

Kiwanis[®]

International

Serving the Children of the World[®]

A service idea for Young Children: Priority One

Providing child-focused medical treatment

THE RIGHT SIZE

Remember as a child wanting to be a doctor? You got out your toy medical kit, complete with miniature stethoscope, pretend “shot” and toy blood pressure cuff. When your dad was your “patient,” the toy cuff didn’t wrap around his arm. After all, these toys are made to fit a child, not an adult. When you try to use a real blood pressure cuff on a 3-year-old child, you get the same result: It just doesn’t fit.

Medical equipment, treatments and facilities designed for adults just don’t fit when treating an ill or injured child. Besides different physical measurements, there are also emotional differences, maturity levels and developmental stages that need to be considered. That’s why there are children’s hospitals, to give special, child-focused care in just the right size.

THE ROLE OF KIWANIS

Kiwanis International has a long history of serving children who need the help only a children’s hospital can provide. Through contributions to the Children’s Miracle Network, Kiwanis-raised funds have enabled the network’s 170 member hospitals to provide medical care, research and education to benefit children. In fact, since the CMN’s first broadcast in 1983, Kiwanis has donated more than US\$25 million to CMN hospitals, touching countless lives. Find out more about the Children’s Miracle Network and how your club can support its mission.



Children’s Miracle Network

SERVICE BULLETIN

Little things add up

Did you know that it costs around four times as much money to treat your young daughter or granddaughter as it does to treat you for the same ailment? For example, when it comes to blood pressure cuffs, a general hospital keeps sizes S, M, L, XL and XXL. A children’s hospital stocks those sizes plus seven additional ones, from XS down to the smallest thing you have ever seen. And that’s just blood pressure cuffs that cost a few dollars each. Consider surgical instruments, ventilators and heart monitors and you’ll see costs quickly add up.

Oftentimes families can’t pay medical expenses beyond what insurance covers, but the Children’s Miracle Network doesn’t let these families go unserved. In one year alone, the 170 CMN hospitals spent more than \$2.5 billion in charitable care. How do they fund this? Through the generosity of others. The majority of children’s hospitals are nonprofit, relying on donations from members of the communities they serve, from those who have seen a child’s life saved.



CMN HOSPITALS

Not every community has a participating CMN hospital, but every community is served by one. Though most participating hospitals concentrate on treating children, some offer other services as well. In addition to children's hospitals, CMN hospitals might include:

- Foundations supporting prevention of birth defects and infant mortality
- Hospitals with a strong pediatric focus
- Pediatric research foundations
- Cancer treatment centers
- Specialized rehabilitation services and research

CMN hospitals treat more than 17 million children in the United States and Canada, including:

- 98 percent of all children needing heart and lung transplants
- 88 percent of kids with cancer
- 72 percent of kids with pediatric AIDS
- 76 percent of all children with cystic fibrosis

CMN hospitals also train 60 percent of pediatricians and 80 percent of all pediatric specialists.

To find your participating CMN hospital, go to www.cmnhospitals.org and click "Your Hospital."

To make a credit card donation, go to www.cmnhospitals.org and click "Give."

HOW CHILDREN'S MIRACLE NETWORK HELPS

People, organizations and media partners unite with Children's Miracle Network to help sick and injured kids in local communities. Donations to Children's Miracle Network create miracles by funding medical care, research and education that save and improve the lives of 17 million children each year.

Every child deserves the hope and healing of children's hospitals. With the help of a Children's Miracle Network hospital in their community, children of all ages and backgrounds can receive treatment for every imaginable disease and injury—from asthma and broken bones to cancer and heart defects. Children's hospitals are also on the front lines of research, education and outreach programs that keep millions of kids out of the hospital each year.

This year alone, Children's Miracle Network hospitals will provide charity care worth billions, yet these children's hospitals depend on community support from groups like Kiwanis to help fund their vital services.

HOW KIWANIS CAN HELP

To ensure children's hospitals have the resources they need, Children's Miracle Network's partners, including Kiwanis, conduct thousands of special events and grassroots fundraisers year-round. Corporate partners sell "Miracle Balloons," radio and television stations broadcast stories of medical miracles and college and high school students hold dance marathons—just a few of the programs generating millions of dollars each year to provide the life-saving care and crucial services kids need.

Supporting the hospital

In planning your club's support of the community's CMN hospital, you'll want to contact these helpful resources.

Your Kiwanis district CMN chairman. Ask about previous district CMN support and find out which hospital serves your area. Obtain the name and phone number of the CMN hospital director. Ask if any district projects are being encouraged.

Your hospital's CMN program director. Ask him or her to speak at a club meeting. During the meeting, ask questions about the hospital, its services and how your potential donations will be used. Inquire about raising funds for a designated piece of equipment or area in the hospital. Ask how many children from your area are treated annually at the hospital. Arrange for a club hospital tour. Encourage the director to join your club so you can stay up to date on the hospital's news.

Your division's Kiwanis lieutenant governor. See if district- or division-wide projects are possible. Some districts have chosen to fund a large need within the hospital by combining all district funds into one.

Your club's board. Discuss the project with your club's board of directors before implementing a fundraising project.

Your club's CMN committee. Form a committee and select a chairman to communicate with the hospital director and district CMN chairman on a regular basis. Choose a fundraising project that will meet the needs of your club. Carefully plan and execute that project.

Fundraising project ideas



Using input from your club's CMN committee, your CMN hospital program director and your Kiwanis advisors, determine which fundraisers will bring in needed funds and raise awareness about Kiwanis and your local CMN hospital. Here are some tried and true ideas but there are lots of fundraisers that may fit your club's "personality" so consider options. Other ideas are available at www.KiwanisOne.org/partners.

