

The Unicode Consortium
PO Box 391476
Mountain View, CA 94039-1476



February 17, 2022

Dear Unicode Consortium members:

The Kidney Foundation of Western New York addresses two related areas of need: community awareness and patient support. We serve the western region of New York State, including Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans and Wyoming counties.

Our foundation works to raise community awareness of kidney disease, increase knowledge of risk factors, and provide information on prevention and treatment. For people with kidney disease, our roles include patient support and advocacy, offering information on health care options, and assisting with emergency financial, nutritional or transportation needs.

The creation of a kidney emoji would be valuable in our outreach, assistance, and advocacy efforts. One in eight Western New York adults has been diagnosed with chronic kidney disease. An equal number in our community may be undiagnosed.

Our foundation would use a kidney emoji frequently in our communications with patients, community campaigns and informational programs. Many members of our large population of people with kidney disease in its early stages, dialysis patients, kidney transplant patients, family members, friends and supporters would utilize such an emoji. So would the nurses, physicians, surgeons, social workers, technicians, nutritionists, caregivers, and others with whom we work.

For these reasons and many more, the Kidney Foundation of Western New York supports the development of a kidney emoji.

If you have any questions, please feel contact me 716-529-4393.

Sincerely,

A handwritten signature in blue ink that reads "Jeremy Morlock". The signature is fluid and cursive.

Jeremy Morlock
Director, Kidney Foundation of Western New York