YOUR PARTICIPATION MATTERS

The Nationwide Children’s Hospital Columbus Marathon & ½ Marathon is about much more than running or walking an incredible distance. It’s about 24 Miracle Mile Patient Champions who have shared their stories to inspire you. One Angel Mile to honor, remember, and celebrate those who have already finished their race. And one Encore Mile, for the patients who lined the course of the Nationwide Children’s Hospital Columbus Marathon & ½ Marathon in previous years. These miraculous kids will be on each mile on race day, supporting you every step of the way. This is your opportunity to support them.

Donor support allows Nationwide Children’s Hospital to stay true to its mission: every child will receive expert care, regardless of the family’s ability to pay. This mission has not changed in 120 years. Through your generosity and fundraising efforts, Nationwide Children’s Hospital helps kids everywhere.

THE IMPACT

Here’s how your fundraising efforts can help Nationwide Children’s:

$1
Anti-Slip Socks
We give them to patients to avoid the risk of falls, using nearly 9,000 pairs a year.

$10
Band-Aids
From skinned knees to shots, we go through more than 20,000 boxes of Band-Aids a year. $10 buys 4 boxes.

$30
Diapers for our Premature Babies
Our tiniest patients use more than 350,000 diapers a year. $30 buys 1 pack.

$100
Music Therapy
Music therapy is a natural healer and mood booster for patients of any diagnosis. One session costs $100.

$175
Infant Blood Pressure Cuffs
We use thousands of small cuffs that are sized just right so that we get accurate blood pressure readings. $175 supplies one day of cuffs.

$500
Specialized Mattress
To keep patients comfortable and positioned correctly, we use specialized mattresses. $500 can buy two mattresses.

$1,000
Summer Camp Scholarships
Our patients attend camp in a medically-safe environment so they can do what they do best—be kids! $1,000 will support five scholarships.

$2,500
Hearing Aids
Two hearing aids for a patient with bilateral hearing loss costs $2,500.
Founded in 1892, Nationwide Children’s Hospital has been caring for sick and injured children for over 120 years with the same mission – every child shall receive the highest quality of care, regardless of a family’s ability to pay.

1892

3rd LARGEST
children’s hospital in the country

2nd BUSIEST
children’s hospital in the country

Proud to once again be ranked by *U.S. News & World Report* in all 10 Specialties

10,000 employees providing Best Outcomes

65
65 off-site locations

Patients from all 50 U.S. states and 41 foreign countries

More than one million patient visits per year

More than $128 million per year in charity care and community benefit services

In 2012, Nationwide Children’s Hospital completed America’s largest pediatric expansion

The new main tower has 12 floors, each the size of a football field

604 licensed patient beds

6 acre
front lawn and green space providing respite for patient families
GET STARTED

1. Register at NationwideChildrens.org/Marathon
2. Customize your page with your personal story and photo.
3. Share your fundraising page through email and social media.
4. Earn perks.
5. Help kids everywhere.
GET MOTIVATED

Children’s Champions change lives! As you achieve your fundraising and fitness goals, you are also eligible for Children’s Champions benefits. These perks are always changing, so be sure to read your Children’s Champions newsletter and visit NationwideChildrens.org/Marathon for the most up to date rewards!

CHILDREN’S CHAMPIONS FUNDRAISING LEVELS:
• All participants are eligible to earn perks at several fundraising levels.
• Children’s Champions perks are earned on an individual basis.
• All fundraising levels are cumulative.

<table>
<thead>
<tr>
<th>FUNDRAISING LEVEL</th>
<th>AMOUNT RAISED</th>
<th>PERK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>$50</td>
<td>Personalized Honor Sign Along Course</td>
</tr>
<tr>
<td>Level 2</td>
<td>$125</td>
<td>Children’s Champions Race Day Shirt</td>
</tr>
<tr>
<td>Level 3</td>
<td>$250</td>
<td>Invitation to Children’s Champions VIP Finish Area with private bathrooms and catered lunch</td>
</tr>
<tr>
<td>Level 4</td>
<td>$500</td>
<td>Invitation to Children’s Champions VIP Breakfast with private bathrooms and private gear check</td>
</tr>
<tr>
<td>Level 5</td>
<td>$1,000</td>
<td>Children’s Champions apparel item, $100 Gift Card to Second Sole, Custom Medal Engraving, Corral B Assignment (optional)</td>
</tr>
<tr>
<td>Level 6</td>
<td>$5,000</td>
<td>Personal Tour of Nationwide Children’s Hospital Wagon donated in Children’s Champion’s honor</td>
</tr>
</tbody>
</table>

• Perks are non-transferable.
• All funds must be submitted by October 15th to earn race-weekend perks.
• All funds must be submitted by October 30th to earn Children’s Champions apparel item.
• Apparel will be mailed by December 30th.
• Donations accepted until December 15th for inclusion in this year’s event totals.
WAYS TO FUNDRAISE

PERSONALIZE YOUR ONLINE FUNDRAISING PAGE
Register to be a Children’s Champion at NationwideChildrens.org/Marathon. Join a team or start your own!
• Customize your page with photos and a message that expresses your motivation for joining Children’s Champions.
• Create a Friendly URL to make it easy to share your fundraising page.

