

February 22, 2010



Dear Sir or Madam:

Friends Junior Committee (FJC) hosts two exciting events each year to benefit **Children's Healthcare of Atlanta**. We are in the midst of planning our 2nd annual spring fundraiser, *Cheers for Children, A Cause to Celebrate!* This event will take place on Saturday, May 8th at Mason Murer Fine Arts Gallery from 7 p.m.–12 a.m. and participants will enjoy catered food, drinks, live music, dancing and a silent auction.

We invite your participation and support of this worthy cause by donating an item for the silent auction and/or making a charitable donation to Friends Junior Committee. All silent auction items will be featured at *Cheers for Children* and participation gives you a **unique opportunity to promote your business** to young professionals throughout Atlanta. We also welcome you to participate at an individual or corporate sponsorship level. As a benefactor, you **will receive valuable benefits and recognition**. Through extensive media coverage and the expected turnout the night of the event, your business will gain **valuable exposure** within the Atlanta community.

All proceeds benefit Children's Healthcare of Atlanta and help the hospital care for hundreds of thousands of young patients and their families—now and in the future. Your support will help ensure the success of *Cheers for Children, A Cause to Celebrate* in reaching its goal to help provide Atlanta's children with the highest quality of healthcare available.

Children's Healthcare of Atlanta, one of the leading pediatric healthcare systems in the country, is a not-for-profit organization that benefits from the generous philanthropic and volunteer support of our community. Operating three hospitals with more than half a million patient visits annually, Children's is recognized for excellence in cancer, cardiac, emergency, neonatal, orthopaedic, pulmonology and transplant services, as well as many other pediatric specialties.

FJC, a community volunteer organization of Children's Healthcare of Atlanta comprised of young professionals in the Atlanta area, supports many initiatives. Money raised this year will help to purchase leading-edge equipment, support clinical research efforts, support patient and family support programs such as chaplaincy, child life, social work, legal services and the children's school program among several other key initiatives. Your donation makes a real difference and touches the lives of children and their families!

The enclosed materials include detailed information regarding giving levels and benefits, donation forms, and the Friend's 2009-2010 fundraising goals. We would be both pleased and proud to have you give a charitable donation as we support the many patients at Children's Healthcare of Atlanta. To donate, please complete the enclosed auction and/or sponsorship form, keep a copy for your records, and return the form no later than **Friday, April 16, 2010**.

Thank you in advance for your support of Children's Healthcare of Atlanta. If you have questions, feel free to contact us; otherwise, a FJC member will call you within a few weeks to follow up.

Sincerely,

Scott Springfield
Cheers for Children Chair
Friends Junior Committee (FJC)
E-mail: scott.springfield@fjcatlanta.org

Jeffrey Kuo
Corporate Sponsor Chair
Friends Junior Committee (FJC)
E-mail: jeff.kuo@fjcatlanta.org



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friends

Friends Junior
Committee (FJC) Board

Julie Trackman
Chairperson

Scott Springfield
Cheers for Children

Ralson Goetz
Party Atlanta

Jeff Kuo
Corporate Sponsors

Sara Pheasant
Membership

Hayley Hutchins
Marketing

Lori Hanes
Special Events

Lindsay Muntz
Social

Kim Harrell
Hospital Volunteering



Friends Junior Committee (FJC) Sponsor Levels

Sponsor Benefits: Effective for one year from date of donation

Reach for the Stars Corporate Sponsor- \$10,000 and above

- ❖ Company receives tickets to the following FJC-sponsored fundraising events:
 - 10 tickets to 2010 Cheers for Children valued @ \$400
 - 15 tickets to 2010 Party Atlanta valued @ \$300
- ❖ Reserved VIP table at 2010 Cheers for Children event
- ❖ Exclusive "Official Sponsor" tag on all media/PR materials for both events
- ❖ Company name and logo on all publications/promotionals for 2010 Cheers for Children and Party Atlanta 2010:
 - Friends Newsletter, *Small Wonders* (~circulation 20,000)
 - Event Flyers & Promotional Cards
 - Cheers for Children Event Program
 - Event Banners
 - Press Releases
- ❖ Featured on 2010 Cheers for Children and Party Atlanta 2010 event websites with link to company website
- ❖ Featured on Friends Junior Committee (FJC) website throughout the year
- ❖ Picture opportunity with 2010 Cheers for Children and Party Atlanta 2010 and Co-Chairs for promotion of company
- ❖ Opportunity to display company banner and distribute company materials at both events
- ❖ Recognition and introduction by Co-Chairs at the 2010 Cheers for Children and Party Atlanta 2010 events
- ❖ Opportunity to speak at Cheers for Children 2010 and Party Atlanta 2010

