



2018 RADIOTHON  
RAISED A RECORD  
**\$289,334**  
DURING THE  
2-DAY RADIO  
BROADCAST ON  
KSSK 92.3 FM



# KAPI'OLANI CHILDREN'S MIRACLE NETWORK RADIOTHON FOR KIDS

AUGUST 2019

On August 8<sup>th</sup> and 9<sup>th</sup>, KSSK will broadcast LIVE from Kapi'olani Medical Center for Women & Children for the 13<sup>th</sup> Annual Radiothon for Kids. This event reaches a premium audience and includes inspiring patient stories, a phone bank staffed by sponsors and volunteers, live check presentations and celebrity appearances.





## Broadcasting Live on KSSK

On August 8<sup>th</sup> and 9<sup>th</sup>, the **13th Annual Radiothon for Kids** will broadcast LIVE from Kapi'olani Medical Center for Women & Children. KSSK will be asking loyal listeners to donate and help families and children affected by illness, injury or disease. The Kapi'olani Radiothon for Kids consists of compelling interviews with local radio celebrities – all in support of a great cause: **Hawai'i's only Children's Miracle Network Hospital.**

We are honored to have KSSK as a longstanding committed partner of Children's Miracle Network Hospitals and Kapi'olani Medical Center for Women & Children. **KSSK listeners and Kapi'olani supporters have raised almost two million dollars for Kapi'olani since 2006!** Children's Miracle Network Hospitals is an international non-profit organization dedicated to raising funds and awareness for children's hospitals. Kapi'olani's Radiothon for Kids is an annual event embraced by the entire state and continues to grow each year.

**100%**

OF EVERY DONATION  
STAYS IN HAWAI'I TO  
SUPPORT LOCAL KEIKI

HAWAI'I'S  
ONLY SPECIALTY  
PEDIATRIC AND WOMEN'S  
MEDICAL CENTER

**\$13.4M**

TOTAL COMMUNITY  
BENEFIT





## Calling All Champions

Your participation as a Sponsor is key to the success of Kapi'olani's Radiothon for Kids. Your gift or organization's gift will directly benefit Children's Miracle Network (CMN) and the vital pediatric services at Kapi'olani Medical Center to provide exceptional medical care for all of Hawai'i's children.

FOR EVERY  
**\$1**  
A COMPANY GIVES TO A  
CAUSE,  
**\$6**  
IS EARNED

**58%**  
OF CONSUMERS ARE WILLING  
TO PAY MORE TO COMPANIES  
COMMITTED TO HELPING  
INCREASE CHILD SURVIVAL RATES

**9 in 10**  
GIVEN SIMILAR PRICE AND  
QUALITY, NINE IN TEN  
CONSUMERS ARE LIKELY  
TO SWITCH BRANDS TO  
ONE ASSOCIATED WITH A  
GOOD CAUSE

DOING GOOD HELPS BUSINESSES DO WELL



**Michael W. Perry**  
Perry & The Posse

Perry & The Posse is led by Michael W. Perry, one of the most recognized and respected names in Hawai'i broadcast history. Michael has been a part of every Kapi'olani's Radiothon for Kids since its first year.

"As a parent who had his newborn son in the Neonatal Intensive Care Unit for his first month of his life, and almost lost him twice during that time, I know the importance of having such an awesome facility such as Kapi'olani for our keiki and the lives that they save every single day."

- Curt Williams

# THE **KSSK HAWAI'I** 92.3 FM

## ON-AIR PERSONALITIES



**Sweetie Pacarro**  
Perry & The Posse  
5 AM to 10 AM



**Karen Keawehawai'i**  
Perry & The Posse  
5 AM to 10 AM



**Scotty B**  
Monday - Friday  
10 AM to 3 PM

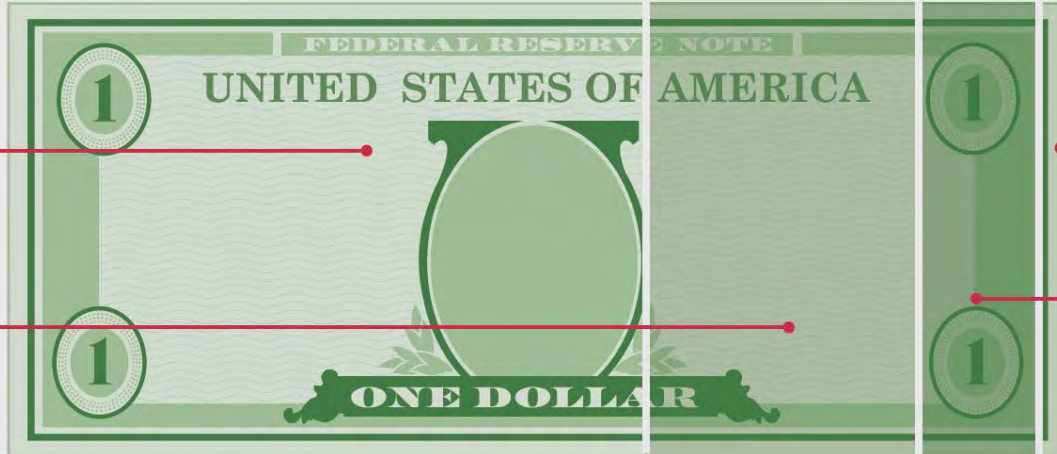


**Curt Williams**  
Monday - Friday  
3 PM to 8 PM

# HOW YOUR DOLLAR *Makes Miracles* AT KAPI'OLANI

**60%**  
LIFE-SAVING  
EQUIPMENT

**25%**  
EDUCATION



**2%**  
SPECIAL  
SERVICES

**13%**  
PATIENT  
SERVICES



"On the day Scarlett was born, I witnessed my daughter struggling to breathe...My heart dropped and I felt hopeless."

