



Because Every child Deserves Another Birthday



January 28, 2012

THE JACKSONVILLE LANDING



Wolfson 
Children's Hospital

presenting sponsor



honorary chairs

Linda
and Vince
Ferrigno

What is the One to Grow On?

Motivated by the idea that every child deserves another birthday, One to Grow On is a celebration of providing hope for the children who rely on Wolfson Children's Hospital for their medical needs since 1955.

Heroic runners participate in a 55-mile Ultra Marathon to celebrate the year Wolfson Children's Hospital began serving children. This symbolic run will feature 55 children who will help tell the Wolfson Children's Hospital story. The children and their families who share their stories will celebrate with a birthday celebration. The Jacksonville community will help share their support by participating in the Run 5 to Keep Kids Alive and the 1-mile fun run.



The inspiration for The One to Grow On Ultra Marathon came from Paul Wilson, whose newborn son, Luke, faced difficult surgery within hours of birth. Paul wanted to somehow thank the hospital that was saving his son's life.

An avid runner, Paul Wilson has run two 55-mile Ultra Marathons to honor Wolfson Children's Hospital.



The Ultra Marathon Inspired Our Community!



The Birthday Celebration!

As the One to Grow On Ultra Marathon continues to gain support, we invite you to celebrate with us on January 28, 2012, at the Jacksonville Landing.

- Midnight - 55-Mile Ultra Marathon and Relay
- 11 a.m. - Birthday Party Celebration
 - presented by Shawn Perce, DMD



- 2:30 p.m. - 1-Mile Fun Run
- 3 p.m. - Run 5 to Keep Kids Alive
 - presented by iMethods Technical Recruiting



A Community United

The One to Grow On Ultra Marathon website had 18,325 visits last year and a Facebook following of almost 1,300 fans!

Through the combined support of generous benefactors, sponsors and the community, the One to Grow On Ultra Marathon has raised over \$1 million in two years.

The funds raised this year will go towards making a difference in children's lives. All proceeds will be used toward the purchase of a 3 Tesla MRI system, the most advanced, highest-performing MRI available, with distinct advantages for children over current technology.



our In-kind Sponsors:



Discover
jax4kids.com
what, where & when for kids!



Looking for ways to get involved in the One to Grow On Ultra Marathon?

There are many ways you can show your support of the region's only children's hospital, Wolfson Children's Hospital, through this unique event.

- Participate in the Run 5 to Keep Kids Alive – visit www.wolfson55.org to register.
- Host a candle sale – Encourage friends, family, neighbors and co-workers to support your efforts in raising critical funds for the 3 Tesla MRI by lighting a candle.
- Light a candle, celebrate a child – visit www.wolfson55.org to light a candle, and help us meet our fundraising goal.
- Volunteer during the birthday celebration and run.

For more information on how to get involved please call the Foundation at (904) 202-2458.

How can you make a difference?

Organize a Relay Team

New this year, a limited number of relay teams will join the Ultra Marathoners for the 55-mile run. Teams will have 5-11 members who will run a five-mile loop. Relay teams can register for \$2,500, with special rates for student teams.



How can you be a part of the One to Grow On Ultra Marathon?

Sponsor a Loop **\$5,000**

The One to Grow On Ultra Marathon consists of 11 five-mile loops around Downtown Jacksonville. Loop Sponsor benefits include:

- Signage on the individual loop
- Logo on SAG car
- Logo on "Run 5 to Keep Kids Alive" shirt
- Links to sponsor's website on the One to Grow On Website
- Sponsor recognition graphic provided for sponsor's website
- Loop sponsor's name and logo displayed on Giant Birthday Cake at main entrance of Wolfson Children's
- Event recognition plaque
- Opportunity for a "Behind the Scenes" tour of Wolfson

Sponsor a Candle **\$1,500**

The One to Grow On Ultra Marathon features a Giant Birthday Cake with 55 candles. Each candle sponsor will light a candle for a child. Benefits include:

- Sponsor's logo on child's One to Grow On website page with link to sponsor's corporate website
- Sponsor recognition graphic provided for sponsor's website
- Large logo on Giant Birthday Cake at main entrance of Wolfson Children's
- Event recognition plaque

Sponsor a Child **\$1,000**

The One to Grow On Ultra Marathon features 55 children, current and former Wolfson patients. Benefits include:

- Sponsor's logo on child's One to Grow On website page with link to sponsor's corporate website
- Sponsor recognition graphic provided for sponsor's website
- Small logo on Giant Birthday Cake at main entrance of Wolfson Children's
- Event recognition plaque





Wolfson Children's Hospital

2010 by the Numbers

194 beds

10,222 children hospitalized
with an average of 136 daily

10,663 surgeries

53,768 visits in the area's only
Children's Emergency Center

172 active pediatric
research studies

Because Every Child Deserves Another Birthday



Children Are Not Little Adults

There are much bigger differences between kids and adults than size alone. That's why everything at Wolfson Children's Hospital is designed with children and families in mind. Within this unique, child- and family-friendly environment, an amazing team of pediatric specialists mends bodies, lifts spirits and embraces the entire family into the care-giving experience.

Mission

To promote optimal health for the region's infants and teens by providing family-centered patient care, education, research and child advocacy.

The Power of Collaboration

As the only pediatric referral center in our region, Wolfson Children's Hospital is a unique resource for the children and families in North Florida and South Georgia, thanks to our relationships with Nemours Children's Clinic, the University of Florida - Jacksonville, and Mayo Clinic. These nationally renowned physicians and researchers work collaboratively with our nurses and staff to provide the highest level of pediatric care to children in our community and beyond.