Miracle mile of quarters

Kiwanis clubs currently raise thousands of dollars by conducting "Miracle Mile of Quarters" events. Typically, MMQs are centered on a well-trafficked place or event. Kiwanians lay quarters out, side by side, until they reach a mile (63,360 quarters). This mile translates to \$15,840 for kids at the hospital.

Try these suggested steps for a successful MMQ.

Select a date and location. A busy mall, shopping plaza, children's fair or any other heavily populated location or event might be appropriate.

Raise "seed" quarters. Begin this stage at least six months prior to the MMQ. The earlier you do this, the more money you'll raise.

- Ask club members to pick quarters from loose change and bring them to weekly meetings.
- Persuade local businesses to allow you to clean coins out of their fountains or wishing wells. Provide them with an engraved plaque that says, "Donations benefit (hospital name)."
- Place coin canisters in businesses. Make your own canister and poster or order one from Children's Miracle Network Hospitals, 801-214-7412 or blake@cmnhospitals.org.
- Plan one or two special "mini-mile" fundraising MMQs in a local shopping center.

Arrange for entertainment in conjunction with your MMQ (optional). By providing entertainment, you will draw a larger crowd and create a more festive atmosphere.

Persuade merchants to help sponsor MMQ activities. If you're using a shopping mall, this should be easy since it will draw more business for the potential sponsors.

Publicize the big event one month in advance.

- Obtain media publicity from local television and radio stations and newspapers.
- Distribute posters and fliers.

Conduct the MMQ.

- Convert the money your club has raised into quarters.
- Using double-sided tape, lay out your mile of quarters in an unusual pattern.
- Provide entertainment and security.
- Ask passersby to donate to your MMQ.
- Be sure to explain that donations benefit the local children's hospital.

Airplane toss for kids

This event should be staged in conjunction with a local, professional, college, high school or even amateur sports teams. Participants purchase paper airplanes to toss onto a playing field with the opportunity to win prizes by landing their plane in a "prize square." The entry form (which is also paper airplane for the event) should be sold both prior to and throughout the sporting event.

Try these suggested steps for a successful airplane toss.

Team up. Arrange participation and select an event date with the local sports team. Determine whether prize squares will be drawn, taped or chalked and who will create them on the playing field or court.

Secure prizes from local merchants. Consider the size of the sporting event and the potential sales when selecting the grand prize and smaller prizes. If it's a professional team, four season tickets or a car may be an appropriate grand prize; for a high school team, a computer or big-screen television may work.

Print entry forms. Include rules, the date and all details on the form. One key instruction will be for participants to keep their form. They will use it to create their airplane at the event. Set up your own guidelines regarding cutting and folding airplanes.

Publicize your event. Use your local radio and television stations and newspapers. Display posters in schools and businesses.

Sell entry forms prior to and during the sporting event. Schedule the event during halftime or between the final periods, quarters or innings of the game.





Duck races

Clubs in communities with a canal, river or other waterway might stage a rubber duck race. For \$5, Kiwanians can sell “adopted rubber ducks,” which have numbers on the bottom. These adopted ducks are dumped into a waterway and float toward a “finish line.” The person whose duck crosses the finish line first wins. Second-, third- and fourth-place finishers also are awarded prizes. Duck races are perfect division-wide projects because they require considerable startup costs for prizes, equipment and entertainment, as well as many service hours to sell ducks, select a location, purchase prizes and promote the event. Fortunately, the return is worth the investment. Duck races have been a big success, sometimes netting more than \$300,000 for the sponsoring clubs involved!

Miracle Balloon sales

“Miracle Balloon” sales are a great way to boost your current CMN support. Individual club members do this project in their places of business, schools and networks. Other merchandise can be substituted for the paper balloons such as key chains, bracelets, pencils, pens and pins. Go to miraclemall.childrensmiracletnetworkhospitals.org or contact your CMN hospital program director to see what’s available.

Here are suggested steps for a successful Miracle Balloon sale.

Contact your CMN hospital program director. See if you can obtain these paper balloons from him or her. If not, order them from the Children’s Miracle Network, 801-214-7412 or blake@cmnhospitals.org.

Make it visible. Set up a place to sell balloons to the public, either your classmates at lunch or outside a local business. If you sell the paper balloons at a school or place of business, hang them up so everyone can see how you are doing toward your goal.

Set an example. Ask club members to buy a few balloons themselves to show their support. If club members aren’t willing to buy, others won’t be likely to purchase either.

To conduct a duck race, clubs can consult with Great American Merchandise & Events. This organization rents the ducks to clubs and provides guidelines for organizing a successful event.

Great American Merchandise & Events (GAME)

16043 N. 82nd St.
Scottsdale, AZ 85260 USA
Phone: 888-DUCKY-88 (382-5988)
Fax: 602-954-8217
E-mail: info@game-group.com
www.game-group.com

Banner patches

Clubs who raise and donate \$200 or more to their local Children’s Miracle Network hospital are eligible to receive a banner patch from Children’s Miracle Network in Salt Lake City, Utah.

To receive your patch, please send your check donation to:

Children’s Miracle Network Hospitals
C/O Kiwanis Banner Patch
205 West 700 South
Salt Lake City, UT 84101, USA

Kids want to help kids

Include your Service Leadership Program clubs in your fundraising efforts or encourage them to organize or participate in their own. College and high school students can plan a dance marathon, collecting pledges for each hour danced. Builders Club or K-Kids can plan a “Movie Night for Miracles,” collecting donations instead of admission and selling concessions.



801-214-7412 • www.cmnhospitals.org



www.kiwanis.org

Branded Programs Department
3636 Woodview Trace Indianapolis, IN 46268 USA • service@kiwanis.org
317-875-8755 ext. 211 US and Canada: 800-KIWANIS