



St. Mary's Healthcare System for Children

Extraordinary children, extraordinary care.

# 1 in 5 Kids is counting on you.



## Kids Helping Kids Campaign

[Event Guidelines](#)

[Event Checklist](#)

[Event Application](#)

[Sample Letters](#)

St. Mary's Foundation for Children is a not-for-profit charitable organization as described under 501 (c) (3) of the Internal Revenue Code.

# 1 in 5 Kids is Counting on You



Kids Helping Kids is a great opportunity for :

- \* Schools
- \* PTAs
- \* Bar/Bat Mitzvah projects
- \* Religious school groups
- \* Scouts
- \* K-Kids/Kiwanis Groups
- \* Sports Leagues
- \* Community Service groups

Today, one out of every five children in the U.S. has some type of special healthcare need. In New York State alone that's more than 800,000 children who need special care from doctors, nurses, therapists, and special educators.

Each day, St. Mary's cares for 4,000 of New York's special children at our hospital, in their homes, and in the community. Some of these children were born prematurely and have problems with things that we may take for granted like eating and breathing. Other children were victims of severe injuries – like car accidents and fires – and come to St. Mary's to relearn to walk and talk. And yet other kids have serious illnesses that require special care, medications, and equipment. Many of these children have long-term complications that require ongoing care.

There are lots of reasons why children and their families come to St. Mary's, but the one thing they all have in common is a desire to get better and get stronger. St. Mary's works hard every day to improve the health and quality of life for our children. We help make miracles happen. And by joining the 1 in 5 Kids Campaign, you can help make a difference, too!

## Fact Sheet

1 out of every 5 children in the US has a special healthcare need

- **1 in 5 households in the U.S. has at least one child with a special healthcare need.** That's 8.8 million households nationally.
- **More than 800,000 children in New York** alone have a special healthcare need.
- **More than 504,000 babies in the U.S. are born preterm (12.7% of births)** each year, costing \$26 billion annually. Babies who survive early birth face the risk of life-long health challenges.
- **More than 15% of children and adolescents between the ages of 6-19 are obese** and are at risk for health issues previously considered "adult" conditions such as cardiovascular disease, Type 2 diabetes, and high blood pressure.
- Of all injuries, **Traumatic Brain Injury is the leading cause of death and disability in children and young adults.** TBI accounts for 400,000 emergency room visits, 29,000 hospitalizations, and 3,000 deaths of children 14 and under each year in the U.S.
- Nearly **250,000 children are injured in car accidents every year.** That's 700 children per day.
- **4,000 children suffer brain damage** each year from near drowning.

Sources:

2007 National Survey of Children's Health Data, March of Dimes, IOM, Keep Your Kids Safe, National Center for Statistics and Analysis, 2005-2006 National Survey of Children with Special Health Care Needs, NY Times, NYSDOH Bureau of Early Intervention

# "I am 1 in 5"



## Shadat

When I was born, I gave my family quite a scare. I had a congenital heart condition and paralyzed vocal cords and turned blue when I tried to cry. Doctors performed surgery when I was only 11 days old to repair the tiny blood vessels from my heart to my lungs. I came to St. Mary's at two months old with a tube in my throat to help me breathe and a feeding tube to help me eat.

The nurses and staff take really good care of me and they helped my parents learn how to care for all of my medical needs. My parents want me to become a doctor one day so I can help others like I was helped at St. Mary's – although being a super hero sounds pretty good, too.

Shadat is an inpatient at St. Mary's Hospital for Children where he receives round-the-clock medical attention and rehabilitative therapies.



## James

All I wanted was a soda. I was hanging out with a bunch of friends and decided to stop at the deli to get a drink. One moment I was crossing the street on my scooter and the next I was in the hospital. I'm told an SUV hit me. I don't remember seeing it. I wound up with a Traumatic Brain Injury that really knocked me for a loop. At 15 I'm relearning to walk and talk at St. Mary's.

