

DANCE MARATHON

GUIDE BOOK



**ONE GENERATION
FIGHTING
FOR THE NEXT.**



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THANK YOU for your interest in supporting Children's Hospital of Pittsburgh of UPMC. Your support has a direct and immediate impact on Children's Hospital's mission of excellence in patient care, teaching, and research. Community support was our beginning and is our future, and it's why Children's continues to set the standards of excellence in pediatric care.

ABOUT US

CHILDREN'S HOSPITAL OF PITTSBURGH FOUNDATION is the sole fundraising arm of Children's. Through targeted campaigns, grants, and special events, like Dance Marathon, Children's Foundation raises money to support the hospital's mission.

Generous donations large and small from individuals, corporations, foundations, and community partners have an impact on Children's ability to transform young lives through unparalleled care and deep compassion. Rooted in philanthropy, the hospital is a beacon of hope to children and families throughout the region, allowing access to all children, regardless of their ability to pay.



Chyna, Cancer patient



WHAT IS DANCE MARATHON?

DANCE MARATHON is a multi-hour student-led event that fuses dancing, music, games, food, and fun into one philanthropic experience. Participants are on their feet for the duration of the marathon as they raise money for the kids at Children's Hospital. Passionate students of all ages are welcome to plan and organize dance marathon events to make a meaningful difference in the lives of our patients and their families.

CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's is a proud member hospital of Children's Miracle Network Hospital's (CMNH). Established in 1983, CMNH's mission is to generate funds and awareness for the 170 member hospitals throughout North America. Every dollar raised through CMNH stays in the member hospital's community, meaning the funds raised in Pittsburgh stay in Pittsburgh — helping children locally at Children's. Member hospitals, like Children's, use donations where the need is greatest and decide how the money is best spent. Donations help support research and training, purchase equipment, and pay for uncompensated care.

FAST FACTS:

- Miracle Network Dance Marathons have raised over **\$135 MILLION** for CMNH since 1991
- Over **\$26.8 MILLION** was raised nationally by Miracle Network Dance Marathons in 2015
- Currently, more than **350** Miracle Network Dance Marathon programs exist nationally
- More than **1 MILLION** participants actively partake in the Dance Marathon movement
- Dance Marathon is the fastest growing CMNH program on a national scale

WHAT DOES DANCE MARATHON DO FOR YOU?:

Making an impact on local kids can also benefit you. Dance Marathon will help participants to:

- Build strong leadership, communication, and project management skills
- Deepen understanding of philanthropy and its importance within the local community
- Gain real-world experience through a project-based learning opportunity
- Foster collaboration with enhanced social and team-building skills
- Develop long-term strategic planning goals and structures
- Promote career development and networking
- Enhance school pride and student engagement

Whether you're interested in a major or career in event planning, advertising, medicine, engineering, nonprofit, business, civil service, or another field — Dance Marathon will give you real-world, resume-building experience that is applicable to your post-college life.

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GETTING STARTED:

Want to start a Dance Marathon at your school? Follow these preliminary steps to get started:

1. Obtain administrative approval from your school to host a Dance Marathon event
2. Select a faculty member to serve as the staff advisor for your group
3. Form a Dance Marathon committee of at least 6-8 students (or more) who will work to plan and execute the event

Establish a relationship with the Dance Marathon team at Children's Foundation, by contacting us at dancemarathon@chp.edu or **412-692-3900**

Once you have those steps completed, the rest is easy:

- Set a date and time for the event
- Set goals! How many dancers would you like to have? How much do you hope to raise?
- Start planning. How long would you like your event to be? What games/activities would you like to have available?
- Spread the word and start fundraising

DANCE MARATHON PARTICIPANTS RECEIVE:

- Membership and access to a network of over 350 Miracle Network Dance Marathons nationwide
- Access to Miracle Network Dance Marathon resources, including, but not limited to, workbooks, templates, best practices, and an online fundraising and registration platform
- Contact with Dance Marathon specialists at CMNH
- Mentorship and connectivity within a local Dance Marathon network
- Dedicated staff support from Children's Hospital of Pittsburgh Foundation

As a part of Children's Dance Marathon, your charitable support will make a meaningful difference for Children's, as well as the patients and families that we serve. Your generosity will help ensure Children's can continue to provide world-class health care to hundreds of children and families, giving kids a chance to be kids.

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TIPS FOR SUCCESS:

- Create a committee that can delegate and assign specific tasks to committee members and other volunteers
- Rally multiple student groups in school to participate in your event (e.g., student government, National Honor Society, Key Club, sports teams, drama club, etc.)
- Require a minimum fundraising amount to participate (e.g. raise \$50 to dance)
- Utilize the Miracle Network Dance Marathon and Children's Foundation resources
- Establish connections and share ideas with existing Dance Marathon programs (Children's can help to facilitate these connections!)
- Take time to visit the hospital and take a tour to learn how your dollars are making an impact
- Set fundraising goals

Interested in learning more about Dance Marathon? Please contact Children's Hospital of Pittsburgh Foundation at dancemarathon@chp.edu or **412-692-3900**.



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givetochildren.org/dancemarathon