

1 CAUSE

24 HOURS 25 YEARS

\$7 MILLION DOLLARS RAISED

11 KID CO-CAPTAINS 684 DANCERS \$27,247 RAISED IN JUST 24 HOURS

40+ FUNDRAISING EVENTS



467 5K AND FUN RUN PARTICIPANTS



12 COMMUNITY PARTNERS



745 LETTERS MAILED

30+ FOOD SPONSORS



30,000+ DINNERS SERVED AT PNO



637 FAMILIES SERVED BY THE FTK FUND



64 ITEMS AUCTIONED



1,800 HOURS SPENT CANNING



10 COMMITTEES



183 COMMITTEE MEMBERS



308 BANNERS HAND-PAINTED

Contact Us

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CAROLINA FOR THE KIDS

2022-2023 Sponsorship Brochure



The mission of the Carolina For The Kids Foundation is to provide major emotional, medical, and financial support for the patients and families served by UNC Children's Hospital.



carolinaftk.org



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Who We Are

For The Kids Fund

The For The Kids Fund aims to cover costs insurance does not. The FTK Fund serves to provide families assistance in their areas of greatest need, whether that be a gas card to alleviate the costs accrued with multiple trips to the hospital, bill payment assistance, or funds to purchase necessary equipment to allow a smooth transition home. Carolina FTK collaborates with Hospital Social Workers to identify families with needs eligible to receive FTK Fund assistance, making it easier for families to focus on their child's wellness instead of the costs associated with illness or injury.



Parents' Night Out

Parents' Night Out, commonly referred to as PNO, is CFTK's second-most longstanding grant, next to the For the Kids Fund. Every Tuesday night, members of Carolina For The Kids serve hot and healthy meals to parents and families at UNC Children's. PNO is special to CFTK because not only does it allow committee members to directly interact with the patients and families served by UNC Children's, it creates one less worry for parents and families. While parents are busy caring for their children, the last thing they should have to worry about is where their next meal is coming from.



Critical Program Areas

The Children's Play Atrium

The Play Atrium is an important part of the comprehensive, family-centered care provided at UNC Children's. It gives patients a place to have fun, spend some time outside and take their minds off of being in the Hospital. Our support will allow the Play Atrium to stay open longer during the week, and, in turn, serve more families.

Carolina For The Kids Grants and Carolina For The Kids Research Grants

These grants help advance programs, services and other Hospital-based initiatives that directly impact care and specific patient-related needs. Our support will allow us to push innovative research and essential care forward thus getting patients well, faster.

Sponsorship Benefits

- More than 140,000 yearly website views from over 40,000 unique visitors
- Monthly newsletter readership of more than 6,000
- Over 4,600 Facebook likes and over 1,600 Instagram followers
- Media coverage from the university, local and state news outlets
- During the 24-hour marathon, the 2,500 students and visitors are exposed to sponsors

Our Events



Kilometers For The Kids

October 28-31, 2023

This year will be Carolina For The Kids 9th annual Kilometers For The Kids! This is an event for people of all ages: students, families, community members and more. The event consists of a virtual 1-mile Fun Run, 5K, and 10K run & in-person 1 mile Fun Run and 5K. Contact our Finance Coordinator Lucy Gorman, for more information about sponsoring KFTK at finance@carolinaftk.org.



Benefit Reception

February 2023

The Benefit Reception is an annual silent and live auction held in the spring semester to assist in our goal of supporting the patients and families of UNC Children's. All items auctioned are donated from businesses both in North Carolina and across the country. It is an elegant evening attended by prominent members of the Chapel Hill community as well as hospital, doctors, staff and families that have directly benefited from our support. Contact our Formal Affairs Chair, Manuela Uppalapati, for more information about the Benefit Reception at formalaffairs@carolinaftk.org.



1 Day Fundraising Campaign

February 2023

CFTK completes an annual fundraising challenge of raising \$60k in just one day. CFTK works around the clock and partners with local businesses and events to help reach our most ambitious fundraising goal.



UNC Dance Marathon

March 25-26, 2023

Our year-long fundraising efforts culminate in a 24-hour no-sitting, no-sleeping UNC Dance Marathon held in the spring on the campus of UNC-Chapel Hill. Each year, over 2,000 students pledge to remain on their feet to show their support for our cause. The UNC Dance Marathon is our largest event with more student involvement than any other event throughout the year. Last year, we donated \$288,000 to UNC Children's from our Marathon. Contact our Organizational Donations Chair, Anna Soto for more information about sponsoring the Marathon at donations@carolinaftk.org.

For more information and details about our events, visit our website:
www.carolinaftk.org

Sponsorship Levels



	FRIEND OF CAROLINA FOR THE KIDS \$1 - 199	FETZER CLUB \$200 - 499	RAMESES CLUB \$500 - 749	MARATHON CLUB \$750 - 999	TAR HEEL CLUB \$1,000 - 2,499	CAROLINA CLUB \$2,500 - 4,999	FOR THE KIDS CLUB \$5,000 - 9,999	PRESENTING PARTNER \$10,000+
"WE SUPPORT CFTK" SIGN TO DISPLAY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COMPANY NAME FEATURED ON WEBSITE, NEWSLETTER RECOGNITION, AND BANNER FEATURED WITH COMPANY NAME AND LOGO		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COMPANY FLYER DISTRIBUTED AT CFTK EVENTS AND RECOGNITION ON SOCIAL MEDIA PLATFORMS			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NAME ANNOUNCED AT DM, 60 SECOND VIDEO STORY FEATURED AT DM, AND 2 TICKETS TO BR				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HOUR SPONSORS AT DM AND NAME ON DANCER SHIRT					<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 TICKETS TO BR, COMPANY NAME AND LOGO IN DANCER PACKET AND ON DANCER SHIRTS, AND DIRECT SERVICE OPPORTUNITY AT DM						<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SPEAKING OPPORTUNITY AT DM AND ADDITIONAL CFTK PARTNERSHIP EVENT							<input type="radio"/>	<input type="radio"/>
EXCLUSIVE EMAIL BLAST TO SUPPORTERS, FAMILY AND KCC INTERACTION AT DM, CHECK PRESENTATION, AND TITLE SPONSOR (KICKOFF SPEAKER AT DM)								<input type="radio"/>

If you would like to donate to our cause directly please, visit our
website: www.carolinaftk.org