



Partner with us

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



Children's
Wisconsin

Brighter Than Ever

About Children's Wisconsin

The Children's Wisconsin story started 130 years ago in a rented house on Brady Street in Milwaukee — a dream brought to life by seven women volunteers and philanthropists who thought kids deserved a different kind of 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 6.5 million annual connections with kids and families throughout 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.**

Brighter Than Ever

Children's Wisconsin has embarked on the most ambitious and comprehensive engagement and philanthropy campaign in our history, **Brighter Than Ever**. This campaign is designed to galvanize the community's generosity, volunteerism and advocacy, supporting work to create futures that are Brighter Than Ever for the kids and families of Wisconsin and beyond.

With continued support, Wisconsin's kids can go from healthy to healthier — into the healthiest kids in the nation.

Table of Contents

Annual impact — by the numbers.....	4
Good business feels good.....	5
Your gift, your choice.....	6
Let’s maximize your philanthropic goals.....	10
Children’s Miracle Network Hospitals.....	12
Local cause marketing.....	13
Corporate giving.....	14
Corporate volunteerism.....	15
Team fundraising.....	16
Event sponsorships.....	17
Year-round recognition: The Heroes Giving Society.....	18
Partnership benefits.....	19



Annual impact — by the numbers

Powered by the community, 100% focused on kids

Our remarkable accomplishments in 2023 are a testament to our invaluable philanthropists, volunteers and advocates who are with us every step of the way. **Their generosity means that kids in Wisconsin can go from healthy to healthier — into the healthiest kids in the nation.**



6.5 MILLION+

connections with kids and families each year

53%

of our patients are covered by Medicaid

3,534,600

community health and safety program touch points

706,618

specialty care visits, including virtual visits

20,020

kids treated in our hospitals

72,545

visits to our Emergency Room/Level I Trauma Center

4,844

visits to Child Advocacy Centers across the state

149,951

visits to our mental and behavioral health providers

441,550+

appointments occurred at our primary and urgent care clinics

Data from January 1 to December 31, 2023

Together, we can have an even greater impact!




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 and meaningful 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 patient families across our channels:

 **120,000+** email subscribers

 **22,000** X (formally Twitter) followers

 **161,000** Facebook followers

 **20,000** Instagram followers

 **5,000+** website visitors

 **19,700+** TikTok followers

Gifts from businesses and organizations alike fuel the programs that make Children's Wisconsin a hospital and so much more, whether we're advancing groundbreaking research to eradicate childhood disease, providing music therapy during hospital stays or integrating mental and behavioral health care into every touch point we have with kids in our hospitals and clinics, at schools or out in the community.



Your gift, your choice

Children's Wisconsin offers many programs and services that need your support. We invite you to select an area that will resonate with your company, employees and stakeholders and align with your philanthropic interests and goals.

You can also provide unrestricted dollars through the **Immediate Impact for Kids** fund. Day in and day out, we do everything in our power to treat kids' physical, dental, social and mental health. This work saves lives and helps kids realize their fullest potential. We offer many of these programs and services at no cost to families because it's the right thing to do, even when they don't generate revenue and are not covered by insurance. Unrestricted philanthropic support allows us to attend to our most immediate needs.

Your support is critical to ensure kids receive the best and safest care. Here are some of the programs and services that need your support:

SPARK FORWARD

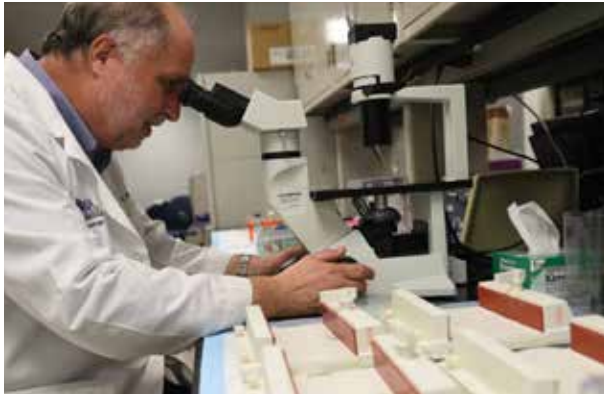
Eradicating Disease & Innovating Health Care



Neonatal Intensive Care Unit (NICU): Caring for more than 800 premature and critically ill newborns every year, the Children's Wisconsin Milwaukee Hospital NICU is the state's first and largest Level IV NICU. Our experts are nationally known for delivering exceptional, compassionate care. In the past few years, demand for our highly specialized care has steadily grown, so Children's Wisconsin has planned a renovation to upgrade the existing space in our Milwaukee campus and add four standard NICU patient rooms and one twin room.

