

Corporate Partnerships

2009 Benefits Package



**Helping Little Hearts Heal
6th Annual Fundraising Gala**

"Visions of the Heart"

**Saturday, October 24, 2009
Hyatt Regency La Jolla at Aventine**



Dear Friends of Children's Heart Institute:

About 40,000 babies (1 out of every 125) are born with congenital heart defects each year in the United States. ***Heart defects are the most common birth defect and are the leading cause of birth defect-related deaths. In fact, there are more children born with congenital heart defects than with the next four most common defects combined.*** Due to advances in treatment of heart defects, about 1 million children and adults in the United States are alive today.*

The daily cost of running Children's Heart Institute at Rady Children's Hospital-San Diego is staggering. Factor in that nearly 52% of those treated are either uninsured or underinsured and you can see the drastic need for financial support. CHIfund is committed to raising funds to ensure that these children (and adults) are continuing to receive the world-class care they deserve. Funds raised will be used to purchase and upgrade equipment as well as fund genetic research that is vital to the understanding and treatment of congenital heart defects.

The past success of CHIfund has been largely due to the generous support of our corporate partners. We need your help to continue meeting the needs of these little hearts. We are asking that you review this information and make the decision to join us as a corporate partner for this important, life-giving cause.

Please feel free to contact me for more information or so that I can answer any additional questions you may have.

On behalf of our children, I say a heartfelt *Thank You!*

Sincerely,

Wendy

Wendy Robinson
Corporate Sponsorship Chairperson
corporate@chifund.org
760-804-9526

*Taken from March of Dimes

CHIfund is pleased to announce

**Helping Little Hearts Heal
6th Annual Fundraising Gala**

“Visions of the Heart”

Saturday, October 24, 2009

Hyatt Regency La Jolla at Aventine

3777 La Jolla Village Drive

San Diego, CA

6:00 p.m. – 11:00 p.m.

**A fundraising gala to benefit
Children’s Heart Institute
at Rady Children’s Hospital-San Diego**

Enjoy a wonderful evening filled with gourmet foods, fine wine, silent & live auctions, entertainment, dancing and more.

Ticket price: \$150 per person

Underwriting and Corporate seating available

“Visions of the Heart”

Partnership Levels & Benefits

Partnership Levels & Benefits* *Net	Executive Sponsor \$10,000	Diamond Partner \$5,000	Platinum Partner \$2,500	Gold Partner \$1,500	Silver Partner \$1,000	Bronze Partner \$500
Recognition on 1,500 Save-the-date cards (1,500 impressions x 2 people per card)	Company Logo	Name Listing	Name Listing			
Recognition on 1,500 Gala Invitations (1,500 impressions x 2 people per card)	Company Logo	Company Logo	Name Listing	Name Listing	Name Listing	Name Listing
Complimentary Ad in up to 300 Gala Programs (400 impressions)	Inside Front Cover/Color 1-page	Full Page Color	1/2 Page B&W	1/4 Page B&W	Name Listing	Name Listing
Recognition in 300 Gala Programs (400 impressions)	Company Logo	Company Logo	Company Logo	Company Logo	Name Listing	Name Listing
Recognition in Gala-related Print Media (TBD)	Company Logo	Company Logo	Company Logo	Company Logo	Name Listing	Name Listing
Press Release announcing partnership	Dedicated press release	Dedicated press release				
Back of minimum of 1,000 drawing tickets – Sponsor supplied artwork (1,000 impressions)	Company Logo					
Recognition on CHIfund Website Events Page	Company Logo with Website link	Company Logo with website link	Company Logo with website link	Name Listing with website link	Name Listing	Name Listing
Recognition on CHIfund Website Sponsor Page	Company Logo with Website link	Company Logo with website link	Company Logo with website link	Name Listing with website link	Name Listing	Name Listing
Complimentary Gala Seating: Includes hors d'oeuvres, fine wines, gourmet food and entertainment for the evening. (\$150 face value)	2 Premier Tables of ten (20 tickets)	One partner table of ten (10 tickets)	One partner table of eight (8 tickets)	Tickets for six (6) gala guests	Tickets for four (4) gala guests	Tickets for two (2) gala guests
Valet Parking	Up to 10 Included	Up to 5 Included	Up to 4 Included	Up to 3 Included	Up to 2 Included	One Included
Complimentary Signage at Gala (Minimum 400 impressions x 4)	Banner with Company Logo	One (1) poster with Company Logo	Company logo on Partner Signage	Company Logo on Signage	Company Name on Signage	Company Name on Signage
On-screen Recognition in Gala Video (Minimum 400 impressions x 5)	Name & Logo Inclusion as Executive	Name & Logo Inclusion as Diamond Partner	Name & Logo Inclusion as Platinum Partner	Name & Logo Inclusion as Gold Partner	Name Inclusion as Silver Partner	Name Inclusion as Bronze Partner
Opportunity to provide gift bag/table items for up to 500 attendees	Yes	Yes				