Miracle Booster Corporate Sponsor-\$5,000 and above

- ❖ Company receives tickets to the following FJC-sponsored fundraising events:
 - 8 tickets to 2010 Cheers for Children valued @ \$320
 - 12 tickets to 2010 Party Atlanta valued @ \$240
- ❖ Company name and logo on all publications/promotionals for 2010 Cheers for Children and Party Atlanta 2010:
 - Friends Newsletter, *Small Wonders* (~circulation 20,000)
 - Event Flyers & Promotional Cards
 - Cheers for Children Event Program
 - Event Banners
- ❖ Featured on 2010 Cheers for Children and Party Atlanta 2010 event websites with link to company website
- ❖ Featured on Friends Junior Committee (FJC) website throughout the year
- ❖ Opportunity to speak at Cheers for Children 2010 and Party Atlanta 2010

Healing Hand Corporate Sponsor-\$2,500 and above

- ❖ Company receives tickets to the following FJC-sponsored fundraising events:
 - 6 tickets to 2010 Cheers for Children valued @ \$240
 - 10 tickets to 2010 Party Atlanta valued @ \$200
- ❖ Company name and logo on all publications/promotionals for 2010 Cheers for Children and Party Atlanta 2010:
 - Friends Newsletter, *Small Wonders* (~circulation 20,000)
 - Event Flyers & Promotional Cards
 - Cheers for Children Event Program
 - Event Banners
- ❖ Featured on 2010 Cheers for Children and Party Atlanta 2010 event websites with link to company website
- ❖ Featured on Friends Junior Committee (FJC) website throughout the year
- ❖ Opportunity to distribute company materials at Cheers for Children 2010 and Party Atlanta 2010

Hope's Hero Corporate Sponsor-\$1,000 and above

- ❖ Company receives tickets to the following FJC-sponsored fundraising events:
 - 4 tickets to 2010 Cheers for Children valued @ \$160
 - 5 tickets to 2010 Party Atlanta valued @ \$100
- ❖ Company name and logo on all publications/promotionals for 2010 Cheers for Children and Party Atlanta 2010:
 - Friends Newsletter, *Small Wonders* (~circulation 20,000)
 - Event Flyers & Promotional Cards
 - Cheers for Children Event Program
 - Event Banners
- ❖ Featured on 2010 Cheers for Children and Party Atlanta 2010 event websites with link to company website



Friends Junior Committee (FJC) Sponsor Levels Continued

Sponsor Benefits: Effective for one year from date of donation

Smile Starter Corporate Sponsor-\$500 and above

- ❖ Company receives tickets to the following FJC-sponsored fundraising events:
 - 3 tickets to 2010 Cheers for Children valued @ \$120
 - 3 tickets to 2010 Party Atlanta valued @ \$60
- ❖ Company name and logo on all publications/promotionals for 2010 Cheers for Children and Party Atlanta 2010:
 - Friends Newsletter, *Small Wonders* (~circulation 20,000)
 - Event Flyers & Promotional Cards
 - Cheers for Children Event Program
 - Event Banners
- ❖ Featured on 2010 Cheers for Children and Party Atlanta 2010 event websites with link to company website

Best Friend Individual Sponsor - \$350 and above

- ❖ Individual receives tickets to the following FJC-sponsored fundraising events:
 - 2 tickets to 2010 Cheers for Children valued @ \$80
 - 2 tickets to 2010 Party Atlanta valued @ \$40
- ❖ Individual receives tickets for special prize opportunity at FJC socials:
 - 15 special prize opportunity tickets valued @ \$30
- ❖ Individual name will appear on the following FJC-sponsored fundraising event promotional materials:
 - Cheers for Children Event Program
- ❖ Individual name listed on Friends Junior Committee (FJC) website throughout the year
- ❖ Individual will receive 1 ticket to Friends Springs Luncheon (if current FJC member) valued @ \$25

