

25<sup>th</sup>  
ANNUAL

# Radiothon

2024 Impact Report



Presented  
by:

Wendy's



STAR  
105.7



# Message From Leadership



I am immensely grateful for the unwavering support from our incredible corporate partners, community of donors, and the continued collaboration with iHeart Radio for our recent record-breaking Radiothon for Helen DeVos Children's Hospital. Your generosity makes a significant impact on the lives of our patients and their families, helping us provide exceptional care and advanced treatments. We are deeply thankful for your commitment and for making a difference in the lives of so many kids.

**Kelly Dyer**

President, Corewell Health Foundation West Michigan  
Helen DeVos Children's Hospital Foundation



We continue to be amazed by the generosity of the people of West Michigan. We are truly blessed to have an opportunity to share with them the story of Helen DeVos Children's Hospital and the great work being done there every day!

**Tim Feagan**

Metro President – iHeart Media Grand Rapids/Muskegon  
Board Chair, Helen DeVos Children's Hospital Foundation

Helen DeVos Children's Hospital

## Save the Date!

December 4 & 5, 2025

For more information visit,  
[give.corewellhealth.org/radiothon](https://give.corewellhealth.org/radiothon)  
or contact the foundation at  
[foundation@corewellhealth.org](mailto:foundation@corewellhealth.org)  
or 616.391.2000.





# Overview

Since Radiothon began over 25 years ago, a total of **MORE THAN \$6.5 MILLION DOLLARS HAS BEEN RAISED** by our community of supporters. Thank you to our generous donors, event partners, champion families and iHeart Media partner stations, STAR 105.7 and 93.7 B-93, who help make this possible.



## \$682,638 RAISED IN 2024

2024 Fundraising Goal:  
**\$610,000**

Number of Partners:  
**17**

Donor Cities:  
**211**

Year Over Year  
Increase:  
**14%**

Average Donation  
Amount:  
**\$181**

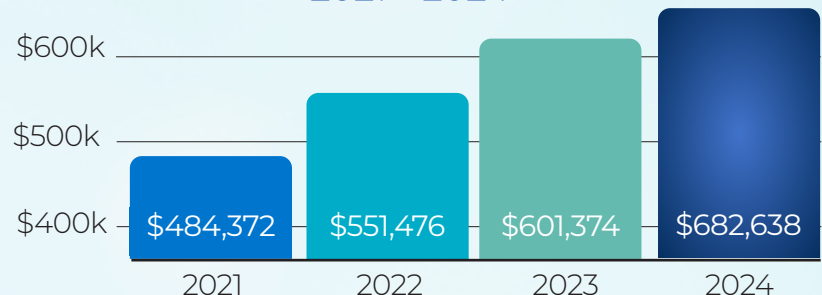
Number  
of Donors:  
**1,580**

### 2024 SUMMARY

**Phone Donations:** \$176,088  
**Online Donations:** \$157,499  
**Partnerships:** \$264,500  
**Other:** \$84,551

### YEAR OVER YEAR RESULTS

2021 – 2024



# Impact

You are helping to fund over 20 programs and services that rely on philanthropic funding to continue.



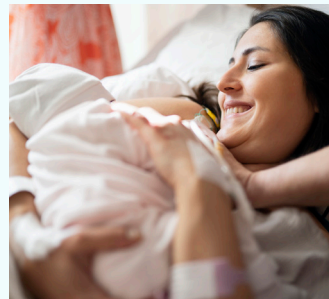
## Child and Family Life

The program encompasses Blue Glass TV, Music Therapy and the Hospital School Program, consisting of 40 certified professionals. Gifts help supplement endowments and contributions to sustain the program.



## Family Life Facility K-9

In 2024, we welcomed Indi, our first HDVCH therapy dog, and her handler, Spencer. Indi reduces anxiety in sedation areas and provides comfort throughout the hospital. Gifts help support Indi's ongoing nutrition and veterinary expenses.



