

KIDSTRUCTION

AUGUST
2024



We do what's right for kids!

Welcome

Dear KIDstruction Week foreman,

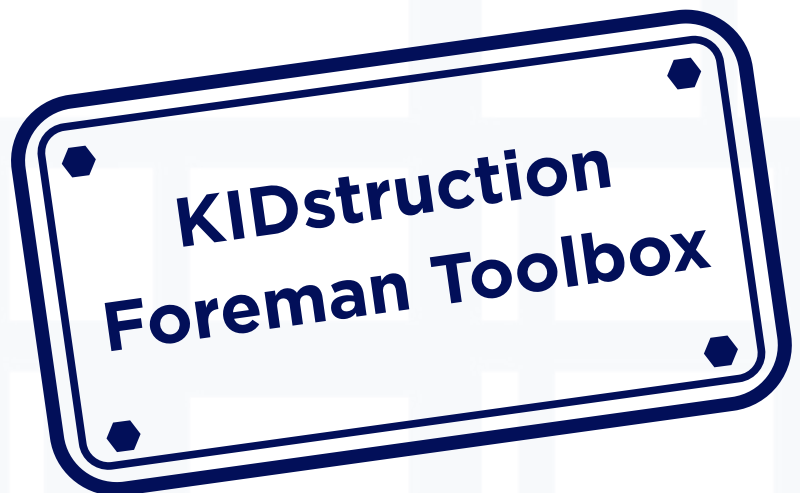
Thank you for joining the St. Louis Children's Hospital team! You have been chosen as the KIDstruction Week foreman because you are a leader in your company, have earned the respect of fellow employees and are enthusiastic about fulfilling our mission to *do what's right for kids*. Your leadership is the key to KIDstruction Week success!

As KIDstruction Week foreman, you will be responsible for distributing KIDstruction Week materials to each employee and tradesperson encouraging them to participate and collecting pledge forms. Depending on the size or structure of your company, you may want to ask others to join you as KIDstruction Week foremen to ensure all your company's employees and tradespeople get the opportunity to participate.

KIDstruction Week is a community-wide effort, however, the exact dates will vary from company to company. We encourage you to choose your company's first full payroll week in August, which is August 5-9. That may seem far away, but now is the time to get started! **The timeline enclosed will guide you through all the steps to make KIDstruction Week a success.** The staff at St. Louis Children's Hospital Foundation is available to offer support every step of the way to get this project to completion.

Sincerely,

St. Louis Children's Hospital Foundation



June

Conduct Outreach and Set Goals

- Identify additional company foremen, company leaders and individuals in your payroll department who can help ensure success in your KIDstruction Week efforts.
- Talk to your company leader or corporate foundation about considering a corporate gift or matching gift donation.
- Set a fundraising goal!

Align with Payroll Department

- Talk to your payroll, employment services and/or human resources department about the KIDstruction Week campaign and how it will work at your company. Consider the following:
 - Determine the dates KIDstruction Week will take place at your company in August. Try to get a sense of how many tradespeople and professionals will be working and where.
 - Share this packet! Use this packet as a tool to prepare for KIDstruction Week.
 - Utilize the KIDstruction Week donation spreadsheet. It will be necessary for KIDstruction Week participants to be recorded in this format so that St. Louis Children's Hospital Foundation can properly acknowledge donations.
 - Bring along KIDstruction Week brochures to show payroll what you will be using to authorize payroll deductions.

Develop a Plan

- Work with your team of KIDstruction Week foremen to develop a plan to engage employees:
 - Think of how you can best reach each group with the information. Is it an email blast, check stuffer or safety lunch?
 - Try to get on the agenda at an upcoming company meeting. If there are no meetings scheduled, work toward getting something on the calendar.
- **Show the KIDstruction Week video.** To view the video, visit KIDstructionWeek.com.
- Engage project managers and superintendents to get them excited for KIDstruction Week and develop a plan to approach tradespeople at their sites:
 - Mention KIDstruction Week during your design/engineering meetings
 - Send email reminders
 - Engage company executives

July

Kick-Off KIDstruction Week Campaign

- Display posters throughout your office and at worksites.
- Distribute KIDstruction Week brochures to employees.
- Add a QR code to internal promotions. Reach out to the St. Louis Children's Hospital Foundation team about making your team a personalized QR code that links to your company team page.
- Face-to-face contact is key! Be sure to get out there and offer every employee and tradesperson the opportunity to participate. The No. 1 reason that people do not contribute to good causes is because they are never asked.
- Use payroll stuffers with a personal note and link to the KIDstruction Week video. Add your signature for a personal touch.
- Post information and extra pledge forms at a central location on worksites such as in the office or by the time clock.
- Ask your colleagues about their past experiences with St. Louis Children's Hospital, whether as a supporter or as a patient or caregiver who has utilized their services.

