



2019 RADIOTHON
RAISED A RECORD
\$300,138
DURING THE
2-DAY RADIO
BROADCAST ON
KSSK 92.3 FM



KAPI'OLANI CHILDREN'S MIRACLE NETWORK RADIOTHON FOR KIDS

September 2020

The 14th Annual Radiothon for Kids will be on September 10th (Thursday) and 11th (Friday) as KSSK shares stories of hope and healing LIVE on the air to raise money in support of Kapi'olani Medical Center for Women & Children.

KSSK
92.3 HAWAII

HAWAII
PACIFIC
HEALTH

KAPI'OLANI
MEDICAL CENTER
FOR WOMEN & CHILDREN



Your Children's Miracle Network Hospital

iHeartMEDIA



Broadcasting Live on KSSK

With consideration to COVID-19 and the safety of everyone, **for the first time**, the Kapi'olani Radiothon will be a virtual event with the KSSK radio personalities broadcasting from the station's studios while volunteers engage remotely online and Kapi'olani staff members take donation calls from the medical center. 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 over 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 HAWAII TO
SUPPORT LOCAL KEIKI

HAWAII'S
ONLY SPECIALTY
PEDIATRIC AND WOMEN'S
MEDICAL CENTER

\$43.9M

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.

"It's really neat to keep seeing the kids that keep coming back to share their stories, year after year. The patients who have success stories along with the doctors, the nurses and the support team who come here, it's a family. You're family here and that's what it's all about."

- Sweetie Pacarro

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

25¢

EQUIPMENT

18¢

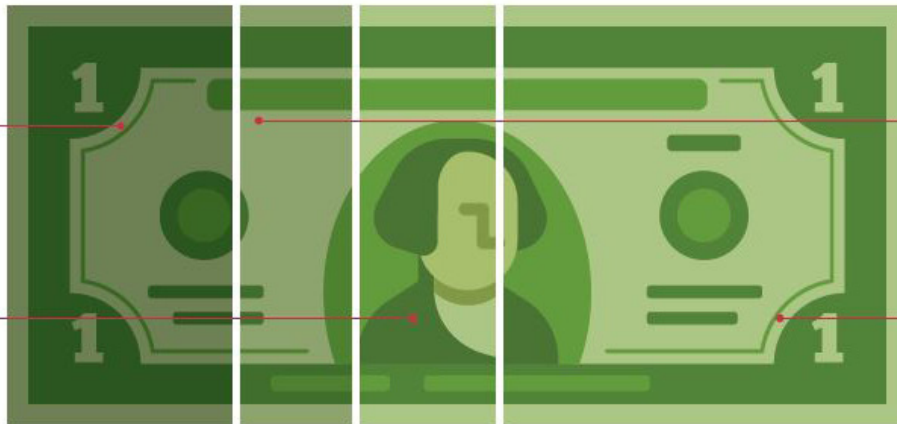
ADVANCEMENT
SERVICES

11¢

PATIENT SERVICES

46¢

EDUCATION



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

During her 18-week prenatal appointment, Kainoa Friel and her husband, Calen, received unexpected news. Their unborn daughter, Haumea, had a birth defect called proximal femoral focal deficiency (PFFD), a condition that leads to one leg being shorter than the other.

The 5-year-old has undergone more than 10 surgeries at Kapi'olani Medical Center for Women & Children. Recently, she underwent a 16-hour procedure called rotationplasty. This complex surgery rotates the lower leg, enabling the foot to function like a knee that can be fitted for a prosthesis.

The kindergartner is flourishing and recently took a giant leap in her recovery process. Haumea's positivity and unstoppable attitude really shows.

"She got her prosthetic leg and named it 'Sparkle,'" Kainoa says. "Haumea is proud of who she is. She is one of the strongest people I know."

"Haumea named her prosthetic leg 'Sparkle'. Haumea is proud of who she is. She is one of the strongest people I know."

- Kainoa Friel,
Haumea's mom



14TH ANNUAL RADIOTHON

FOR KAPI'OLANI CHILDREN'S MIRACLE NETWORK

\$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
- Recorded spots highlighting support to be aired 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

WISH LIST SPONSORSHIP

- Our team will work with you to fund a specific piece of equipment or program
- Opportunity to host a virtual volunteer shift with exclusive live feed of KSSK DJs
- Name and logo inclusion as lead sponsor in post event communications
- Plus all deliverables listed in the corresponding value of your gift

\$10,000 SPONSORSHIP

- Recorded spots highlighting support to be aired during Radiothon
- Promotional materials for your locations (change canisters, posters, icons)
- Opportunity to have a Miracle Family join your virtual volunteer shift
- 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 virtual volunteer shift with exclusive live feed of KSSK DJs
- Plus all deliverables listed in the \$2,000 package

\$2,000 SPONSORSHIP

- Minimum of two live mentions
- Opportunity for virtual check presentation photo/video to be 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:

Kapi'olani Children's Miracle Network
808-535-7112

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