SEND EMAILS TO FRIENDS, FAMILY AND CO-WORKERS
People donate because they are asked – don’t be afraid to ask for support! Each time someone donates to your online campaign, you will receive an e-mail.
• Email everyone you know about being a Children’s Champions; always include a link to your personal fundraising page.
• Put the link to your personal fundraising page in your e-mail signature.

FUNDRAISE THROUGH SOCIAL MEDIA
• Include pictures, stories and updates about your training and fundraising.
• Recognize donors by tagging them in status updates.
• Always include a link back to your personal fundraising page!
• Share links to the Nationwide Children’s Hospital Foundation and Children’s Champions social media pages.

WRITE A LETTER
Mailing a personal letter to friends, family and co-workers is another way to ask for fundraising support. Sample letters are available to use as a guide.
• Personalize your letter by including your inspiration.
• Include your mailing address and online fundraising page.
• You may want to include a self-addressed envelope to make donating convenient for your supporters.
• Please make checks out to Nationwide Children’s Hospital Foundation with your name in the memo line.
• If you receive check or cash donations, please see the instructions on the sheet titled “Offline Donations” to submit these gifts.
• Track and manage your progress online. Add offline donations and pledges to your fundraising page by visiting your Participant Center.

COORDINATE A FUNDRAISING EVENT
Coordinating a fundraising event is a rewarding and fun way to give back. Having trouble coming up with ideas? Think of a hobby you love and turn it into a fundraiser.
Bake Sales Car Washes Birthday donations
Art Shows Garage Sales Spa Days
Wine Tastings Craft Fairs Tennis Tournament
Child care for donations Benefit Concerts Dinner Party
WAYS TO FUNDRAISE

SPECIAL OCCASION GIVING
Celebrate the milestones in your life by encouraging others to give a donation to your fundraising page in lieu of gifts. From collecting birthday gifts to donating wedding favors – give the gift of hope.

INVOLVE YOUR COMPANY
• Recruit your colleagues as team members, or spread awareness by telling others about your goals.
• Many employers offer matching gift programs. Your $100 donation could turn into $200 by asking HR if they have a matching gift program. Remind family and friends who support you to do the same!

FOR BUSINESSES OR ORGANIZATIONS
• Let employees pay for jeans day, a special parking spot, or the chance to leave early.
• Have a department, organization, or division challenge; vote with change for best joke, most outgoing, or who should get a pie in the face!
• Sell candy, flowers or balloons on a holiday.

TAKE A MINUTE
Take a minute in your department meetings or other networking groups. Share your commitment to Nationwide Children’s Hospital and the life-changing work you are supporting. Let your peers know how they can join or support you.

FOR FRIENDS
• Host a “shower” at your house and ask guests to bring donations for the hospital.
• Have a girls’ night out and raise your spirits by giving a donation equal to the amount you spend at dinner to the hospital.
• Ask a local restaurant to donate a percentage of proceeds to your fundraising page on a certain night.
• Say thanks to your supporters by baking cookies for every $25 donation, or include every $50 supporter’s name on your shirt.
FUNDRAISING TIPS

SHARE PATIENT CHAMPION STORIES
Nationwide Children's patients shared their stories to provide inspiration to our community - we invite you to share these stories to motivate your donors! Many of these patients will be present on race day cheering you on toward the finish line!

• Patient Champion stories can be found on our website NationwideChildrens.org/Marathon
• Check out our social media channels for more inspiring stories.
• If you or your supporters have a Patient Champion story to share, visit us at NationwideChildrens.org/Patient-Champions-Share-Your-Story

THANK YOUR SUPPORTERS
Throughout your training and fundraising journey, keep your supporters involved. Invest time in those who invest in you!

• Send a letter or email thank-you to your donors through the Participant Center on your fundraising page.
• Thank your friends and family for their support through social media.
• After the race, send an email or letter with pictures to thank your donors for their support. Include the total raised – people love to see how their gift adds up!

EVERY GIFT MATTERS. EVERY STEP MATTERS.
Every training step you take and dollar you raise matters to the kids at Nationwide Children's Hospital.

• Your fundraising efforts save lives, find cures & give kids and families hope.
• Don’t be discouraged if people choose not to donate.
• Surround yourself with supportive people.
• Look to our Patient Champions for inspiration!
Dear Friends and Family,

I am excited to share that I will once again be training for the Nationwide Children’s Hospital Columbus Marathon & ½ Marathon as a Children’s Champion. While training for the [half/full] marathon, I will be raising money for Nationwide Children’s Hospital. I am determined to make each step of my [13.1/26.2] miles count by fundraising to cure, mend, comfort and save the one million children who will walk through the hospital doors this year. I am asking for your help.

