



Sandbox + The Children's Heart Foundation – Perfect Together

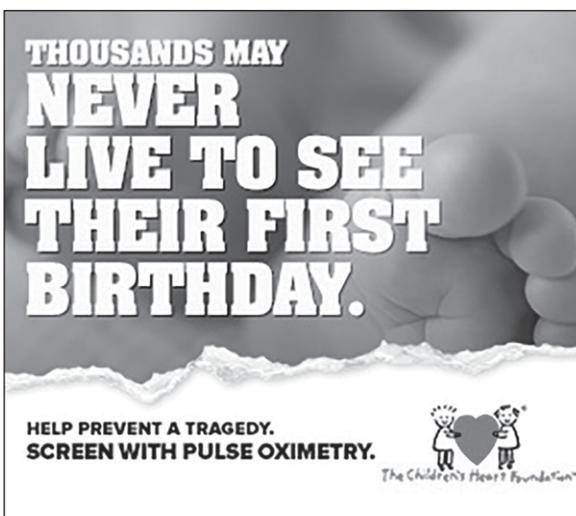
"The good thing is it doesn't have to be too late if you look for it early."

Geoff Melick, Chief Innovation Officer, Sandbox

Congenital heart disease (CHD) is the leading cause of infant death due to birth defects in America, affecting approximately one in 100, or 40,000 newborns each year. It accounts for 28 percent of deaths due to birth defects in the first month of life and about 50 percent of deaths during the first two to 12 months of life. Approximately 25% of children born with a CHD will need heart surgery or other interventions to survive. Although it is potentially fatal, if it is detected early, it can sometimes be corrected. Sadly, the condition is often overlooked by either/both physicians or/and hospitals, so many of these undetected cases leave the hospital without even knowing they have a CHD – until it's too late.

CHD – THE PERSONAL SIDE

At Sandbox, both Geoff Melick, Chief Innovation Officer, and Ryan Van Pelt, Senior Vice President, Managing Director, have had children born with CHD. Ryan was fortunate in having a son named Jack, who survived. Though it was touch-and-go and an emotional roller-coaster for the first three months, Jack had 10-hour open-heart surgery that corrected the defect.



Sandbox created this banner for placement on the MDLinx website to create greater awareness of CHD (congenital heart disease) among physicians.

Geoff and his wife were not so lucky. In his words, here is the story that inspired his ardent support of CHD...

"When a child you've carried for nine months, named, and waited excitedly for dies shortly after birth, the devastating after-

effects – psychological, emotional, and even physical – take years to heal. Back in 1987, my wife Karyn and I were expecting the birth of our first child, Matthew. He arrived right on time, but with a heart defect, something they call a congenital heart defect (CHD). This is a potentially fatal heart condition that, if detected early, can sometimes be corrected. While all parents wish for a healthy baby, no one – especially those who are young and healthy – ever really expects something serious, much less fatal, to happen.

In fact, everything was fine throughout Karyn's pregnancy, right up to the time of delivery. But as she went into labor, the baby's heart rate suddenly shot up, becoming unusually high with an abnormal rhythm. Concerned, the doctor immediately ordered an ultrasound – which in the late '80s wasn't yet a standard practice. The imaging revealed a serious heart defect that couldn't be fixed. And so we had to endure the pain and heartache of losing our first child."

Little is known about the cause of most of these heart diseases. And there is no known prevention or cure for any of them.

However, advancements in research and treatment have made it possible to correct and/or treat many of them...if they are detected early. But left undetected, they can lead to severe health problems – and in some cases, death.

Fortunately, Geoff and Karyn went on to have three beautiful, healthy girls – but both they, and Ryan and his wife, wanted to shed light on the defect and save other people from the pain of living through what they had.

A SIMPLE INEXPENSIVE TEST THAT CAN SAVE LIVES

Since Geoff and Ryan's own personal experiences, there have been many advances in treating children with CHDs. Among them is a simple, inexpensive blood oxygen test called pulse oximetry that can detect at least 50% of CHDs in newborns. The test, which costs between \$5 and \$14, takes mere minutes and can identify some infants with a CHD before they show any signs, so they can receive the treatment they need before it's too late.

