



26TH ANNUAL

radiothon

2025 IMPACT REPORT



PRESENTED BY:



Message From Leadership



I am grateful for the unwavering support from our incredible corporate partners, our community of generous donors and the continued collaboration with iHeart Radio for our annual Radiothon supporting Helen DeVos Children's Hospital. Your generosity directly impacts the lives of our patients and their families, helping us provide exceptional care and advanced treatments. We are thankful for your commitment and for making a difference in the lives of so many kids.

A handwritten signature in black ink that reads "Kelly Dyer".

Kelly Dyer

President, Corewell Health Foundation West Michigan
Helen DeVos Children's Hospital Foundation



The people of West Michigan are amazing. We have an opportunity to share with them the story of Helen DeVos Children's Hospital and the great work being done there every day. The response continues to prove that West Michigan is a special place filled with people who respond with generosity and compassion.

A handwritten signature in black ink that appears to read "T. Feagan".

Tim Feagan

Metro President – iHeart Media Grand Rapids/Muskegon
Board Chair, Helen DeVos Children's Hospital Foundation

Save the Date!

December 10 & 11, 2026

For more information visit, give.corewellhealth.org/radiothon
or contact the foundation at foundation@corewellhealth.org
or 616.391.2000.



Overview

Since Radiothon began, our incredible community has raised over \$7 million to support children and families at Helen DeVos Children's Hospital.

We are deeply grateful to our generous donors, champion families, event partners and iHeart Media partner stations – STAR 105.7 and 93.7 B-93 – for making this possible year after year. Together, we are creating brighter futures for kids in our care.



\$653,910 RAISED IN 2025

Fundraising Goal:
\$682,639

Number of Partners:
18

Number of Donors:
1,780

Percent
to Goal:
96%

Average Donation
Amount:
\$162

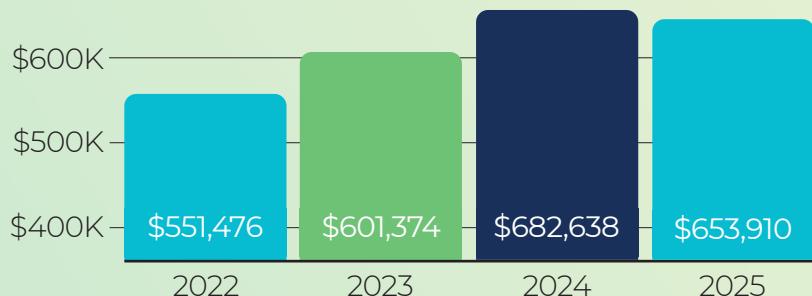
Donor
Cities:
223

2025 SUMMARY

Phone Donations: \$146,070
Online Donations: \$149,351
Partnerships: \$303,000
Other: \$55,489

YEAR OVER YEAR RESULTS

2022 – 2025



Impact

Your generosity fuels 20 vital programs — advancing exceptional care, driving clinical innovation, empowering our team members and championing health equity.



Child and Family Life

Hospital visits can be overwhelming, but our child and family life team helps children and families cope through play, art, music and emotional support. These services aren't covered by insurance, so philanthropy is essential to sustain their availability for all of our young patients. Your generosity ensures more kids have access to stress-reducing programs that bring comfort and hope during their hospital stay.



NICU Family Support

Navigating a NICU stay can be overwhelming for parents, but your support makes compassionate guidance possible. Funding for this program provides structure and continuity through a dedicated coordinator, aligns us with national standards and enhances care through partnerships. Thanks to the support of a dedicated NICU nurse navigator, families receive expert care coordination and a trusted advocate walking alongside them throughout their child's hospitalization.



Renucci Hospitality House

The Renucci Hospitality House provides a home away from home for families with children receiving care. Your support ensures that no family is ever turned away due to financial hardship, and even helps provide alternative lodging when the house is at capacity. Every gift brings stability and peace of mind to families during their most challenging moments.



Resident Physician Living Center

Access to affordable, convenient housing is a major challenge for the 400+ residents and fellows training at Corewell Health West, including Helen DeVos Children's Hospital. To address this need, a new residential facility is being built, creating safe and accessible housing that helps attract, support and retain this essential pipeline of medical talent in West Michigan. Your contribution supports our philanthropic goal, ensuring the future of exceptional care in our community.

Your generosity ensures that every family who walks through our doors receives world-class care and unwavering support at Helen DeVos Children's Hospital.



Christian, 16

Christian's heart journey began at age 12 with a rapid heartbeat that led to a complex diagnosis and years of care. Despite surgeries and setbacks, his spirit shone bright — always choosing kindness for others. Although Christian passed away in 2024, his family honors his legacy by encouraging generosity for kids and families facing medical challenges.

Evelyn, 8

When Evelyn was diagnosed with acute lymphoblastic leukemia at age four, her world changed overnight. She endured months of treatment and physical therapy, and even wore a chemo backpack for weeks. With dedicated experts guiding every step, today, at eight, she's thriving and full of joy.



Griffin, 16

Griffin's life changed instantly with a stage-three Hodgkin lymphoma diagnosis. He faced biopsies, blood transfusions and chemotherapy — but never alone. Helen DeVos Children's Hospital guided him through every step with expert care. Today, he's feeling stronger and excited to get back on the basketball court.

Jace, 4 months

Jace arrived seven weeks early at Helen DeVos Children's Hospital. The NICU team acted swiftly to stabilize Jace, then provided compassionate care and supported his family through every moment of his three-week stay. Today, Jace is thriving — thanks to donors like you who make this level of care possible.



Engagement

Together, 120 volunteers from 9 partner organizations gave their time to bring joy to patients and families. Their efforts created 2,900 art kits to spark creativity, 30 fleece blankets to provide comfort and many hand-made cards for meal trays.



Champion kids and their families joined Radiothon DJs for an unforgettable studio recording session and tour.



The Foundation connected with hospital team members in meaningful ways — selling icons in the gift shop, sharing uplifting stories on Blue Glass Studio's patient channel and handing out 2,000 bags of gourmet popcorn.



Promotion

Bill Simonson, host of The Huge Show on Michigan Sports Network, featured Radiothon during his broadcast. Bill interviewed Dr. Robert Fitzgerald (president, Helen DeVos Children's Hospital), Kelly Dyer (president, Helen DeVos Children's Hospital Foundation), Josh Kooistra (president, Corewell Health West) and Gretchen Koeman (senior director, HDVCH Nursing & Care Transformation).



During the last hour of Radiothon, iHeartMedia simulcast the event across all eight iHeartMedia West Michigan stations.



Radiothon was featured on WWMT Channel 3 and Maranda.



Website

12,097

Views



Email

41,535

Opens



Social Media

178,493

Impressions



117,501

Reach



6,410

Engagement



Thank you to our partners!

**Presenting
Partner**



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Engagement Partner**



**Phone Bank and
Reminder Partner**



Story Song Partner



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Incentive Partner



The Huge Show Partner

**SOARING EAGLE
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