James was admitted to St. Mary's Traumatic Brain Injury Program unable to move or communicate. He is receiving intensive rehabilitation, participating in a nightly 'Uno' tournament, and is making great strides.



## Carla

I was born with a serious blood disorder that caused lots of mini-strokes. But I was still able to go to school, run outside, and play with friends. That all changed when I turned 6 and suffered a major stroke; and then another when I was 10. The doctors performed a special type of surgery to prevent more strokes. It was a success, but the damage had already been done and I could no longer walk or talk or use my right hand. I lived at St. Mary's for about a year and learned how to talk again (in both Spanish, my native language, and English) and worked hard at therapy to regain use of my hand and legs. I did so well, I was able to go home to my family.

While a patient in St. Mary's Traumatic Brain Injury Program, Carla also regained her independence and confidence by attending on-campus public school and off-campus activities.



## Kaitlyn

I am 4 years old and love Elmo and Cinderella. I was born with a heart defect that caused two strokes and serious damage to my brain. I can't talk and I need help to move, but my Mommy and Daddy sure know how to make me laugh. I received Early Intervention services to help me with my developmental delays and now I attend preschool with lots of boys and girls my age.

My Mommy and Daddy are really happy with my progress and are busy fixing up our house so they can bring me and all of my medical equipment home real soon.

Kaitlyn is an inpatient at St. Mary's Hospital for Children where she attends St. Mary's Early Education program. She has also benefited from St. Mary's Home Care services in the past and will again in the very near future.

## Daquana

I am 14-years old. I was born with Cerebral Palsy, but I don't let it get me down any more. I used to worry that I was different, but my Dad helped me realize that everyone is different and I should concentrate on what makes me special. I love to cook and am going to be a chef one day. I've been going to St. Mary's after school and summer program where I get to practice cooking along with other therapeutic activities.

When she's not cooking, Daquana receives physical therapy and peer counseling in St. Mary's Pediatric Day Healthcare Program.

## Kids Helping Kids!



"I always see commercials on T.V. about donating to children's hospitals and I thought why not give back to kids right here in my own neighborhood."

**Anya, 13**  
**Bayside**

*Student Organizer  
Holiday Caroling Event*

**Kids Helping Kids** is a great way to get your school or community group involved in helping thousands of kids right here in the New York metro area live better, brighter lives. There are many creative ways in which you can get involved and become a voice for St. Mary's kids, and this packet will help you get started.

### FUNdraise

St. Mary's finds a way to help sick kids reach their milestones regardless of the family's ability to pay. Many of the unique rehabilitation therapies and services we provide are not covered by insurance, so fundraising remains one of our top priorities.

### FRIENDraise

An equally important role is raising awareness for children with special needs. Tell your friends, schools, churches and synagogues, local politicians, and more about the growing need for programs and services for kids with special needs. Or hold a drive for everyday items that are in great demand by our children and their families.

Gifts of	Help to support
\$25	<ul style="list-style-type: none"> <li>• A Metro card to allow one family to visit a sick child in the hospital</li> <li>• School supplies for a special needs child who would otherwise go without</li> </ul>
\$50	<ul style="list-style-type: none"> <li>• A new pair of shoes for a diabetic child whose feet are swollen from poor circulation</li> <li>• One week of food for a special needs family in crisis</li> </ul>
\$100	<ul style="list-style-type: none"> <li>• One hour of music therapy to help a child express himself and better cope with symptoms</li> <li>• A nebulizer to administer medication to a child with asthma or cystic fibrosis</li> </ul>
\$200	<ul style="list-style-type: none"> <li>• An aspirator to help a child with respiratory disease breathe</li> <li>• Aquatic therapy to decrease a child's pain and muscle spasms and improve balance</li> </ul>
\$400	<ul style="list-style-type: none"> <li>• A specialized bed that keeps a child with a neurological condition from rolling off</li> <li>• A child's return home by providing training books and DVDs to help educate parents</li> </ul>
\$500	<ul style="list-style-type: none"> <li>• A wheelchair for a child who has outgrown his, but whose insurance will not cover a new one for another 3 years</li> <li>• Special feeding utensils to help children transition from feeding tubes to independent feeding</li> </ul>
\$1,000	<ul style="list-style-type: none"> <li>• A specialized oxygen concentrator to help a child who is having difficulty breathing on his own</li> <li>• A syringe pump that automatically measures the exact dose of multiple medications a child needs</li> </ul>

