



A GRAND TRADITION

For 111 years, the Charity Ball has been a shining beacon of San Diego's commitment to our region's children. The impact of the Charity Ball's philanthropic efforts has always been far-reaching in its ability to raise funds to start or support important programs, construct new buildings, and provide care for children who need help the most.

The Charity Ball has created a lasting legacy on which Rady Children's Hospital-San Diego has come to depend.

For the first time since 1946, due to the extraordinary occurrence of the COVID-19 pandemic, we are unable to gather at the majestic Hotel del Coronado to celebrate our cherished history of giving. Instead, we proudly present the **112th Anniversary Charity Ball Special Edition Program** that will debut in February 2021. Thanks to your generosity, the historic thread will remain unbroken.

The pages of this **Special Edition Program** reflect our commitment, and gratitude for every Charity Ball since 1909, in serving our region's children and families who depend on us most. Your support throughout the years helps Rady Children's Hospital keep its covenant to the community — to raise the bar on research, to seek new treatments and cures, and to ensure that the needs of families are met: now, and for many years to come.

The Charity Ball has been a vital part of Rady Children's since its establishment in 1954 as the only pediatric hospital in the area. In recent years, the Charity Ball has raised millions of dollars to support:

1995 – Area of greatest need
1996 – Neonatal Intensive Care Unit (NICU)
1997 – Sam S. and Rose Stein Emergency Care Center
1998 – Area of greatest need
1999 – Orthopedics
2000 – Anderson Center for Dental Care
2001 – Inspiration Campaign
2002 – Pediatric Cancer Research
2003 – Sam S. and Rose Stein Emergency Care Center
2004 – Trauma Center
2005 – Rady Children's Heart Institute
2006 – Neonatal Intensive Care Unit (NICU)
2007 – Pediatric Dental Residency program
2008 – Surgical Services
2009 – Acute Care Pavilion
2010 – Acute Care Pavilion
2011 – Heart Transplant Program
2012 – Trauma Center
2013 – Peckham Center for Cancer and Blood Disorders
2014 – Acute Cardiac Unit
2015 – Neuro-Oncology Program
2016 – Crisis Stabilization Unit
2017 – Peckham Center for Cancer and Blood Disorders
2018 – Trauma Center
2019 – Copley Psychiatric Emergency Department and affiliated programs
2020 - Rady Children's Institute for Genomic Medicine

And the tradition continues...

In 2021, net proceeds from the **112th Anniversary Charity Ball Special Edition Program** will benefit Behavioral Health programs and services at Rady Children's Hospital-San Diego.



THE 112TH ANNIVERSARY CHARITY BALL SPECIAL EDITION PROGRAM

Dear Friends,

Since 1909, the volunteer-organized Charity Ball committee has put children first. Given the continued challenges posed by the coronavirus pandemic, for the first time since 1946, we will not gather for the traditional Charity Ball this February.

Instead we will achieve our mission by focusing our fundraising on the **112th Anniversary Charity Ball Special Edition Program**, which will debut in February 2021. We invite you to join us as a sponsor, advertiser or underwriter. Throughout the years, the Charity Ball Program has chronicled the philanthropic spirit of the Charity Ball, as well as a fascinating history of families and businesses. During this year of critical need, we value your support more than ever.

We have worked closely with Rady Children's Hospital-San Diego to identify where we can do the most immediate good. Before the outbreak of COVID-19, San Diego's children already were in a mental health crisis. The pandemic has made it significantly worse. We know that caring for the whole child, by providing early intervention, we can reduce the long-term impact of untreated mental health issues later in life. Half of all mental illness occurs before the age of 14, and 75 percent by age 24.

Your participation in the **112th Anniversary Charity Ball Special Edition Program** will support Behavioral Health programs and services at Rady Children's Hospital-San Diego, providing a myriad of critical services and therapies to address the escalation of mental health concerns facing our children and teens. Because of COVID, there are additional pressures placed on young people caused by social isolation and abrupt changes in family and social dynamics resulting in increased anxiety, depression and suicidal ideation.

This year, your gift to Rady Children's Behavioral Health programs through the Charity Ball will go even further by unlocking **two** matching gifts. All gifts will be matched by a special Hospital fund, doubling the impact of your gift to behavioral health programs. In addition, your gift will unlock even more funds, thanks to Ernest and Evelyn Rady who pledged \$200 million to Rady Children's in November 2019. It was their hope that the community would be strongly moved to support Rady Children's aspirations and give to the life-changing care, research, technology and innovation that occur daily across the health care system. When you make a gift to a qualified area, including Behavioral Health programs and services, Ernest and Evelyn will unlock a matching amount to reimagine the Hospital campus.