Partnership Levels & Benefits (Page 2)	Executive Sponsor \$10,000	Diamond Partner \$5,000	Platinum Partner \$2,500	Gold Partner \$1,500	Silver Partner \$1,000	Bronze Partner \$500
Recognition as a Miracle Maker with Rady Children's Foundation*	Yes	Yes				
Membership on the Miracle Makers Council*	Yes	Yes				
Listing in Credits of Corporate Television Broadcast	Yes	Yes				
Invitation to Miracle Makers Celebration (Fall)	Yes	Yes				
Listed in Miracle Makers ad in Union-Tribune Kids News Day	Yes	Yes				
Invitation to Miracle Makers Lunch (Spring)	Yes	Yes				
Invitation to Rady Children's Hospital Annual Meeting	Yes	Yes				

*Benefits received from Rady Children's Hospital effective Year 2009.
(July 1, 2008 – June 30, 2009)

Meet Some of Our Kids



Elsa – 10 years old

- **Diagnosis:** Tetralogy of Fallot with Atrial Septal Defect, Pulmonary Atresia and Major Aortopulmonary Collateral Arteries
- 3 open-heart surgeries at Rady Children's Hospital-San Diego, most recent was March 18, 2008
- Following first surgery, Elsa suffered a chylothorax and was hospitalized at Naval Medical Center San Diego for two weeks, in addition to the ten days spent at Rady Children's following her surgery.
- Elsa's father, a Navy Officer, was deployed to Afghanistan on March 1st and was unable to be with her during her most recent surgery. She communicates with her father

through email and Carepage updates.

- Elsa will need pulmonary valve replacements throughout her life.



Logan – 3 years old

- Mother received diagnosis of Transposition of the Greater Arteries at 20 weeks gestation.
- At birth, Logan immediately had a Balloon Septostomy and was put on prostaglandin.
- At five-days-old he had an Arterial Switch operation that took five hours.
- He had swelling from the surgery so they could not close his chest. His chest was not closed for 24 hours.
- Logan was in NICU for two weeks after his birth.

"I will never forget seeing my son's heart beating under that thin see-through sheath covering his chest."
TJ, Father of Logan



Landon – 2 years old

- **Diagnosis:** Hypoplastic Left Heart Syndrome
- Diagnosed in-utero at 5 ½ months gestation
- Landon has had five heart catheterizations: in-utero, 2 days, 9 days, 16 days and 5 ½ months of age
- Two open heart surgeries to day: 3 weeks & 5 ½ months of age, will require at least one more between 3-5 years of age.
- Had emergency surgery at six months of age to clear a staph infection in his chest
- Loves playing with his family, his dog Dexter and Curious George.
- Landon undergoes echocardiograms and EKG's every four months
- Will require cardiac follow-up the rest of his life

- His next surgery is scheduled for Boston Children's in June 2009.



About Rady Children's Heart Institute

The **Rady Children's Heart Institute - San Diego** (RHISD), an institute without walls, was created to integrate and coordinate the research and educational programs of the Cardiology and Cardiovascular Surgery Divisions at Rady Children's Hospital - San Diego, California. Our goal is to provide optimal care for infants, children and adults born with Congenital Heart Defects and to advance our knowledge and understanding of Congenital Heart Disease.

Rady Children's Heart Institute San Diego (RCHISD), in affiliation with University of California, San Diego (UCSD) serves San Diego's population of over 2.8 million and is a major referral center for Imperial and Orange Counties, Hawaii, New Mexico, Mexico, and the Pacific Rim islands. The RCHISD offers satellite cardiac clinics located in El Centro, Encinitas, Escondido, and Murrieta. In addition, we regularly teleconference with our colleagues in Hawaii.