Be Available to Answer Questions

- Be sure to send or post reminders so everyone gets a chance to participate.
- Communicate with your workforce about the success you are having with the campaign.
- Keeping your co-workers informed of your company's progress will make them feel they are part of a team and may encourage others to participate.

Turn in Employee Pledge Cards to Your Payroll Department

- Please turn in all your employee pledge forms to your payroll department before the start of your company's designated KIDstruction Week. This is essential to ensure every gift is honored. It also will allow you to have total dollars raised to share with your workforce during KIDstruction Week.

August

KIDstruction Week: Any Full Week in August

- Be sure to stay in contact with your workforce and remind them that with each hour they work during KIDstruction Week, they are making a difference in a child's life.

August 30: Payroll Deduction Worksheet Due to St. Louis Children's Hospital Foundation

- Complete the KIDstruction Week donation spreadsheet provided at KIDstructionWeek.com and email it to Kathryn Lodes at Kathryn.Lodes@bjc.org by August 30, 2024. It is important to utilize this template to ensure that all gifts are honored.
- Send a check for the total amount of employee payroll deductions, as well as any matching funds or corporate gifts, by August 30, 2024. Include any personal checks that have been turned in to your company foremen. Checks should be made payable to St. Louis Children's Hospital Foundation.
- Once your company check is received, St. Louis Children's Hospital Foundation will mail or email a gift acknowledgment letter for tax purposes to every employee who has made a gift.
 - All participants will receive a hard hat sticker.
 - Participants who have donated \$40 or more will receive a KIDstruction Week t-shirt.
 - Participants who have donated \$500 or more will receive a KIDstruction Week backpack cooler.

Please note: All apparel, coolers and hard hat stickers will be sent to your office to be distributed in the fall.

Finishing the Project

Collecting Donations

- **Please encourage employees to make their donations by payroll deduction or online at KIDstructionWeek.com.**
- For payroll deduction donations, you should collect the signed employee donation pledge forms and return them to your payroll department or whoever is tracking your company's gifts.

Recording Donations

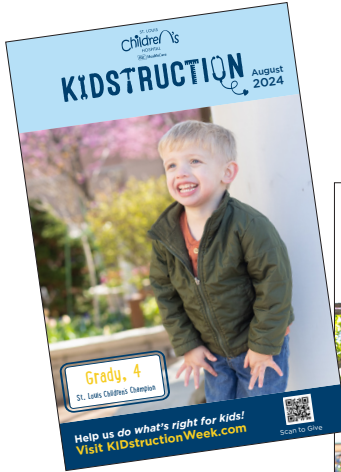
- Please use the KIDstruction Week donation worksheet to record all donations. You will see the worksheet has a section to record all cash, check and payroll deduction donations. Please email this as an Excel spreadsheet to Kathryn Lodes at Kathryn.Lodes@bjc.org.
- St. Louis Children's Hospital Foundation will track online credit card donations from your company. Please reach out to Kathryn Lodes at Kathryn.Lodes@bjc.org to receive a list of online donors.

Turning In Donations

Once you have compiled and recorded all donations, please reach out to the St. Louis Children's Hospital Foundation team to schedule a delivery or pick-up. **We ask that donations be turned in to St. Louis Children's Hospital Foundation by August 30, 2024. Please DO NOT MAIL cash donations.**

Materials Available

KIDstruction Week Brochure and Donation Form



KIDSTRUCTION August 2024

KIDstruction Week is your chance to support the mission of St. Louis Children's Hospital to do what's right for kids. Please consider pledging \$2 or more for every hour that you work during KIDstruction Week.

Meet Grady

After a healthy, normal pregnancy and birth, Grady's parents were shocked when he began to have seizures at only 10 days old. During his evaluation at a local hospital's emergency department, the medical team determined he also suffered a stroke. Grady was soon diagnosed with congenital nephrotic syndrome, a rare inherited kidney disorder that develops shortly after birth. Grady spent more than six weeks in the newborn Intensive Care Unit (NICU) and after he was released, required daily infusions by flush access fluid from his body to keep him stable.

