DR. SCHATZ & UF DEPARTMENT OF PEDIATRICS

DANCE MARATHON AT THE UNIVERSITY OF FLORIDA

WRAP REPORT

UFHealth
shands children's hospital

Children's Miracle Network Hospitals

DM UF

DR. SCHATZ & UF DEPARTMENT OF PEDIATRICS

2020

Dance Marathon at the University of Florida has been the grateful recipient of a monetary sponsorship from the UF Department of Pediatrics since 2018. In that time, we have been excited to see this partnership grow and make even more miracles For The Kids at UF Health Shands Children's Hospital, our local Children's Miracle Network Hospital.

Our 26th year of making miracles and saw great success, both monetarily and through increased dancer engagement, during this time of extraordinary uncertainty.

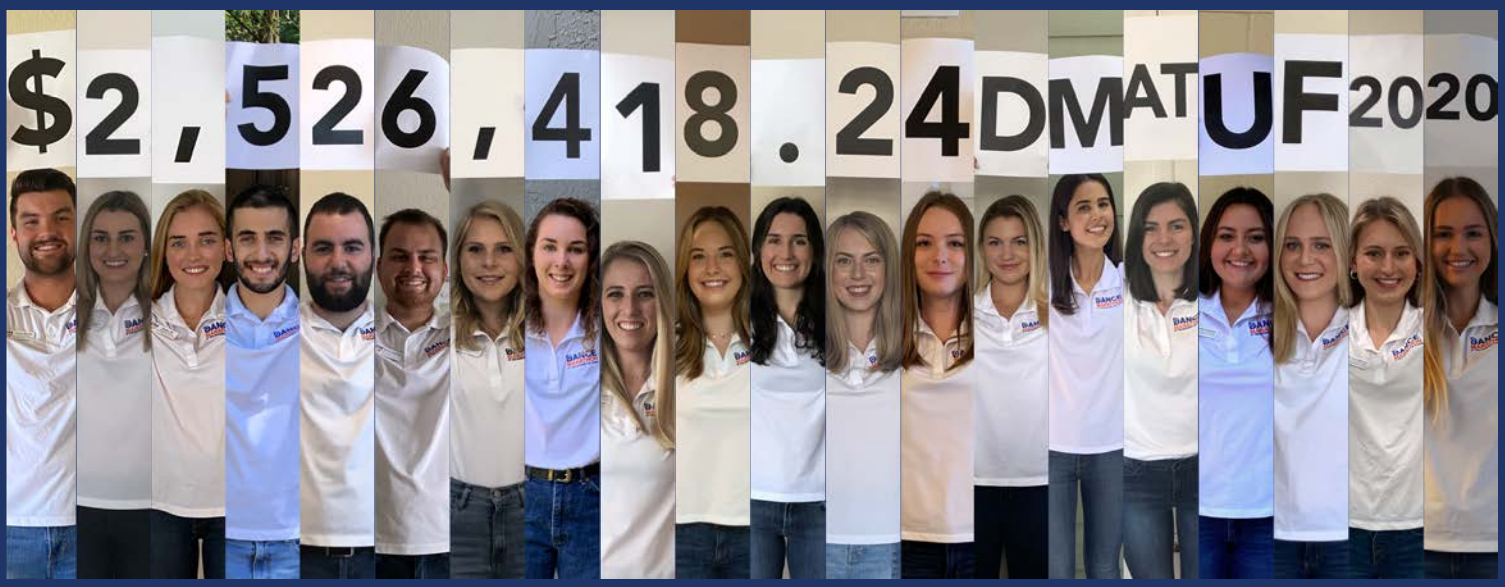
We understandably had to move our in-person event to a virtual one in just 16 days, and adapted to Rise As One in this new normal—against all odds.

Even amidst a global pandemic, 768 virtual fundraisers participated in our event. By far, our greatest success was our in-event marketing and awareness efforts, which increased exponentially over social media in 2020 through the support of sponsors like the UF Department of Pediatrics.

