



**PHOENIX
CHILDREN'S**

KVRD Radiothon Benefits Arizona Children's Hospital

By Heidi Dahms Foster

Brad Miller knows what it's like to have a child with a serious injury or disease, and the resources needed, both technological and emotional, to deal with such a need.

For many years, KVRD Program Director Miller, along with his employer, Yavapai Broadcasting, has happily associated with St. Jude's Children's Research Hospital, doing an annual radiothon fundraiser to benefit the hospital. However, Miller said, since St. Jude's has an extensive national network for fundraising, Yavapai Broadcasting reconsidered its efforts, and decided to focus on supporting the more local Phoenix Children's Hospital.

"My own son, when he was seven, was injured and went to PCH," Miller said. "Another staff member's son was treated at PCH for an illness. We realized in chatting with listeners and advertisers as well that almost everyone has someone who has been affected by PCH. So we just thought while we love St. Jude's, it was time to do something fresh. PCH was enthusiastic about welcoming us into their fundraising arm."

To begin the 2020 effort, and in preparation for the KVRD Phoenix Children's Hospital Radiothon in March, Yavapai Broadcasting will in the coming days place red "Helping Hands" placards in local businesses. Customers can donate a dollar or more, and the business will display the Helping Hand. Businesses also contribute in other ways. Annie's in Cottonwood will contribute a dollar from every burger sold between now and the radiothon.

The KVRD Phoenix Children's Hospital Radiothon will



take place on Thursday and Friday, March 5 and 6, 2020. KVRD will be live 12 hours each day from 6 a.m. to 6 p.m., manning a phone bank to accept donations. Miller said businesses are encouraged to donate and challenge other businesses to match their contributions in a spirit of friendly competition.

"It's an exciting event, and all proceeds go to Phoenix Children's Hospital," he said.

The more he learns about PCH, both through his own experience with his son, and in helping to raise money for the hospital, the more Miller said he is impressed with the organization.

"I was surprised to find out, even having been a patient family, that there are relatively few hospitals in the U.S. that can work at the level PCH does for trauma, long-term care for children with illnesses such as cancer and leukemia, treatment for rare illnesses, special needs, and injuries.

"My son was hurt on the playground," Miller said. "There was an initial concern that it was serious, and we were referred to PCH. It turned out to not be as serious, but PCH treats everything from minor to critical and in between. That is attractive to us in aiming funds there – for children to receive such skilled treatment."

Donations make it possible for PCH to offer cutting-edge care and technology, as well as family services, regardless of a family's ability to pay. Miller said money raised also pays for programs such as a school within the hospital for children who must spend a substantial amount of time in treatment. Other items for the children include entertainment, therapy pet visits, toys and stuffed animals, and programs that comfort and educate young patients, helping them to understand their treatment and overcome fears.

Listeners who follow the two-day radiothon will hear much more about PCH programs and some touching stories that will illustrate the hospital's impact from staff members and families, some whose children are current patients and others who have benefitted from the hospital's treatment and care.

"Mostly we'll talk with the families," Miller said. "We'll hear firsthand what kind of care is offered by PCH. That's what the radiothon is for."

The need is extensive, Miller said. Phoenix Children's Hospital is a 430-bed facility with a \$2 million a day budget.

Prior to the radiothon, the public can donate wherever they see the Red Hand promotion at a business. People can also follow the fundraiser on Facebook at www.facebook.com/KVRD1057/, and listen in to the KVRD Phoenix Children's Hospital Radiothon on March 5 and 6 at KVRD 105.7.

Learn more about Phoenix Children's Hospital at www.phoenixchildrens.org/