When Grady was 2 years old, his family felt that he needed more specialized treatment and transferred his care to St. Louis Children's Hospital. His new medical team felt that Grady was ready for dialysis so that his little body could grow. Renal dialysis, done from home by caregivers, was the first step. Due to complications, Grady was eventually admitted to the Pediatric Intensive Care Unit until he was stabilized. His organ transplant, but by November 2022 Grady's kidneys were no longer functioning and needed to be removed. Grady officially joined the kidney transplant list in May 2023 and later that summer, Grady's mom received the call that he had been matched with a kidney donor. Grady and his parents arrived at St. Louis Children's Hospital later that evening and Grady's medical team performed a successful kidney transplant the next afternoon.

Grady is now a thriving 4-year-old who is growing quickly. He finally has enough energy to run and play with his three older brothers. He has recently made with his medical team and takes daily anti-rejection medications. From knowing Grady's story before his transplant surgery to his Child Life specialist caring with him every step of the way, his parents are grateful for the specialized care he continues to receive and will require the rest of his life.

Thank you!

All KIDstruction Week donors will receive a special hard hat sticker. Donors who give \$40 or more will receive a KIDstruction Week t-shirt. Donors who give \$500 or more will receive a KIDstruction Week backpack cooler. All apparel and hard hat stickers will be sent to your office to be distributed in the fall.

KIDstruction Week is your chance to support the mission of St. Louis Children's Hospital to do what's right for kids. Please consider pledging \$2 or more for every hour that you work during KIDstruction Week. Donors who give \$40 or more will receive a KIDstruction Week t-shirt. Donors who give \$500 or more will receive a KIDstruction Week backpack cooler.

Gift Commitment Form

Name: _____

Company: _____

Address: _____

City, State ZIP: _____

Phone: _____

Email: _____

Please provide your email address if you want to receive a tax-deductible receipt for your contribution.

T-shirt size: S M L XL 2XL 3XL

To receive a KIDstruction Week t-shirt, a minimum \$40 donation must be made by August 30, 2024.

Payroll Deduction Authorization

For every hour I work during KIDstruction Week, I would like to donate:

\$1 per hour \$2 per hour \$4 per hour \$5 per hour _____ per hour

\$_____ one-time donation

Signature: _____

Return this form to your KIDstruction Week Foreman to make a gift through payroll deduction. Or, to make a gift by credit card visit KIDstructionWeek.com and click on "Donate to a Company Team." You may also call Kathryn Lodes at 314.286.0976 to make a gift.

To make a gift by check, please make payable to St. Louis Children's Hospital Foundation and mail with this completed form to St. Louis Children's Hospital Foundation, P.O. Box 954213, St. Louis, MO 63195-5423.

*T-shirts and additional apparel items will be distributed by your KIDstruction Week Foreman in the fall.

KIDstruction Week Posters

Meet Grady

Learn more about Grady, our 2024 KIDstruction Week attendee at KIDstructionWeek.com.

Please talk to

For more information, please visit KIDstructionWeek.com

2,400
tradespeople
kidney-related visits

Do what's right for kids like Grady at St. Louis Children's Hospital:

350
Kidney transplants since the program's inception

more than
\$5.2
million raised since 2011

Learn more about KIDstruction Week and how you can help kids like Grady at KIDstructionWeek.com.

More than
2,600
tradespeople and employees

145
participating companies

2023 Numbers

Your donation helps St. Louis Children's Hospital do what's right for kids.

Meet Grady

GOAL!

Please consider donating \$2 or more for every hour you work during KIDstruction Week to support kids like Grady who are receiving lifesaving care at St. Louis Children's Hospital.

drop company logo here

DONATE TODAY AT
KIDstructionWeek.com

The Foundation will send these materials to your office. To download materials, visit KIDstructionWeek.com.

Foreman Speaking Points

Hello everyone,

- Thank you for taking a few moments to learn about **(COMPANY NAME'S)** participation in KIDstruction Week. This exciting campaign is a really great opportunity for people in our industry to come together in support of a common cause and join in St. Louis Children's Hospital's mission to *do what's right for kids*.
- Many of the architectural, construction and engineering companies in our area will be joining together for KIDstruction Week to benefit St. Louis Children's Hospital during the first full payroll week of August. *(Talk about any commitment your company has made in terms of matching gifts or kick-starting your campaign with a corporate gift.)*
- Show the KIDstruction Week video to introduce the KIDstruction Week patient ambassador and learn how you can help — available at KIDstructionWeek.com
- Reflect on the video and ask if anyone wants to share a personal experience.
- Just like any of our projects, KIDstruction Week requires a strong team to come together with a common goal to improve the life of a child.
- Please consider pledging \$2 or more for every hour that you work during KIDstruction Week, which will take place **(give your company dates)**. Think about the difference you can make with the hours you work in one week. Your hard work and generosity will help kids who are fighting disease, learning to cope with changes in their health and just trying to be kids.
- Your donation will help support St. Louis Children's Hospital's areas of greatest need. These unrestricted dollars support everything from outreach programs and Child Life initiatives to research and equipment.

