



The All Children's Hospital Telethon



a proud member of children's miracle network

The All Children's Hospital Telethon is our Foundation's largest annual fund-raising and community awareness effort. From its inception in 1984 the Telethon has raised more than \$62 million to help the children and families of west central Florida who count on All Children's Hospital for specialized care.



Each year hundreds of thousands of families watch our Telethon broadcast on WFLA-TV News Channel 8. The All Children's Hospital Telethon also airs in the Ft. Myers-Naples area on Southwest Florida's WXCW The CW-6. Over the years, viewers have cheered for (and shed tears for) our Emmy Award-winning stories about our young patients' struggles with challenges like cancer, cystic fibrosis, cerebral palsy, meningitis, near-drowning and serious accidents.

Our Telethon is part of the Children's Miracle Network, the non-profit alliance of premier hospitals for children. All Children's Hospital is the designated Children's Miracle Network partner for 16 Florida counties—most of west central Florida—and our patients come from throughout the region.

All of the money raised through the All Children's Hospital Telethon stays here in our region to help children and families. Our Telethon has helped to support new equipment and technologies, new areas of the Hospital, and regional outpatient centers that bring All Children's outpatient care closer to home for the children who need our help.



Telethon funds are committed to help build the new, state-of-the-art All Children's Hospital, which will open in 2009. It's a very exciting time to be part of the All Children's Hospital Telethon and part of the All Children's Hospital family!

Our Telethon always takes place the weekend after Memorial Day. It is the focus of a busy, fun-filled weekend that also includes the Taste of Pinellas in St. Petersburg's Vinoy Park and the VIP Auction.



Here's a closer look at our Telethon weekend events:

THE TELETHON BROADCAST

The All Children's Hospital Telethon begins at 8:30 p.m. Saturday night from the All Children's Hospital Education & Conference Center. WFLA-TV News Channel 8 anchors and reporters host the Telethon broadcast, which continues through 6:30 p.m. Sunday evening.

AMAZING STORIES

Half of each hour of the Telethon broadcast is live from the Hospital's Education & Conference Center, with compelling patient profiles, live interviews with the kids and their families, check presentations, tote board updates, and live segments from the Hospital's inpatient units, the Taste of Pinellas, the VIP Auction and other events.

The other portion of the hour features the national Children's Miracle Network Broadcast in Orlando. No matter during which part of the hour you call, your entire donation stays here at All Children's, to benefit the children in your community who need us most.



AUDIENCE SUPPORT

The All Children's Hospital Telethon is one of the most popular and successful Children's Miracle Network broadcasts in North America. We are usually ranked within the top five Children's Miracle Network hospitals in terms of number of pledges, pledge amount and total dollars raised.



LEVELS OF SUPPORT & RECOGNITION

Businesses and community organizations can choose among three levels of support for our Telethon. Here are the levels of support and how your gift will be recognized:

Corporate Grand Donor (\$10,000 or more)

- One hour of the Telethon when your employees or volunteers may staff our phone banks wearing your organization's logo. Each volunteer receives a Telethon t-shirt.
- On-air presentation of your donation, highlighting your organization's Telethon involvement. You receive a videotape of your segment and a photo of your presentation.
- Your logo is shown on-screen during cutaways to Children's Miracle Network national programming.
- A 30-second "thank you" announcement showing your logo will air repeatedly on WFLA-TV News Channel 8 during several weeks after Telethon.
- A framed Telethon poster engraved with the name of your organization.
- Your organization is listed in all Telethon promotional materials, including the Telethon issue of our Tender Loving Care magazine, mailings and the ACH website.
- Membership in the All Children's Hospital Foundation Society, including an invitation to our Annual ACH Foundation Society Banquet, a listing in the Foundation Society Program and the December issue of Tender Loving Care, and recognition on our Donor Wall.

On-Air Check Presentation (\$5,000 or more)

- Presentation of your donation, highlighting your organization's involvement.
- A videotape of your segment and photo of your presentation.
- A Telethon Thank You plaque and Telethon t-shirt.
- Membership in the All Children's Hospital Foundation Society, including an invitation to our Annual ACH Foundation Society Banquet, a listing in the Foundation Society Program and the December issue of Tender Loving Care, and recognition on our Donor Wall.

