

Mark your calendars!

The 22nd annual 95.5
WSB Care-a-Thon is
July 28-29, 2022



Donations made to the 95.5 WSB Care-a-Thon directly support research, the family support team, and the Fellowship Program at the Aflac Cancer and Blood Disorders Center.



With the help of WSB hosts Scott Slade, Clark Howard, Erick Erickson, Eric Von Haessler, Mark Arum, and Brian Kilmeade, the 95.5 WSB Care-a-Thon is a 37-hour radio marathon broadcast on 95.5 WSB, and features stories of hope and inspiration from patients, families, and staff from throughout Georgia.

**BEST
CHILDREN'S
HOSPITALS**



The Aflac Cancer and Blood Disorders Center is ranked among the

TOP

pediatric programs in the country.

With the help of over **500** volunteers and more than **6,000** donors, the 37 hour 95.5 WSB Care-a-Thon is Children's Healthcare of Atlanta's **largest fundraising event.**

We care for more kids with **cancer** and **blood disorders** than anywhere else in the Southeast. Last year, **522 children** were newly diagnosed with cancer at our Center alone.

Established in 2001, the 95.5 WSB Care-a-Thon has raised more than **\$28 million** for the Aflac Cancer and Blood Disorders Center.



The Aflac Cancer and Blood Disorders Center is ranked **#2 in the country**

for Children's Oncology Group therapeutic clinical trial enrollment. This is significant because clinical trials lead to better treatment options and more cures.



The Aflac Cancer and Blood Disorders Center is the pediatric component of the Winship Cancer Institute of Emory University, the **first and only** comprehensive National Cancer Institute (NCI)- designated in Georgia.

Every Aflac Cancer and Blood Disorders Center physician is also a **researcher.**



The knowledge the Center gains is shared with all other pediatric cancer and blood disorders centers across the country.

95.5 WSB Atlanta News and Talk connects with more than **1 million** listeners each week.



Visit

www.choa.org/careathon

to learn more

Because every child deserves a lifetime.

-Dr. Douglas K. Graham, Chief, Aflac Cancer and Blood Disorders Center

YOUR IMPACT

Over the past 21 years, the 95.5 WSB Care-a-Thon has supported research, the family support team and the Fellowship Program at the Aflac Cancer and Blood Disorders Center.

The family support team works to care for the whole child and their family to help ensure their cancer or blood disorder journey is as positive as possible. The family support team is invaluable to the patient experience and includes a variety of roles, a majority of which are donor-funded. With donor support, we can continue to provide vital services and programs that allow us to take care of the whole child so that they not only survive, but also thrive. Team members include:

- Child life specialists who help a child and their family learn about the disease and cope with difficult procedures.
- Teachers who keep patients up to speed with their classwork so that they do not fall behind while undergoing treatment.
- Chaplains who provide spiritual support for patient families, especially during challenging times, such as diagnosis or relapse of disease and end-of-life care.
- Social workers who link patients and families with community resources, as well as advocate for their emotional and physical needs during a diagnosis and treatment.
- Music therapists who use music to connect with patients in a therapeutic way.

Additionally, the Aflac Cancer and Blood Disorders Center has grown to have one of the largest pediatric hematology/oncology fellowship programs in the country. We offer three-year fellowships in collaboration with Emory University School of Medicine to qualified, promising physicians. Our Fellowship Program is the premier program in the Southeast, accepting five new fellows each year. We rely on donor support to educate and inform the medical innovators and leaders of tomorrow.

Our clinical research program offers patients access to more than 400 clinical studies, including some of the most novel diagnostic and treatment options in the country. The Aflac Cancer and Blood Disorders Center is currently ranked #2 in the country for Children's Oncology Group therapeutic clinical trial enrollment, which is important because we know that clinical trials lead to better treatment options and more cures.



PARTNER WITH A LEADER

By linking your brand with the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta, you can make an enormous impact – not only on a range of critical hospital programs and the children we serve, but also by giving your customers and employees a new reason to stay loyal to your company.

MATCHING HOUR SPONSORSHIP OPPORTUNITIES

Throughout the 37-hour broadcast, matching hour sponsorships are available to individuals and companies who wish to match donations up to a certain dollar level. Matching hour sponsorships provide the opportunity for WSB listeners to have their donation "doubled" by that specific individual or company. Individuals and companies are encouraged to volunteer in the call center during their matching hour, allowing them to witness the difference they are making firsthand and engage with patients at the Aflac Cancer and Blood Disorders Center.

