



2020 RADIOTHON RAISED A RECORD

**\$427,575**

DURING THE 2-DAY RADIO  
BROADCAST ON KSSK 92.3 FM



# KAPI'OLANI CHILDREN'S MIRACLE NETWORK RADIOTHON FOR KIDS September 9-10, 2021

The 15<sup>th</sup> Annual Radiothon for Kids will be held on September 9<sup>th</sup> (Thursday) and 10<sup>th</sup> (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



Your Children's Miracle Network Hospital

KAPI'OLANI  
MEDICAL CENTER  
FOR WOMEN & CHILDREN



**iHeart**MEDIA





## Broadcasting Live on KSSK

On September 9-10, 2021, the **15<sup>th</sup> Annual Radiothon for Kids** will broadcast LIVE and ask loyal listeners to donate and help families and children affected by illness, injury or disease. While we had hoped to host the 2020 event in our brand new Kapi'olani Dining Room, we went virtual for the safety of everyone involved. We saw firsthand how our community came together and our volunteers participated, virtually, to support our mission. No matter where our event is held in 2021, the compelling interviews with local radio celebrities will be shared on the radio and online with thousands of people across the state.

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 HAWAI'I TO  
SUPPORT LOCAL KEIKI

HAWAI'I'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 personal gift or organization's contribution 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.

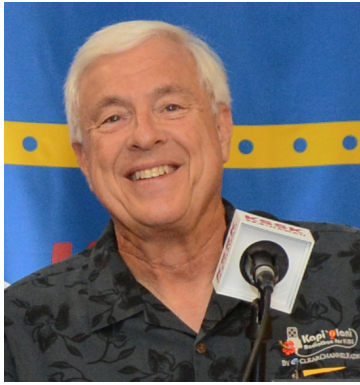
FOR EVERY  
**\$1**  
A COMPANY GIVES TO A  
CAUSE,  
**\$6**  
IS EARNED

**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.

"KSSK has a great radio audience who is very generous, and they never let us down. They know Kapi'olani relies on donations to make things happen. Kapi'olani is every bit as good as any hospital on the Mainland and makes sure of it with the Children's Miracle Network."

- Michael W. Perry

# THE KSSK HAWAI'I 92.3 FM

## ON-AIR PERSONALITIES



**Sweetie Pacarro**  
Perry & The Posse  
5 a.m. to 10 a.m.



**Karen Keawehawai'i**  
Perry & The Posse  
5 a.m. to 10 a.m.



**Scotty B**  
Monday - Friday  
10 a.m. to 3 p.m.



**Curt Williams**  
Monday - Friday  
3 p.m. to 8 p.m.

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

**45¢**

## EDUCATION

Providing education to support patients, families, and the community.

**40¢**

## ADVANCEMENT SERVICES

Providing funds that advance the physical and programmatic excellence to continue to deliver the best possible services for the best possible patient outcomes in the future.

**11¢**

## EQUIPMENT

Providing the funding for all types of life-saving equipment.

**4¢**

## PATIENT SERVICES

Providing services that support the health and well-being of the patient and the patient family.



## 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 6-year-old has undergone more than 10 surgeries at Kapi'olani Medical Center for Women & Children. Haumea's last surgery was 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.

Haumea is flourishing and recently took a giant leap in her recovery process.

"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."

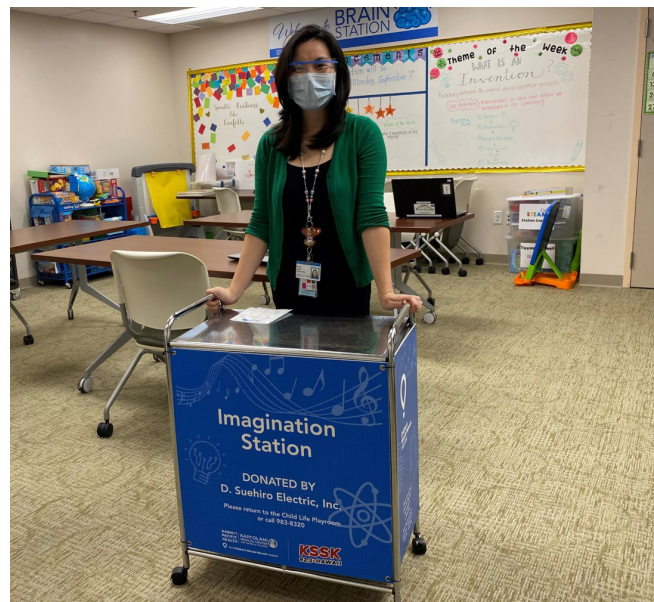
At last year's Radiothon, Haumea and her family surprised everyone during their scheduled phone bank hour by announcing a donation of \$10,000, the largest donation ever by a Kapi'olani Champion family.

"Kapi'olani Medical Center and Children's Miracle Network have done so much for Haumea that we wanted to give too."

- Kainoa Friel,  
Haumea's mom

Haumea's positivity and unstoppable attitude is inspiring in her role as Hawai'i's 2020-2021 Children's Miracle Network Champion.





