



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

SEPTEMBER 8-9, 2022

The 2021 Kapi'olani Radiathon  
raised a record

**\$575,615.21**

during the two-day radio broadcast  
on KSSK 92.3 FM

The 16th annual Kapi'olani Radiathon for Kids will be held  
Sept. 8-9 (Thursday and Friday) as KSSK shares stories  
of hope and healing during the LIVE on-air broadcast 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**  
H O N O L U L U





## BROADCASTING LIVE ON KSSK

On Sept. 8 and 9, the 16th annual Kapi'olani Radiothon for Kids will return to airwaves and broadcast LIVE to inspire loyal listeners to call in and help families and children affected by illness, injury or disease. Last year, our community made the Kapi'olani Radiothon's 15th anniversary a remarkable milestone event by raising a record-breaking \$575,615. While we had hoped to come together in our new Kapi'olani Dining Room, we went virtual for the safety of everyone involved. No matter where our 2022 event is held, the compelling interviews with Kapi'olani patients and local radio celebrities will be shared 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. Since 2006, KSSK listeners and Kapi'olani supporters have raised more than \$3 million for the medical center. Children's Miracle Network Hospitals is an international not-for-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 YOUR SPONSORSHIP STAYS  
IN HAWAII TO SUPPORT KEIKI  
TREATED AT KAPI'OLANI,  
HAWAII'S ONLY SPECIALTY  
PEDIATRIC AND WOMEN'S  
MEDICAL CENTER.**

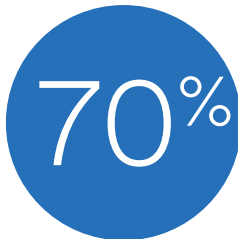


## CALLING ALL CHAMPIONS

Your participation as a sponsor is critical 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.

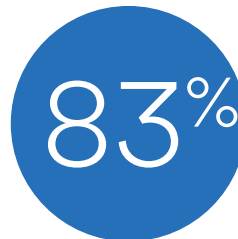
## DOING GOOD IS GOOD FOR BUSINESS

Consumers act on their beliefs and look for businesses that reflect their values.



of millennials have changed purchasing habits in support of causes or social issues of interest.<sup>1</sup>

Employees, especially millennials and Gen Zers, want to work for companies that commit to social improvement and engage employees in workplace causes.



of Gen Zers consider a company's purpose when deciding where to work.<sup>2</sup>

1 Achieve and the Case Foundation (2020) • 2 Cone Communications (2019)

### By the Numbers: 15<sup>th</sup> annual Kapi'olani Radiothon for Kids

**Kapi'olani Radiothon on KSSK**  
**28** hours of live broadcasting,  
including scripted content aired over **2** days.

**Sister-Station Programming**  
All **6** iHeart stations engaged in Kapi'olani Radiothon

**Sponsors**  
**18** sponsors totaling **\$219,500**

**Virtual Volunteers**  
**11** virtual volunteer groups raised more than  
**\$72,000** online via peer-to-peer giving

**Recorded Interviews**  
**20** recorded patient-family interviews

**Miracle Makers**  
**138%** increase in monthly supporters



## THE KSSK HAWAI'I 92.3 FM ON-AIR PERSONALITIES



**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 Radiothon for Kids since its first year.



**Sweetie Pacarro**

*Perry & The Posse*  
5-10 a.m.



**Karen Keawehawai'i**

*Perry & The Posse*  
5-10 a.m.



**Scotty B.**

Monday-Friday  
10 a.m.-3 p.m.



**Curt Williams**

Monday-Friday  
3-8 p.m.

“  
*This is  
what  
aloha is.*

Recently, [because of the pandemic], all of us have been touched by tragedy, challenge or a helpless feeling, which kind of puts us in the frame of mind of what goes on at Kapi'olani every day. The Kapi'olani Radiothon is a very precise way that you can give and do something. It's about giving even when you don't really have a lot of extra, because someone else needs it more.”

—Scotty B.



## HOW YOUR DOLLAR MAKES MIRACLES AT KAPI'OLANI

**13¢**

EDUCATION

**39¢**

ADVANCEMENT  
SERVICES



**24¢**

EQUIPMENT

**24¢**

PATIENT SERVICES

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

When he was 7 years old, Xander Cabales was a healthy and active child. That all changed in an instant. Xander began feeling ill and was given over-the-counter medication to stop his fever. By the next morning, his fever spiked to 105 degrees and he broke out in a severe rash that covered his body. His condition only became worse. The skin around his eyes and mouth began to slough off, and his breathing became shallow.

After an initial visit to a nearby emergency department, Xander was transferred to the pediatric intensive care unit at Kapi'olani Medical Center for Women & Children. There, infectious disease specialist Dr. Marian Melish diagnosed Xander with the life-threatening skin disorder Stevens-Johnson syndrome (SJS). Dr. Melish later confirmed Xander had toxic epidermal necrolysis (TEN), a rare, severe form of SJS that only affects about one in a million people each year.

Due to the infection, Xander lost 60% of his skin and needed to spend four weeks on life support in the Kapi'olani PICU before he began to show signs of responsiveness. His family attributes that miraculous recovery to the care the team of specialists gave their son. "The medical staff instilled hope in us," says his dad, Ronnie. "That's what we're really thankful for – they gave us Xander back. They saved our son."