Research and Innovation: At Children's Wisconsin, we are working to accelerate our pediatric research platform: the Children's Research Institute (CRI), which represents the most powerful concentration of 100% pediatric research in Wisconsin, with more than 150 researchers in nearly all of our 36 specialties. Our pioneering physician-scientists, nurse-scientists, researchers and technicians are relentless in their drive to discover better ways to prevent, diagnose, treat and eliminate childhood diseases. CRI teams also collaborate with national experts to share knowledge and improve care and quality of life for children everywhere. Philanthropy provides critical seed funding for early-stage research, before it's competitive for





CALVIN B WILLIAMS, MD, CHIEF SCIENTIFIC OFFICER
AT THE CHILDREN'S RESEARCH INSTITUTE

government grants and other funding, powering promising ideas and innovations to shape the future of pediatric health care and drawing leading researchers and clinicians to Children's Wisconsin to do even more good work for kids and families.

GLOW BEYOND

Caring for the Whole Child & Empowering Families to Build Strong Communities

Child Advocacy Centers: Designed for children who have endured physical or sexual abuse, neglect or trafficking, the Children's Wisconsin Child Advocacy Centers (CACs) serve as a safe space for kids to meet with a multidisciplinary team — including professionals in law enforcement, mental health, child protective services, victim advocacy and more — to share their story. With support from a trusted and trained forensic interviewer, kids only have to relive their painful experience once. Children's Wisconsin runs the nation's largest hospital-based CAC network, with CACs in Milwaukee, Eau Claire, Kenosha, Outagamie, Racine, Walworth and Wausau counties and medical satellite offices in Brown, Ozaukee and Waukesha counties.



Child Life and Creative Arts Therapies: When a child is sick or injured, the whole family experiences distress and disruption. That's why Child Life and Creative Arts Therapies are an essential component of the Children's Wisconsin experience, offering wraparound services and support to kids and families as they navigate their health care journey.

Community Health and Education: Our work at Children's Wisconsin extends far beyond our hospitals and clinics. We also deliver care where kids spend much of their time — at home, at school and in the community. Our Community Health and Education (CHE) teams develop and deliver community-based services and programs that focus on prevention and early intervention



to improve overall health outcomes for kids and families. These programs include e-learning resources to teach kids and teens how to stay healthy, community health advocates to work alongside families on their path to lasting stability, school nurses to keep kids healthy so they can achieve academic success, parenting and trauma-informed care, child abuse prevention, and so much more.

Health Navigation: The Children’s Wisconsin Health Navigation Program meets kids and families where they are and empowers them to realize their fullest potential. This innovative, evidence-based and high-touch care program is integrated into our four Metro Milwaukee primary care clinics — places that families already know and trust. The program complements traditional primary care with a care coordination team to help kids and families overcome the most complex health needs and obstacles to wellness, and represents a single point of access to navigate physical, dental, social and mental health care needs. Health navigators facilitate connections to community resources like housing, food and transportation, and activate immediate interventions, like helping a family acquire a refrigerator to properly store medication.

Project Ujima: When a child arrives in our emergency room with a gunshot wound or as a victim of physical assault, they receive more than just immediate medical care. Project Ujima — the nation’s first hospital-based violence prevention and intervention program — is there to help kids and families heal after violence shatters their world. Beyond immediate interventions, the Project Ujima teams provide mentoring and grief support, and teach kids healthy ways to process trauma. They also empower families, offering mental health care and helping them navigate issues related to housing, food and education.



SHINE THROUGH

Creating Solutions for Mental & Behavioral Health

Center for Child Development: Our teams of child development experts diagnose and offer treatment recommendations for conditions such as autism spectrum disorders, developmental and cognitive delays, learning, attention and behavioral disorders, and more, providing the early intervention that can make all the difference in a child's life.

And we need to do more. In 2023, we had more than 9,000 patient visits and over 3,700 requests for new evaluations. As a result, our wait list has grown to over 2,000 kids still seeking our services. The demand has been consistently growing, exceeding our capacity.

To further increase access to care, we opened the Center for Child Development, a regional hub for coordinated comprehensive services. Families can come at any point in their journey — from diagnosis through treatment — to access resources, seek advocacy support with schools and providers, and better understand how developmental and behavioral challenges impact their child's daily life. With all these services under one roof, parents miss less work and kids can spend more time in school and doing activities that allow them to just be kids.



