

Good business feels **good**



Children's
Hospital of Wisconsin

Kids deserve the best.

When *TIME* magazine decided to publish a story about the miraculous, life-saving advancements that have been made in the care of newborns and preemies, they didn't go to Philadelphia or Boston. They didn't go to New York or Chicago.

They came here.

They came to the nation's highest-rated newborn program ... at the nation's #4 ranked pediatric hospital. In Milwaukee.

Children's Hospital of Wisconsin was founded by members of our community 120 years ago, and has grown – with community and corporate support – into the remarkable asset it is today. Around the U.S., many families have to travel out of state when their kids get sick. Your employees find the best care right in their back yard.

WHEN YOU SUPPORT CHILDREN'S, you align your brand with one of the most compelling and trusted brands in the region.

Ask any number of your employees if they know a child whose life was touched by Children's Hospital – chances are they will say yes.



Our vision is that Wisconsin children will be the healthiest in the nation. To make that happen, we have been providing the best care in our clinics, our hospitals, and in the community through the programs that reach Milwaukee's most vulnerable kids. We have led the way with research breakthroughs that don't just make headlines – they help kids get better.

We have made remarkable progress. You can help us keep going.

By partnering with Children's Hospital, you partner with a mission that makes good sense for your business, strengthening the integrity of your brand. You partner with a mission that serves kids and families, and strengthens your community. You and your employees can feel good about that.

Feels good, doesn't it?

OPPORTUNITIES FOR OUR CORPORATE PARTNERS

Corporate philanthropy

What is the difference between charitable giving and philanthropy? Vision.

Many of our corporate partners have a clear vision in mind when it comes to giving back to their community. With our broad range of services and programs, we are uniquely positioned to help you find a platform for advancing a chosen cause, engage your employees, and inspire your peers and clients in the business community.

- Align your gift with a business objective by giving to a specific program.
- Secure your legacy as a leader in the community by supporting a Community Services program – serving our most vulnerable children and making Milwaukee a better place for families.
- Demonstrate your vision by supporting the kind of research that makes headlines and brings hope and healing to kids.

Event sponsorship and participation

Every September, thousands upon thousands of people join us as we close Wisconsin Avenue in downtown Milwaukee and walk and run in celebration and support of the kids we serve. Last year, 17,000 people turned out for Briggs & Al's Run & Walk for Children's Hospital. That's a lot of people coming together for an impactful, feel-good event. Your company can be part of it.

Every May, Milwaukee-area radio listeners tune into WKLH for the two-day Miracle Marathon to hear parents, children and doctors tell some of the remarkable stories that unfold at Children's every single day. We go through a lot of Kleenex, and we provide corporate sponsors with a lot of high-profile, on-air promotion opportunities.

Those are just two of our signature fundraising events. Our calendar features more than 15 events statewide, all of them offering high-profile brand exposure, positive publicity and meaningful employee engagement activities. We offer a wide range of sponsorship levels, and feel sure we can meet your promotional and philanthropic needs in a way that feels good to you.

Cause marketing

Children's Hospital of Wisconsin provides retailers and others with fundraising and cause marketing opportunities.

From paper icon point-of-sale promotions to Jeans Day and other events, Children's Hospital offers you a proven, easy-to-adopt and energizing team project that builds goodwill among your customers and staff.

Annual giving

We offer a suite of traditional monthly and annual giving opportunities, with the ease and convenience you would expect.

But innovation is always at play in a top-rated Children's Hospital and we are excited by the conversations we are having around new, emerging programs that offer fresh ways for our corporate friends to approach sponsorship and branding campaigns. We would be excited to have some of those conversations with you.



BY THE NUMBERS ...

- Ranked #4 pediatric hospital in the nation by *Parents* magazine
- 10 specialties ranked at the top by *U.S. News & World Report*, including #5 for Heart
- 1,397,827 pounds of linens washed last year
- 305,804 specialty clinic visits
- 284,608 diapers used in our hospital
- 243,511 primary care visits
- 50,000 students in E-learning
- 43,281 flu vaccines administered
- 31,968 popsicles eaten
- 23,616 pancakes, waffles and French toast sticks made for kids (some with smiley faces)
- 17,800 infant pacifiers
- 295 adoptions – 35 percent of the adoptions in Wisconsin
- 186 doctors on the Best Doctors in America® List
- 130 air transports
- 23 heart transplants
- One community of caregivers focused on making Wisconsin's kids the healthiest in the nation



WE'RE GRATEFUL FOR THE SUPPORT OF CORPORATE PARTNERS

"Briggs & Al's Run & Walk has raised over \$15 million dollars since 1978. At Briggs & Stratton, we are incredibly proud to have been the title sponsor of this run and walk for more than 16 years; our support of Milwaukee and of Children's Hospital of Wisconsin is integral to our company culture."

- **Todd J. Teske**

**Chairman, President and CEO
Briggs & Stratton**

"Kohl's and Children's Hospital of Wisconsin share in a commitment to children's health in our community. Through our long-standing partnership, we've created outreach programs providing resources to thousands of families throughout the state, helping keep kids safe and healthy."

- **Kevin Mansell**

**Chairman, President and CEO
Kohl's**

"We've partnered with Children's Hospital of Wisconsin to create The Northwestern Mutual Day Hospital - an outpatient treatment center for children with cancer and blood disorders. By supporting this nationally recognized medical institution, we're furthering our mission to not only find a cure for childhood cancer and support families in need, but also improve the community where our employees live and work. Together, we can create a better future for our children and our community."

- **John Schlifske**

**Chairman and CEO
Northwestern Mutual**

Our Foundation staff is here to serve you. We want you to feel good about the impact your corporate philanthropy has on your employees, your community, and the children who need our help. Call us today at **(414) 266-6100**.

Thank you.



Children's Hospital of Wisconsin Foundation
PO Box 1997, MS 3050
Milwaukee, WI 53201-1997
chw.org/foundation