

International Kawasaki Disease Awareness Day - a magnificent three-month national campaign!



I'm delighted to share our 2024 Awareness Day campaign impact statement. 2024 was our biggest awareness campaign ever, SO big that it formed part of a three-month national campaign, starting in January and concluding with our attendance at the RCPCH conference at the end of March. We couldn't have done it alone. YOU'VE been there every step of the way and it's thanks to YOU, our epic supporters and our powerful partners enabling us, together, to have such an incredible impact. My sincere thanks to each and every one of you, for all that you have done to increase awareness and truly get Kawasaki Disease known, over the last three months. Now, bring on the rest of 2024!

Rachael McCormack, Founder.

Social media: During our January awareness day campaign our social media exploded and posts reached almost **48,000 people** on Facebook and a whopping **668,000 people** on Instagram – so **HUNDREDS OF THOUSANDS more people** aware of Kawasaki Disease!

Collaboration: Our groundbreaking collaboration with Ava Mayfair to bring you our frosted rose wax melts has raised much needed funds whilst creating phenomenal amounts of awareness. Without Hannah and her team we could only dream of the **THOUSANDS OF TEMPERS wallet cards** that have dropped right into people's homes so far.

Light up campaign: This was a 'glowing success' with **19 landmarks** across the UK shining red. The iconic Blackpool Tower shone bright thanks to supporter donations and we even had the famous BT Tower and Tower 42 light up – thanks again to our supporters. The total population in the areas we lit up the buildings was **a staggering 11.5 million** – that's a LOT of awareness raised!

National awareness outdoors: Once again, the huge generosity of Clear Channel meant that our awareness campaign was displayed at **17 shopping centres** across the UK, plus infill space in other areas! Clear Channel ran our campaign for **12 days** over Kawasaki Disease Awareness Day, reaching **MILLIONS of people**. WOW!

Powerful partnerships: Working with NHS Blood & Transplant, we held a parliamentary event to talk about plasma donation and how important it is to make medicines, such as IVIG, to treat children with Kawasaki Disease. Our supporters were amazing, getting plasma donation on the agenda of their MPs, with **over 50 MPs attending** the event, and who now know Kawasaki Disease and the importance of donating plasma.

Conference and symposium: Our three-month national awareness campaign ended on a gigantic high with our attendance at the RCPCH conference in March, thanks to the Randal Foundation's support. We engaged with **HUNDREDS of clinicians**, all hungry to know more about Kawasaki Disease. Our symposium presentation was absolutely PACKED and **ran over by 45 minutes** with all the questions the attendees had. A staggeringly successful conference!

THINK Kawasaki Disease - A three-month campaign - Impact Statement



Immensely impressive impact!

Fabulous fundraisers

Sensational social

Growing our Children's Hospital Partnerships

Magnificent support, yet again from Clear Channel

A unique partnership with Ava Mayfair

Lighting up for Kawasaki Disease awareness

Talking plasma in Parliament

Staggering impact at the RCPCH conference

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The fabulous fundraisers powering our work to GET KAWASAKI DISEASE KNOWN!



Our supporters are where it's at, all year round when it comes to raising awareness, and this has been true, too, through this three-month awareness campaign. We're so grateful to everyone who held bake sales, wear red days or non-uniform days and much more, to raise funds for Societi throughout our International Kawasaki Disease awareness campaign!

There were some really unique fundraisers too - firsts for Societi! Steve Plumstead took Societi to the darts! He competed in the Modus Super Series and his games aired on TV with the message "Societi - Kawasaki Disease Awareness" on his shirt as well as his Societi pin badge on his collar. Steve also held a darts night and raffle in March to raise even more awareness and funds for Societi - thank you Steve!

Super supporter Maria Bond not only launched an instagram fundraiser which exceeded its target... but also launched a brand new colour-way of tracksuit with her company 'Conscious Citizens'. 10% of each special purchase from Conscious Citizen is to be donated to Societi - thank you Maria!

Every fundraiser and every donation is so important to Societi and helps us carry on in our work to get Kawasaki Disease known - THANK YOU to EVERYONE who held or took part in a fundraiser, donated or raised awareness of Kawasaki Disease - we're extremely grateful!