On-Air Mention (\$1,000 or more)

- A Telethon host will announce your gift during the Telethon broadcast.
- Membership in the All Children's Hospital Foundation Society, including an invitation to our Annual ACH Foundation Society Banquet, and a listing in the Foundation Society program and the December issue of Tender Loving Care.

Call 727-767-4417 to learn more about these opportunities.



TELETHON MATCH PARTNERS

Our Match Partners program adds to the excitement of the Telethon broadcast. Match Partners commit to match phone dollars up to a predetermined amount that is recorded during two-minute match segments that are part of the Telethon broadcast.

Match opportunities are scheduled during 41 high profile time slots, and Match Partners have the flexibility to select one two-minute segment or multiple two-minute segments.

Match Partners have their corporate logo shown on screen during the match segment, and their participation is noted by a Telethon host. Match times are some of the most watched segments of the Telethon. *Call 727-767-4199 for more information.*

TASTE OF PINELLAS

The Taste of Pinellas has been one of the area's most popular events for two decades. From Friday evening through Sunday afternoon, the Taste brings together great food, great musical entertainment and fun activities like cooking demonstrations and kids' activities. More than

100,000 people usually attend this three-day festival that has been recognized as one of the top 20 events in the southeastern U.S.

About 50 participating restaurants and vendors sell “tastes” of some of their most popular offerings. In association with Ruth Eckerd Hall, the Taste of Pinellas brings a popular line-up of musical performers to the Park every year.

Area businesses are invited to become partners of the Taste of Pinellas and be part of this popular Telethon weekend event. *Call 727-767-2308 for more information.*

VIP AUCTION

The VIP Auction is held on Saturday evening during the Telethon Broadcast. This invitation-only auction, hosted by the All Children's Hospital Foundation Development Council, raises over \$250,000 for the All Children's Hospital Telethon.

Guests participate in silent and live auctions that include opportunities to purchase



exciting travel packages, sports event and memorabilia packages, home electronics, children's packages, weekend getaways, numerous services, jewelry, artwork, home décor and other fun items. Tickets are sold individually, but guests can put their own tables together. *For more information, please call 727-767-4199.*

ABOUT ALL CHILDREN'S HOSPITAL

All Children's Hospital is a leading center for pediatric treatment and research. Founded in 1926 as the American Legion Hospital for Crippled Children, today All Children's is a 216-bed hospital near downtown St. Petersburg where more than 200 pediatric specialists and subspecialists provide state-of-the-art care. They work closely with nurses and other healthcare professionals who understand the unique medical, social and emotional needs of each stage of childhood and adolescence. More than half of our beds are dedicated to intensive care level services, including a Neonatal Intensive Care Unit with 100 percent occupancy. All Children's is home to nationally recognized programs in pediatric cancer, pediatric heart disease, cystic fibrosis and other childhood illnesses. Work is underway on the construction of a brand new All

Children's Hospital, opening in 2009, where we will continue to provide outstanding care for the region's children.

Our network of regional outpatient care centers brings many of our most frequently requested services and pediatric subspecialties closer to home for many of our patients and families. All Children's Specialty Care Centers are located in Tampa, Brandon, Carillon, Pasco, Sarasota, Manatee/Lakewood Ranch, Lakeland and Ft. Myers. All Children's Therapy Centers are located in Largo, East Lake and Citrus County.

ABOUT THE ALL CHILDREN'S HOSPITAL FOUNDATION

Community support has been a key part of All Children's growth for more than 80 years. The All Children's Hospital Foundation raises funds to support the Hospital in its mission of treatment, research, education and advocacy.

ABOUT THE CHILDREN'S MIRACLE NETWORK

Children's Miracle Network is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals across North America. Each year, the 170 Children's Miracle Network hospitals take care of 17 million children.



Visit our website at www.allkids.org



a proud member of children's miracle network

All Children's Hospital Foundation qualifies under Section 501(c)(3) of the IRS Code. Our federal tax identification number is 59-2481738. Our Florida Solicitation of Contributions Act Registration Number is SC-0116. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352 within the state. Registration does not imply endorsement, approval, or recommendation by the state. We retain no professional solicitors and our Foundation receives 100% of each contribution.