# 15<sup>TH</sup> 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 \$15,000 package

### WISH LIST SPONSORSHIP

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

### \$15,000 ANNIVERSARY SPONSORSHIP

- Special recognition as Anniversary Sponsor
- Promotional materials for your locations
- Opportunity to have a Miracle Family meet your team or company
- Plus all deliverables listed in the \$10,000 package

### \$10,000 SPONSORSHIP

- Recorded spots highlighting support to be aired during Radiothon
- Recognition as a "Matching Hour Sponsor"
- Minimum of four live mentions during the matching hour to motivate donations
- Opportunity to host a volunteer shift with exclusive live feed of KSSK DJs
- Plus all deliverables listed in the \$5,000 package

### \$5,000 SPONSORSHIP

- Minimum of two live mentions
- Opportunity for 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)
- Digital and print assets for use on social media and at your business locations

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

**Retail Campaign:** Select a promotion to drive customers to your location. Customers purchase a product or service and a select portion benefits Kapi'olani CMN. Our team will work with you on appropriate promotion.

## *Sponsor Spotlight: Aloha Petroleum*

Aloha Petroleum understands the power of aligning your brand with Children's Miracle Network. In 2020, their Aloha Island Mart locations statewide collected donations at the registers. On behalf of their generous customers \$4,676 was collected for Kapi'olani.

**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.

**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.

**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.

**Online Fundraising Page:** Our team can create an online giving page for your company. This unique opportunity provides an excellent platform for employee engagement and activity.

## *Sponsor Spotlight: D. Suehiro Electric*

D. Suehiro Electric has been a proud sponsor of the Kapi'olani Radiothon for Kids for years. In 2018 they first introduced the online giving page for their employees and raised over \$3,000. Each year since they have noticed employee engagement has grown with their commitment to Radiothon, raising over \$10,000 online in 2019 and over \$31,000 through the page in 2020! This turnkey opportunity, when supported by employees and leadership, can yield incredible fundraising and engagement results.



*Please Kokea*



**Give today for kids like Haumea!**

Your generous donations support  
**Kapi'olani Medical Center  
for Women & Children!**

**HAWAII PACIFIC HEALTH** **KAPI'OLANI MEDICAL CENTER FOR WOMEN & CHILDREN**  
You - Children's Miracle Network Hospital

**Haumea, Age 5**  
Profound Femoral Femoral Dysplasia (FFFD)

**Aloha Island Mart**

**D. Suehiro Electric**  
Kapi'olani Radiothon for Kids on KSSK

**\$31,721 Raised** **Goal: \$30,000**

Supporting

**HAWAII PACIFIC HEALTH** **KAPI'OLANI MEDICAL CENTER FOR WOMEN & CHILDREN**  
Where does my money go?

Our Story Donations Roster

Dear Friends,

Welcome to our fundraising page!

D. Suehiro Electric, Inc. has participated in the Kapi'olani Medical Center Annual Radiothon for the past three years. It has been a blessing and an honor to help raise funds for Hawaii's only Children's Miracle Network Hospital. The Children's Miracle Network Hospitals is a nonprofit organization dedicated to saving and improving the lives of children by providing medical care, lifesaving research, and preventive education to help more than 17 million children overcome diseases and injuries of every kind.

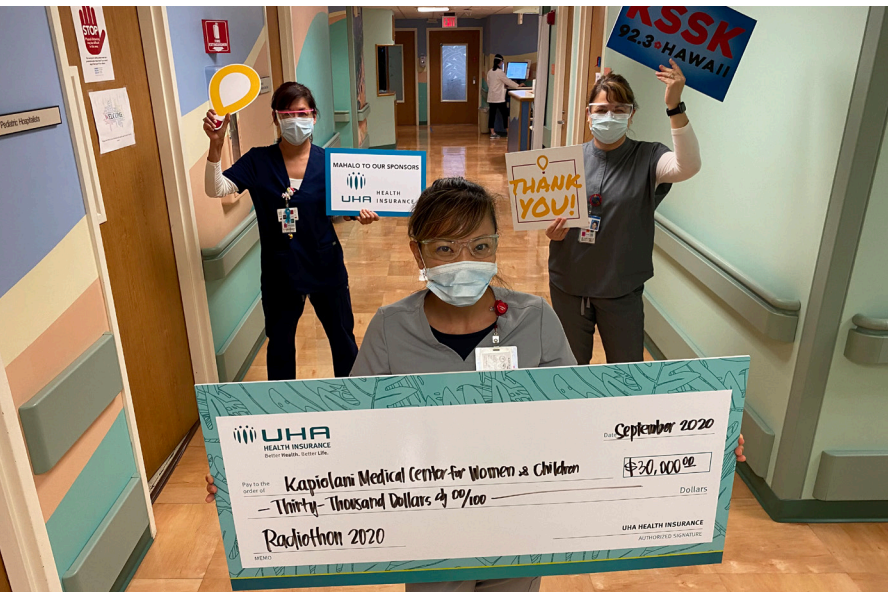
Report Inappropriate Content

SHARE TWEET IN SHARE GET PAGE LINK





# 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.



UHA

HEALTH  
INSURANCE



CLINICAL LABS  
OF HAWAII



An Independent Licensee of the Blue Cross and Blue Shield Association



ZIPPY'S



GEICO

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

Kapi'olani Children's Miracle Network

808-535-7112

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