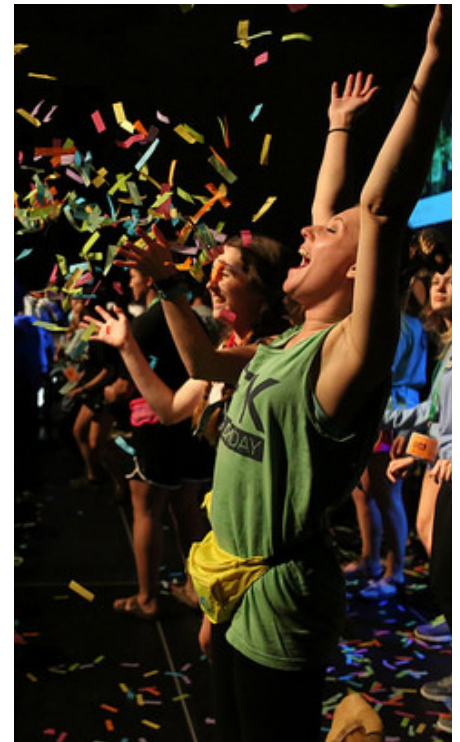




CAROLINA FOR THE KIDS

Organizational Overview

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.



About Carolina For The Kids:

Carolina For The Kids is the largest student-run fundraising organization in the state of North Carolina. Our organization assists the patients and families at UNC Children's Hospital and provides emotional, medical and financial support. Over the course of the year, CFTK holds a variety of events, such as Kilometers For The Kids 5K and Fun Run, Benefit Reception live and silent auction, and our largest event, the UNC Dance Marathon. Each year, over 1,000 Carolina students pledge to raise at least \$200 and stand for a full day in solidarity of the families of UNC Children's Hospital. Since our inception in 1999, CFTK has raised over \$5.4 million for the patients and families of UNC Children's Hospital, with \$420,062.95 raised in 2017 alone.

Goals, Priorities & Values:

- To unite the University, community, and state in fostering emotional and financial support that aims to improve quality of experience for the patients and families of UNC Children's Hospital
- To uphold the core values of Carolina For The Kids include advocacy, compassion, dedication, ingenuity, and teamwork.



About UNC Dance Marathon

For 24 hours, hundreds of dancers stand together with one goal: to show support for the patients and families of UNC Children's. UNC Dance Marathon is a celebration of Carolina For The Kids' fundraising accomplishments throughout the year as well as a display of student's commitment and passion for the cause. UNC Dance Marathon is a unique experience because it provides students with the opportunity to bond with others who may have completely different backgrounds; it fosters friends and memories that will last a lifetime. Here are some of the highlights:



7:00pm: Stand up!

7:45pm (Friday) - 1:45pm (Saturday): Performance groups of all kinds are brought in from the UNC community to entertain our dancers.

6:30am - 8:00am: Kenan Sunrise Walk – All of the dancers stretch their legs with a walk to Kenan Stadium, home of the Tar Heel Football team, and watch the sunrise from one of the most beloved locations on campus.

8:00am: Rave – When students begin to get tired and lose energy, they all gather together in a rave complete with glow sticks and dancing to lift their spirits.

5:00pm: Kid Co-Captain Talent Show – Our Kid Co-Captains from UNC Children's come to entertain the dancers with their heart warming talents.

6:00pm: Family hour – Families of the patients we serve come to share their stories and express how much CFTK has affected their lives.

6:50pm: Sway Time – In the last moments of the marathon, all dancers link arms and sway together reflecting on the past 24 hours.

6:55pm: Total reveal – The final amount of money raised throughout the year is revealed, showing the dancers how much they have accomplished together throughout the year.

7:00pm: Sit down!

20 Years of Carolina For The Kids

This year is CFTK's 20th Anniversary, and we want to celebrate our rich history and accomplishments over the past 20 years! CFTK was founded in 1999 by Michael Bucy with a goal to alleviate the burden of hospitalization from patients and families at UNC Children's. The organization quickly grew in popularity and size until it became the largest student-run nonprofit in North Carolina.

