



# Partner with us

Support Wisconsin's largest pediatric  
not-for-profit health system



## Meet the team



**Stefanie Ahrens**  
Senior Director,  
Corporate Philanthropy  
and Engagement  
sahrens@childrenswi.org



**Matt Hayden**  
Director, Corporate  
Philanthropy  
mhayden@childrenswi.org



**Julie Sands**  
Manager, Corporate  
Philanthropy and  
Engagement  
jsands@childrenswi.org



**Caitlin Fahey**  
Children's Miracle Network  
Program Director  
cfahey@childrenswi.org



**Dave Thorpe**  
Corporate Engagement  
Coordinator  
dthorpe@childrenswi.org



**Justine Drake**  
Corporate Engagement  
Coordinator  
jdrake@childrenswi.org

# About Children's Wisconsin

The Children's Wisconsin story started more than 130 years ago in a rented house on Milwaukee's Brady Street — a dream brought to life by seven women volunteers and philanthropists who thought kids deserved better care and a pastor who found kids safe and loving homes. From those humble beginnings, and thanks to the community's generosity, we have gone from serving 200 kids in Milwaukee to having over 7.3 million annual connections with kids and families across Wisconsin and beyond.

Today, Children's Wisconsin is a top-ranked pediatric health care system and one of the largest social services agencies in the state.

Children's Wisconsin goes beyond treating kids only when they are sick or injured — expanding the definition of health to include kids' physical, dental, social and mental well-being. This includes a focus on prevention, early intervention and innovation through cutting-edge research, offering programs that empower families to heal and thrive, and providing access to mental and behavioral health services to kids when and where they need them most. **Simply put, no one is better positioned than Children's Wisconsin to drive the future of pediatric health care in the state.**

**With continued support, kids can have healthier and brighter futures. Thank you for considering a partnership with Children's Wisconsin.**

# Table of Contents

Annual impact — by the numbers.....	4
Making an immediate impact.....	5
Let’s maximize your philanthropic goals.....	6
Children’s Miracle Network.....	7
Corporate giving.....	8
Corporate volunteerism.....	9
Local cause marketing.....	10
Team fundraising.....	11
Event sponsorships.....	12
Corporate Spotlight Program.....	13
Partnership benefits.....	14



# Annual impact — by the numbers

Powered by the community,  
100% focused on kids

Our committed benefactors, volunteers and advocates are with us every step of the way to create healthier, brighter futures for our kids, families and communities.



**7.3 MILLION+**

connections with kids and families  
each year

More than **50%**  
hospital inpatient visits  
covered by Medicaid

**3.5 MILLION+**

community health and safety program  
touchpoints

**706,618**

specialty care visits, including  
virtual visits

**26,144**

kids treated in  
our hospitals

**72,545**

visits to our Emergency Room/  
Level I Trauma Center

**6,500+**

kids served in our Child  
Advocacy Centers statewide

**149,951**

visits to our mental and behavioral  
health providers

**450,022**

appointments at our primary  
and urgent care clinics

*Data from January 1 to December 31, 2024*

**Together, we can make an even greater impact!**



# Making an immediate impact

Children's Wisconsin offers philanthropic partners the opportunity to give to the **Immediate Impact for Kids Fund**. These funds are allocated to meet the most pressing needs at Children's Wisconsin, including:

## Whole child health

Programs and services not reimbursable by insurance that wrap around kids' physical, dental, social and mental health and ensure their overall well-being.

## Discovery

Research that pursues better treatments and cures for pediatric diseases.

## Timely investments

Flexible funding that allows Children's to respond without delay, ensuring teams have the resources they need when kids can't wait.

**When you give to the Immediate Impact for Kids Fund, you are directly caring for the kids who rely on Children's Wisconsin today.**



# Good business feels good

Today, more than ever, corporate social responsibility is essential to a successful business, giving you the opportunity to build your brand while enhancing employee and customer satisfaction. When you partner with Children's Wisconsin for your corporate giving program, you:

- Support Wisconsin's largest pediatric not-for-profit health system and one of the largest social services agencies in the state, an essential asset for kids and families
- Engage your employees and customers in a great cause
- Connect your business to the community
- Positively impact your brand

When you partner with us, you have the opportunity to reach engaged donors, advocates and families across our channels:

 **120,000+** email subscribers

 **5,000+** website visitors

 **162,000** followers

 **37,000** followers

 **23,000** followers

 **20,000** followers



# Let's maximize your philanthropic goals

Good business feels good, and it comes with benefits. There are many ways to link your business or brand to Children's Wisconsin.