## Nutrition Support for Nursing Mothers

These funds provide a meal tray for any nursing mother with a child in the NICU. This nutrition supports recovery and healing for both mother and child, which is critical for premature or compromised newborns.



## Surgical Spine Navigation

A 7D surgical spine navigation system helps in reducing radiation exposure and improving patient safety in pediatric spine deformity surgery. This technology enhances screw placement accuracy and allows safer fixation during correction.



# As we define health care in West Michigan for the next generation, your support will ensure we can give as much to today's children as we did to the last.

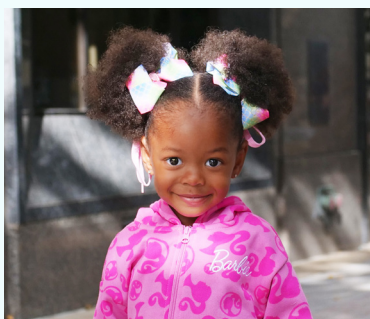


## Annika, 15

Annika, diagnosed with Medulloblastoma in 2021, faced a challenging journey with her family. Despite the tumor's recurrence and terminal prognosis, her family found comfort in Helen DeVos Children's Hospital's compassionate care. Annika's love for helping others inspired her parents to be her voice and advocates for pediatric cancer.

## Bentley, 13 and Lydia, 3

Bentley and Lydia were born prematurely at Helen DeVos Children's Hospital. Bentley, born at 24 weeks, and Lydia, at 22 weeks. Despite challenges, Bentley and Lydia's resilience inspires hope for all. Their mom, Alicia, praises the exceptional and personalized care that both her children received.

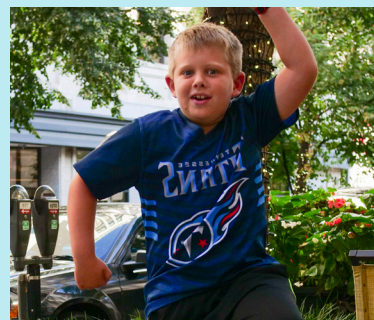


## Nylaina, 3

Nylaina was diagnosed with sickle cell disease and faces challenges like pain crises and frequent illnesses. Despite this, she finds joy in the comprehensive care at Helen DeVos Children's Hospital. The hospital's supportive environment, with toys and distractions, helps her cope during treatments, making a significant difference in her life.

## Thor, 9

Thor was diagnosed with acute myeloid leukemia in 2022 and spent six months in the hospital. Despite the challenges, he found happiness riding a tricycle through the halls, supported by the outstanding care at Helen DeVos Children's Hospital. Thor is now in remission, and the community's support made a profound impact in his journey.



# Engagement

Partners enjoyed volunteering at the children's hospital throughout the two days of Radiothon, creating cozy fleece blankets, thoughtful kits for patients and heartfelt handwritten cards, bringing warmth and joy to children and their families.



Champion kids and their families met with Radiothon DJs for a special studio recording session.



The foundation engaged with hospital team members at the children's hospital by selling icons in the gift shop, broadcasting on Blue Glass Studio's patient channel and offering complimentary coffee.





# Promotion

Radiothon was featured on WWMT Channel 3 and Maranda.



Bill Simonson, host of The Huge Show on Michigan Sports Network, featured Radiothon during his broadcast. Bill hosted with Dr. Robert Fitzgerald, president, Helen DeVos Children's Hospital, Kelly Dyer, president, Helen DeVos Children's Hospital Foundation, Dr. James Fahner, Executive Director of Philanthropy and Emeritus Division Chief, Helen DeVos Children's Hospital, and Tim Feagan, metro president, Grand Rapids/Muskegon iHeart Media.



During the last hour of Radiothon, iHeartMedia simulcast the event across all eight iHeartMedia West Michigan stations.



## Website

13,453 Views



## Email

61,350 Opens



## Social Media

58,430 Impressions



63,946 Reach



2,811 Engagement



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