- **1999** - The first UNCDM takes place in February, with about 75 dancers raising \$40,000 for UNC Children's Hospital
- **2000** - Increased the fundraising total to more than \$70,000 and established the For the Kids Fund
- **2001** - Surprise appearance by UNC alumnus and Olympic Gold Medalist Mia Hamm Endorsed by Chapel Hill Mayor Rosemary Waldorf, who proclaimed February 18-23 Dance Marathon Week in Chapel Hill
- **2004** - Appearance by UNC Head Basketball Coach Roy Williams at UNC Marathon
- **2006** - Began new partnerships with the Cardiac Care Center and the Hematology-Oncology divisions of N.C. Children's Hospital
Reached a fund-raising total of more than \$1 million over 8 years
- **2008** - Surprise appearance by comedian Will Ferrell
- **2009** - Started a relationship with divisions at N.C. Children's Hospital through grants such as N.C. Children's Center for Clinical Excellence and focused on improving pediatric critical care
- **2010** - Established the kid co-captain program with 9 kids helping lead the 24 dancer teams and raised more than \$421,000 for UNC Children's, increasing our fundraising total to more than \$2.4 million
- **2012** - A record 2,000 students signed up to dance
UNCDM started N.C. Children's Hospital's first Pediatric Palliative Care Program
Hosted the 1st annual 5K FTK
- **2014** - Raised \$551,595.87, which passed the half-million mark for the first time in UNCDM history!
- **2015** - Officially changed the name of the organization from UNC Dance Marathon to Carolina For The Kids
- **2017** - Began funding Carolina Conexiones and the Carolina For The Kids Grants and Research Grants
- **2018** - Funded Parent Sleeper Sofas and celebrated 20th Year of UNC Dance Marathon and Carolina For The Kids!



Photo of the first UNC Dance Marathon in 1999

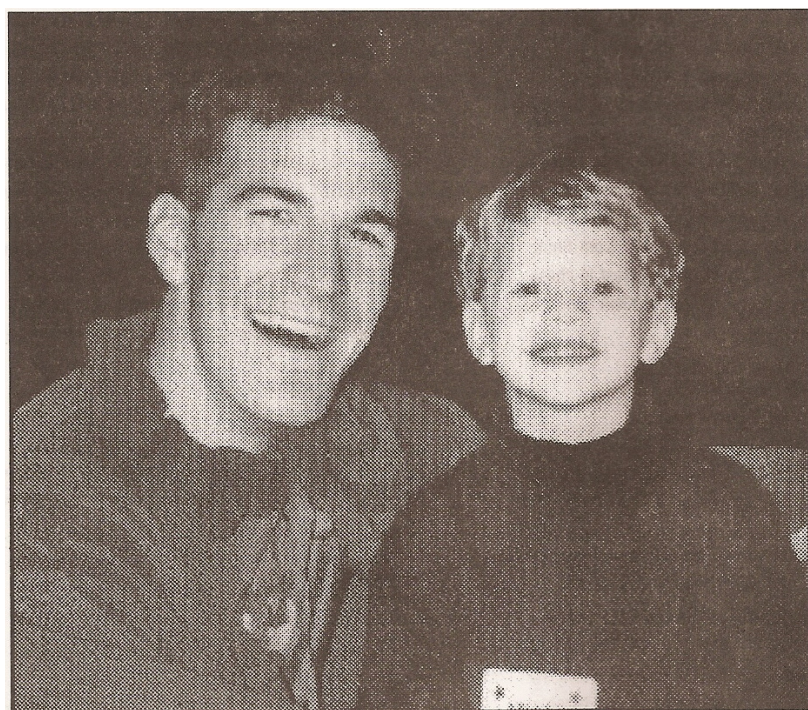


Photo of Michael Bucy, UNCDM Founder, with a child patient in 1999

NEW PALS. Mike Bucy poses, in costume, with his new friend Mike Johnson. Johnson, who has cystic fibrosis, is a patient in UNC Children's Hospital and is one of the children who will benefit from the funds raised by the Dance Marathon.

