

23rd
ANNUAL

Radiothon

2022 Impact Report



Message From Leadership



Thanks to Wendy's and our generous community of sponsors, listeners and donors, Radiothon has become a dependable annual source of critical funding for more than 20 crucial programs and services throughout Helen DeVos Children's Hospital. We are grateful for the sponsors, the family of donors and the continued partnership with iHeart Radio. This funding directly impacts the patients and families we serve. Your giving makes the impossible, possible.

Kelly Dyer

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



The work that the staff, doctors, and nurses at Helen DeVos Children's Hospital do, and to hear the amazing patient stories, is a testament to the good work being done at the children's hospital every day. Seeing our communities come together to support the 23rd Annual Helen DeVos Children's Hospital Radiothon was amazing. I can't thank the sponsors, donors, and community enough for their generosity and support of this worthy cause.

Tim Feagan

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

Radiothon Overview

Since Radiothon began over 23 years ago, a total of more than \$4 million dollars has been raised by the West Michigan community. Thanks to our generous donors, event sponsors, and miracle families, and thanks to our iHeart Media partner stations, STAR 105.7 and 93.7 B-93, **we raised a total of \$551,476 throughout the two days of the 23rd Annual Helen DeVos Children's Hospital Radiothon, presented by Wendy's.** This is our largest Radiothon fundraising total to date.

\$551,476

Raised in 2022

2022 Fundraising Goal:

\$503,196

Year Over Year Increase:

12%

of Donors:

2,009

Average Donation Amount:

\$142

of Sponsors:

31

Donor Cities:

231

#12

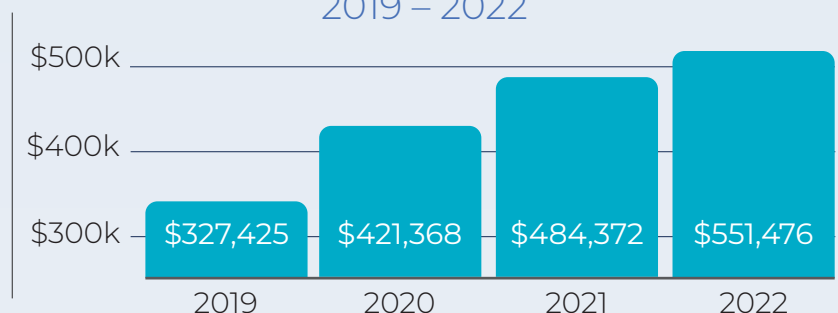
Across CMN Hospitals
in Total Raised

RESULTS SUMMARY

Phone Donations: \$193,731.64
Online Donations: \$109,046.06
Sponsorships: \$243,269
Other: \$5,419.58

YOY RESULTS

2019 – 2022



IMPACT



You are helping to fund over 20 programs and services that rely on philanthropic funding to continue. These programs, including the Center for Child Protection, NICU family support, and child and family life, would not be available without your generosity.



27

Sibling support bags provided to comfort siblings with a new brother or sister



306

Meal passes provided to help families stay nourished during long appointment days



62

Night stays at the Renucci Hospitality House



1,500

Gas cards distributed to help families get to and from their appointments



85

Sound machines provided to help soothe kids during their hospital stay

Spencer Children's Hospital

Radiothon Kick-off Event

Presented by:



Community members helped us kick-off Radiothon with a luminary lighting and special performance by country music star, and West Michigan native, MaRynn Taylor.



Engagement

Sponsors and community business partners received a Radiothon engagement kit to spread awareness and excitement about the event.



Kits included: info cards, posters, table tents, t-shirts, icons and more.



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



The foundation connected with hospital team members about Radiothon at the children's hospital by hosting an informational table, selling icons in the gift shop and broadcasting on Blue Glass Studios patient channel.



Promotion

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



Bill Simonson, host of The Huge Show on Michigan Sports Network, featured Radiothon during his broadcast. Bill hosted interviews with Kelly Dyer, president of the Helen DeVos Children's Hospital Foundation, and Hossain Marandi, former president of Helen DeVos Children's Hospital.



Aly (93.7 B-93) and Shmittty (Star 105.7) filmed a commercial with CMN miracle kid, Kingston Wilson, that aired on WWMT Channel 3 during the week of Radiothon.



Website

10,871
Views



Email

32,966
Opens



Social Media

578,627
Impressions



143,934
Reach



36,554
Engagement



Because of you ...

our patients and their families are well supported

Axle, 2

Axle was born prematurely as the sole survivor in a set of identical triplets. Axle began his life in The Gerber Foundation Neonatal Center at Helen DeVos Children's Hospital. He weighed in at 1 pound, 2 ounces. Eight months later, at 12 pounds, he was ready to go home.



Isaac, 11

Isaac had a heart transplant at five months old. He also has kidney disease that resulted in almost complete loss of kidney function, leading to a need for routine dialysis. Through music, play and school support provided by the child and family life team, Isaac's overall medical experience has improved.



Kingston, 7

Thanks to breakthrough medication and routine physical therapy, Kingston, 7, is growing stronger every day. These remarkable developments add up to a better quality of life for Kingston, which means more independence and more fun exploring his interests.



A special thank you to our sponsors!

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STAR
105.7 

B-93.7




24th
ANNUAL

Radiothon

Save the Dates

Radiothon Kick-off | December 6, 2023

Radiothon | December 7 & 8, 2023

Helen DeVos Children's Hospital

For more information visit,
give.spectrumhealth.org/radiothon
or contact the foundation at
foundation@spectrumhealth.org
or 616.391.2000.