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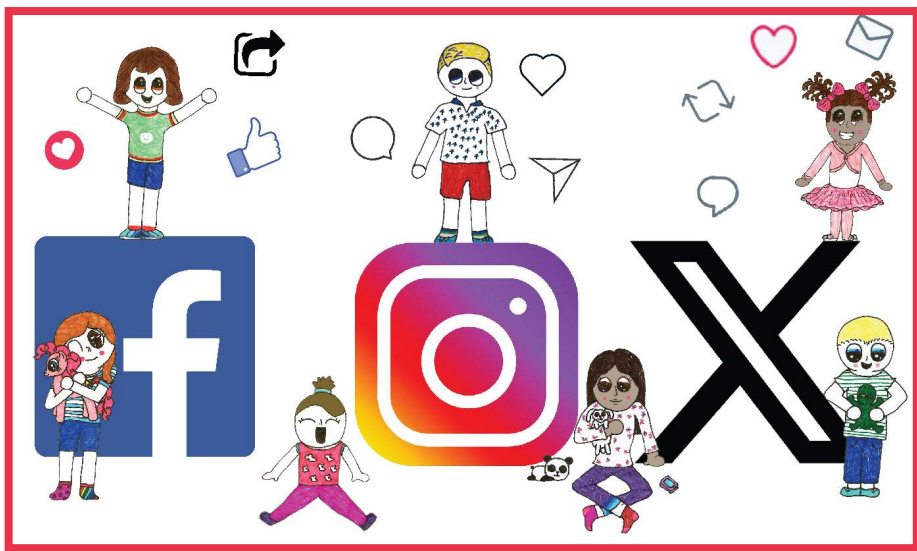
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Social media is central to our awareness raising work throughout the year and is one of the best ways we have to spread our awareness messages. A dedicated social media campaign for International Kawasaki Disease Awareness Day ran throughout January, culminating on the BIG day – 26 January.

Our social media is all about the work YOU do to help share our messages as far and as wide as possible – thank you to everyone who helped spread our messages a little further. Thank you too, to the fabulous Mr & Mrs Hinch, Ava Mayfair, Clear Channel, the Chemical Business Association, Heckington Windmill and so many others who lent their powerful social influence and gave a tremendous boost to our reach on Awareness Day.

On 26 January (IKDAD) alone we posted 50 times – and across the three-month campaign, we put out 299 posts! Our social media following has grown to 2,226 followers on Facebook and 3,847 followers on Instagram. Over the whole campaign period our posts reached almost 48,000 people on Facebook and a whopping 668,000 people on Instagram. During the campaign period, our website was used by a total of 8,000 people – 2,360 of those visited on Awareness Day!

Our posts and awareness raising capabilities are really catapulted when our supporters get involved – and they did! Our furthest reaching reel on Instagram has now reached more than 940,000 views thanks to the number of people sharing it during our campaign period. We can't thank our Societi super-sharers enough for all the great work done to get Kawasaki Disease known. #TeamSocieti

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Strengthening our Children's Hospital Partnership Programme



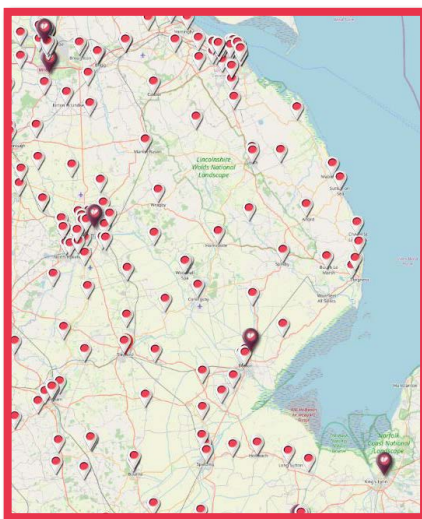
Information sharing and training doctors is such an important part of our work, and we wove this in to our campaign this year too – as it spanned a whole 12 weeks. At the heart of this, this year was our Children's Hospitals Partnership Programme, generously funded by the Randal Foundation.

With their support, we updated and circulated our clinician "Frequently Asked Questions" document, adding in FAQ's on emergency care and more detail on long term management. This has been shared with all hospitals in our Children's Hospital Partnership Programme. We have worked hard to actively recruit hospitals too – and by the end of the campaign period, the number of partnership hospitals had leapt from a brilliant 45 – to a staggering 68! That's 68 hospitals where doctors know so much more about Kawasaki Disease. Just brilliant!

We also produced and shared (with hundreds of doctors!) a quick guide to long term clinical management of those with heart complications from Kawasaki Disease, promoting this at the Royal College of Paediatrics and Child Health conference as part of our campaign.



