielle Rogers, mother of 3

2020 Accomplishments & Updates

The Brain Possible by the Numbers:

- + **101,520** people visited TheBrainPossible.com
- + **158** new blog posts were published on The Brain Possible
- + **35** episodes of [The Brain Possible Podcast](#) aired, totaling about **28** hours of inspiring and practical health conversations
- + The Brain Possible Podcast was downloaded **3,314** times
- + [The shop on The Brain Possible](#) grew tremendously, now housing over **700** products recommended for children's health and development
- + **#1** - as in Jessica Burd's book, *More Than a Diagnosis*, was an Amazon #1 bestseller in its first week!



Kim Lukan and Son, Beau

Who Is Carter & The Brain Possible in the News:

In 2020, articles about Who Is Carter and The Brain Possible were featured on four major websites. Click on each title to read the story:

Our Child Might Be 'Differently Abled,' but That Doesn't Mean We've Lost Hope by Mary Hawkins, published on Mom.com, September 14, 2020

How I Found Beauty in Grief after the Loss of my Son by Emily Abbott, published on CafeMom.com, September 16, 2020

How Much Caring for a Child with Special Needs Costs a Family on \$85,000 a Year by Allison Murray, published on Romper.com, November 6, 2020

Mom Talk: The Marathon of Raising a Differently-Abled Child by Kim Lukan, published on MotherMag.com, December 17, 2020



Laird Murfey
Photo credit: The Murfey Family

Third Annual Who Is Carter Gala Postponed



Photo credit: Shea Swinford

Due to the COVID-19 Pandemic, the Third Annual Gala was postponed from October 23, 2020, to Friday, April 9, 2021 at The Abbott in Kansas City. We're excited to move this inspiring fundraising event to the spring, and the Gala will be broadcast online so guests can participate from anywhere! Check whoiscarter.org/gala and upcoming email newsletters for your chance to purchase a ticket or for your company to become a Corporate Sponsor. Laird Murfey will be the event's keynote speaker. Laird is a remarkable boy: he's a writer, musician, athlete, and cook-- despite the fact that Cerebral Palsy prevents him from walking or speaking without assistance. Join us in person or online on April 9 for an inspiring evening that will include unique auction items, delicious food and drinks, and live music!

2020 Financials

Revenue

COVID Relief Loans (PPP & EIDL)	\$165,310
2019 Gala Revenue	\$14,307
2020 Fundraising Campaigns	\$13,492
Affiliate & eCommerce Revenue	\$9,602
Individual Donations	\$3,547
Refunds	\$2,266
Interest from Savings Account	\$2,109
Amazon Smile & Amazon Book Sales	\$750
Facebook Fundraisers	\$575
<u>Practitioner Registry Memberships</u>	<u>\$97</u>
TOTAL REVENUE	\$212,055*

*Savings from 2019 revenue was used to offset 2020 expenses.



Connect with Who Is Carter

www.WholisCarter.org
info@whoisecarter.org

Expenses

Investments in The Brain Possible Website & Podcast:

Marketing	\$40,600
Design	\$13,650
Social Media	\$13,591
Digital Production & Development	\$13,000
Online Ads & Subscriptions	\$11,981
eCommerce Expenses	\$7,253
The Brain Possible Website Hosting	\$5,614
The Brain Possible Writing & Photography	\$4,654
The Brain Possible Podcast Development	\$1,293
Outreach to Practitioners	\$375

Operations Expenses:

Staff Salary & Benefits	\$98,594
Taxes	\$22,901
2021 Gala Expenses	\$7,607
Fundraising Expenses & Donation Processing Fees	\$4,172
Staff Development	\$2,278
Office Supplies & Software	\$395
Who Is Carter Website Hosting	\$216
Book Publishing	\$160
Postage	\$142
Legal Fees	\$63
Overhead	\$62
<u>Transaction Processing Fees</u>	<u>\$21</u>
TOTAL EXPENSES	\$248,622

Ways You Can Be Involved

Attend the 2021 Gala: Purchase a ticket or become a Corporate Sponsor; visit WholisCarter.org/Gala to learn more. *New this year: Attend the Gala online from anywhere!*

Contribute to the Auction: Purchase an item from the [Who Is Carter Amazon Wishlist](#) or offer your vacation home, event tickets, or other unique experience to be offered in the Auction at this year's Gala. Contact Allison Murray with your donation idea: allison@whoisecarter.org.

Personally Connect Your Favorite Practitioner of complementary treatments with Allison Murray so he or she can join The Brain Possible's Practitioner Registry. Make the introduction sending an email to allison@whoisecarter.org and the practitioner.

Subscribe to our Newsletter: Receive monthly updates on the Foundation's growth and accomplishments; just reach out to allison@whoisecarter.org.

Become a Monthly Donor: Your monthly gift increases the number of resources available on [The Brain Possible](#) and broadcasts the inspiring and informative interviews on [The Brain Possible's Podcast!](#) Visit WholisCarter.org/Donate to set up your gift today.

Read Matt Abbott's book, *Who Is Carter? An Unexpected Journey of Tragedy and Miracles* and Jessica Burd's book, *More Than a Diagnosis*. Order them in paperback, Kindle, or audiobook on [Amazon](#) today.

Volunteer: Contribute your time and talent to the planning of the Annual Gala, building The Brain Possible's website, or assisting with grant proposals. Visit WholisCarter.org/Get-Involved to learn more about these volunteer opportunities.

Thank you for your support of Who Is Carter, especially during this challenging time. Your contributions help improve the lives of differently-abled children *every day!*