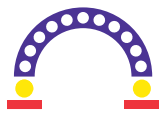




**Christmas**  
**IN JULY**  
**DONATION DRIVE**



**St. Joseph's Children's  
Hospital Foundation**

Presented by  
**THE STEINBRENNER FAMILY  
FOUNDATION**



## What Is Christmas In July

Christmas in July is a month-long, community-wide fundraiser to help raise funds for therapies, experiences and toys for the kids at St. Joseph's Children's Hospital. A cancer diagnosis, catastrophic injury, or other illness can quickly turn a child's world upside down, replacing their carefree days with chemotherapy treatments, needle pricks, surgeries, and far too much time spent away from home.

Your donation will benefit our Child Life Department and give hope to the extraordinary kids at St. Joseph's Children's Hospital by providing ways for them to cope during their hospital stay.

## What is a Child Life Specialist?

Child Life Specialists are trained in child development and are well versed to the reactions of children in health care settings and can provide interventions to hospitalized children based on individual needs, specializing in meeting the psychosocial, emotional, developmental and recreational needs of each patient.

As part of your child's healthcare team, your Child Life Specialist will work closely with doctors, nurses and social workers to help you and your child adapt to and cope with hospitalization. The Child Life Department also supervises volunteers that help to maintain hospital playrooms, provide bedside play opportunities and facilitate special events to help normalize the environment and promote developmentally appropriate play in all areas of the hospital.





# How To Make An Impact

**1. BECOME A SPONSOR** - Your sponsorship supports the work, compassion and expertise of our dedicated Child Life team to extend hope and healing to hospitalized kids. All sponsorships include name recognition on our CIJ website, social media and annual recognition in the St. Joseph's Children's Hospital Superhero Circle.

## SPONSOR LEVELS

### Workshop Sponsor \$15,000

**LIMIT 1**

- Logo prominently displayed on T-shirts worn by staff, Child Life and Volunteers
- Volunteer Opportunity for up to 8 at the Grand Finale
- Name recognition on event banners and website

### Stocking Sponsor \$15,000

**LIMIT 1**

- Logo prominently displayed on give away bags for all who drop off at the Grand Finale at both locations
- Volunteer Opportunity for up to 8 at the Grand Finale
- Name recognition on event banners and website

### Merry Matching Sponsor \$15,000

**LIMIT 1**

- Logo will be displayed on Direct Mail piece, sent to over 20,000 people
- Logo will be displayed on Email Campaign, 4 emails, to over 120,000 people
- Volunteer Opportunity for up to 8 at the Grand Finale
- Name recognition on event banners and website

### Deck-the-Halls Sponsor \$10,000

**LIMIT 1**

- Logo associated with Décor
- Opportunity to provide swag for give aways
- Volunteer Opportunity for up to 4 at the Grand Finale
- Name recognition on event banners and website

### Holiday Cheer Sponsor \$10,000

**LIMIT 1**

- Host a lobby activity for the patient's on July 26
- Opportunity to provide swag for give aways
- Volunteer Opportunity for up to 4 at the Grand Finale, for the patient's lobby activity
- Name recognition on event banners and website

### Santa Sponsor \$10,000

- Volunteer opportunity for up to 6 at the Grand Finale
- Name recognition on event banners and website

### Frosty Sponsor \$5,000

- Volunteer opportunity for up to 4 at the Grand Finale
- Name recognition on website

### Elf Sponsor \$2,500

- Name recognition on website



- 2. CREATE A FUNDRAISING PAGE** - Using our custom online platform, inspire your employees, friends, relatives and community to get involved. Have your company create their own team and share with your community on social media.
- 3. HOST A TOY DRIVE** - Challenge your office, branch, community, friends and family. We can provide toy boxes and signage to assist with your efforts. Collect new, unwrapped toys to bring mid-year cheer to kids who need it most.
- 4. POINT OF SALE CAMPAIGN** - In the month of July, host a Point of Sale campaign at your retail establishment. Encourage patrons to round up, or donate \$1, to St. Joseph's Children's Hospital. Contact the foundation for help with signage and materials.
- 5. GRAND FINALE VOLUNTEER** - Join us on the last Friday of July from 7am - 12pm, for a Christmas in July Celebration. Help us fill Santa's Sleigh with your toy, monetary and gift donations in the circular drive entrance to St. Joseph's Children's Hospital. Check presentations and photo opportunities with Santa and much more. \*Volunteer opportunities are limited and open to sponsors first. Additional volunteer opportunities available at South Pole location.





