

in Review

August

SHANDS FOR KIDS RADIOTHON, Gainesville

The radio teams at 98.5 KTK and News/Talk 97.3 The Sky went on air to raise funds for Children's Miracle Network. The Ninth Annual Radiothon, sponsored by McCall's Service, was a 39-hour broadcast from Aug. 26-28. During this three-day event, more than \$209,000 was pledged in support of Shands Children's Hospital from listeners across the state and beyond.

September

MIRACLE JEANS DAY

Businesses and organizations across the country donned jeans at work on Sept. 16, 2009, in support of Children's Miracle Network. Locally, \$3,418 was raised for Shands Children's Hospital at UF.

October

LOG-A-LOAD GOLF TOURNAMENT, Chiefland

For the first year, the tournament was held at the Chiefland Golf and Country Club. The golfers beat the bad weather for another great event. The 15th Annual Tommy Usher Log-a-Load For Kids Golf Tournament raised more than \$26,000.

November

APPLEBEES NEIGHBORHOOD GRILL, West Palm

Six Applebees Neighborhood Grill locations in West Palm Beach participated in a test Change for Miracles campaign for Children's Miracle Network. In one month, they raised \$9,135 by asking for spare change.

December

BRING JOY TO CHILDREN, Gainesville

Each year the Atkins family and friends visit Shands Children's Hospital at UF the Sunday before Christmas to spread holiday cheer by delivering toys, singing carols and sharing its personal stories. Hundreds of toys are collected throughout the year and donated to the hospital.

Yearlong fundraising

RE/MAX

In addition to annual events throughout the year, RE/MAX contributes to Children's Miracle Network through the Miracle Home Program as well as the Honor Card Program. Since its partnership in 1992, RE/MAX International has raised more than \$1.3 million for Shands Children's Hospital and more than \$38,401 in 2009.

MARRIOTT

Since its partnership in 1987, Marriott Corporation has raised nearly \$216,000 for Shands through various events such as breakfasts, the Torch Relay and promotions within area locations. These locations raised \$28,020 in 2009 alone.

CREDIT UNIONS FOR KIDS



Since joining Children's Miracle Network in 1997, credit unions throughout the market area, especially Campus USA Credit Union in Gainesville, have raised \$713,601. The Children's Miracle Network Credit Unions for Kids program raised \$106,474 in 2009.

WALMART AND SAM'S CLUB

In addition to a balloon campaign in May and June, Walmart and Sam's Clubs host yearlong fundraisers for Children's Miracle Network. Since its partnership in 1985, Walmart and Sam's Club Associates have raised \$6.2 million for Shands Children's Hospital and \$196,851 in 2009.

S&S ANNUAL AWARDS LUNCHEON, Lake City

Stores and employees sold seasonal icons throughout the year and were recognized for raising \$80,481 in 2009 at the annual S&S Food Stores awards luncheon. S&S Food Stores have raised \$889,410 since they began fundraising for Shands Children's Hospital in 1996.

2009 Summary

Children's Miracle Network programs raised nearly \$2.8 million for Shands Children's Hospital at UF in 2009. With special event and program expenses at only 18 percent, Children's Miracle Network is a successful part of the annual-giving program for Shands Children's Hospital at UF.

For additional event information, visit Shandskids.org.