While we would have all preferred to gather in the Stephen C. O'Connell Center to aid students, alumni, and miracle families in cause-connected fundraising and engagement efforts, we were able share our gratitude electronically on a much broader scale through various touch points on social media and through news outlets like The Independent Florida Alligator, The Gainesville Sun, and the University of Florida Foundation newsletter:

FACEBOOK
Page views: 8,007 (+1,054%)
Page likes: 141 (+729%)
Post reach: 105,371 (+289%)
Post engagement: 33,773 (+436%)
Videos: 42,996 3-second video views (+9,716%)

INSTAGRAM
Reach: 23,591 (+19,724)
Impressions: 512,604 (+50,158)
Interactions: 31,235
Profile visits: 29,577
Followers: 12,222 (+283)

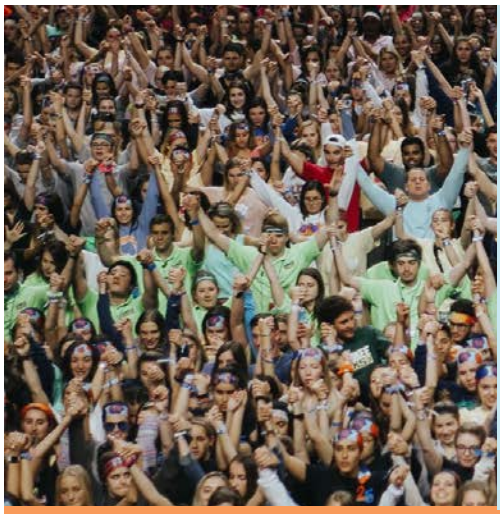


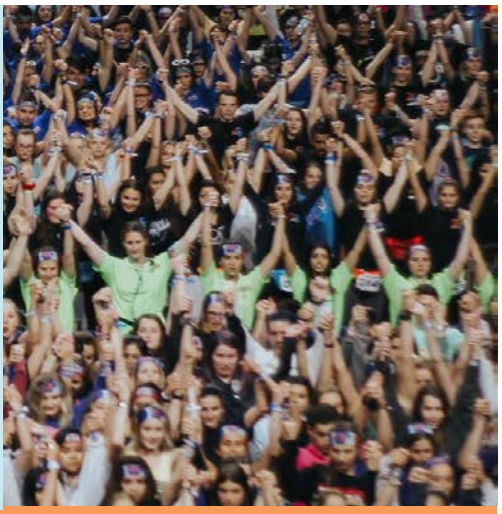
DEPT. OF PEDIATRICS AND DM

$4,375
INITIAL GIFT IN 2018

3 YEARS
LENGTH OF PARTNERSHIP

$18,200
TOTAL IMPACT BY UF DEPARTMENT OF PEDIATRICS





WHERE YOUR MONEY GOES

48%
PEDIATRIC RESEARCH

42%
PATIENT CARE

10%
EDUCATION

MEET BELLA

In December of 2011, Krystina Lopez was given little hope that her twin daughters, Jessy and Bella, who were born three months premature, would survive. While Jessy continued to show progress, Bella's fight for survival had just begun.

At three weeks old, Bella suffered a pulmonary hemorrhage, a life-threatening condition where the lungs bleed out. As a result, Bella's condition continued to rapidly deteriorate and she was placed on life support. At four months old, Bella was diagnosed with surfactant deficiency caused by a ABCA3 mutation, a rare form of lung disease. At the time, doctors gave her a seven-month life expectancy.

For nearly nine months, tiny Bella remained on life-support in the Pediatric Intensive Care Unit (PICU) at UF Health Shands Children's Hospital. Miraculously, she survived until she was able to receive a new set of lungs and a new heart. In January of 2013, Bella became one of the youngest patients in the U.S. to have received a heart-lung transplant. She served as our national Children's Miracle Hospitals Champion in 2019 and proudly attends all Dance Marathon events with her parents and three sisters.

BELLA AND SOME OF HER FELLOW CMN AMBASSADORS HAVE COMPILED A SPECIAL MESSAGE FOR YOU!

PEDIATRIC INFUSION CENTER

In December 2018, our newly renovated Pediatric Infusion Center began welcoming patients on the fourth floor of UF Health Shands Children's Hospital. This renovation was made possible due to $2.6 million dollars dedicated by Children's Miracle Network. The renovated unit features a larger waiting room, 16 infusion chairs each with a TV and gaming station, a compromised waiting area, nourishment area, more spaces for nurses, and so much more. Patients at each chair will have more room with more privacy. This renovation would not be possible without UF Department of Pediatrics' dedication to and continued support of Children's Miracle Network Hospitals, Dance Marathon at the University of Florida, and UF Health Shands Children's Hospital.

THANKS TO THE CONTINUED GENEROSITY OF DR. SCHATZ AND UF DEPARTMENT OF PEDIATRICS, DANCE MARATHON AT UF WAS ABLE TO RAISE AN IMPRESSIVE $2,526,418.24 FOR THE KIDS AT UF HEALTH SHANDS CHILDREN'S HOSPITAL IN ITS 26TH YEAR–AND NEARLY $24 MILLION AS A STUDENT-LED MOVEMENT SINCE ITS INCEPTION IN 1995!

UFHealth Shands Children's Hospital

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