A PARTNERSHIP FOR GOOD

Hoping to bring education and understanding to others who suffered a similar loss, Sandbox reached out 10 years



Care packages are assembled this past summer in the agency's offices for U.S. troops in Afghanistan.

Humanitarian Awards

ago to the **Children's Heart Foundation (CHF)**. Through a team effort, the agency spearheaded a plan to promote awareness of congenital heart defects and the importance and cost effectiveness of at-birth testing for CHD in newborns to physicians and hospitals. CHF is the leading organization solely committed to advancing the diagnosis, treatment, and prevention of congenital heart defects, helping fund millions of dollars of research each year.

Sandbox and CHF have worked together now for more than a decade, with Sandbox helping CHF raise money and promoting an understanding of CHD, as well as after-effects

Other Sandbox Pro Bono Work

While CHF is one of Sandbox's more long-lasting pro bono relationships, it is not the only one – by a long shot. The entire staff, which has a culture of “giving back,” is involved with many other charitable organizations, giving of their time, expertise, and financial support. Among them:

- **Santa's Helpers at Mercy Homes for Boys and Girls** – A youth residential program for children from inner-city neighborhoods where poverty, violence, gangs, and crime are everyday dangers. Sandbox employees purchase, wrap, and send presents to ensure each child will get the gift of his or her dreams.
- **University of Chicago Medicine Celiac Disease Center** – A leading celiac disease research center focusing on gluten-free care and finding a cure. Sandbox employees handle the Center's website and social media campaigns and created a video for “Spring Flours” Gluten-Free Gala.
- **Operation Care Package** – Supporting U.S. troops in Afghanistan, Sandbox sends 500 packages with toiletries and necessities, as well as games, videos, and other goodies to be sent overseas.
- **Misericordia** – Sandbox employs members of this community of persons with mild to profound developmental disabilities, many of whom are also physically challenged.
- **JDRF Diabetes Foundation** – Employees volunteer and donate to support life-changing research for the millions affected by type 1 diabetes.
- **Cancer Support Center** – A community-based, volunteer-driven, donor-supported organization that gives strength, guidance, and support to patients living with cancer and their loved ones. Managing partner Joe Kuchta is on the Center's Board of Directors.
- **Concordia Place** – Sandbox financially supports this community center that provides services to children, their families, and seniors citizens within Chicago's Avondale neighborhood.
- **Housing Forward** – Helping indigent, homeless people with support to establish independence.
- **The Rehabilitation Center of Chicago** – Helping people with addictions through an integrated treatment model.

of the conditions. Sandbox's staff of creative and innovative production and project management people have spent untold hours of their time, producing a plethora of interactive and educational materials, developing and maintaining the CHF web presence, creating print and interactive materials. They've developed and maintained the CHF web presence, created print and interactive materials, and promoted events and corporate sponsorships.



Sandboxers hit the streets of Chicago for the benefit of Misericordia.

REACHING OUT WORLDWIDE

This year, Sandbox and CHF linked up with MDLinx, a medical web resource with a community of physicians worldwide, to expand the program further. Targeting FPs/GPs, internists, ob/gyns, and pediatricians, Sandbox employees developed a series of banner ads, emails, and videos – including informational landing pages and downloadable materials – to encourage physicians to visit CHF's website to learn more about CHD and the need for early screening.

Sandbox also developed a video with the participation of two of the nation's leading physician specialists who served as spokespeople, explaining CHD and its treatment. This video, directed to physicians, was combined with a messaging program underscoring the necessity of early screening and explaining the importance of pulse oximetry. It also emphasized the importance of CHD screening for adolescent athletes who failed to get the screening as infants.

The results have done Sandbox proud. In the first three months of this year's campaign, banner ads generated nearly two million impressions, while the physician video generated over 2500 total engagements among physicians in all 50 states.

According to Geoff Melick, “The good thing is it doesn't have to be too late if you look for it early. When you learn more about early-on screening for heart defects, you begin to understand the difference that days and even hours can make – and the lifetime health consequences that detection, or failure to detect, has on the babies and their families.”

Sandbox is located at One East Wacker Drive, Chicago, IL 60601. For more information about their charitable efforts, contact Amy Sheridan at 312-803-1900 or asheridan@sandboxww.com.