



# Lillian Bay Foundation

2023

## History and Mission

The Lillian Bay Foundation (LBF), founded in 2022, is the first non-profit organization leveraging the power of cryptocurrency to support the medical needs of children with vascular malformations. The Lillian Bay Foundation is inspired by the founder's daughter, Lillian Bay, and her family's journey overcoming adversities from Lillian's lymphangioma birth defect. Her family's unwavering mission to save her life, along with the overwhelming response of a heartfelt community pulling together to make a miracle happen, gave life to The Lillian Bay Foundation.

## Vascular Malformations

Vascular Malformations are present at birth. The vessels within these malformations continue to steadily increase in size as the patients grows, making this condition more debilitating over time. Each case differs in severity and the rarity of the condition requires treatment from specialists in the field. The Lillian Bay Foundation's purpose is to support families who face the immense challenges that accompany vascular malformations and other related conditions, throughout the various stages of their treatment.

## LBF Commitment and Promise

The Foundation aims to provide a supportive and caring experience for the families we serve. Insurance companies often categorize Vascular Malformations as cosmetic and falls within an elective category. Therefore, many children are not afforded treatment and families are left with difficult decisions to make. Addressing this need, The Lillian Bay Foundation absorbs 100% of the costs these families would otherwise shoulder. Thus, enabling children to live a healthy normal life.

## Current Funding Model and Beyond

The LBF funding model leverages the power of cryptocurrency. Lillian Finance, The Foundation's sister company, offers its native token \$Ly for purchase. With each transaction, a tax is directly contributed to The Foundation. In addition, LBF is also working with other cryptocurrency providers to make donations directly in their respective tokens. We believe LBF can play an influential role in bridging decentralized finance with traditional investing and doner support.

## Traditional Support

Because the cryptocurrency space is still new and developing, LBF is seeking traditional investing support as well. Together, with additional community and sponsor support, The Foundation aims to expand into 3 pillars, addressing urgent medical needs, mental health support, and lifelong education. The need is great. Together we can serve families, save children, and make miracles happen.

## The Story Behind the Mission – Lillian Bay Beatty

Lillian Bay came into this world against all odds. A tiny soul, destined to be born, despite the statistics which rendered her chances direly remote. And yet, with her family's unwillingness to accept her diagnosis and a community determined to rally, little Lillian Bay not only survived, but she also became the inspiration for a lifelong mission of giving back to the world that gave her life.

Lillian Bay was born on 11/11/2009 with a Cystic Hygroma, a series of fluid filled cysts in her neck, jaw, and mouth that blocked her airways and created life threatening complications keeping her in the NICU for months, setting her on a lifelong journey for survival. Lillian underwent surgery after surgery while her parents, Brad and Nikki Beatty, worked tirelessly at their hourly jobs to keep up with Lilly's growing medical bills and ongoing treatments. Together, with the help of their community, the family's unwavering commitment to beat the odds resulted in Lillian's survival. Today, Lillian is living a life of relative normalcy, with one stark difference; an inherent commitment to give back and save as many children like herself as possible.

In 2022, inspired by his daughter, Brad Beatty founded The Lillian Bay Foundation (LBF) with a mission to promote and assist families of children with birth defects like vascular malformations and to raise public awareness across the country about treating such anomalies. The Foundation received their non-profit status approval in August of 2022.

The Lillian Bay Foundation's focus is on providing immediate medical assistance for children with high-risk vascular malformations, raising awareness around the importance of mental health, and elevating equitable education models of excellence nationally. The Foundation provides direct funding for children's surgical procedures that insurance coverage does not provide.

Since its formation in 2022, The Lillian Bay Foundation has successfully conducted 7 surgeries with the help of The Foundation's medical partners, sponsors, and cryptocurrency funding. In 2023, The Lillian Bay Foundation aims to deliver a minimum of 6 surgeries; partner with mental health providers and medical institutions; complete its board of directors; fully staff its development team; begin education models of excellence and expand health interventions in children.

