



MEMO

To: ACH Pediatricians – Please circulate to your teams
From: Justine Clay, VP of Communications, Alberta Children's Hospital Foundation
Date: October 9, 2024
Re: Call for Radiothon Families

The 22nd annual Country 105 Caring for Kids Radiothon is coming February 5-7, 2025!

Once again, we hope we can count on you to help introduce us to some more amazing kids and families!

Since you know the children best, we would greatly appreciate your suggestions for families who would be interested in sharing their story with our Foundation's Communications staff. Here are some criteria to consider when submitting a potential Radiothon family:

- The child and family are grateful with very positive things to say about the care received at/through ACH.
- Special connections with staff members make great Radiothon stories.
- The story is heartwarming and compelling.
- The child and her/his family are comfortable speaking in public.
- The child and her/his family are willing and able to interact well with radio, print & tv media.

Recognizing that you face very demanding schedules, we will take care of all the leg work, including contacting the families, gaging their interest and interviewing them for suitability.

We would, however, ask that you have the family's permission for the Foundation to contact them BEFORE you send us your recommendations. If you aren't sure if the family has been on Radiothon before, please email me to find out. To avoid disappointment, please refrain from promising families they'll be on Radiothon...rather, perhaps say something like this: "Would you be open to sharing your story with someone at the Foundation to help raise awareness and support for the hospital?"

Then: Please provide the child/family's name, contact info, the department(s) they visit, primary caregivers and a little bit about them.

Last February, Radiothon raised \$2.21 million, bringing the 21-year total to more than \$45 million - which has funded the latest life-saving equipment, ground-breaking research and specialized family-centred programs at the Alberta Children's Hospital. With your help, we will make the 22st Caring for Kids Radiothon our best yet!

Please contact me, Justine Clay, at jclay@achf.com with your recommendations for families. And thank you in advance for helping to make our 22nd annual Caring for Kids Radiothon one for the books!