## Ways to Get Involved

Events can be held anytime during the year, or can be timed to coincide with our annual celebration each May for special needs kids and all those who support them, the 1in5 Walk for St. Mary's Kids.

### FUNdraising Ideas

Sample ideas include the following, or come up with your own original event. Make use of the handy event guide in this packet to help make your special day a smashing success.

- Arts & crafts boutique
- Bake sale
- Birthday/Holiday Club: in lieu of birthday presents or holiday exchanges, friends and family make a gift to St. Mary's
- Battle of the Bands
- Car wash
- Carnival
- Fashion show
- Holiday caroling
- Walk-a-thon
- Sporting event
- Play/musical
- Talent show
- Yard or Thrift shop sale

### FRIENDraising Ideas

- Become a fan of St. Mary's on Facebook, and encourage other to do the same.
- Start a cause on Facebook or other social networking sites to raise awareness for kids with special needs. Set a goal of educating 1,000, 10,000 or even 100,000 "friends" of the importance of St. Mary's work.
- Volunteer at one of St. Mary's events
- Hold a drive for everyday items that are in great demand by our families: Collect new school supplies, arts and crafts, food, clothing, baby supplies, books, toys, blankets, and shoes are some of the most requested items. Gift cards drives are also a great idea.
- Make get well cards with words of encouragement for kids recovering from serious illness or injury
- Spread the word - tell everyone you know about St. Mary's and children with special needs
- Write letters to your local politicians and legislators asking them to support programs and services for children with special needs
- **Walk for our kids - create a walk team and join us at our Signature Event each May, the 1 in 5 Walk for St. Mary's Kids. The yearly Walk keeps getting bigger and better and we look forward to meeting new faces.**



"All of our students know about St. Mary's because we teach them of the importance of their work. My students are able to identify with the kids of St. Mary's because they are kids themselves."

**Michael Genovese**  
**Director of Community Learning**  
**Holy Cross High School**

## Tips for Success

**Plan and get others involved:** Brainstorm with your friends, fellow students, family, and your advisor about your great idea to host an event for St. Mary's. Get as many people involved as participants. When it comes to events, the more the merrier.

**Set a goal:** Whether you are raising funds or building awareness for special needs kids, make sure you set realistic goals that you and your team can achieve.

**Get the word out!** Think about why you are doing this event and share that information with your volunteers, participants, and sponsors. Write articles for your school/community group newsletter or website, make flyers, and ask your principal for permission to promote your event during morning announcements.

Local newspaper and TV stations will be interested in knowing what you're up to. Tell them what motivated you to host this event and what you hope to accomplish. Email news stations 1-2 days before your event; newspapers need a little more time, contact them 1-2 weeks prior to your event. In both cases, follow up the day of the event with a reminder phone call and ask if they will be covering your event. Even if they can't send a reporter, take lots of pictures and send them after the event along with a description of the day's activities.

**Photos:** Capture all the highlights of your event by putting someone in charge of taking photos. Small group shots work best, especially when you can identify faces. Send the photos along with captions to local newspaper, your school/community group newsletter, and website. Don't forget to send some photos to St. Mary's, too!

**Thanks:** Remember to thank everyone who participated in the event. Thank them onsite and in any post-event articles, emails, and newsletters.

