



Communiqué

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The Stars Come out for Project C.U.R.E.



Jason Derulo



Jake Miller



Charlie Puth



Kesha



What do the video game Halo, famous comedians and actors, and 50 musical artists have in common? The answer is: Project C.U.R.E. The coronavirus pandemic hasn't stopped people from developing inventive ways to raise support for the charities that they care about - even with the challenge of observing social distancing guidelines.

Enter, Rob Corrdry. Rob and the team at Medscape and WebMD reached out to Project C.U.R.E. at the end of March with

a fun and exciting fundraiser called "Funny You Should Mask" to benefit the work of Project C.U.R.E. Rob Corrdry is a famous comedian and actor and had heard about Project C.U.R.E. and our work to provide essential PPE to workers on the frontlines of fighting COVID-19. Rob had previously spoken with Dr. Douglas Jackson, the President/CEO of Project C.U.R.E., and was inspired by what he called the "creative ways they will go anywhere looking for PPE."

The genesis of Funny You Should Mask started when Rob's family friend, Dr. Rachel Pearl tested positive for COVID. Rob and Dr. Pearl's children attended the same school and Rob's wife suggested that he should help her somehow. So Rob started privately requesting his comedian friends to make some funny videos to share with the staff at Cedar Sinai. The staff loved the idea, and it grew. Rob said, "There's nothing funny about coronavirus but that doesn't mean a little levity won't lift the sagging spirits of any healthcare professional who needs it." Medscape and WebMD threw their support behind the idea, and "Funny You Should Mask" was born.

"Funny You Should Mask" paired a comedian with a medical professional to have an unscripted conversation about COVID-19, all while sharing a much needed laugh. Everyone involved with the show volunteered their time on short notice for this important cause. SNL veteran Sasheer Zamata and Nicole Byer interviewed Dr. Robert Brown and Dr. Alyson Fox of Weill Medical College in New York. Comedian Eric Andre talked with Dr. Esther Choo of Oregon Health and Science University. Comedian and film star Kumail Nanjiani spoke with Natalie Ball, APRN from the Day Street Community Health Center in Connecticut. Comedian Ken Jeong spoke with Rishi Desai, the Chief Medical Officer at Osmosis, and finally, Rob Corrdry talked with the doctor that started it all, Rachel Pearl of Cedar-Sinai Hospital in Los Angeles.

For almost 1-hour, tens of thousands of audience members were treated to

candid conversations about the reverberations of COVID-19. New York's Dr. Brown shared that his hospital was using 40,000 masks per day - a ten-fold increase from just weeks before. That rage put the dire need for medical supplies at the forefront of everyone's mind. "Our hospital is 90 percent COVID positive," Dr. Robert Brown added.

The Funny You Should Mask special was just one of many amazing ways our supporters came together in response to the global COVID-19 pandemic and showed our communities heart and support for their fellow healthcare workers and workers on the frontlines. Through Rob's generosity, the "Funny You Should Mask" special raised nearly \$20,000 for COVID-19 relief.

On the music side, Elvis Duran, a top-rated iHeartRadio host held his "Stay at Home Ball" to benefit Project C.U.R.E. The "Stay at Home Ball" was a night of music and gratitude with over 50 acts performing hit songs for an audience of healthcare workers and fans. Some were in their living rooms, and some had their keyboards set up in their bedrooms. A few had studios and everyone was practicing social distances. Among the artists were Kesha, Charlie Puth, Lewis Capaldi, Thomas Rhett, Alessia Cara, Train, Jason Derulo, Jewel and many other musicians.

"We're grateful to our music friends who put their heart and soul into these inspiring performances, and all for an incredible cause!" said Steven Levine, President of Marketing and Artist Relations at the Elvis Duran Group. With over 2-hours of live, in-home performances, the "Stay at Home Ball" was watched by over 300,000 people, trended in 5 countries and 101 cities raising \$20,000 for delivering PPE and providing Project C.U.R.E. with an unprecedented amount of social media coverage.

Steve Downes is a voice actor. Currently, he is the deep, gruff voice of Master Chief, the main character of the Halo Xbox video game franchise. To raise money for Project C.U.R.E.'s COVID-19 efforts, Steve offered to record personalized audio tracks or videos for people to use on their cell phones, for greetings or other fun ideas. During the month of April, Halo fans came together with Downes and raised a massive \$38,000!