	Overview	Next steps
Corporate giving	Whether you already have a program in place or need help setting one up, we have the resources you need for employee giving. This can include employee-led fundraising or employer match programs.	<b>Visit page 8</b> to get ideas on ways your organization can get involved with workplace giving. Then, contact our team to talk about what aligns with your philanthropic goals.
Corporate volunteerism	We offer select volunteer opportunities to meaningfully foster team building and engage employees around a common goal.	<b>Visit page 9</b> to learn more about our current volunteer opportunities and contact us to learn about the items our families need most.
Local cause marketing	Giving to Children's Wisconsin through your locally owned business is both rewarding and impactful. Knowing your contributions stay local and fund what is needed most is the essence of good business feeling good.	<b>Visit page 10</b> to learn more about local cause marketing and fill out our cause marketing partnership request form to have your campaign reviewed and approved, at <a href="https://childrenswi.org/localcauseintake">childrenswi.org/localcauseintake</a> .
Team fundraising	Ready to rally your employees? From raising funds through gaming with Extra Life to community-wide events, we have a variety of opportunities to engage your employees for good.	<b>Visit page 11</b> to learn about team fundraising initiatives. Then, contact our team to talk about what aligns with your philanthropic goals.
Signature event sponsorships	We host a variety of fundraising events across the state, bringing together our patient families, friends and supporters in the community. By sponsoring an event, your brand benefits from positive exposure, new audiences and employee engagement opportunities.	<b>Visit page 12</b> to learn about our signature events. Then, contact our team to determine which event and sponsorship level is best for you.
Community events	Engage your network and start your own event benefiting Children's Wisconsin. Raise funds through ticket sales, activities and sponsorships.	Submit a Community Champion intake form at <a href="https://childrenswi.org/communityeventsintake">childrenswi.org/communityeventsintake</a> and one of our team members will connect with you.



# Children's Wisconsin:

## A proud member of Children's Miracle Network

Children's Miracle Network (CMN) is a national nonprofit dedicated to raising funds and awareness for local children's hospitals. CMN is an amplifier, connecting partners, programs and communities to ensure 100% of funds raised directly benefit local children's hospitals. Children's Wisconsin is a proud member of CMN, and we have received more than \$117 million in fundraising dollars from CMN partners during the past 38 years. Most of these funds are donated year-round by local businesses or special CMN fundraising events. The best part? Dollars raised locally stay local.



Donations in parts of Wisconsin and Michigan's Upper Peninsula help Children's Wisconsin fund what's needed most. This includes life-saving treatments, innovative research, vital pediatric medical equipment, child life services that put kids and families at ease during difficult hospital stays, and financial assistance for families who could not otherwise afford these services. Since 1983, CMN has raised more than \$9 billion for 170 children's hospitals nationwide by empowering, and engaging with, local communities and businesses.



### Our 2026 Local CMN Champion

By sharing their healing journeys, Local CMN Champions raise awareness and inspire donations to fund programs and services that help kids and families cope with illness, injury and trauma.

**Meet Mary** — she is bright, bubbly and loves sparkles, dancing and pulling silly pranks. In November 2023, everything changed for Mary when excruciating pain led to a traumatic diagnosis: leukemia. Through battling cancer and her grueling treatment plan, Mary remains an incredibly positive, bright light. She says, "I want to someday work at the hospital. I will do everything I can to cure cancer, take care of babies and be a survivor."



MARY AT THE MACC FUND CENTER FOR CANCER AND BLOOD DISORDERS

Mary recently celebrated her bell ringing, marking the end of her cancer treatment, which is something her family once couldn't imagine. She and her family embrace every opportunity to give back to Children's Wisconsin, including sharing their story at local businesses and organizations to raise awareness and inspire philanthropic support.



# Corporate giving

Children's Wisconsin offers various opportunities for giving back. Here are just a few examples your company can choose to align with your philanthropic and employee engagement priorities:

- **Make a financial gift:** Through this option, your leadership or corporate giving council can select a Children's Wisconsin fund. You may also ask your employees, clients or customers to make the selection.
- **Sponsor or match an annual Children's Wisconsin fundraising campaign:** Support one of our annual fundraising campaigns, you can strengthen your corporate image and brand recognition through print mail pieces, email campaigns and additional digital promotions to thousands of donors and friends of Children's Wisconsin.
- **Start a corporate fundraising event:** Engage your network and start your own event to benefit Children's Wisconsin. Raise funds through ticket sales, activities and sponsorships, reference our Community Champion guidebook, and consult your Children's Wisconsin representative for support along the way.
- **Run an employee giving campaign:** Whether you already have a program in place or need help setting one up, we will provide the resources you need for employee giving at your workplace, which can include an employee-led fundraiser or employer match program, both of which connect your employees and your brand to an essential cause.



