



Children's
Hospital of Pittsburgh

FOUNDATION

Max,
Children's Patient

WALK for CHILDREN'S





Walk for Children's is an annual event that brings together patients, families, community members, and employees from local companies for thousands of reasons, but for one mission — Children's Hospital of Pittsburgh of UPMC.

The Walk is a great day for everyone to come out for music, games, entertainment, a family-fun walk, and the Patient Champion Parade!

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Patient Champions Sean and Jimmy at the second annual *Walk for Children's*

COURAGE IS CONTAGIOUS

A Highlight of Two Courageous Patients



Jimmy and Sean have a few things in common — they both were diagnosed with cancer at Children's Hospital of Pittsburgh of UPMC, completed their chemotherapy treatments in the beginning months of 2017, ringing the bell that signifies the end of treatment, and they both enjoy helping others and giving back to their community.

Jimmy and Sean both played a huge part as Patient Champions at the 2017 *Walk for Children's*. Sean sang the national anthem during the opening ceremony, bringing tears to many eyes during his performance. Jimmy then led the Patient Champion Parade, carrying a special flag which had the signatures of patients at Children's Hospital who weren't able to join the Walk in person. The flag symbolizes strength, unity, and hope.

Showing courage in times of hardship is tough for any kid, whether you are 7 years old like Jimmy or 16 years old like Sean. They continue to show courage outside of the hospital, helping and inspiring others in need.

This is what *Walk for Children's* is about — bringing the patient families, community members, and leaders of Pittsburgh and beyond together to support kids like Jimmy and Sean who are cared for by the hospital that touches so many.

A LITTLE BIT ABOUT CHILDREN'S

HIGHEST-RANKED LIVER TRANSPLANT OUTCOMES

The Hillman Center for Pediatric Transplantation at Children's Hospital of Pittsburgh of UPMC is ranked highest in the United States for pediatric liver transplant outcomes according to January data released from the Scientific Registry of Transplant Recipients (SRTR).

RESEARCH

Our research heritage began in the earliest years of pediatric medicine and today we're the fastest growing pediatric research program in the United States and rank seventh in National Institutes of Health grant funding.

AMONG THE BEST CHILDREN'S HOSPITAL

Children's Hospital was named one of *U.S. News & World Report's* "Best Children's Hospital" for 2017-18, ranking in the top 10 for the eighth-consecutive year.



SPECIAL PROGRAMS AVAILABLE THANKS TO GENEROUS COMMUNITY DONORS



THE LEMIEUX SIBLING CENTER

Provides a safe and supportive program for siblings of children receiving inpatient or outpatient services.

CHILD LIFE SERVICES

Helps patients and families understand and cope with their hospital stay and their overall health care experience. Creative and Expressive Arts Therapy is also offered at the hospital.

PET FRIEND PROGRAM

Brings carefully evaluated dogs into the hospital to visit and interact with children.

BACK-TO-SCHOOL

Helps with the sometimes-difficult transition back to the classroom. A child life specialist will visit the patient's school to educate classmates on the student's illness and to encourage support for the returning student.

HOSPITAL SCHOOL PROGRAM

While hospitalized, a child may miss a significant amount of school. The program supports normalization in the hospital so children won't fall behind in their education; school tutoring is available for children who qualify.