In 2024, The Lillian Bay Foundation work continues into Phase 3 of development. The Foundation plans to expand to two-three medical intervention procedures per month; 3 anchor mental health partnerships and 5 medical institution partnerships (with a focus on CA, FL & NY).

Currently, Lillian Bay remains an active participant in the foundation, lending a smile and encouragement to all who need a reminder of the little girl who believes in miracles and the true power of love.



*Brad Beatty & Lillian Bay*

## The Family Engagement Experience



### Application Process

Individuals and families interested in receiving surgical services from LBF need to complete the online application located on The Foundation website at [www.lillianbayfoundation.org](http://www.lillianbayfoundation.org). The application can also be found on Partner organization websites as well.

### Selection Process

The LBF Leadership Team then reviews each application to determine the next appropriate steps. We use a 5-Point Rubric that helps evaluate each family in need. At-risk procedures take precedence, and no application is denied. All non-emergent applications are placed on a waiting list according to their needs assessment.

### Pre-Procedure Engagement

Families are informed via an online conference call with members of the LBF Leadership Team. The team walks each family through the necessary paperwork needed to make these services available. Family media onboarding begins once media clearances are complete. The Foundation places emphasis on telling the authentic story each family experience. Next, the team schedules an initial meeting with the medical specialist assigned to the family. At this meeting, the practitioner reviews and discusses the suggested procedure needed. Once all parties agree on moving forward, LBF staff arranges travel and accommodation needs. Prior to the surgery, the team schedules an additional conference with the family to address questions and alleviate concerns.

### Procedure

A member of the LBF Leadership Team accompanies the family obtaining services as budget permits.

### Post-Procedure

One week post procedure, The Foundation reaches out to the family for a post-procedure check-up to address any concerns. At this time The Foundation outlines engagement moving forward with a focus on building a true life-long connection. At this time, The Foundation introduces support systems to address mental health needs, as well as potential enrolment in merit-based College scholarships (conditions & terms apply).

## The Cryptocurrency Funding Model and Beyond

The Lillian Bay Foundation (LBF) is a ground-breaking, non-profit organization, leveraging the power of cryptocurrency through its sister company, Lillian Finance, to expedite funding in support of The Foundation's mission, saving children suffering from vascular malformations.

Lillian Finance is working to develop the next generation in medical finance blockchain to target areas of research and practice where real needs have been neglected and the growth of the medical system has made communication and collaboration almost impossible. Through Lillian Finance's native cryptocurrency token, \$LY, Lillian Finance allocates funding to the development of this blockchain and supports the mission of The Lillian Bay Foundation. With every purchase of \$LY, a percentage of the total tax imposed goes to The Foundation, Lillian token holders, and into the development of the blockchain.

By interconnecting our cause with cutting-edge, patent-pending blockchain technology, we believe the Lillian Bay Foundation will be an industry leader in funding solutions for children with dire medical needs. In addition, we believe The Foundation can play a significant role in bridging decentralized finance with traditional investing.

Although the model has immense potential, the cryptocurrency space and Lillian Finance is still new and developing. To address this the Lillian Bay Foundation is actively seeking investors, partnerships, sponsorships and donors to help The Foundation achieve its mission.

In its first year, The Lillian Bay Foundation funded 7 surgeries, helping 7 children to live normal lives. The Foundation achieved this work on a shoestring budget, thanks to foundation partners and community support. In 2023, The Foundation aims to deliver a minimum of 6 surgeries; partner with mental health providers and medical institutions; complete its board of directors; fully staff its development team; begin education models of excellence and expand health interventions in children. In 2024, The Foundation plans to expand to two-three medical intervention procedures per month; 3 anchor mental health partnerships and 5 medical institution partnerships (with a focus on CA, FL & NY).

Support from Lillian Finance alone cannot assist The Lillian Bay Foundation to achieve these goals. This is where you come in. Contact us today to find out how you can be a part of this next generation technology and at the same time, help the foundation to support its mission to save children.

Together we can change the world and make miracles happen, one child at a time.

