



WILL RODGERS LIVER HEALTH FOUNDATION

2021

# 2021 Preliminary Annual Report



WILL RODGERS  
**LIVER HEALTH**  
FOUNDATION

# From The Founder

2021 was a landmark year for the foundation!

Our first year of doing activation events at the race tracks and in the community was amazingly rewarding. The many adults and kids who either thanked us for what we were doing or shared their testimonies around surviving liver disease were heartwarming. In addition, many people who were previously unaware now realize the importance of liver health.

With the 11 events we attended this year, we were able to provide Hep C antibody screenings. There were 9 positive results, all of whom were recommended to follow-up with their respective health care providers. For those without a provider, resources were given.

This is what this foundation is all about. Connecting people to care.

On the professional side, I was given the opportunity to represent the cause by racing three times in 2021. It's looking like 2022 will be an opportunity to represent and race even more!

Thank you for your support and look out for bigger and better things in 2022!

Live liver healthy,  
Will Rodgers, President



*"The heartfelt passion that this group displays while educating and promoting awareness makes it easy to see why grown men, afraid of needles, will volunteer to take a simple Hepatitis test while attending a Nascar event."*  
- K. Crawford

# What We Did

Our first activation event was at Nashville Speedway back in June, which was also my first Xfinity race of the season.

The response was overwhelming!

The testers we had on-site to conduct Hep C screening were only expecting to test about 5 people over the course of the weekend. On our first day, they tested 82!

Good news, bad news. Because the response was so great, our tester ran out of kits and we had to close the testing down for the weekend.

Consistently securing *certified* testers for each event proved to be our achilles heel in our first year.

But the consistent engagement at each event confirmed to us that the NASCAR audience is receptive to liver disease screening.

## EVENTS CONDUCTED:

- Nashville Speedway
- Dragon Boat Festival
- Watkins Glen
- Indianapolis Speedway
- American Red Cross - Jamestown
- Darlington Speedway
- Richmond Speedway
- American Red Cross - Ft. Mills
- Charlotte Speedway
- Jace's Journey 5K
- Martinsville Speedway





# WHAT WE ACCOMPLISHED

EVENTS

11

EVENT DAYS

20

\*TESTED FOR HEP C

351

\*Based on only 13 test days

TESTED POSITIVE

9

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4



# The Future

As stated earlier, our biggest challenge of the year was securing certified testers to conduct the Hep C screenings in each city. But this is an issue we know we can solve moving forward into 2022.

Other than that, the engagement at our activation booth was so positive we know that our mission is going to make an impact. With the limited amount of events days (20) we did and the number of test days (11/20) conducted, the results were excellent.

351 people tested for Hep C in 11 days and 9 positives (2.5%).

And with a fuller race schedule for 2022, exposure for the foundation and awareness of the Race To End Hep C campaign is sure to increase.

With supporters like you, we are sure to save a lot of lives for years to come.

To A Liver Healthy 2022,  
Will Rodgers, President

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