



Raylene, 8

STEP UP. STOP CANCER.

400,000 children are diagnosed with cancer across the globe every year*. Behind that number, each one has a face, each one has a story, and a unique gift. Each one deserves a future – a chance to live their dreams.

When news of cancer hits your neighborhood, school, or family – it does not feel “rare.” At Phoenix Children’s Hospital, we believe everyone has a stake in this fight. Yet, only four percent of federal funding for cancer research is allocated for pediatrics. Step Up. Stop Cancer. We know kids deserve more.



STEP UP.
STOP CANCER.

StepUpWithPCH.org

FIND YOUR COMPANY'S PURPOSE WITH PHOENIX CHILDREN'S

Consumers and employees love a company with a cause.

More than three quarters of Americans say they prefer to support brands that are making a positive impact on society. For businesses, cause-based marketing with a leading organization like Phoenix Children's Hospital can mean a whole new level of customer engagement.

TOP WAYS THAT AMERICANS FEEL COMPANIES SHOULD DEMONSTRATE THEIR PURPOSE**



CHILDREN DESERVE MORE THAN FOUR PERCENT

No one likes to think about childhood cancer. But for many families, the reality is a stark one. Cancer is the number one cause of non-violent deaths for children in the United States. However, just four percent of federal funding for cancer research is allocated toward pediatric cancer. It's why visionary individuals and organizations must bridge the gap.

Families across the Southwest seek treatment at Phoenix Children's Center for Cancer and Blood Disorders (CCBD). Here, children battling cancer receive cutting edge care with a compassionate touch. Still, a cure for pediatric cancers is within reach. Investments in leadership, infrastructure, and resources will enable understanding that leads to breakthrough discoveries.

387

365

At Phoenix Children's, **387 children were newly diagnosed** with cancer in 2020

1,222

New Hematology patients and consults in 2019.

1 IN

285

Children will be **diagnosed with cancer** before their 20th Birthday

31,285

CCBD appointments made in 2020, growing year over year from 30,602 in 2019

*American Childhood Cancer Association

**Cone Study 2018, 2019

COMPANY BENEFITS AND RECOGNITION LEVELS

A Step Up. Stop Cancer. sponsorship will provide solutions for increasing your company's awareness and engagement within childhood cancer awareness, while recognizing your support of patients at Phoenix Children's. Step Up. Stop Cancer. will be promoted throughout the Valley in an effort to make a greater impact on childhood cancer.

Your sponsorship provides hope, healing, and the best healthcare to the 4th largest pediatric population in the country. Align your brand with one of the largest and nationally ranked Children's hospital brands in the US.

	<\$10K	\$10k-\$24K	\$25k-\$49k	\$50k+	\$100k
Brand affiliation and partnership activation rights with Phoenix Children's	✓	✓	✓	✓	✓
Use of Phoenix Children's Step Up logo	✓	✓	✓	✓	✓
Employee partner kick-off at hospital with CCBBD and Hospital tour	✓	✓	✓	✓	✓
Check presentation at hospital or partner location	✓	✓	✓	✓	✓
Access to a dedicated corporate fundraising page	✓	✓	✓	✓	✓
Email inclusion	✓	✓	✓	✓	✓
Social media inclusion	✓	✓	1 Exclusive	2 Exclusive	2 Exclusive
Step Up campaign kit – includes POS, icons, bracelets, balloons, etc	✓	✓	Semi-Custom	Custom	Custom
Step Up website inclusion	Name	Logo	Logo	Highlight	Highlight
Recognition on CCBBD digital donor wall	Name**	Logo**	Name*	Logo*	Logo*
Name/logo inclusion in Step Up promotional assets			✓	✓	✓
Step Up press release inclusion			✓	✓	✓
Volunteer opportunity to host CCBBD patient activity			✓	✓	✓
Mini newsletter inclusion			✓	1 Exclusive	1 Exclusive
Recognition on Corporate digital donor wall			Name*	Logo*	Logo*
Match partner inclusion				✓	✓
White coat meeting and tour with CCBBD Division Chief				✓	✓
Activation during CCBBD employee appreciation				✓	✓
CCBD Naming Opportunity					✓
Recognition on Hospital digital donor wall					Logo*