Using supporter funds raised and your donations, at the request of a family who tragically lost their son to Kawasaki Disease in January, the Societi team got together and made 99 GP awareness raising packs and sent them to EVERY GP practice across Lincolnshire. This will truly make a difference to children across that county and the work strengthens our Children's Partnership Hospital Programme.



Without the transformational support of the Randal Foundation, this life saving and outcome improving work just would not be possible.

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 **Clear Channel**

Clear Channel UK are one of the UK's leading out of home media and infrastructure companies and we are

SO privileged and SO grateful to have their ongoing support.

As well as being a Platform for Brands, they provide a Platform for Good to positively impact the world around us and support great causes. Clear Channel used their platform for good to display our awareness raising message for a whopping 12 days from 22 January across England, Wales and Scotland. This incredible gesture means Kawasaki Disease is “on the radar” of MILLIONS more families across the UK.

Many of our supporters ‘spotted Societi’ when out and about and we were thrilled to see your photos. Manchester Arndale, Grand Central Birmingham, Brent Cross London, Cribbs Causeway Bristol and Union Square in Aberdeen were just some of the 17 shopping centres where you could spot our message.

A HUGE thank you to Clear Channel for their phenomenal support in helping us to reach such vast numbers. We just could not do it without them. Their generosity means parents will be ready to spot the signs and can advocate for their children – amazing! Your ongoing partnership and support WILL help save lives and improve outcomes for children affected by Kawasaki Disease!!!

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AVA™

MAYFAIR

Awareness Day saw the release of our special Societi Frosted Rose wax melt and Rachael's first ever Instagram live!!!

The fabulous Mrs Hinch introduced us to Hannah Chapman, the business woman behind Ava Mayfair. Hannah and her team have created the simply divine wax melt pack. The wax melts not only smell AMAZING but they are hand poured, cruelty free, vegan and use fairtrade ingredients.

We are immensely grateful to Hannah for donating between £1 - £3 for each purchase of Societi collaboration products - from wax melts to burner bundles and much more. The promotional items are not only gorgeous - but have been phenomenally successful - providing us with vital funds needed to continue our work to ensure everyone KNOWS Kawasaki Disease.

BUT - there's more - not only is Hannah donating financially, but Ava Mayfair are placing a TEMPER awareness raising wallet card in EVERY single order. Tens of THOUSANDS of our wallet cards have now been delivered to homes across the UK and have been shared far and wide across social media.

Hannah and team - we just cannot thank you enough for your incredible generosity and simply wonderful support to help protect children's hearts!

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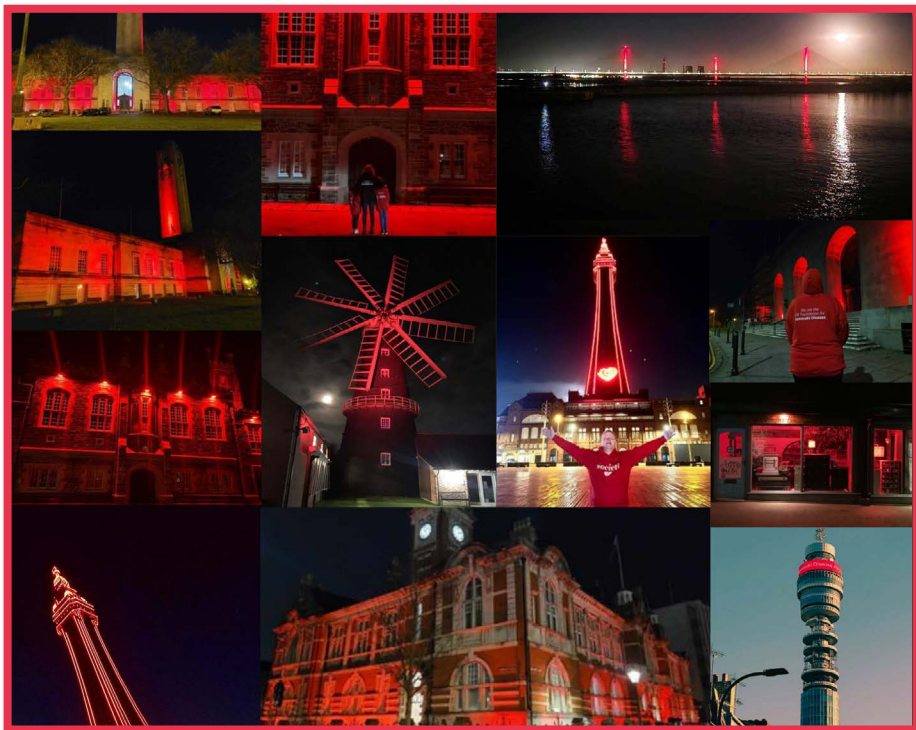
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Lighting up for Kawasaki Disease awareness