Mental and Behavioral Health: There simply is no health without mental health. Since 2019, Children's Wisconsin has been a national leader in creating solutions to confront the mental and behavioral health crisis that our kids face today, a crisis that cuts across every corner, demographic, age and ZIP code. We are transforming how we deliver care to integrate mental and behavioral health services at every touch point, and leveraging a groundbreaking model of care that enables us to detect problems sooner, increase access to services, reduce stigma, and advance research and education.

By partnering with Children's Wisconsin, you can directly promote kids' physical, dental, social and mental health. Your generosity is essential to ensuring the sustainability of this work, especially when it does not generate revenue or is not covered by insurance. We are happy to collaborate to find the opportunity that best fits your mission. Let's connect!

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, regardless of whether you're a large or small organization. Whatever your philanthropic goals, we want to connect with you.

Let's partner to create futures that are Brighter Than Ever for Wisconsin's kids and families!

	Overview	Next steps
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.	Fill out our cause marketing partnership request form to have your campaign reviewed and approved, at childrenswi.org/localcauseintake .
Programmatic gifts	We offer many programs and services that align with your corporate giving priorities. Consider a multi-year commitment to maximize your philanthropic impact and investment. Depending on your giving level, we also offer meaningful recognition through our Heroes Giving Society.	Visit pages 6-9 to learn about our programs and services in need of funding. Then, contact our team to learn more.
Workplace 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.	Visit pages 6-9 to learn about our programs and services in need of funding. Then, contact our team to talk about what aligns with your philanthropic goals.
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.	Visit page 16 to learn about team fundraising initiatives. Then, contact our team to talk about what aligns with your philanthropic goals.



<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Event sponsorships</p>	<p>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 organization helps create brighter futures for kids and your brand benefits from positive exposure, new audiences and employee engagement opportunities.</p>	<p>Visit page 17 to learn about our events.</p> <p>Then, contact our team to determine which event and sponsorship level is best for you.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Corporate fundraising events</p>	<p>Engage your network and start your own event benefiting Children's Wisconsin. Raise funds through ticket sales, activities and sponsorships.</p>	<p>Submit a Community Champion intake form at childrenswi.org/communityeventsintake and one of our team members will connect with you.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Volunteerism</p>	<p>We offer select volunteer opportunities to meaningfully foster team building and engage employees around a common goal. Your employees can volunteer at events or purchase and pack top wish list items for our programs and services, sort donated items, and more.</p>	<p>Visit page 15 to learn more about our current volunteer opportunities and contact us to learn about the items our families need most. We will then partner with you to bring your activity to life.</p>



OUR GENEROUS CORPORATE PARTNERS GIVE THEIR TIME AND TALENTS TO SUPPORT CHILDREN'S WISCONSIN THROUGH CURATED EXPERIENCES, EVENTS AND VOLUNTEERISM.



Children's Wisconsin:

A proud member of Children's Miracle Network Hospitals

Children's Miracle Network Hospitals (CMN) is a national nonprofit dedicated to raising funds and awareness for local children's hospitals. Children's Wisconsin is a proud member of CMN, and we have received more than \$111 million in fundraising dollars from CMN partners during the past 36 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 \$8.5 billion for 170 children's hospitals nationwide by empowering, and engaging with, local communities and businesses.



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.

Jack, 2025 Local Champion, was born on Christmas Day. Suddenly, his heart rate dropped to critical levels. His mom, Stephanie, remembers her baby being quickly taken out of the delivery room before she could even hold him. After further testing, Jack was diagnosed with transposition of the great arteries and, at only two days old, had lifesaving open-heart surgery. He went home after just 10 days in the hospital — a testament to the state-of-the-art care he received at Children's Wisconsin.

Jack is now a healthy fourth-grader. Every two years, he receives follow-up care at the Herma Heart Institute. He and his family look for every opportunity to give back to Children's Wisconsin, including sharing their story at local businesses and organizations to raise awareness about the Children's Wisconsin mission and inspire philanthropic support.



JACK VISITS COSTCO, A CMN PARTNER



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

Do Good with Food

“If it had not been for the quick thinking and highly skilled team working in the Children’s Wisconsin emergency department, our daughter would not be alive today. So, our family came up with an idea to give back — Do Good with Food — and we presented it to the Children’s Wisconsin Foundation team in 2019. From there, the process has been seamless.” -Leanne Fazzari, Grateful Parent and corporate partner



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

The mission of Do Good With Food is to unite the restaurant community in support of Children’s Wisconsin. This fundraising initiative began as a collaboration between grateful parents Gino and Leanne Fazzari, the Milwaukee Kitchen Cabinet, the Wisconsin Restaurant Association and Children’s Wisconsin. Since its inception in 2019, the event has raised more than \$200,000 for the kids and families we serve. 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.