*Year round

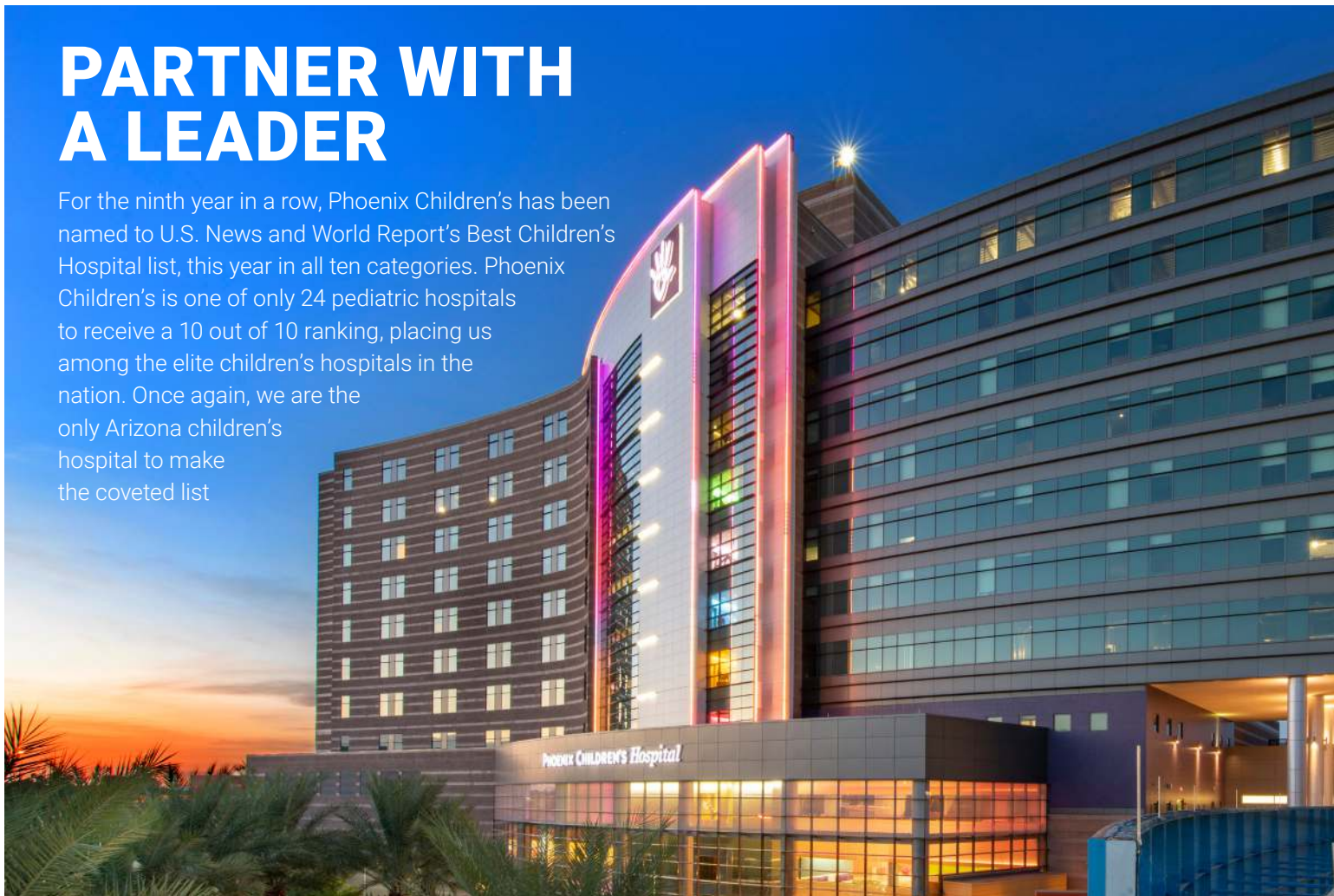
**September only

Raylene, with her family, friends, and the staff of the Center for Cancer and Blood Disorders, celebrates her final chemo treatment.



PARTNER WITH A LEADER

For the ninth year in a row, Phoenix Children's has been named to U.S. News and World Report's Best Children's Hospital list, this year in all ten categories. Phoenix Children's is one of only 24 pediatric hospitals to receive a 10 out of 10 ranking, placing us among the elite children's hospitals in the nation. Once again, we are the only Arizona children's hospital to make the coveted list



BY THE NUMBERS - 2020

Patients from across Arizona rely on Phoenix Children's for the best pediatric care.

- 178,000+** Patients treated
- 498,000+** Outpatient visits
- 54,000+** Visits to the emergency room
- 89,000+** Telemedicine visits*
- 50%** Patients are AHCCCS beneficiaries
- 22** Outpatient treatment centers
- 4** Specialty and urgent care centers
Avondale, Glendale, Scottsdale, Mesa
- 2** Hospitals
Phoenix Children's Main Campus &
Phoenix Children's Hospital at
Dignity Health Mercy Gilbert Medical Center

*Telemedicine visits from March 2020-November 2020



We are 1 of only 24 hospitals in the nation ranked in 10 out of 10 medical specialties on U.S. News and World Report.



Within five years, 1 in 4 Arizona children will have received care from a Phoenix Children's Hospital provider.



We serve the 4th largest market for children's medical services in the country.



Our patients sought care from 42 states outside of Arizona and four countries outside of the United States.



PHOENIX CHILDREN'S HOSPITAL FOUNDATION

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