Your support will help a child who is experiencing mental health crisis access resources to increase their resiliency in this time of unprecedented stress and uncertainty. Thank you for your investment in providing the life-saving measures needed for children.

We are most grateful for your generosity and for being a part of the Charity Ball's vital and long-standing tradition of commitment to our region's children and families.

With warm regards,

The 112th Anniversary Charity Ball Special Edition Program Committee

Charity Ball Advisory Committee:

Ellen Golka Moxham PhD

Gwynn Brown Thomas

Phyllis Daniel Parrish

Angie Lasagna and Joyce Glazer

Phylicia Cicalo-Aiken

To join in support of this important cause to protect our children and adolescents, become a sponsor or advertiser by completing the enclosed contract or the online version at www.radyfoundation.org/charityball.

For sponsorship opportunities, please contact:

Gwynn Thomas | Gwynn.thomas@outlook.com 619.997.5219

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RETHINKING HEALTHY

Childhood isn't easy. Kids today face complex problems that require comprehensive solutions.

We are in crisis.

Every hour of every day children and teens come to Rady Children's in need of immediate mental health care.

In 2010, 40 children a month were seen in Rady Children's emergency department in crisis. Today that number is nearly 400 children a month.

Teen suicide is on the rise across the country, and San Diego has the highest incidence in the state of children and teens ending their lives.

In California, more than 1.5 million people experience extreme adversity during their childhoods which can have devastating implications throughout adulthood.

Before the outbreak of COVID-19 we already were deep in this crisis.

Abuse.

Neglect.

Bullying.

Anxiety.

Self-harm.

Depression.

Suicide.

The pandemic has made it worse.

While children have been spared the majority of physical health complications caused by COVID-19, a second pandemic has the potential to have life-altering consequences: a steep rise in unaddressed mental health needs.

Mental and behavioral health concerns and child abuse incidents have increased since we've been sheltering in place. During school closures, kids and teens have not had access to school-based mental health screenings or intervention services. Adults who may notice signs of trouble at home are no longer able to observe the signals. Simply put, the pandemic has amplified mental health concerns. Peer support groups and in-person check-ins have disappeared. Children find themselves isolated, fearful and experiencing feelings of increased anxiety with reduced options for help.

The stress of social isolation can have long-term detrimental outcomes. Children are dealing with profound separation from friends, family and teachers, causing them to experience:

- Mounting fear and anxiety about their own health and that of their loved ones
- Changes in eating and sleeping patterns

*“There is no
health without
mental health.”*

DR. BENJAMIN MAXWELL,

RADY CHILDREN'S HOSPITAL-SAN DIEGO

- Concerns about falling behind in school
- An increase use of alcohol, tobacco and other substances; and
- Escalating feelings of isolation, hopelessness, frustration or anger

Rady Children's pediatric mental health care providers expect to see a surge in the number of children who require treatment following the pandemic. They also know that early intervention can help stem the long-term consequences of untreated mental health concerns that can cause physical health issues in adulthood as severe as obesity and heart disease.

The development of a comprehensive matrix of prevention, intervention programs, scientific study, education and training is needed—for our children and families, communities and health care providers. Rady Children's is expertly poised to wrap existing expertise in diagnosis, clinical care, research and treatment programs around a compassion-based, comprehensive behavioral health care model within its renowned pediatric health care system.

You can positively alter life trajectories for millions of children worldwide by providing frontline abuse and trauma prevention programs and launching mental health intervention programs first in San Diego, which will be modeled in other communities. Your gift will enable children to live their best lives.

Your support through our **112th Anniversary Charity Ball Special Edition Program** will serve as a beacon to children and families seeking guidance through some of the most complex child health issues. Together, through the generous spirit and tradition of the Charity Ball, we will directly address the mental health crisis gripping our children and provide intervention, treatment and a path to the bright future they deserve, long after the pandemic is over.



THE 112TH ANNIVERSARY CHARITY BALL SPECIAL EDITION PROGRAM

This historic Program will be mailed or delivered to all sponsors, donors, box patrons and advertisers, and emailed to the full Charity Ball database. The Special Edition Program will also be available on Giving Back Magazine's website and www.radyfoundation.org/charityball as a downloadable PDF publication.