Partner Individual Sponsor-\$250 and above

- ❖ Individual receives tickets to the following FJC-sponsored fundraising events:
 - 1 ticket to 2010 Cheers for Children valued @ \$40
 - 1 ticket to 2010 Party Atlanta valued @ \$20
- ❖ Individual receives tickets for special prize opportunity at FJC socials:
 - 10 special prize opportunity tickets valued @ \$20
- ❖ Individual name will appear on the following FJC-sponsored fundraising event promotional materials:
 - Cheers for Children Event Program
- ❖ Individual name listed on Friends Junior Committee (FJC) website throughout the year
- ❖ Individual will receive 1 ticket to Friends Springs Luncheon (if current FJC member) valued @ \$25

Pal Individual Sponsor-\$150 and above

- ❖ Individual receives tickets to the following FJC-sponsored fundraising events:
 - 1 ticket to 2010 Cheers for Children valued @ \$40
 - 1 ticket to 2010 Party Atlanta valued @ \$20
- ❖ Individual receives tickets for special prize opportunity at FJC socials:
 - 5 special prize opportunity tickets valued @ \$10
- ❖ Individual name will appear on the following FJC-sponsored fundraising event promotional materials:
 - Cheers for Children Event Program
- ❖ Individual name listed on Friends Junior Committee (FJC) website throughout the year

Enthusiast Individual Sponsor-\$75 and above

- ❖ Individual receives tickets to the following FJC-sponsored fundraising events:
 - 1 ticket to 2010 Party Atlanta valued @ \$20
- ❖ Individual receives tickets for special prize opportunity at FJC socials:
 - 5 special prize opportunity tickets valued @ \$10
- ❖ Individual name will appear on the following FJC-sponsored fundraising event promotional materials:
 - Cheers for Children Event Program

***Title Sponsorship will be awarded to the first FJC Reach for the Stars or Miracle Booster corporate sponsor. Call Julianna Rue at 404-785-7337 for availability for the current fiscal year, 2009-2010.**



Cheers for Children Silent Auction Donation Form

Benefiting Children's Healthcare of Atlanta

DONOR INFORMATION (PLEASE PRINT CLEARLY)	
Donor or Company Name	Name to Appear in Auction Catalog
Donor Address	Contact Person
	Email
	Phone Number
Donor's Signature (Required)	Date
ITEM INFORMATION	
Item/Service Description (as to appear in catalog): Include any restrictions on trips, tickets and travel, size, color and/or other information to ensure proper understanding of donated item.	
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Expiration Date:	Value: \$ _____
AUCTION ACQUISITION	
_____ Item delivered with form by (delivery method: in person, mail, UPS, courier, etc.) _____	
_____ Donation will be delivered to (where/who) _____ by (delivery method) _____	
_____ Please have a representative contact me about acquisition.	
Please retain a copy of this form for your records. Children's Healthcare of Atlanta is a not-for-profit organization, and all donations are tax-deductible to the extent permitted by the law. Our tax ID number is 58-171-0601.	

PLEASE MAIL or FAX COMPLETED FORM TO:

Children's Healthcare of Atlanta
 ATTN: Cheers for Children
 c/o Julianna Rue
 1687 Tullie Circle NE
 Atlanta, GA 30329

Fax: 404-785-7355 OR Questions: 404-785-7337

Thank you for your support!



Friends Junior Committee (FJC) Sponsor Levels Benefiting Children's Healthcare of Atlanta

Sponsor Commitment Form

FJC hosts two major fundraisers throughout the year: Cheers for Children and Party Atlanta. In order for both events to be successful, FJC greatly relies on its individual and corporate sponsors and their generous donations. The proceeds raised at these two fundraisers benefit Children's Healthcare of Atlanta programs that are designed to improve the lives of children.