\$50,000

- Minimum of four (4) on-air mentions by WSB personality during the matching hour to an audience of over 1 million listeners
- Opportunity to announce your match live on air with the WSB personality hosting that hour's show
- Eight (8) tickets to WSB Care-a-Thon incentive event(s) of choice. Options include: Bourbon tasting with Erick Erickson, Braves Game with Clark Howard and Eric Von Haessler, WSB Studio Tour with Mark Arum, and more!
- Mention in Mission Matters, a biannual newsletter sent to Aflac supporters
- Mention on Aflac Cancer and Blood Disorders Center social media post (reaches more than 17,000 people)
- Mention on WSB social media post during matching hour (reaches more than 1 million people)
- Mention in thank you video sent to roughly 6,000 donors post WSB Care-a-Thon
- Listing on WSB website
- Opportunity to place promotional materials at the call center during the WSB Care-a-Thon (call center will total more than 500 volunteers)
- Content to share personalized collateral featuring an honored hero
- Ten (10) Volunteer Slots at the call center during the WSB Care-a-Thon. This is an opportunity to answer calls and take pledges at the phonebank during the live broadcast, allowing you to witness the difference you are making first-hand
- Opportunity to attend a behind the scenes tour of the Aflac Cancer and Blood Disorders Center for up to 10 people
- Opportunity to host a patient party at the Aflac Cancer and Blood Disorders Center for up to 10 people
- Opportunity to host a check presentation at the Aflac Cancer and Blood Disorders Center

\$25,000

- Minimum of four (4) on-air mentions by WSB personality during the matching hour to an audience of over 1 million listeners
- Opportunity to announce your match live on air with the WSB personality hosting that hour's show
- Four (4) tickets to WSB Care-a-Thon incentive event(s) of choice. Options include: Bourbon tasting with Erick Erickson, Braves Game with Clark Howard and Eric Von Haessler, WSB Studio Tour with Mark Arum, and more!
- Mention in Mission Matters, a biannual newsletter sent to Aflac supporters
- Mention on Aflac Cancer and Blood Disorders Center social media post (reaches more than 17,000 people)
- Mention on WSB social media post during matching hour (reaches more than 1 million people)
- Mention in thank you video sent to roughly 6,000 donors post WSB Care-a-Thon
- Ten (10) Volunteer Slots at the call center during the WSB Care-a-Thon. This is an opportunity to answer calls and take pledges at the phonebank during the live broadcast, allowing you to witness the difference you are making first-hand
- Content to share personalized collateral featuring an honored hero
- Opportunity to attend a behind the scenes tour of the Aflac Cancer and Blood Disorders Center for up to 10 people
- Opportunity to host a patient party at the Aflac Cancer and Blood Disorders Center for up to 10 people
- Opportunity to host a check presentation at the Aflac Cancer and Blood Disorders Center

\$10,000

- Minimum of four (4) on-air mentions by WSB personality during the matching hour to an audience of over 1 million listeners.
- Opportunity to announce your match live on air with 95.5 WSB personality hosting that hour's show
- Mention in Mission Matters, a biannual newsletter sent to Aflac supporters
- Mention on WSB social media post during matching hour (reaches more than 1 million people)
- Mention in thank you video sent to roughly 6,000 donors post WSB Care-a-Thon
- Five (5) Volunteer Slots at the call center during the WSB Care-a-Thon. This is an opportunity to answer calls and take pledges at the phonebank during the live broadcast, allowing you to witness the difference you are making first-hand
- Content to share personalized collateral featuring an honored hero
- Opportunity to attend a behind the scenes tour of the Aflac Cancer and Blood Disorders Center for up to 5 people
- Opportunity to host a check presentation at the Aflac Cancer and Blood Disorders Center

**Due to the impact of COVID-19, these opportunities are subject to change. Opportunities listed above will be honored at a future date yet to be determined when visitor restrictions are lifted in our hospitals. This is to ensure that the health and safety of our patients, families, staff, and visitors remain a top priority.*

YES, I WILL SUPPORT THE 95.5 WSB CARE-A-THON AT THE FOLLOWING LEVEL:

☐ \$50,000

☐ \$25,000

☐ \$10,000

Sponsor Name/Company Name: _____

Contact Name (if different than above): _____

Address: _____

Phone: _____

Email: _____

PAYMENT INFORMATION:

☐ Pay online at choa.org/wsb

☐ Check enclosed, made payable to Aflac Cancer and Blood Disorders Center

If you are paying with check, please complete this form and return with payment to:

Children's Healthcare of Atlanta Foundation
Attn: Olivia Whitlock (or your Children's contact)
1575 Northeast Expressway
Atlanta, GA 30329