VIRTUAL EVENTS TO INCLUDE

Fall Virtual Event – The public will be invited. This informative event will feature a prominent speaker on behalf of Behavioral Health at Rady Children's Hospital along with Charity Ball leadership representatives

VIP Charity Ball Virtual Reception – An exclusive virtual event by invitation for sponsors and donors of \$2,500 and above and Charity Ball boxholders

PRESENTING SPONSORSHIP PACKAGE \$50,000

- Presenting sponsor in the program
- Four full page ads in the program (including the inside back cover)
- One page article about sponsor in a prominent area of the program
- Logo or name recognition on featured "Where are they now?" story included in program
- Logo on backdrop during Fall virtual event
- Recognition as presenting sponsor in Fall virtual event & VIP Charity Ball Virtual Reception
- Invitation to VIP Charity Ball Virtual Reception
- Prominent Presenting sponsor listing on www.radyfoundation.org/charityball

DIAMOND SPONSORSHIP \$25,000

- Three full page ads in program
- One page article about sponsor
- Logo or name recognition featured on "Where are they now?" story included in program
- Logo on backdrop during Fall virtual event
- Recognition as sponsor in Fall virtual event & VIP Charity Ball Virtual Reception
- Invitation to VIP Charity Ball Virtual Reception
- Sponsor listing on www.radyfoundation.org/charityball

PLATINUM SPONSORSHIP \$20,000

- Two full page ads in program
- One page article about sponsor
- Logo or name recognition featured on "Where are they now?" story included in program
- Logo on backdrop during Fall virtual event
- Recognition as sponsor in Fall virtual event & VIP Charity Ball Virtual Reception
- Invitation to VIP Charity Ball Virtual Reception
- Sponsor listing on www.radyfoundation.org/charityball

GOLD SPONSORSHIP \$15,000

- One full page ad in program
- One page article about sponsor
- Logo or name recognition featured on "Where are they now?" story included in program
- Logo on backdrop during Fall virtual event
- Recognition as sponsor in Fall virtual event & VIP Charity Ball Virtual Reception
- Invitation to VIP Charity Ball Virtual Reception
- Sponsor listing on www.radyfoundation.org/charityball

SILVER SPONSORSHIP \$10,000

- One full page ad in program
- One page article about sponsor
- Logo on backdrop during Fall virtual event
- Recognition as sponsor during Fall virtual event & VIP Charity Ball Virtual Reception
- Invitation to VIP Charity Ball Virtual Reception
- Sponsor listing on www.radyfoundation.org/charityball

PATRON SPONSORSHIP \$5,000

- One full page ad in program
- Logo on backdrop during Fall virtual event
- Recognition as sponsor in Fall virtual event & VIP Charity Ball Virtual Reception
- Invitation to VIP Charity Ball Virtual Reception
- Sponsor listing on www.radyfoundation.org/charityball

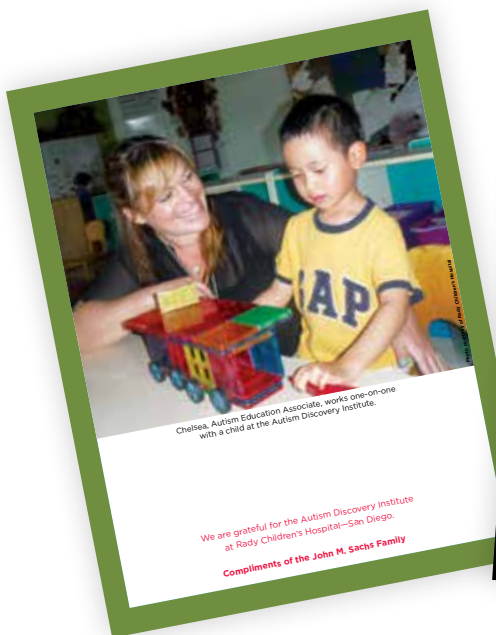
BENEFACTOR SPONSORSHIP PACKAGE \$2,500

- One full page ad in program
- Recognition as sponsor in Fall virtual event & VIP Charity Ball Virtual Reception
- Invitation to VIP Charity Ball Virtual Reception
- Sponsor listing on www.radyfoundation.org/charityball

FRIEND SPONSORSHIP PACKAGE \$1,000

- One full page ad in program
- Recognition as sponsor in Fall virtual event & VIP Charity Ball Virtual Reception
- Sponsor listing on www.radyfoundation.org/charityball

Note: All Sponsorship benefits are non-taxable (FMV = \$0)



Sample Special Edition Program full-page ads

To invest in the future of our community's children, join us as a sponsor or advertiser today. Your name, or that of your family or business, will be featured in our [112th Anniversary Charity Ball Special Edition Program](#).

Please complete the enclosed contract or our online version at www.radyfoundation.org/charityball

ALL ADS ARE SUBJECT TO APPROVAL You will receive a receipt acknowledging the tax deductibility of your donation, based on the difference between the total amount contributed and any goods/services received.

For further information, please contact Laura O'Sullivan at Rady Children's Hospital Foundation at 858.966.8366 or losullivan@rchsd.org. **TAX ID # 33-0170626**

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RADY CHILDREN'S HOSPITAL-SAN DIEGO'S MISSION STATEMENT:

To restore, sustain and enhance the health and developmental potential of children through excellence in care, education, research and advocacy.

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www.radyfoundation.org/charityball