A huge HUGE thank you to all our supporters who contacted landmarks across the country to light up red for Kawasaki Disease awareness. NINETEEN of the UK's most well known landmarks and buildings showed their support! And local partners got involved too - it was incredible! Alex's Oak Tree shop in Tavistock lit up red, as did the Mersey Gateway Bridge, Bristol Children's Hospital and the iconic BLACKPOOL TOWER! In London, the BT Tower and Tower 42 shone bright in Societi red. We even made it to the Isle of Man this year! The total population in the areas where buildings lit up was a staggering 11.5 million! Hard work by our supporters to get these buildings to light up will have had an immense impact on the local communities, spreading Kawasaki Disease awareness wider and further than ever before! And we must make special mention of Natalie - who more than anyone this year, got behind this and organised many, many buildings to light up!

Positive media releases were also shared about 'why?' these fabulous buildings glowed red on 26 January. That awareness means families unaware of Kawasaki Disease will now know the signs and symptoms to look out for. Every landmark that lit up will help to start many conversations about Kawasaki Disease - THANK YOU!

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We worked with NHS Blood & Transplant to hold a wonderful parliamentary event, in March. This session for MPs highlighted plasma donation and how important it is to make medicines, such as IVIG, which is used to treat children with Kawasaki Disease.

As part of our campaign, we asked supporters to get plasma donation on the agenda of their MP. We had a great response with many supporters letting us know that they'd written to their MP to ask them to attend.

Our Founder, Rachael and long standing Societi supporter, Alister, addressed the room with insights of personal experiences and how important plasma and plasma donation is, for the treatment of Kawasaki Disease. The whole day was extremely informative and inspiring. We heard about the issues associated with plasma supply globally and a call to action, to open more plasma donation centres and to start fulfilling our own demand for plasma in the UK. We spoke with over 50 cross-party MPs, all of which were impactful and powerful conversations with those in positions to create the change we need. Simply sensational!

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Staggering impact at the Royal College of Paediatrics and Child Health (RCPCH) Conference!



Our marathon, three-month awareness campaign culminated with Societi attending the annual RCPCH conference at the end of March. It was the biggest, the busiest and the best conference yet – just phenomenal!

Generous funding from the Randal Foundation for our Children's Hospital Partnership Programme allowed us to attend and enabled HUNDREDS of fabulous conversations with doctors. We increased our network of Children's Partnership Hospitals by a staggering 23 hospitals and distributed huge volumes of Kawasaki Disease learning resources and patient information.

And, thanks to the staggering support received from our supporters, we were able to take 'you' with us to conference, to help deliver a Kawasaki Disease masterclass! Supporter donations and fundraising paid for our symposium session – where our Founder, Rachael, Deputy Chair of the BPSU Scientific Committee, Dr Ifeanyichukwu Okike and our Chair of Trustees and leading Kawasaki Disease expert, Professor Robert Tulloh, presented a patient and clinical perspective on Kawasaki Disease. They spoke to a PACKED audience – the volume of questions from the spellbound audience meant the session over-ran by 45 minutes!

We've had exceptional feedback from those who attended the conference and the presentation, those who have used our resources and those who are part of our Children's Hospital Partnership Programme. We can't wait to attend next year!

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Thank you to our phenomenal partners!



Thank you to all our incredible partners - for their exceptional support, on International Kawasaki Disease awareness day, throughout our three-month campaign period and of course, during the rest of the year - helping us to protect children's hearts!

It is imperative that Societi works closely with partners and stakeholders who hold shared aims to create a much greater impact than we can by working alone. With our partners we can protect more children's hearts, faster.

We are extremely grateful to ALL our partners who lend their expert support for Societi projects throughout the year and especially through our International Kawasaki Disease Awareness Day campaign - all to improve the outcomes for children affected by Kawasaki Disease!

The massive, nationwide impact made through our Awareness Day campaign would not have been possible had it not been for ALL of our partners, generously providing their funding, support, help, advice and expertise. We are extremely grateful for their phenomenal support.

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