GS GLOBAL RESOURCES KNOWS HOW TO PUT THE "FUN" IN FUNDRAISING THROUGH THEIR EMPLOYEE GIVING CAMPAIGN



# Corporate volunteerism

We also offer group volunteer opportunities to meaningfully foster team building and engage employees around a common goal. Here are some of our most regularly available volunteer opportunities. We also offer volunteerism as an event sponsorship benefit.

- **Create and assemble kits for kids:** Kit packing is a great way to provide meaningful resources to Children's Wisconsin. Corporate partners purchase items to include in the kits based on our areas of highest need and gather together to package them. If you make a financial gift, we would love to provide a kit packing opportunity for an even more holistic experience.
- **Robyn's Nest:** Robyn's Nest gives new and gently used clothing, hygiene and cleaning products, toys, books and more to kids and families in our foster care system and other programs. Volunteers are needed to help sort and organize these items throughout the year.

## GS Global Resources

What began in 2002 with Mukwonago-based GS Global Resources forming a corporate team for AI's Run & Walk, a signature Children's Wisconsin fundraising event that spanned over 45 years, has grown into a 24-year partnership, raising nearly \$450,000 for Children's Wisconsin.

Each year, Team GS, the company's community giving team, hosts a variety of internal fundraisers — from bake sales, car shows and softball games to breakfast burrito parties and inflatable gladiator jousting. They also make a point to include Children's patient families, celebrating them as true champions.

In addition, Team GS sponsors and volunteers at Children's fundraising events, like Miracle Marathon and Rally Round, and raises funds through event activities, a corporate match and a unique "VIP" program. At the start of each year, employees can opt in as VIPs with a \$50 donation, kick-starting fundraising while gaining access to all company-sponsored events.

Thank you, Team GS, for being such an inspiration!

***"Beyond supporting a great cause, we see tremendous value in providing employees with the opportunity to create a corporate culture that is built on hard work, thoughtfulness and giving back."***

*-Tom Nicholson, Vice President of Operations and Finance for GS Global Resources*



# Local cause marketing

Local cause marketing partnerships offer a mutually beneficial opportunity for your local business or organization to increase sales, visibility and brand loyalty. These partnerships also engage your employees, customers and partners in our mission and shine a light on your commitment to corporate social responsibility.

There are many ways to run a cause marketing campaign, and our team has the resources to get you up and running. Examples include:

- **Register round-up:** Ask your customers to round up their purchase total at the register
- **Icon campaign:** Give your customers the opportunity to write their name on a paper icon and hang it in the store for all to see
- **Portion of product sales:** Donate a percentage of overall sales or a specific item
- **Register ask:** Ask your customers to add a donation to their purchase
- **Host an event:** Organize a fundraiser with a set donation goal supported through a portion of your proceeds or company matching and then invite additional vendors to participate and contribute.

## Do Good With Food

*“Our daughter is alive today thanks to the quick thinking and highly skilled team in the Children’s Wisconsin emergency department. In 2019, our family came up with an idea to give back — Do Good With Food — and we are incredibly proud of its success.”*

*–Leanne Fazzari, Grateful Parent and Corporate Partner*



THE DO GOOD WITH FOOD TEAM PRESENTS A CHECK TO CHILDREN'S WISCONSIN

Do Good With Food unites the restaurant community in support of Children’s Wisconsin. This fundraising initiative began as a collaboration among grateful parents Gino and Leanne Fazzari, the Milwaukee Kitchen Cabinet, the Wisconsin Restaurant Association and Children’s Wisconsin. Since 2019, the event has raised more than \$275,000 for kids and families. From downtown Milwaukee to the suburbs and fine dining to casual fare, Do Good With Food allows local restaurants to feel good about doing good.



# Team fundraising

Team fundraising is a way for people to work together and have fun while raising money for Children's Wisconsin. We offer a variety of ways for your employees to engage through peer-to-peer fundraising, whether it's year-round giving or a special event. Team fundraising helps increase awareness for Children's Wisconsin and engage new and potential donors.

## Extra Life

Extra Life is a year-round program that raises funds and builds awareness for Children's Wisconsin through the love of gaming. Whether you play video games, role-play games or board or card games, you can sign up for Extra Life and join a passionate community of gamers who also want to do good.

**For more information or to get involved, please contact Dave Thorpe at [dthorpe@childrenswi.org](mailto:dthorpe@childrenswi.org).**



## Dance Marathons

Dance Marathons are another year-round program benefiting Children's Wisconsin where colleges and universities dedicate fall and spring semesters to raise funds for kids. This student-led organization recruits participants as individual fundraisers, hosts fundraising activations, champions kids benefiting from their efforts and caps off the year's accomplishments with a closing celebration in the spring.

Learn more about the program or find out how to donate to a potential alma mater by contacting **Dave Thorpe at [dthorpe@childrenswi.org](mailto:dthorpe@childrenswi.org)**.



