



**Nicklaus  
Children's  
Hospital**

Where Your Child Matters Most





**Nicklaus  
Children's  
Hospital**

Where Your Child Matters Most

## Providing Amazing Patient Care Since 1950

### OUR VISION:

To create a healthy future for every child

### OUR MISSION:

To inspire hope and promote lifelong health by providing the best care to every child

### WHO WE SERVE:

All Florida Counties

All 50 U.S. States

119 Countries



**20+ LOCATIONS**

Martin County to Miami-Dade County





Nicklaus  
Children's  
Hospital

Where Your Child Matters Most

## What Sets Nicklaus Children's Hospital Apart

- Only licensed specialty hospital in South Florida **exclusively** for children.
- ER is home to South Florida's **only** freestanding pediatric trauma center, and among the most visited in U.S.
- Serving some of the **most underserved patient populations** in Florida
- **Exclusive** Children's Miracle Network Hospital for our region



Children's  
Miracle Network  
Hospitals®

70%

PATIENTS COVERED  
BY MEDICAID



Nicklaus  
Children's  
Hospital

Where Your Child Matters Most

## U.S. News & World Report

---

**Five** Nicklaus Children's subspecialty programs are ranked among the best in the nation. No other hospital in South Florida has more ranked pediatric programs.

- Cardiology & Heart Surgery
- Neonatology
- Neurology & Neurosurgery
- Orthopedics
- Pulmonology



**BEST**  
CHILDREN'S  
HOSPITALS

**U.S. News** & WORLD REPORT

RANKED IN  
5 SPECIALTIES  
2022-23





Nicklaus  
Children's  
Hospital

Where Your Child Matters Most

## Our Impact

Based on 2022 Hospital Data



**97,461**  
EMERGENCY DEPT.  
VISITS ANNUALLY



**15,235**  
TOTAL SURGERIES  
ANNUALLY



**10,029**  
INPATIENT  
ADMISSIONS



**309**  
LICENSED  
BEDS

**1 MILLION**  
CHILDREN VISIT OUR  
HOSPITAL EVERY YEAR

**70%**  
PATIENTS COVERED BY  
MEDICAID OR  
OTHER GOVERNMENT  
INSURANCE



### Hospital Tour with Maja

Join one of our patients as she shows  
you around Nicklaus Children's!

<https://www.Nicklauschildrens.org/hospitaltour>



## Supporting a Healthy Future for Children

Nicklaus Children's Hospital Foundation is a 501(c)(3) dedicated to raising funds that support patients and families.

### You're In Good Company:





## About Nicklaus Children's Hospital Foundation

---

- 501(c)(3) dedicated to raising funds that support patients and families.
- Founded in 1982 as Miami Children's Hospital Foundation, inspired by Ambassador David M. Walters who lost his 6-year-old granddaughter to leukemia due to lack of medical resources. Since then, he vowed no child would have to leave South Florida for quality healthcare.
- Governed by Foundation Board of Directors
- Philanthropic support helps fund the hospital's greatest needs, patient assistance, scientific advances and research, hospital expansions, and more.
- Ways to Give [one-time or monthly gift](#) | [corporate giving](#) | [naming opportunities](#) | [matching gifts](#) | [planned giving](#) | [tributes](#) | [sponsorships](#) | [peer-to-peer fundraising](#) | [cryptocurrency](#) | [donate items](#)

[give.nicklauschildrens.org](https://give.nicklauschildrens.org)



Nicklaus  
Children's  
Hospital

Where Your Child Matters Most

## Your Support Changes Lives

---

### Meet Enya

After receiving the results from her 20-week pregnancy checkup in Trinidad, Reánnah learned that her soon to be born daughter, Enya, showed signs of possible cleft lip and palate. After weeks of research, Reánnah and her husband made the decision to travel to Miami for Enya's delivery and follow-up care. Thanks to the team at the [Craniofacial Program](#) at Nicklaus Children's Hospital. Enya is back home in Trinidad with her family.



Watch Enya's Story

<https://www.youtube.com/watch?v=N3HKexsutHs>





Where Your Child Matters Most

## Shared Values

---

- We believe in creating healthy futures for every child
- We believe in leveraging partnerships to enhance the delivery of amazing patient care and research
- We believe it is our social responsibility to give back to our community
- We believe in doing good
- We believe community partnerships can have transformational impact
- We believe we can work together to build our future
- We believe in showing love to our partners and supporters 😊





# Spread Joy Toy Drive

## Building On Our Work

- Each year, Nicklaus Children's works with individuals and organizations in our community to collect toys for patients. Toys are distributed during the holidays and year-round for birthdays or celebrations such as the end of cancer treatment.