## How to Make an Impact with a Fundraising Page

This fundraising platform is a way to raise money by reaching out to your peers. You have the option of starting your own team, through a company, or going solo. Once you create a team each individual “team member” can create a page to reach their network of peers. This is our peer to peer fundraising initiative.



[Donate Now](#)

[Join Our Team!](#)



@sjh\_foundation



@St. Joseph's Hospitals Foundation



@St. Joseph's Children's Hospital Foundation

1. Create your team page and then create a personal page and personalize it with your reason WHY you are raising funds for St. Joseph's Children's Hospital. The more personalized, the better.
2. Set a goal. Raising even \$100 can help support the smallest medical advances.
3. Lead by example. Encourage leadership, or the team captain, to kick off the campaign.
4. Use our style and media guide, online, to help you with social posts, emails, and more when reaching out to your network. Make sure to tag us on our social media platforms.
5. Update your profile photos on all platforms with our temporary frame, to show your support.
6. Create a competition. Whether between coworkers, neighbors or family and see who can raise the most money.
7. Schedule a time with the foundation for a tutorial on ways to enhance your peer to peer fundraising page.



## How to Make an Impact with a Point of Sale Campaign

In the month of July, companies are able to host their own “Point of Sale Campaign”. Once the campaign is selected, St. Joseph’s Hospitals Foundation will provide marketing materials and signage. These campaigns typically run from July 1 - 31. Option to start earlier to have total be presented at Grand Finale, July 26th. This is a great way to reach the community.

### IDEAS FOR A POINT OF SALE CAMPAIGN:

1. % per transaction donated back to St. Joseph’s Children’s Hospital Foundation - Christmas in July during a timeframe during the end of June/month of July
2. \$ per transaction donated back to St. Joseph’s Children’s Hospital Foundation - Christmas in July during a timeframe during the end of June/month of July
3. Host toy donation boxes and provide a coupon for a later visit for those who bring a new, unwrapped toy
4. Have a select item on the menu with 100% of the proceeds go to St. Joseph’s Children’s Hospital Foundation - Christmas in July
  - a. I.E Fitlife Foods Snickerdoodle Campaign

With this partnership, you can partner with the foundation to spread the word on St. Joseph’s Children’s Hospital Foundation website and social media platforms. You would get the option to have a Check Presentation at Christmas in July Grand Finale at either Children’s or St. Joseph’s Hospital – South, the South Pole location.



# How to Make an Impact with a Toy Drive

Bringing a patient a little bit of comfort and joy through the simplicity of a toy. St. Joseph's Children's Hospital sees over 60,000 patients come through their doors each year. Our goal is to provide each one of those patients with a way to forget about the stress of being in the hospital.

Gather your office, community, friends and family to collect toys for the whole month of July. All toys must be new and unwrapped. Our Child Life team will use these for holidays, birthdays, celebrations, bedside engagement and more.

St. Joseph's Hospitals Foundation will provide you with boxes and signage for your location. Below is a list of toys that are a need for child life. Our Child Life team is always in need of infant, teen and sensory toys.

### INFANT

Rattles and Teethers

### TODDLER/ PRESCHOOL

Character Toys (Cars, Frozen, Paw Patrol, Mickey, Elmo)

Fisher Price Medical Kits

Lego Duplo Blocks

Little People Play Kits

Matchbox or Hot Wheels Cars

Musical Light-Up Toys

Play-Doh

Pop-Up Light Toys

Puzzles (Up To 48 Pieces)

Vtech Electronic Learning Toys

### SCHOOL AGE

Action Figures

Animal Figurines

Barbies

Board Games

Building Blocks

Coloring Books

Crayola Crayons (8 Piece)

Fidget Toys

Individual Arts and Crafts Kits

Kinetic Sand

Lego Kits

LOL Dolls

Shopkins

Slap Bracelets

Slime

Squishies

### ADOLESCENTS

Adult Coloring Books

Board Games

Burrito Blankets

Charcoal Art Boxes

Colored Pencils

Ear Buds

Individual Arts and Craft Kits

Journals

Nail Polish Kits

Noise Blocking Earmuffs

Notebooks

Mandala

Mermaid Tail Blankets

Playing Cards/UNO

Portable Therapeutic Sound Machines

Scrapbook Albums

Sketchpads

### ELECTRONICS

iPads

iPods

Nintendo DS Game Systems/Games

Video Games for Xbox One, Xbox 360, PS3

Video Game Controllers for Xbox One, Xbox 360, PS3

### MISCELLANEOUS

DVDs (Rated G, PG And PG-13 Only)

Sensory Toys

Wrapping Paper, Assorted

### GIFT CARDS

Amazon

American Express, Visa or Mastercard

iTunes

GameStop

Google Play

Sephora

Shutterfly

Starbucks

Ulta



## How to Make an Impact at the South Pole

We are back at St. Joseph's Hospital – South for Christmas in July at the South Pole. If you live or work in Riverview, Brandon, Seffner, Bradenton, community this is the location for you. With an extension of our Child Life department at St. Joseph's Hospital – South, they see pediatric patients in the ER and NICU. Support your community by supporting Christmas in July at the South Pole.