- Rady Children's Heart Institute participates in the science and evidence-based advancement of treatment modalities for Congenital Heart Diseases.
- Numerous cardiology and cardiovascular surgery clinical trials are underway at RCHISD to advance the understanding and application of pharmacological interventions, surgical devices, and catheter-delivered interventions in the treatment of children and adults with congenital heart defects.
- Clinical data and outcomes are collected and analyzed with the assistance of a computer-based International Clinical Outcomes Database (CardioAccess™).
- Rady Children's Hospital is a participating center for the Congenital Heart Surgeons Society's (CHSS) ongoing multi-institutional study of outcomes and practices.
- Clinical pathways are continually refined to optimize efficacy and length of stay for patients undergoing heart surgery and catheter interventions at Rady Children's Hospital.

The Radiology Department at Rady Children's Hospital has just installed a new "state of the art" CT Scanner that will enable us to diagnose and treat congenital heart disease in the most accurate and efficient manner. A multidisciplinary team of cardiovascular surgeons, cardiologists, nurse practitioners, registered nurses and social workers coordinates care and treatment.

Rady Children's Cardiovascular/Cardiothoracic program presently performs over 350 cardiovascular operations per year, exclusively for the treatment of congenital heart defects. Complemented by leading programs in pediatric electrophysiology, interventional cardiology, prenatal/pediatric cardiac diagnostics, and affiliated high-risk obstetrics, the Cardiovascular Surgery program provides an integrated approach to the treatment of the full spectrum of complex congenital heart problems from the newborn to the adult.

A dedicated team of pediatric cardiac anesthesia, operating room and intensive care nursing teams, ICU teams, in-house perfusion, social workers and family liaisons work together to provide a compassionate, coordinated approach to optimize outcomes, family and referring physician involvement and satisfaction.

Areas of special concentration include:

- The surgical treatment of complex newborn heart defects, such as Hypoplastic Left Heart Syndrome
- Complex anatomic corrections of obsolete palliations in the previously operated child or adult
- Integration of catheter-based therapies with surgery, to reduce risk
- Integration of advanced electrophysiologic testing, arrhythmia ablation and surgery
- Minimally invasive and cosmetic approaches to open heart surgery where appropriate



Information about Congenital Heart Disease*

Congenital heart defects are abnormalities in the heart's structure that are present at birth. Approximately one out of every 125 newborns have congenital heart defects ranging from mild to severe, making it the most common birth defect in the United States.

Congenital heart defects happen because of incomplete or abnormal development of the fetus' heart during the very early weeks of pregnancy. Some are known to be associated with genetic disorders but the cause of most congenital heart defects is unknown. While they can't be prevented, there are many treatments for the defects and other related health problems. Today there are more treatment options for congenital heart defects than ever before, and most defects are treated successfully.

Common congenital heart defects include:

- Aortic or Pulmonary Stenosis
- Atrial Septal Defect (ASD)
- Atrioventricular Canal Defect
- Coarctation of the Aorta
- Hypoplastic Left Heart Syndrome
- Patent Ductus Arteriosus (PDA)
- Pulmonary Atresia
- Tetralogy of Fallot
- Transposition of the Great Arteries
- Tricuspid Atresia
- Truncus Arteriosus
- Ventricular Septal Defect (VSD)

It can be frightening to learn that your child has a congenital heart defect (one that's present at birth). Medical knowledge, technology, and experience can offer accurate diagnosis and treatments that allow nearly every form of congenital heart defect to be treated. Although nothing can be guaranteed with 100% certainty, most kids with heart problems can enjoy happy and healthy futures.

*Information taken from <http://www.kidshealth.org>



Corporate Partners Contact Information

If you would like to become a corporate partner for the *"Visions of the Heart"* fundraising gala or other CHIfund event & programs, please contact:

Wendy Robinson, Corporate Partners Chairperson
corporate@chifund.org
760-804-9526

Charitable Giving

If you are unable to attend our event, but would like to contribute to CHIfund and its work, we happily accept donations. Checks, made payable to **CHIfund**, can be mailed to:

CHIfund
P.O. Box 235837
Encinitas, CA 92023-5837

Electronic donations can be made by visiting our website at www.chifund.org.

Volunteers

CHIfund has many volunteer opportunities throughout the year. If you or someone you know would like more information about volunteering, please email us at info@chifund.org.

Rady Children's Hospital, San Diego is a 501(C) 3 Corporation
Tax ID number: 95-3545901

You will receive a tax receipt from Rady Children's Hospital Foundation following the event.