LEVEL OF SPONSORSHIP (check one)

Corporate Sponsor

- Reach for the Stars: \$10,000 and above
- Miracle Booster: \$5,000 and above
- Healing Hand: \$2,500 and above
- Hope's Hero: \$1,000 and above
- Smile Starter: \$500 and above

Individual Sponsor

- Best Friend Sponsor: \$350 and above
- Partner Sponsor: \$250 and above
- Pal Sponsor: \$150 and above
- Enthusiast Sponsor: \$75 and above

***Sponsor benefits will last one year from date of donation**

<u>CONTACT INFORMATION</u>	<u>METHOD OF PAYMENT (check one)</u>
Firm/Company/Org. OR Individual Name (as to be published in all print materials)	<input type="checkbox"/> Check Enclosed for \$ _____ <input type="checkbox"/> Bill me at the address to the left <input type="checkbox"/> Please charge my credit card <p style="text-align: center;">(Circle one)</p> <div style="display: flex; justify-content: space-around;"> Visa Discover </div> <div style="display: flex; justify-content: space-around;"> MasterCard American Express </div>
Contact name	
Mailing Address	
<div style="display: flex; justify-content: space-between;"> City State Zip </div>	<div style="display: flex; justify-content: space-between;"> Card Number Exp. Date </div>
Phone Number	Cardholder Name
E-mail Address	Signature

Please make checks payable to Children's Healthcare of Atlanta and retain a copy of this form for your records. Children's Healthcare of Atlanta is a not-for-profit organization, and all donations are tax-deductible to the extent permitted by the law. Our tax ID number is 58-171-0601.

**Please mail or fax donation to: Children's Healthcare of Atlanta
ATTN: Friends Junior Committee c/o Julianna Rue
1687 Tullie Circle, Atlanta, GA 30329
or fax to 404-787-7355**

2009-2010 Friends Funding Goals



Your neighbor's 16-year-old son is critically injured in a car accident.

Your 4-year-old daughter falls off the monkey bars and hits her head on the hard ground.

While riding his bike, your son, 8, flips over the handlebars and fractures his arm.

During soccer practice, your 17-year-old granddaughter suddenly collapses on the field.

Parents can never predict when their child might require emergency services, but when they do, the Children's Healthcare of Atlanta Emergency department is here for them. Thanks to the generosity of our community, Children's can provide the necessary equipment to treat our patients quickly and efficiently.

This year, Friends, the community volunteer organization of Children's, has named Emergency Services as part of its 2009-2010 Friends Funding Goals. With 170,288 visits in 2008, it is essential that the Children's Emergency department stays current with the most advanced equipment needed to treat our most critically ill and injured children.

- **Propaq Monitor:** These small, multifunctional monitors show all the vital statistics on one screen, allowing a doctor or nurse to get all the information needed to treat a child in a glance. Most importantly, the monitors are completely mobile, so doctors can keep track of a child's vitals if he is being rushed from one room to another.
- **LifePak 12 Defibrillator:** These lightweight devices are used to restore a normal heartbeat if a child goes into cardiac arrest.
- **Giraffe Omnibed:** This bed is both a full-featured incubator and a radiant warmer that provides much-needed warmth to premature infants' growing bodies. Its unique three-sided access allows doctors and nurses to perform clinical procedures such as X-rays and other tests without adding extra stress by moving the infant.
- **Glidescope:** These laryngoscopes enable clear views of airways, making the intubation process easier when a child needs help to breathe.

At Children's, the ultimate goal is for children to stay safe and healthy and not have to visit the Emergency department. That is why Friends also supports **Safe Kids Georgia**, which works in 22 counties to spread the word to parents, coaches, teachers and others about keeping kids safe from injury. Children's and Safe Kids Georgia have received national recognition from the Centers for Disease Control and Prevention (CDC) for reducing injury statistics in our state during the past several years.

In a continuation of our funding goals, Friends also supports:

- **The Friends Research Fund:** This fund supports clinical research projects conducted by physicians and fellows at Children's.
- **Family Support Services:** These services include chaplaincy, child life specialists, social work and the Children's School program.
- **Big Apple Circus Clown Care Unit:** These professional entertainers provide patients and families a much-needed distraction during their clown rounds, when the healing power of humor is the treatment.

Your support can make a difference in a child's life. Visit www.choa.org/friends to learn more about how you can get involved with Friends and support Children's.

friendsSM
Volunteering Because Every
Child Needs a Friend



Children need Children's and Children's needs You[®]