With more than 4,500 patients admitted to our neonatal intensive care unit per year, Nationwide Children’s is the home of the largest neonatal network in the country and has some of the best pediatric physicians doing world-class research. This year, my neighbor’s son, Corey, was born prematurely at 30 weeks. Corey spent months in the NICU at Nationwide Children’s. I will be forever grateful for the medical advancements that saved his life. I am running in honor of Corey and the other courageous children at Nationwide Children’s.

My personal goal is to raise $1,500. Any contribution you are able to make is greatly appreciated. All donations should be made payable to Nationwide Children’s Hospital Foundation. You can mail donations to me in the enclosed stamped envelope or you can donate online at my personal web page NationwideChildrens.org/Marathon.

Thank you for helping me to reach my goal. I truly appreciate your support.

Sincerely,

P.S. Your donation is tax deductible! Nationwide Children’s Hospital Foundation’s Tax ID is 31-3016370
Dear Friends and Family,

I have decided to participate in the Nationwide Children’s Hospital Columbus Marathon & ½ Marathon as a Children’s Champion. While training for the [1/2 Marathon/Marathon], I will be raising money for Nationwide Children’s Hospital. I am determined to make each step of my [13.1/26.2] miles count by fundraising to cure, mend, comfort and save the one million children who will walk through the hospital doors this year. I am asking for your help. Every gift matters.

Nationwide Children's Hospital has some of the best pediatric physicians doing world-class research. I have enclosed the story of a Nationwide Children's patient, Caroline, who was diagnosed with Wilms tumor at just 6 years old. I am running the marathon in honor of her brave fight.

Nationwide Children’s Hospital has held true to its mission for over 120 years; to provide every child with the highest quality of care, regardless of the family’s ability to pay. Donors like you make this possible.

My personal goal is to raise $3,000, which will cover the cost of two chemotherapy chairs in the Hematology/Oncology Unit at Nationwide Children's Hospital. Any contribution you are able to make is greatly appreciated. All donations should be made payable to Nationwide Children’s Hospital Foundation. You can mail donations to me in the enclosed envelope or donate on my webpage at NationwideChildrens.org/Marathon.

Thank you for helping me to reach my goal. I truly appreciate your support.

Sincerely,

This is Caroline... she’s my inspiration for becoming a Children’s Champion!

P.S. Your donation is tax deductible! Nationwide Children’s Hospital Foundation’s Tax ID is 31-3016370
OFFLINE DONATIONS

ONLINE DONATIONS
A donation made with a credit card directly through your fundraising web page

OFFLINE DONATIONS
Any donation not received online, such as cash or check. Offline donations need to be sent to Nationwide Children’s Hospital Foundation to be processed. Please follow the instructions below for submitting donations.

HOW TO SUBMIT OFFLINE DONATIONS
• Log your gift in your Participant Center at NationwideChildrens.org/Marathon
• Fill out the offline donation form on the next page and mail the form with a check payable to Nationwide Children’s Hospital Foundation
• Mail donations to:
  Nationwide Children’s Hospital Foundation
  Attn: Marathon
  P.O. Box 16810
  Columbus, Ohio 43216-6810

We recommend submitting offline donations every two weeks or as frequently as you are able. This will ensure your donors’ checks are cashed in a timely manner.
OFFLINE DONATION FORM

Support me as I participate in the Columbus Marathon & ½ Marathon as a Children’s Champion.

Children’s Champion Name: _____________________________________________________________

Children’s Champion Team: ______________________________________________________________

Yes! I will make a contribution to help Nationwide Children’s Hospital Foundation

☐ Champion ($250+)
☐ Cheerleader ($100+)
☐ Friend ($50+)
☐ Fan ($35+)
☐ Supporter ($25+)
☐ Other _________

Please make checks payable to Nationwide Children’s Hospital Foundation.

Donor Name: ______________________________________________________________________________

Donor Address: _____________________________________________________________________________

Donor City: ____________________ Donor State: _______________ Donor Zip: ________________________

Donor Phone: ______________________________________________________________________________

Donor Email: ______________________________________________________________________________

Thank you so much for your contribution!

Please mail this form and your check to:
Nationwide Children’s Hospital Foundation
Attn: Marathon
P.O. Box 16810
Columbus, Ohio 43216-6810
Social media is one of the best ways to fundraise, and the best way to stay informed with Children’s Champions news! Be sure to follow, like and connect with us on these channels for the most up-to-date news, photos, and videos:

Facebook.com/ChildrensChampionsNCH
YouTube.com/NationwideChildrens

Join the Children’s Champions Facebook group to get fundraising tips, hear inspiring stories from Patient Champion Families, ask questions, share your own experiences, and have the opportunity to meet other Children’s Champions participating in the Nationwide Children’s Hospital Columbus Marathon & ½ Marathon! We will share information about upcoming events, and even host private contests within the group.

Join today at Facebook.com/groups/ChildrensChampions

GET IN CONTACT

Web: NationwideChildrens.org/Marathon
Email: ChildrensChampions@NationwideChildrens.org
Phone: 614-355-5400
Mail: Nationwide Childrens Hospital Foundation
      Attn: Marathon
      P.O. Box 16810
      Columbus, OH 43216-6810
NationwideChildrens.org/Marathon