## Getting Started is as Easy as 1, 2, 3

- 1. Plan your event:** Select an activity from our sample list (or come up with an idea all your own), choose a date and location and confirm with your advisor, and get ready to have fun!
- 2. Tell us about your event:** Please complete the Special Event Application included in this packet at least 4 to 6 weeks before your event. This also helps us verify that you are indeed supporting St. Mary's Kids should we receive inquiries.
- 3. Let us help you:** St. Mary's event staff can provide you with the following:
  - A letter to validate the event.
  - Our logo, which must be approved before use.
  - A thank you letter to the donors/participants of your event.
  - An onsite staff member, depending on availability. Given the high volume of community events each year, we apologize in advance if we are unable to send a representative to your event. Please know that your efforts are so very important to us! We will gladly accept photos of your event to post on our website along with our thanks.

### Please remember!

St. Mary's Communications Department must approve, in advance, the use of our name and logo in all promotional information that is related to the event.

Since St. Mary's is the beneficiary of the event and not the event organizer, it should be promoted as "Event Name to benefit St. Mary's Healthcare System for Children."

While we appreciate your support, St. Mary's cannot be responsible for any expenses incurred in the course of planning or running your event. Local businesses, organizations, and stores may be willing to donate prizes or services.

Safety first! We do not recommend the use of door-to-door solicitation.



"I wanted my team to learn to be giving and I wanted to teach them how important it is to be thankful for what they have. My kids are grateful for this opportunity and they know it's a privilege to meet some of the most amazing children in New York. They can't wait to go back to the hospital and visit the kids again."

**Thomas Schiavo**  
**Football Coach**  
**Valley Stream North**  
**High School**

## Event Checklist

When	Activity	√
Up to 4-6 weeks before	Choose a date for the event	
	Pick a venue to hold your event and confirm date & time	
	Get permission from school, community group/center, and venue	
	Complete and submit St. Mary's event application	
Up to 1 month before	Recruit volunteers or helpers	
	Send out invitations, flyers and promotional pieces to let friends & family know about the event. (Remember to get St. Mary's approval before sending)	
	Sign on Event sponsors, if applicable	
1-2 weeks before	Inform Media or press to promote event	
1 week before	Finalize plans, give out volunteer assignments, and contact numbers for organizers in case of change or emergency	
	Be safe! Make sure you have taken appropriate measures to ensure the safety of your event participants and staff	
Event Day	Reminder calls to newspapers and TV stations	
	Have Fun!	
Post event	Thank everyone involved with the event for helping to make it a success.	
	Send out photos and a post-event description to newspapers, TV stations, and St. Mary's	
	For fundraising events, send your event's donations to St. Mary's or contact Gizele Robinson at 718-281-8568 to arrange a visit to St. Mary's for a check presentation	

# Special Event Application

Organization/Individual: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone #: (Work) \_\_\_\_\_ (Fax) \_\_\_\_\_

(Home) \_\_\_\_\_ (Cell) \_\_\_\_\_

Email: \_\_\_\_\_

Home / Office Address: (Please circle one) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name of Event: \_\_\_\_\_

Type of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Event Time: \_\_\_\_\_

Event Location: \_\_\_\_\_

Expected # of People: \_\_\_\_\_

Event Description: \_\_\_\_\_

\_\_\_\_\_

Ticket Price (if applicable): \_\_\_\_\_

Percentage of proceeds St. Mary's can expect: \_\_\_\_\_

Your fundraising target (if applicable): \_\_\_\_\_

St. Mary's will receive funds by: \_\_\_\_\_ (date)

My company has a matching gift program. (Please submit matching gift form with application.)

Signature of Organizer \_\_\_\_\_

**All checks should be made payable to: St. Mary's Foundation for Children**



Dear Administrator or Advisor,

Thank you for expressing an interest in helping to make a difference in the lives of children with special needs. Today 1 out of every 5 children in the United States has a special healthcare need - in New York that number is estimated at 800,000 children and growing. St. Mary's Healthcare System for Children is a national leader in intensive rehabilitation, education, and specialized care for children with special needs and life-limiting conditions. We care for thousands of New York's most remarkable kids each day through our inpatient, home, and community programs. But we can't do it alone - we need your help. Whether due to chronic illness, serious injury, or complications of premature birth, the demand for services is greater than ever.