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- Join us on Friday July, 26, 2024 from 9am – 11am, for Christmas in July at the South Pole Grand Finale. Bring your toys, monetary, and gift donations to circular drive entrance of St. Joseph's Hospital – South. 6901 Simmons Loop Riverview, FL 33578
- Whether you chose to participate in a peer to peer fundraising page, toy drive or point of sale campaign, you can bring them to support the Child Life Department at St. Joe's South.
- There will be music, check presentations, photo opportunities and so much more.





## How Past Companies Have Gotten Involved

This campaign is unique in its nature. You can choose to participate in one impactful way or ALL of them.

In years past, companies like Amerilife have participated in all ways possible. From being a sponsor, to starting a fundraising page and creating a competitive toy drive. Their employees were engaged and motivated to help make an impact on the community and give back to the kids at St. Joseph's Children's Hospital.

Partnering with St. Joseph's Hospitals Foundation is key to finding unique ways to get your staff engaged.

**Reach out to [sarah.jenkinson@baycare.org](mailto:sarah.jenkinson@baycare.org), or 813-872-0979, for additional ways to get involved.**



In July 2023, Amerilife set a goal to beat their 800 toys collected the previous year. They exceeded that goal and collected over 1200 toys for the patients at St. Joe's.



They raised over \$3,000 in their Peer to Peer fundraiser by reaching out to friends and family on various social media platforms.



Staff members showed up on the event day to present their check, drop off toys and volunteer their time to help out.

*Amerilife raised over \$3,000!*



## How Past Individuals Have Gotten Involved

As members of the Tampa Bay Community, we look to you all for partnership with Christmas in July. With your help, we are able to raise awareness for the kids at St. Joseph's Children's Hospital by increasing our audience.



### INDIVIDUALS IN THE PAST HAVE FOUND UNIQUE WAYS TO FUNDRAISE, LIKE:

- Creating a fundraising page in memory of someone
- Creating a fundraising page for their family
- Starting a toy drive with their children's school
- Starting a toy drive in their neighborhood
- Becoming a sponsor





# How Your Support Will Deliver Smiles

By donating to our Christmas in July event you can make a hospitalized child's day a little merrier and their smile a little brighter in so many ways.



### LET'S CELEBRATE

As they are getting the expert care they need to get well, it's critical for our littlest warriors to still experience fun-filled celebrations to mark birthdays, treatment milestones and favorite holidays. From reverse trick-or-treating on Halloween, to Santa visits complete with gifts, to a pirate inspired celebration and more, these special festivities are always a big hit.



### ENRICHING THERAPIES

Therapies such as art, yoga, music and massage enrich little bodies and souls by providing an important and enjoyable outlet for kids to express their feelings and better manage stress and anxiety.



### TOYS THAT BRING JOY

From infants to teens, toys always bring a smile to a child's face – especially for kids who are spending their days and nights in the hospital. Your monetary donation will help us purchase some of Santa's most requested items and make sure we provide a perfect match based on age, special needs, and abilities.



### ENGAGING BESIDE ACTIVITIES

For patients with contagious conditions or weakened immune systems, we bring the fun to them with creative and entertaining bedside activities that offer a much-needed distraction from the monotony of their hospital room.



### A TREASURE FOR OUR TREASURES

We treasure every single one of our pediatric patients and know it's not easy going through a difficult test or procedure, so we give them something to look forward to when they are done: picking out a special item from one of our treasure chests in recognition of their bravery and strength.



## Join In On The Fun!

### TIMELINE FOR GETTING INVOLVED:

#### MARCH

Meet with the Sarah, from St. Joseph's Hospitals Foundation, to find out the best ways for you, or your team, to get involved.

#### APRIL

Lock in your commitment to 2024 Christmas in July.

#### JUNE

Create fundraising page and collect all supplies from the foundation.

#### JULY

Kick off your campaign. Whether it is a toy drive, a fundraising page, or a point of sale campaign, be sure to start off strong on July 1st.

Visit [stjosephschristmas.org](https://stjosephschristmas.org) to find out more information and get started