In addition to the donation, Downes shared information with his audience about Project C.U.R.E.'s work to fight the coronavirus. "I talked to Dr. Douglas Jackson yesterday, and he said during this past month, Project C.U.R.E. was able to purchase and distribute over two million masks, gloves and gowns, which equates to about ten semi-trailers full of much-needed gear to help fight COVID-19." Steve shared that this was the proudest he's ever been to be a part of the Halo community.

It's because of these remarkable individuals, their audiences and our communities of people like you that we are able to do what we do.. We are all in this together.



Our team's courageous story of surviving COVID-19

by Wendy J Henkelman

In early March of this year, Ruth Sanchez, Project C.U.R.E.'s Executive Director in Phoenix was preparing for a Needs Assessment study in Africa. She would be traveling to Kenya and Ghana to visit hospitals and clinics for future medical equipment and supply donations from Project C.U.R.E. She was excited to be on site in Africa, and looking forward to a weekend of site-seeing in Paris on her way home. As she boarded the plane from Phoenix, Ruth had no way to know that her trip home would take her through a growing "hot-spot" in France, or that her exposure would lead to her contract COVID19.

It started the morning of her first day home with a simple sore throat, which is not unusual after spending hours in the dry climate of an airplane. But this was different. Her temperature shot past 100+ degrees within hours. Knowing the gravity of the COVID19 outbreak, she contacted her primary care doctor and was instructed to be tested for COVID19 at the local county hospital. She was tested and sent home to self-quarantine.

Six long, quiet, miserable days passed. Ruth's symptoms were not subsiding. She had heard nothing from the local hospital. So she contacted the authorities to request her results. At first, the news was incredible. It was a negative result, and her dry cough, fever and other symptoms were thought to be caused by some other malady. Within hours, they called back to tell her the heartbreaking news that her results were a "false negative." She would have to be tested again. "Some people say my job traveling to developing countries takes courage, but I think it took more courage to battle this virus," Ruth reflected.

Suffering from shortness of breath, fever, headache, no taste and no smell, no amount of sleep seemed to be enough. Her joints ached and the stabbing pain in her lungs was most alarming. With her heart racing and with an uncontrollable raging temperature, Ruth drove herself to another ER to take a second test. Once again, she was sent home to self-quarantine and wait for the second set of results.

It was Saturday, March 20th, a full ten days after the initial test at the county hospital that the Arizona Health Department called to confirm both tests came back positive. She had become one of a rapidly growing group of people in the United States that were officially COVID19 positive. Ruth shared, "It was a very scary three weeks, not knowing what the next day would look like. It helped to understand the virus on a scientific level so I wouldn't panic."

Seven more long, feverish days would pass. The piercing needles in her lungs. No appetite, no taste and no smell. She was self-quarantining alone so as not to expose anyone else to the virus. Her support system of friends and family brought supplies and food, and left them at her door. Prayers from loved ones via text and email provided her with tremendous comfort. And the sleep, care and prayer were effective. On the morning of the 27th, her fever finally broke!

"Facing something so unknown and not knowing how it would turn out, staying positive and really leaning into my faith is what got me through this," Ruth shared. "After even an hour of feeling better last week, that was an hour giving me hope for the next hour. And then after the

next hour of feeling better it turned into a day, and then a good week. Knowing that will turn into a month of feeling better - HOPE is what got me through this."

Ruth is recovered and daily regaining her strength. We know that this virus doesn't discriminate, and any one of us can be impacted by COVID19. It is very serious, and the precautions to stay safe, "stay at home" and stay healthy should be taken very seriously.

Thankfully, this is a story of hope and healing. Ruth wanted to share it as an encouragement and to celebrate one of our Project C.U.R.E. team who faced the crisis and made it through the frightening ordeal. "I will never take for granted the health I do have. Every day is a new day of healing, a new day of breathing," said Ruth. "For those that have someone they love going through this, or they personally are going through this, it is scary but it IS possible to get through this." She remains deeply committed to her purpose. "I want to give back now and I want to do something to help with what my body has recovered from. If it means using my antibodies towards a vaccine from a blood or plasma donation, then great. When people see that I'm better it takes away some of the unknown fear!"