- Sanders Sandoval

Every dollar makes a difference for Kapi'olani patients like Scarlett.

In late August of 2017, Scarlett was born. That same day, her father, an Acute Care Nurse Practitioner, watched helplessly as his baby girl struggled to breathe and turned blue.

"My heart dropped and I felt hopeless realizing that this was a life or death situation," Sanders Sandoval said.

Little Scarlett was born with a rare condition called hydrops fetalis. Fluid was leaving the newborn's bloodstream and flooding into her tissues. The resulting swelling could quickly overwhelm her young systems and prove fatal.

The Kapi'olani team resuscitated the infant and immediately put her on a ventilator with tubes and IVs to regulate her blood pressure. The next two days would be critical to Scarlett's survival.

"In all my 20 years working in the medical field, I never imagined standing on the receiving end of being a patient or a parent of a patient," Sanders said.

Then, a week after giving birth, Jennifer Sandoval was able to hold her daughter for the first time. Scarlett kept getting stronger. The tubes in her chest were removed, then the ventilator and finally the feeding tube was taken away and the little baby started to breastfeed.

One month after she entered the world, the little girl the Kapi'olani team called the miracle baby went home.





# 13<sup>TH</sup> ANNUAL RADIOTHON

## FOR KAPI'OLANI CHILDREN'S MIRACLE NETWORK

### \$30,000 SPONSORSHIP

- Visit from a Champion family to your company
- Minimum of 35 mentions as lead sponsor live on KSSK throughout the two-day event
- Name and logo inclusion as lead sponsor in pre and post event communications
- Plus all deliverables listed in the \$25,000 package

### \$25,000 SPONSORSHIP

- Minimum of 25 mentions live on KSSK throughout the two-day event
- Name and logo inclusion as presenting sponsor in pre and post event communications
- Live, on-air check presentation during the Radiothon Perry & Posse morning show
- Recognition as a Matching Sponsor in a pre-event email sent to 2,000+ Kapi'olani supporters
- Plus all deliverables listed in the \$10,000 package

### \$10,000 SPONSORSHIP

- Kickoff event and hospital tour for your employees
- Live, on-air check presentation during Radiothon
- Promotional materials for your locations (change canisters, posters, icons)
- Plus all deliverables listed in the \$5,000 package

### \$5,000 SPONSORSHIP

- Recognition as a "Matching Hour Sponsor"
- Minimum of four live mentions during the matching hour to motivate donations
- Opportunity to host a volunteer phone bank team for one hour (10 volunteers)
- Plus all deliverables listed in the \$2,000 package

### \$2,000 SPONSORSHIP

- Minimum of two live mentions
- Opportunity for check presentation photo at Radiothon with photo posted on social media
- Name and logo inclusion as sponsor in post-event communications
- Name inclusion in Hawai'i Pacific Health's donor report (15,000+ circulation)

# THE **MANY WAYS** TO RAISE YOUR SPONSORSHIP DOLLARS

## **Create a Free Online or Mobile Fundraising Page:**

Contact us to create an online donation page that your team can share to increase fundraising.

**Miracle Balloon Icon Campaigns:** Customers donate \$1 to Kapi'olani CMN at the register, names displayed on a CMN icon and hung in-store to show community support for Kapi'olani.

**Bracelet Campaigns:** Customers donate \$1 to Kapi'olani CMN at the register and receive a wristband.

**Customer Round-Up Campaigns:** Customers are given the opportunity to "round up" their change to an even dollar amount and donate their change to Kapi'olani CMN.

**Day/Week/Month of Giving:** Select a day, week and/or month of the year to donate a fixed percentage of the proceeds to Kapi'olani CMN.

**"Change A Life" Change Campaigns:** Use change canisters (provided by us) that can collect change year-round.

**Vendor Campaigns:** Proceeds from a specific vendor product to benefit Kapi'olani CMN.

**Grand Openings:** Donate the proceeds from Grand Opening day, week or weekend to Kapi'olani CMN.

**Go Casual For Kids:** Hold a "jeans" event when employees make a donation to Kapi'olani CMN in exchange for wearing jeans to work.

**Events:** Select Kapi'olani CMN as the beneficiary of a company event. Anything from your annual holiday party to hosting a golf tournament to throwing your own benefit concert.





# BE A CHAMPION FOR THE PATIENTS AND FAMILIES AT KAPI'OLANI MEDICAL CENTER FOR WOMEN & CHILDREN!



## *Mahalo* to past corporate sponsors!



D. SUEHIRO ELECTRIC, INC.



If you have any questions or would like more information, please contact:

Kap'olani Children's Miracle Network

808-535-7112

Colette.Forcier@hawaiiapacifichhealth.org | Give2Kapiolani.org/Radiothon