

**24<sup>th</sup>**  
**ANNUAL**

# Radiothon

## 2023 Impact Report



Presented  
by:



# Message From Leadership



We are beyond grateful for the generosity of our partners, the family of donors and the continued collaboration with iHeart Radio. This funding supports programs and services at Corewell Health Helen DeVos Children's Hospital and directly impacts the patients and families we serve. Your giving shows kids that their whole community has their back, no matter what they're up against.

**Kelly Dyer**

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



This is a great time of year for the community and corporate partners to come together and support the life-changing and lifesaving work at the children's hospital. This is an event we are thrilled to be a part of, as we're all passionate about the care we're grateful to have here in West Michigan.

**Tim Feagan**

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

# Overview

## \$601,374

Raised in 2023

2023 Fundraising Goal:

## \$551,477

Year Over Year Increase:

## 9%

# of Donors:

## 1,736

Average Donation Amount:

## \$185

# of Partners:

## 21

Donor Cities:

## 207

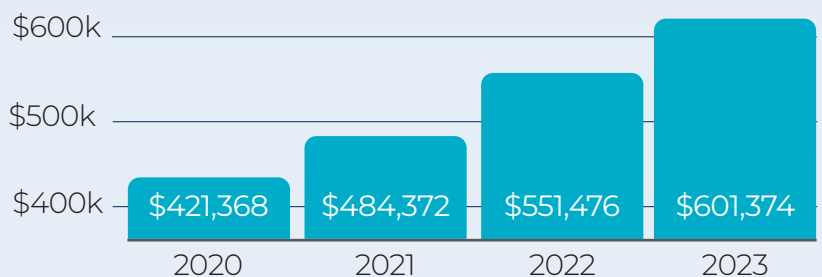
Since Radiothon began over 24 years ago, a total of **MORE THAN \$5.7 MILLION DOLLARS HAS BEEN RAISED** by our community of supporters. Thanks to our generous donors, event partners, and champion families, and thanks to our iHeart Media partner stations, Star 105.7 and 93.7 B-93, who help make this possible.

## 2023 SUMMARY

<b>Phone Donations:</b>	\$171,281
<b>Online Donations:</b>	\$149,793
<b>Partnerships:</b>	\$252,000
<b>Other:</b>	\$28,300

## YEAR OVER YEAR RESULTS

2020 – 2023



# Impact

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

These programs, like those listed below, would not be available without your generosity.



## **Child and Family Life Art Therapy Program**

A new program started in 2023, art therapy can help children communicate with caregivers, understand fears and insecurities, and better cope with the stress of their diagnosis or treatment.



## **NICU Family Support Program**

Families receive guidance such as sibling groups to help normalize the NICU environment, parent-to-parent dinners, and lunchtime lactation support groups.



## **Injury Prevention Initiatives**

This team works with patients and families to provide car seat education, offers in-person and virtual car seat classes, and holds community car seat check events throughout the year.



## **Dick and Linda Antonini Hospital School Program**

The school program is available to bridge the gap between schools, families, and the medical team, provide educational opportunities during treatment, and maintain involvement in normal routines.



# Radiothon Kick-off



Community members helped us kick-off Radiothon with a festive event featuring: a visit from Santa, holiday caroling with our Edward and June Prein music therapists, plus a meet and greet with our champion families and Radiothon DJs – Matt and Aly from 93.7 B-93 and Mac and Shmittty from Star 105.7.

Presented by:



# Engagement

Radiothon partners had the opportunity to volunteer at the children's hospital throughout the two days of Radiothon. Partners helped make friendship bracelets, tie blankets, and help create handwritten cards and gift bags for patients and families.



Champion 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, broadcasting on Blue Glass Studio's patient channel, and providing complimentary coffee.



# Promotion

Radiothon was featured on Fox 17, WWMT Channel 3 and Maranda.



Bill Simonson, host of The Huge Show on Michigan Sports Network, featured Radiothon during his broadcast. Bill hosted with Kelly Dyer, president, Helen DeVos Children's Hospital Foundation, Dr. Alejandro Quiroga, president, Corewell Health West, Dr. James Fahner, Executive Director of Philanthropy and Emeritus Division Chief, Helen DeVos Children's Hospital, and Dr. Caleb Bupp, Division Chief, Genetics, Helen DeVos Children's Hospital.



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



## Website

18,062 Views



## Email

53,960 Opens



## Social Media

701,778 Impressions



237,126 Reach



253,702 Engagement



**Together, we showed kids that their whole community has their back, no matter what they're up against**



### **Anna, 8**

Anna was diagnosed with neuroblastoma in August 2021, just days before her 6th birthday. She went through chemo, stem cell collection, two bone marrow transplants, radiation, and five rounds of immunotherapy. Thanks to the personalized care she received at Helen DeVos Children's Hospital, Anna is in remission.



### **Beckett, 1**

Shortly after Beckett was born, he was rushed to Helen DeVos Children's Hospital for high blood sugar and a fever. After staying in the NICU for nine days, Beckett was diagnosed with neonatal diabetes. Thanks to the quick diagnosis, Beckett is thriving and meeting all milestones.



### **Everett, 7**

Everett has faced numerous medical challenges from birth, including frequent focal seizures. After finding a suitable treatment, Everett underwent a hemispherectomy, disconnecting the left side of his brain. Despite ongoing challenges, Everett's resilience has allowed him to regain his identity and make strides towards a brighter future.



### **Lorenzo, 12**

Lorenzo was born with cystic fibrosis, a disorder that affects the lungs and digestive tract. Lorenzo's family transferred his care to Helen DeVos Children's Hospital because of their great reputation and how close it was to home. After six years of receiving care at HDVCH, Lorenzo and his parents consider the hospital staff family.



# A special thank you to our partners!



**B-93.7**



**STAR 105.7**

## Presented by



### Phone Bank Partner



### Reminder & Kick-off Partner



### Online Donation Partner



### Day Partners



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Brian and Kalli Britton  
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Gun Lake Casino  
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### Community Partners

CareLinc Medical Equipment  
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Performance Plus  
Quick Oil Change

# Save the Date

25<sup>th</sup>  
ANNUAL

# Radiothon

December 5 & 6, 2024

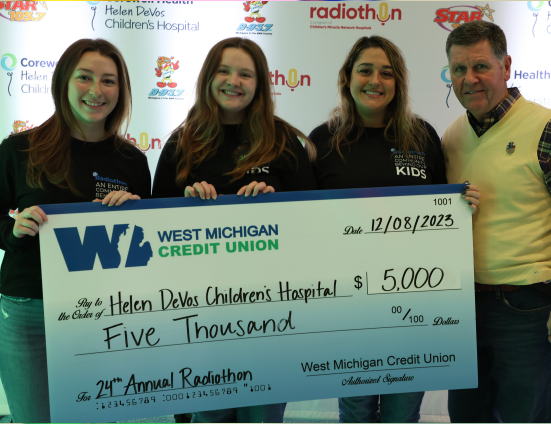
Helen DeVos Children's Hospital

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.





Make sure to tune in this December to make a difference in the lives of West Michigan kids!



Thanks for your support!



radiothon  
a program of  
Children's Miracle Network Hospitals