St. Mary's receives an overwhelming amount of support from local schools, community groups, and young adults who reach out to help our kids. The rewarding experiences and unique life-skills learned during this journey in helping children and families with special needs is invaluable. While some students learn of the importance of responsibility and hard work, others learn of the difference they can make through acts of kindness and compassion. And everyone that comes to St. Mary's always leaves with a warm place in their hearts for our children.

Kids Helping Kids is a way to get your school or community group involved in helping thousands of kids right here in the New York metro area live better, brighter lives. Our Kids Helping Kids Event Guide will help your students/members plan and execute a terrific project. You and your students can plan a fund-raising event, coordinate a drive, plan a special activity for St. Mary's kids, or just help spread the word. And please know that your investment in St. Mary's is returned with a thousand smiles and many more grateful "thank you's".

Many participating schools have already joined our campaign to bring about change and raise awareness of the increasing number of children who are need of special medical care and resources. St. Mary's invites your students to join us in our Kids Helping Kids Campaign.

The enclosed packet walks you through the easy steps of getting involved today. Enclosed please find a Special Events Application that must be completed and submitted at least 30 days prior to your scheduled event or activity.

Again, thank you for for your interest in St. Mary's and helping 1 in 5 Kids!

*St. Mary's is a not-for-profit charitable organization as described under 501 (c) (3) of the Internal revenue Code.*



Dear Parent/Guardian,

Your school/community group will be participating in an event to support children with disabilities right here in the New York metro area. Today 1 out of every 5 children in the United States has a special health-care need - in New York that number is estimated at 800,000 children and growing. St. Mary's Healthcare System for Children is a national leader in intensive rehabilitation, education, and specialized care for children with special needs and life-limiting conditions. We care for thousands of New York's most remarkable kids each day through our home, community, and inpatient programs. But we can't do it alone - we need your help. Whether due to chronic illness, serious injury, or complications of premature birth, the demand for services is greater than ever.

Your child's school/community group will be holding a \_\_\_\_\_ event to raise funds and/or awareness for children with special needs through the Kids Helping Kids Campaign. St. Mary's receives an overwhelming amount of support from local schools, community groups, and young adults who want to make a difference. The rewarding experiences and unique life-skills learned during this journey in helping children and families with special needs is invaluable. While some students learn of the importance of responsibility and hard work, others learn of the difference they can make through acts of kindness and compassion. And everyone that comes to St. Mary's always leaves with a warm place in their hearts for our children.

Kids Helping Kids is a way to get your school or community group involved in helping thousands of kids right here in the New York metro area live better, brighter lives.

Thank you for your participation and support of 1 in 5 Kids!

*St. Mary's is a not-for-profit charitable organization as described under 501 (c) (3) of the Internal revenue Code.*

## ABOUT ST. MARY'S HEALTHCARE SYSTEM FOR CHILDREN



As the largest provider of long-term care for children in New York State, St. Mary's is one of the nation's premier providers of healthcare for children with special needs and life-limiting conditions. St. Mary's provides intensive rehabilitation, education and specialized

care to 4,000 children each day in the New York Metropolitan area and beyond through its family-centered inpatient, home care, and community programs. A pediatric healthcare innovator, St. Mary's created the nation's first pediatric palliative care program, New York State's first long-term home healthcare program, New York City's first certified traumatic brain injury program, and pioneered one of only nine interdisciplinary pediatric feeding disorder programs in the U.S. St. Mary's flagship is in Bayside, NY, with locations in Elmhurst, Melville, New Hyde Park, Roslyn, and Yonkers.

For more information visit [www.stmaryskids.org](http://www.stmaryskids.org)



**St. Mary's Healthcare System for Children**

*Extraordinary children, extraordinary care.*

29-01 216th Street  
Bayside, NY 11360  
718.281.8890

St. Mary's Foundation for Children is a not-for-profit charitable organization as described under 501 (c) (3) of the Internal Revenue Code.