WALK 2017 HIGHLIGHTS

\$800,000+
RAISED

4,200+
WALKERS

260+
TEAMS

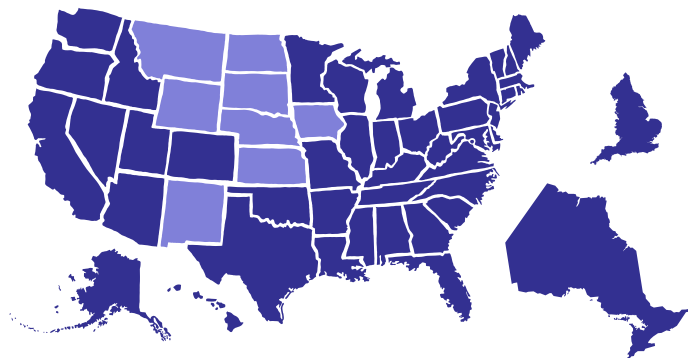
27
SPONSORS

180+
PATIENT
CHAMPIONS

199
COMMUNITY
TEAMS

68
CORPORATE
TEAMS

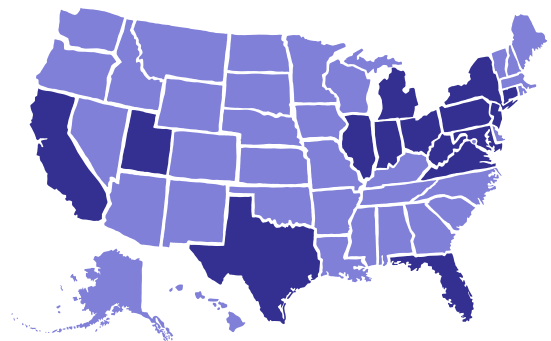
WHERE OUR DONORS COME FROM



*United States of America, Ontario, and England

■ States with Donors

WHERE OUR WALKERS COME FROM



■ States with Walkers

TOP 10 CORPORATE TEAMS

COMPANY	TEAM NAME	RAISED
1. PJ Dick, Trumbull, Lindy Paving	Lindy Paving	\$16,615
2. Turner Dairy Farms Team	Turner's	\$13,370
3. PJ Dick, Trumbull, Lindy Paving	Team PJ Dick/Trumbull	\$ 9,505
4. Credit Unions for Kids	CU4Kids	\$ 5,236
5. American Textile Company	American Textile Company	\$ 2,915
6. Guttman Energy	Guttman Energy	\$ 2,690
7. Peoples Gas	Team Peoples	\$ 2,500
8. Emcor Services Scalise Industries	Scalise	\$ 2,070
9. Adam Associates Family Dental	Worthington Walkers	\$ 1,935
10. True Sense Marketing	TrueSense Sidekicks	\$ 1,710

MEDIA AND DIGITAL MEDIA IMPRESSIONS

Over 240 media stories reaching a total audience of over 12 million.
Digital media delivered over 5 million impressions.

IN GOOD COMPANY

2016 EVENT CO-CHAIRS

SCOTT LAMMIE, CFO, UPMC Health Plan
MORGAN O'BRIEN, CEO, Peoples Natural Gas

2017 EVENT CO-CHAIRS

SCOTT LAMMIE, CFO, UPMC Health Plan
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SPONSORSHIP OPPORTUNITIES

SATURDAY, JUNE 23, 2018

PRE-WALK FOR CHILDREN'S

DAY OF WALK FOR CHILDREN'S

POST WALK FOR CHILDREN'S

	Presenting Sponsor \$125k	Hero Sponsor \$50k	Believer Sponsor \$25k	Supporter Sponsor \$15k	Patron Sponsor \$5k
Category and level exclusivity	●				
First right of refusal in 2019	●				
Leadership Engagement Opportunity	●	●	●	●	
Dedicated advertising recognition	●				
Event email logo inclusion	●	●	●	●	
Exclusive social media mentions	4	2	WELCOME POST	WELCOME POST	WELCOME POST
Logo inclusion on participant bag	●	●			
Logo on event t-shirt	●	●	●		
Name on event t-shirt				●	●
Logo/Name on all printed event materials	●				
Logo/Name on select printed event materials		●	●	●	
Logo and hyperlink on event homepage	●				
Logo and hyperlink on sponsor webpage		●	●		
Logo on sponsor webpage				●	●
Complimentary entries for walkers (max 200)	●	●	●	●	●
Complimentary team hospitality tent	● *	● **	● ***		
Complimentary team photo	●	●	●	●	●
Team promotional sign	●	●	●	●	●
Recognition during announcements	●	●	●	●	●
Logo inclusion on signage	●	●			
Logo inclusion on select signage			●		
Name inclusion on select signage				●	●
Opportunity to provide item for participant bag (qty. 3,500)	●	●	●	●	●
Opportunity to provide giveaway for fundraising incentives	●	●	●	●	●
Volunteer opportunity at Children's	●				
Behind-the-scenes tour of Children's	●	●	●	●	●
Invitation to annual corporate recognition event	●	●	●	●	●
Listing in full page recognition ad in Pittsburgh Post-Gazette 2019	●	●	●	●	●

* 40' x 60' (12 6' tables, 80 chairs)

** 20' x 40' (4 6' tables, 32 chairs)

*** 10' x 20' (2 6' tables, 16 chairs)



Patient Champion Alaina and her mother, Shandra

MY KIDNEY FOR MY DAUGHTER

On October 16, 2016, my 13-year-old daughter, Alaina, was flown to Children's Hospital of Pittsburgh of UPMC. Totally unexpected, we were told that she was in kidney failure and would need immediate dialysis and blood transfusions along with many other tests, scans, etc.

Within a few days we learned that she was in end-stage renal (kidney) failure.

We got on a three times a week hemodialysis schedule and by mid-December we were able to start doing peritoneal dialysis at home. She had a lot of appointments and was on many medications. Because she was in end stage, dialysis or a kidney transplant was needed for her to survive. We opted to start the testing process for transplantation.

In January, her dad and I both went through all the necessary testing to see if we were compatible matches to donate a kidney. Thankfully, we both were and ultimately, I was chosen to be her donor.

On March 8, 2017, I was able to donate one of my kidneys to Alaina. It started working immediately and her dialysis catheters were removed. She did amazing and was even released earlier than expected.

She continues to do absolutely amazing! We are so thankful for all of the staff in the Pediatric Intensive Care Unit (PICU), nephrology, surgery, dialysis, and the transplant team. Every single one of them was incredible and truly cared about Alaina and our family. We cannot ever thank them enough.

We walk to show our appreciation for them.

I hope you choose to support this incredible cause, so that kids like my daughter, Alaina, can have a chance to be kids.

-Shandra, Alaina's mom and donor