Now a high school sophomore, Xander and his family are long-time supporters of the Kapi'olani Radiothon for Kids.



“  
*They gave us  
Xander back.  
They saved  
our son.”*

—Ronnie Cabales,  
Xander's dad





## THE IMPACT YOUR GIFT MAKES

The presenting sponsor for the 2021 Kapi'olani Radiothon for Kids was **D. Suehiro Electric, Inc.**

Year after year, the local electrical company and its staff participate in the Kapi'olani Radiothon. To commemorate D. Suehiro Electric's 2021 donation and passion for education, part of its sponsorship funding will be used toward a School Supply Station for Kapi'olani's Brain Station, a dedicated classroom space that helps hospitalized kids keep up with their school work while undergoing treatment at Kapi'olani.



Another special wish-list item received during the 15th anniversary year was a library on wheels for the neonatal intensive care unit (NICU).

**To celebrate 15 years of Kapi'olani Radiothon history, 150 books were chosen to fill the library's shelves. These books will play an important part in the NICU's Books for Babies program.**

Many of the infants cared for in the NICU face lengthy stays in the medical center or long recoveries. These books add an impactful story-time opportunity during those early days or months of life. Research shows reading in the NICU has been demonstrated to be important for speech and language development, school readiness and success later on in life.





### The Kapi'olani Radiothon wish list also included:

- A giant remote control car for kids to use in the Rehabilitation Department.
- Strollers for transporting patients and/or their siblings.
- Plush miniature stuffed toys that look like Kapi'olani's new hospital facility dog, Ruby.
- Pediatric emergency transport equipment.
- Infant CPR training kits.
- A CuddleCot for the NICU bereavement program.
- PICU equipment.
- Pediatric sleep program equipment.
- Mobile gaming cart for the Emergency Department.
- Rehabilitation equipment.
- And much more ...

**These gifts help support exceptional care and innovative research at Kapi'olani so that Hawai'i families can remain close to home for their medical care.**



# 16TH ANNUAL KAPI'OLANI CHILDREN'S MIRACLE NETWORK RADIOTHON FOR KIDS



## \$30,000 Sponsorship

- Minimum of 25 mentions read live on KSSK throughout the two-day event.
- Name and logo inclusion as lead sponsor in pre- and post-event communications.
- Recorded spots highlighting support to be aired during the Kapi'olani Radiothon "Perry & The Posse" morning show.
- Recognition as a Matching Sponsor in a pre-event email sent to more than 4,500 Kapi'olani supporters.
- Plus all deliverables listed in the \$10,000 package.

## \$10,000 Sponsorship

- Recorded spots highlighting support to be aired during Kapi'olani Radiothon.
- Promotional materials for your locations (change canisters, posters, icons).
- Opportunity to have a Miracle Family join your volunteer shift.
- Plus all deliverables listed in the \$5,000 package.

## \$5,000 Sponsorship

- Recognition as a "Matching Hour Sponsor".
- Minimum of two mentions read live during the matching hour to motivate donations.
- Opportunity to host a virtual volunteer shift with exclusive live feed of KSSK DJs.
- Opportunity for check presentation photo/video to be posted on social media.
- Customized online giving webpage.
- Name and logo inclusion as sponsor in post-event communications.
- Name inclusion in Hawai'i Pacific Health's donor report (15,000-plus circulation).

## 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 that includes a KSSK DJ who will engage with your team while also broadcasting live for segments of the Kapi'olani Radiothon.
- Name and logo inclusion as lead sponsor in post event communications.
- Plus all deliverables listed in the corresponding value of your gift.







## 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 easily share to increase your fundraising efforts.

**Customer Roundup Campaigns:** During checkout, customers can choose to “round up” their change to an even dollar amount. Their change will be donated to Kapi’olani CMN.

**Miracle Balloon Icon Campaigns:** Customers who donate \$1 to Kapi’olani CMN at the register can have their names displayed on an iconic CMN balloon to be displayed in-store to celebrate our community’s support for Kapi’olani.

**Drive-to-Retail Campaign:** Hold a promotion that will drive customers to your location. A portion of proceeds from their purchases of a select product or service will benefit Kapi’olani CMN. Our team can work with you to determine an appropriate promotion.

**Day/Week/Month of Giving:** Select a designated time frame during the year to donate a fixed percentage of proceeds to Kapi’olani CMN.

**“Change a Life” Change Campaigns:** Collect change year-round using canisters provided by Kapi’olani CMN.

**Vendor Campaigns:** Choose a specific vendor product that proceeds will benefit Kapi’olani CMN.

**Go Casual for Kids:** Encourage employees to make a donation to Kapi’olani CMN by offering a “jeans day” at work in exchange for their contribution.





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



TO PAST CORPORATE SPONSORS!



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

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Ph: 808-535-7112 • [Colette.Forcier@HawaiiPacificHealth.org](mailto:Colette.Forcier@HawaiiPacificHealth.org)  
[Give2Kapiolani.org/Radiathon](http://Give2Kapiolani.org/Radiathon)