What We Fund

For the Kids Fund

The FTK Fund is the flagship grant of the Carolina For The Kids Foundation, which provides families with financial assistance for needs that are not covered by their medical insurance. Assistance is provided for meal tickets, gas cards and critical bill payments. The For the Kids Fund is CFTK's most integral grant because it directly supports our mission of providing for the emotional and financial needs of the patients and families of UNC Children's. When a child is hospitalized, we believe parents should focus on getting their child well, rather than worrying about getting to and from the hospital or how their bills at home are being paid.



Parents' Night Out

Carolina FTK partners with Coastal Federal Credit Union to host Parent's Night Out, a weekly dinner served to the parents of children who are staying on inpatient floors of the N.C. Children's Hospital. Meals are served by CFTK student volunteers. Parents' Night Out, commonly referred to as PNO, is CFTK's second-most longstanding grant, next to the For the Kids Fund. Just last year alone, CFTK served 25,060 meals. PNO strives to create a sense of community, while alleviating one of the many worries on families' minds when their children are hospitalized.

The Children's Play Atrium

Through the assistance of Carolina FTK, the Pediatric Play Atrium on the 7th floor of N.C. Children's Hospital can stay open for extended hours so that children can leave their hospital rooms and play. The Pediatric Play Atrium is an accessible playspace for kids to enjoy and forget that they are hospitalized. CFTK student volunteers visit the Play Atrium and bring crafts to interact with patients.

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

CFTK has had the special opportunity to help fund critical research and non-research projects to improve the healthcare outcomes of children impacted by UNC Children's. These grants have allowed faculty at UNC Children's to supplement care, bring play and joy to child patients, and test new treatment methods for children at UNC to help them heal faster.



Parent Sleeper Sofas

This year, the Carolina For The Kids Foundation funded 10 new parent sleeper couches for inpatient rooms on two floors of N.C. Children's Hospital. These beds allow for parents to sleep comfortably in their child's room so that they do not have to leave their child's bedside.



Carolina For The Kids By The Numbers

This year, CFTK has made great strides in improving care and support for patients and families at UNC Children's Hospital. At the Marathon, we will reveal our final fundraising total for 2017-2018, but here are our fundraising and impact highlights from the year:

2018 Impact Highlights

- \$5.2** Million Dollars raised in 20 years
- 935** Meals served at Parent's Night Out
- 858** Families served by FTK Fund
- 31** Kid Co-Captains
- 15** Grants Funded
- 744** KFTK Runners
- 22** Fundraising Events
- 1,476** Fundraising Letters Sent
- 2,300** Hours Spent Canning
- 401** CFTK Committee Members
- 310** Banners Painted for UNCDM

Fundraising Highlights

- One Day Campaign:
\$36,883.60
- Benefit Reception:
\$36,591
- Canning:
\$27,800
- Kilometers For The Kids 5k:
\$18,640
- Chapel Hill-Carrboro High School
Mini-Marathon:
\$14,206
- Left on Franklin:
\$1,300
- For(mal) The Kids:
\$912

Executive Director Bio



Hannah Dix, a senior from High Point, North Carolina, currently serves as the Executive Director of the Carolina For The Kids Foundation.

Q: *How did you get involved with CFTK?*

A: I got involved with Carolina For The Kids my first year because of my love for dance and heart for service. Carolina For The Kids has been the most moving and most important part of my time at UNC.

Q: *What is your favorite part of the UNC Dance Marathon?*

A: My favorite part of the UNC Dance Marathon is Family Hour. To hear the real-life impact that Carolina For The Kids has had on families

reminds me why I stand - to join in solidarity and support with patients, parents, and siblings. I'm grateful for every family who has let CFTK be a part of their story.

Q: *What are you most excited for this year?*

A: I'm excited to see the joy on the faces of first-time dancers. UNC Dance Marathon is a special experience, one that is hard to describe in words. You truly must experience it for yourself. The Executive Board has been working so hard to give every dancer the best and most memorable 24 hours, and we cannot wait to stand with you!

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Top Supporting Organizations on Campus

The following organizations have made significant contributions to Carolina For The Kids through participation in UNC Dance Marathon and financial donations. We are very grateful for their support:

*Tri Delta, Tri Sigma, Zeta Beta Tau, Kappa Delta, Alpha Phi Omega
Blank Canvas, Alpha Phi, Psalm 100, Alpha Epsilon Delta*