Hand out brochures

- Consider making your pledge now. Donating online or by payroll deduction is the easiest way to support KIDstruction Week. To donate by payroll deduction, complete the pledge form and return it to me at your earliest convenience.

Stay to collect any pledge forms and answer questions

- Everyone who chooses to participate will receive a KIDstruction Week hard hat sticker and thank you letter from St. Louis Children's Hospital, which can be used for tax purposes.
- If you make a donation of \$40 or more, you will also receive a KIDstruction Week t-shirt!
- Individual donations of \$500 or more will receive a KIDstruction Week backpack cooler.
- Please visit KIDstructionWeek.com for more information or to make your donation online.
- Thank you for your consideration.

Sample Email

Subject: We need your support!

Email:

Your company has committed to supporting St. Louis Children's Hospital by participating in KIDstruction Week 2024.

How can you participate in KIDstruction Week? It's a simple campaign during the **(Insert dates your company is participating)** where you pledge a donation based on the number of hours worked. Please consider pledging \$2 or more for every hour you work during KIDstruction Week to help *do what's right for kids*.

Big things can happen when everyone does a small part. Your gift will help fulfill important needs for the children and families who depend on St. Louis Children's Hospital. Please take this opportunity to join more than 2,600 individuals in our industry to collaborate on one, big, important project. To participate in KIDstruction Week, complete the attached gift form and return it to me before July 31, 2024. Feel free to contact me with any questions or visit the website at KIDstructionWeek.com.

(Please remove if your company is not matching gifts or edit if they are matching at a rate different than 100%) To increase the impact of each donation, **your company** has agreed to match your donation dollar-for-dollar. Together, we can make an even bigger impact on the health and well-being of children in our community, across the country and around the world.

Thank you for your consideration and please let me know if you have any questions. I can be contacted at **(add in email or phone number)**.

Your Name

2024 KIDstruction Week Foreman

Common Questions

Common questions that you may hear and suggested responses that may help overcome them:

Q: I don't have any kids so why should I give?

A: Each year St. Louis Children's Hospital has about 275,000 visits, and thousands of them are children of our fellow professionals. Beyond that, St. Louis Children's supports kids in our community through a broad spectrum of outreach and advocacy programs. Chances are you know someone who has been helped by St. Louis Children's Hospital or who will need their services in the future.

Q: What's the point? What is my little donation really going to do anyway?

A: Your donation will make a big difference. Remember that KIDstruction Week is an industry-driven team effort. If everyone does a small part, together we can make a huge difference.

Q: Money is tight right now, I can't afford to donate that much. What should I do?

A: I understand. Just remember \$2 for every hour worked is a suggestion. Why don't you think about what you could afford to contribute? Every little bit helps.

Tip: Share a personal story, either from the video or perhaps your own experience with St. Louis Children's Hospital. This helps donors put themselves in someone else's shoes and see what a difference their donation could make.

Q: I don't live in St. Louis, so why should I give?

A: St. Louis Children's Hospital is one of the premier children's hospitals in the United States. It serves not just children from the St. Louis region, but also children across the country and around the world. St. Louis Children's Hospital has served patients from all 50 states and more than 80 countries.

Q: I already give to charity, why should I give to this too?

A: This is a special opportunity for us to do something as an industry. By coming together, we have the potential to make KIDstruction Week a huge success. As a group, we can help thousands of sick kids every year. St. Louis Children's Hospital depends on community-based fundraising programs to do what's right for kids. Dollars raised will allow St. Louis Children's to continue providing the very best pediatric care through cutting-edge medicine, research, innovative programs and community outreach.

Tip: Also mention if your company is doing a corporate match. Explain how your company's commitment to match their gift will make their donation go even further.

Q: Is my donation tax-deductible?

A: Yes. All KIDstruction Week participants will get a thank you letter from St. Louis Children's Hospital with information for tax purposes. Your donation is 100% tax deductible.