## How You Can Make a Difference

- Become a Sponsor
- Make a cash gift
- Shop our Amazon charity lists
- Donate Toys

**Contact:** [toydrive@nicklaushealth.org](mailto:toydrive@nicklaushealth.org)



## Our Impact

24,331 Toys Collected

567 Donors

\$608,275 Toy Value

\$30,000 in Sponsorships

\*2022 data

## 2022 Spread Joy Toy Drive Recap Video



Watch 2022 Spread Joy Recap Video

<https://www.youtube.com/watch?v=zJvf5XNeB9Y>



## Spread Joy Toy Drive Sponsorship Opportunities

- Presenting Sponsor
- Elf on the Shelf / Mensch on a Bench Sponsor
- Toy Tag Sponsor
- Virtual Toy Drive Sponsor
- Holiday Lights Sponsor
- Holiday Chariot Sponsor
- Spread Joy Toy Drive Supporter



IMPACTFUL  
GIVING  
OPPORTUNITIES

360°  
ENGAGEMENT

RECOGNITION  
& MARKETING



## Spread Joy Presenting Sponsor

### Sponsor Benefits Include:

- Opportunity to send (20) employees to volunteer at Spread Joy collection day (wear company swag)
- Opportunity to hand out approved swag items at toy drive
- Opportunity to host (2) themed patient events at NCH
- Logo and presenting sponsor title on post event thank you/tax letters
- Opportunity to be collection site for toys, then dropped off during Spread Joy collection day, accompanied by photography/ video and Foundation announcement
- Prominent logo placement on program materials, including:
  - Foundation website
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
- Dedicated social media recognition and thank you

**\$30,000**

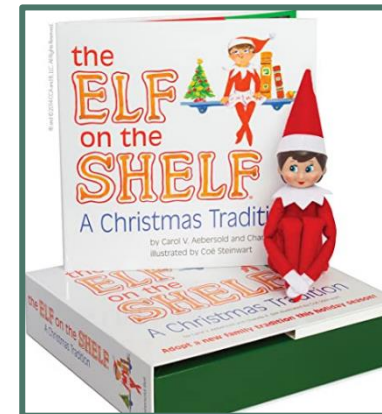


## Elf on the Shelf/ Mensch on a Bench Sponsor

### Sponsor Benefits Include:

- Opportunity to provide 350 families with Elf on the Shelf/Mensch on a Bench in December
- Co-branded hospital edition cheat sheet for parents
- Company branded daily Elf on the Shelf video content broadcast at patients' bedside
- Opportunity to host “Elf on the Shelf” themed event at NCH
- Opportunity to be collection site for toys to be dropped off and delivered during Spread Joy collection day
- Logo placement on program materials, including:
  - Foundation website
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
- Sponsor thank you on social media

**\$25,000**



## Holiday Lights Sponsor

### Sponsor Benefits Include:

- Logo placement at Holiday Light installations at NCH Campus
- Logo placement on holiday give away item at Spread Joy event
- Opportunity to send company volunteers to Spread Joy Toy Drive
- Opportunity to be collection site for toys to be dropped off and delivered during Spread Joy collection day
- Logo placement on program materials, including:
  - Foundation website
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
- Sponsor thank you on social media

**\$20,000**



## Virtual Toy Drive Sponsor

---

### Sponsor Benefits Include:

- Logo prominently displayed on Spread Joy Virtual Toy Drive Site & all communications regarding Virtual Toy Drive
- Opportunity to be collection site for toys to be dropped off and delivered during Spread Joy collection day
- Logo placement on program materials, including:
  - Foundation website & Holiday Card webpage
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
- Sponsor thank you on social media

**\$10,000**



KEEP  
CALM  
AND  
GO  
VIRTUAL

keep-calm.net



## Toy Tag Sponsor

### Sponsor Benefits Include:

- Logo displayed on all toy tags during distribution to patients
- Opportunity for patients and families to tag company on social media posts
- Opportunity to send company volunteers to help scan + sort patient gifts
- Sponsor snack station for Christmas Eve gift wrapping crew
- Opportunity to be collection site for toys to be dropped off and delivered during Spread Joy collection day
- Logo placement on program materials, including:
  - Foundation website
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
- Sponsor thank you on social media