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 giving option, your leadership, corporate giving council or even employees or clients select a Children's Wisconsin fund, program or service to support. You may also ask your employees or customers to select the fund, program or service. Or, you can choose to support an awareness month.
- **Sponsor or match an annual Children's Wisconsin fundraising campaign:** With your sponsorship and philanthropic matching opportunity to 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.
- **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.
- **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.



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, which is described in more detail on page 17.

- **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. Examples include backpacks with school supplies, hygiene kits for parents, sibling care kits and art bags, among many others. 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 started with Mukwonago-based GS Global Resources forming a corporate team for AI’s Run & Walk in 2002 has turned into a 22-year-long partnership that has raised more than \$380,000 for Children’s Wisconsin. Each year, Team GS organizes a variety of internal fundraising events ranging from bake sales, car shows and softball games to breakfast burrito parties, inflatable gladiator jousting competitions and more. In 2023, this creativity helped Team GS raise a record-breaking \$32,465, a 29% increase from 2022.

Team GS raises money through event fundraising activities, a corporate match and a unique “VIP” model. At the beginning of the year, employees can opt into becoming VIPs with a \$50 donation, which kick-starts fundraising and grants them access to all company-sponsored events. Thank you for being an inspiration, Team GS!

“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



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

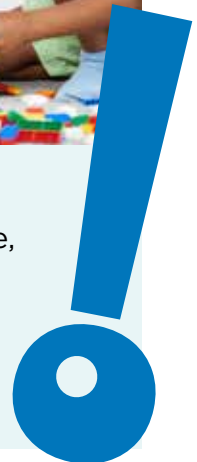
Extra Life is a year-round program that raises funds and builds awareness for Children’s Wisconsin through the love of gaming. Whether you play video games, role-play games, board or card games, you can sign up for Extra Life and join a passionate community of gamers who also want to do good. To learn more about how to start a team of Extra Lifers “to game on and give back,” please visit childrenswi.org/extralife.



Rally Round for Children’s Wisconsin

Confidential until the public launch in February 2025

On Saturday, September 13, 2025, the one-mile loop at the Milwaukee Mile will host a variety of exciting activities that give our entire community the opportunity to rally teams, fundraise for Children’s Wisconsin, and celebrate the kids, teens and families in our lives. In addition to sponsorship, this brand-new event will offer the opportunity to build a corporate team, volunteer before, during or after the event, and enjoy a family-friendly event outside the office.



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.
- **Wisconsin Football Coaches Association All-Star Charity Football Games (Oshkosh – July):** A multi-day event bringing together the state's top high school football players.
- **Rally Round (Milwaukee – September):** *Confidential until the public launch in February 2025.* Brand-new event that marks an evolution of the 45-year strong AI's Run & Walk.
- **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 – November):** An evening that shines a light on the impact that Children's Wisconsin has on kids and families in Northeast and Central Wisconsin and Michigan's Upper Peninsula.



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



Year-round recognition: Heroes Giving Society

Recognition and stewardship benefits

All donors who give \$1,000 or more during a calendar year become part of our Heroes Giving Society. Membership in the Heroes Giving Society renews annually and is open to individuals, families, companies and foundations.

Depending on giving level, Heroes Giving Society members receive many benefits, such as invitations to special events, donor wall recognition and exclusive opportunities throughout the year. Check out the giving level example below.



FIND A FULL LISTING
OF LEVELS AND BENEFITS



Be a Children's Superhero!

At the \$25,000+ level, you'll become a Children's Superhero and enjoy all of these benefits:

- Invitation to the Children's Wisconsin annual donor and volunteer celebration
- Annual recognition on the donor honor roll on the Children's Wisconsin Foundation website
- Personal contact at the Children's Wisconsin Foundation
- Card from a Children's Wisconsin patient
- Annual recognition on the donor walls in our Milwaukee Hospital and Appleton Clinic
- Heroes thank you gift
- Invitation to tour Children's Wisconsin
- Personalized report summarizing the impact of your annual giving
- Invitation to a Superhero Reception with Children's Wisconsin leadership and care providers

All annual cash gifts will be included. Planned gifts are included and recognized through our Guardian Society.



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 6,000 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.





**Together, we can create futures
that are Brighter Than Ever for our kids,
families and communities. Thank you!**



Children's
Wisconsin

Brighter Than Ever

The engagement & philanthropy campaign for Children's Wisconsin

Children's Wisconsin Foundation

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