Thank you Ruth. We are proud of you, and grateful for bringing courage to many who may need it in the months ahead.

As Project C.U.R.E. pivoted its focus towards the U.S. in this COVID-19 pandemic crisis, we continue to donate the supplies we do have towards medical providers in need. With work in more than 130 countries, Project C.U.R.E. has been delivering life-saving medical supplies and equipment to under-developing countries around the globe. When the COVID19 crisis is over for the U.S. the urgent need for life-saving medical supplies for other countries will not be over and we need your help now more than ever. Now is the time to get involved, donate supplies, or donate to help resource Project C.U.R.E.'s continued work.





Leading the charge in delivering critical PPE to health care workers in C.U.R.E. communities and rural America

In early January 2020, Project C.U.R.E. was contacted by overseas partners to request N95 masks for a burgeoning crisis called “COVID.” Project C.U.R.E. responded immediately by delivering thousands of boxes of the most needed items to medical professionals around the world. The hope was that our donations would be critical to the fight, and the COVID-19 would be contained overseas. Unfortunately, the coronavirus came to the United States and impacted our local communities.

While Project C.U.R.E.’s mission is to strengthen health systems in under-resourced countries, we immediately began working with local hospitals and Emergency Medical Services (EMS) in our local C.U.R.E. Communities to respond to the shortages in personal protective equipment (PPE).

“Our firefighters, nurses, doctors and public servants need our help, and Project C.U.R.E. will continue to join in solidarity as they serve us. When our state and local government agencies call and request our resources, we will be here to protect the lives of our first responders and medical professionals,” said Dr. Douglas Jackson, Project C.U.R.E.’s President/CEO. We donated all of our masks, gloves, gowns, face-shields and other items needed to fight COVID-19 to the heroes on the frontlines as the demand for PPE far outstripped supply and hospitals around the globe vied for limited resources.

When our resources ran low, Project C.U.R.E. launched PPE collection drives to gather critical items for redistribution back into the hands of these workers that were keeping us safe. In Denver, members of the State legislature joined with Colorado Concern, medical students from University of Colorado and the Denver Broncos for our first drive. We collected nearly 30 pallets of masks, gloves and PPE from building contractors, university teaching labs and other donors.

The first Denver event went so well, Project C.U.R.E. decided to try it again. In Phoenix, Mrs. Cindy McCain who is on our Board of Directors helped to connect Project C.U.R.E. with the Phoenix Cardinals for a collection day. The Nashville Titans, Houston Astros and Chicago Bulls,

Blackhawks and White Sox helped orchestrate drives in their cities, as well. The result was hundreds of thousands of dollars of donated COVID-19 supplies.

In addition to the crisis in our community hospitals, the COVID-19 pandemic exposed the disparity of health care resources between urban and rural areas in the U.S. According to the National Rural Health Association, 61% of rural hospitals do not have any ICU beds. Many hospitals do not have ventilators. While the rural communities are less populated making social distancing easier, most rural hospitals are over-matched in the struggle against COVID-19. In addition, the elimination of elective procedures has so severely reduced the revenue to the hospitals that many are threatened with closure, leaving rural communities with no access to healthcare.

Because of this, Project C.U.R.E. launched an initiative to fill the need of extreme shortages in small communities who face the greatest risk of hospital closures. These communities depend on these hospitals not only for jobs, but for the health, safety, and protection of their families and loved ones.

With the help of Angel Flights, a group of pilots who fly charity missions in their small aircraft, has been able to assist in delivering Project C.U.R.E.’s donations to these rural locations. In one case, they transported a ventilator to the small town of Rangely, Colorado.

Including the donations secured through the collection drives for local communities, Project C.U.R.E. has delivered approximately 400 shipments of medical supplies and equipment including ventilators, throughout the United States. That is nearly 9,000 boxes of supplies, or enough to fill ten semi-truck trailers.

“Project C.U.R.E. was founded to help people,” said Dr. Jackson. “We will go where there is need and help those who request our resources. As the needs are met in our communities, Project C.U.R.E. will pivot again and return to shipping Cargo containers to our international partners.”





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