# Signature event sponsorships

The Children's Wisconsin fundraising events portfolio offers high-profile brand exposure, positive promotion, meaningful employee engagement activities and a range of sponsorship levels. We look forward to working with you to meet your marketing and philanthropic goals.

## Community-reaching events

Are you looking to maximize your exposure as a good corporate citizen to thousands of potential customers, clients or employees? Consider sponsoring or volunteering at one of our community-reaching events.

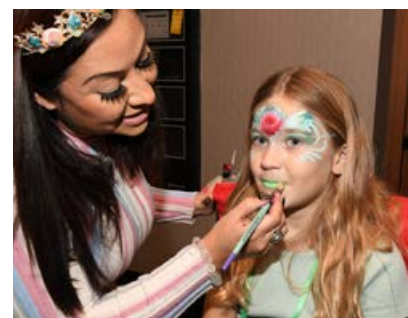
- **Miracle Marathon (Milwaukee — May):** A two-day live radiothon on 96.5 WKLH and wklh.com.
- **Rally Round (Milwaukee — September):** A beautiful day filled with entertainment, activities, delicious food, and the opportunity to run, walk or roll on the track in honor of loved ones and care providers.
- **Hollywood Movie Night presented by Marcus Theatres (Brookfield — Fall):** Exclusive access to a highly anticipated family-friendly movie before its official release.
- **The Sugar Plum Luncheon (Brookfield — November):** Our premier holiday-themed event and auction.



## Networking events

Whether you're looking to entertain clients or secure new partnerships, we invite you to consider sponsoring or volunteering at these events:

- **The Children's Wisconsin Open (Appleton — June):** A rare opportunity to golf with local legends.
- **Tee-Up Fore Kids (River Hills — August):** Our signature golf outing held at the prestigious Milwaukee Country Club.
- **Gather for Good (De Pere — October):** An evening that shines a light on the impact that Children's Wisconsin has on kids and families in Northeast Wisconsin and Michigan's Upper Peninsula.



VISIT OUR EVENTS PAGE TO LEARN MORE  
AND ACCESS OUR SPONSORSHIP MENUS



# Corporate Spotlight Program

## Recognition and stewardship benefits

Corporate partners giving \$100,000 or more within a calendar year become part of our Corporate Spotlight Program. Membership in this program renews annually with elevated recognition and meaningful opportunities to highlight your company's impact. Partners receive benefits such as elevated brand presence at our signature events, recognition on our campus and promotion across our digital platforms.

### Spotlight your commitment to kids and families!

As a Corporate Spotlight Program member, you'll have access to the following benefits:

- Enjoy year-round recognition, the year following your commitment, at all Children's Wisconsin Foundation signature events
- Annual recognition in the Children's Wisconsin Milwaukee Hospital lobby
- Visibility as a premier partner on the Children's Wisconsin Foundation website
- Featured content in the Corporate Partner Pulse email newsletter
- Invitation to tour Children's Wisconsin
- Personalized report summarizing the impact of your giving



# Partnership benefits

Our team is focused on building mutually beneficial, lasting relationships. When you support Children's Wisconsin, you'll enjoy these corporate partner benefits:

- **Children's Wisconsin Foundation liaison:** You'll partner with a Foundation team member who will serve as your point of contact for strategy, planning and implementation work.
- **Resources at your fingertips:** It's easy to educate and engage your employees, clients and stakeholders with our toolkits, talking points and patient stories. You will also stay up to date with our quarterly e-newsletter.
- **Promotion:** Most giving initiatives open to the public are included on the Foundation's Shop to Support web page and shared through a robust network of communication channels with our more than 7,000 Children's Wisconsin employees across the state.
- **Recognition:** We will work to identify recognition opportunities that are most meaningful to you and align with our giving societies.

## Additional opportunities

Depending on your interest, our team looks forward to partnering to explore these additional opportunities for exposure and recognition. *Please note these opportunities are exclusive in nature and offered based on investment and engagement level.*

- **Check presentations:** Meet with Children's Wisconsin representatives to formally present a check with a photo opportunity.
- **Speaker:** Hear from a Children's Wisconsin representative or patient family at your place of employment or an off-site event.
- **Tours:** See your impact firsthand by touring the hospital, clinic or community service location you support.





**We look forward to partnering with you  
to ensure every child has the chance  
to grow up healthy, happy and safe.**

# Let's connect!

If you'd like to explore opportunities to partner with us, please contact:

**Stefanie Ahrens**

Senior Director, Corporate Philanthropy and Engagement  
Children's Wisconsin Foundation  
[sahrens@childrenswi.org](mailto:sahrens@childrenswi.org)