**\$7,500**



## Holiday Chariot Sponsor

### Sponsor Benefits Include:

- Opportunity to showcase branded car at toy drive event (holiday decorations encouraged)
- Opportunity to be collection site for toys to be dropped off and delivered during Spread Joy collection day
- Logo placement on program materials, including:
  - Foundation website
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
  - Spread Joy t-shirt
- Sponsor thank you on social media

**\$7,500**



## Spread Joy Toy Drive Supporter

### Sponsor Benefits Include:

- Logo placement on toy collection cart
- Opportunity to be collection site for toys to be dropped off and delivered during Spread Joy collection day
- Logo placement on program materials, including:
  - Foundation website
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
- Sponsor thank you on social media

\$5,000





**Nicklaus  
Children's  
Hospital**

Where Your Child Matters Most

# **Year Round Spread Joy Sponsorship Opportunities**



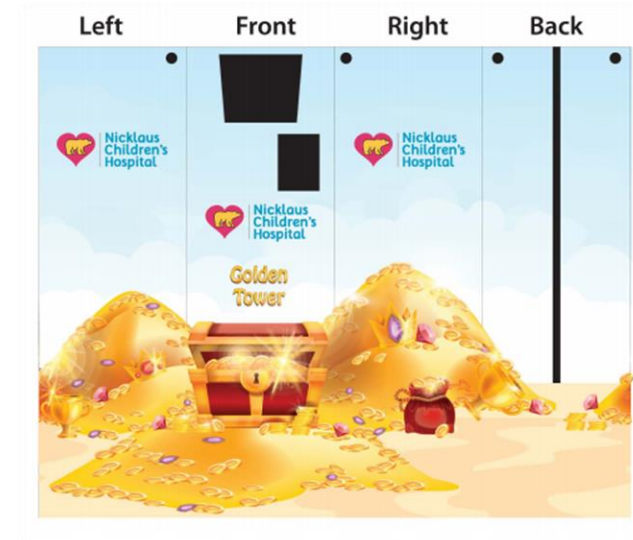
## Golden Toy Tower Sponsor

### Sponsor Benefits Include:

- Co-branded Golden Toy Towers will be placed in NCH Urgent Care Centers (11 locations) and NCH Emergency Department (2 towers)
- Golden Toy Tower will service over 450,000 patients and their families annually
- Sponsor name will be placed on Golden Toy Tower and wall decal
- Logo placement on program materials, including:
  - Foundation website
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
- Sponsor thank you on social media



**\$250,000**



## NCH Bear Topiary Sponsor

### Sponsor Benefits Include:

- Naming opportunity for four (4) Nicklaus Children's Hospital Hidden Bear Topiaries
- Located in 4 highly visible/walkable areas around NCH Campus
- Sponsor name will be placed on lit stake in front of bear families
- Logo placement on program materials, including:
  - Foundation website
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
- Sponsor thank you on social media

\*Individual families available for \$25,000 per family

**\$100,000**



## Birthday Bear Sponsor

### Sponsor Benefits Include:

- Co-branded Birthday Bears will be distributed at all NCH Rehab and Urgent Care Centers (10 locations across tri county area)
- Sponsor name will be placed on Birthday Bear hang tag
- Logo placement on program materials, including:
  - Foundation website
  - Promotional flyers to be placed at hospital and outpatient centers
  - Email marketing
  - Day-of-event signage
- Sponsor thank you on social media

\$50,000







Nicklaus  
Children's  
Hospital

Where Your Child Matters Most

## Recognition & Marketing

---

### Our Goals

**Raise awareness**

**Promote community engagement**

**Share impact of our work together**



### Donor Recognition Opportunities

Social media

E-newsletter and website

News Story or Press Release

Naming Opportunity Ribbon-Cutting

Event recognition

Donor or Partnership Video Feature

Annual Report listing

Donor Wall

### Co-branded Marketing Strategy

Opportunity to align with an industry-leading organization, with strong brand awareness and community saturation

### Our Annual Marketing Footprint

**7.09 million** visits to website

**3.9 million** social media impressions

**163,000** social media engagements

**70,000** subscribers to e-newsletters  
(foundation, hospital and employee)





[give.nicklauschildrens.org](https://give.nicklauschildrens.org)

Daniela Rodriguez  
Development Associate of Annual Giving  
[Daniela.Rodriguez@NicklausHealth.org](mailto:Daniela.Rodriguez@NicklausHealth.org)  
786.582.4466