

# PAY 4 PLAY XVII

## IMPACT REPORT



## EVENT OVERVIEW , NOV. 16 & 17, 2023

The 17th annual Pay 4 Play on 105.7 THE X raised an incredible \$355,896 for Children's Miracle Network Hershey! Jen Shade, Nipsey, and Vince from The People's Morning Show hosted the 28-hour event, letting listeners know how their gifts to CMN make a difference. The DJs filled the airwaves by interviewing Miracle families, and even performing antics (like Vince reciting "Twas the Night Before Christmas" as Coach O). Throughout the event, listeners requested songs to be played on 105.7 THE X in exchange for donations.

Funds raised through Pay 4 Play help the 100,000+ children treated annually at Penn State Health Children's Hospital by supporting life-saving equipment, family-centered programs, and innovative research.



## EVENT HIGHLIGHTS



### Miracle Family Interviews

Miracle Families, including Blake Smith and his mom, shared their stories live on air. Blake is now a high schooler and able to share his own 'gift of growing up' to help inspire others.



### Shinedown Surprise

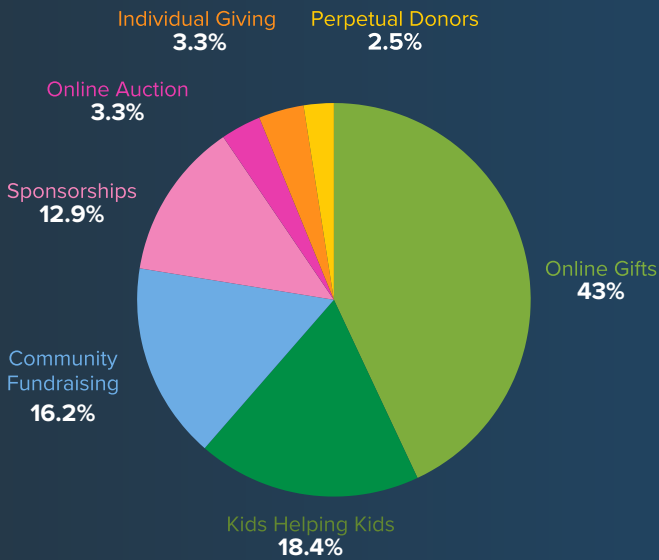
Miracle Child Gannon is a HUGE Shinedown fan! With help from our friends at Cumulus, Gannon received the surprise of a lifetime when he video called the lead singer of the band, Brent Smith! Brent had another surprise up his sleeve and donated \$10,000 to Pay 4 Play in honor of Gannon!



### Dollars at Work Demo

Music Therapist Tara helped Nipsey, Jen Shade, and Vince to "shake their sillies out" going into the 10th hour of our radiothon. Together, they learned how music therapy helps to brighten kids' time in the hospital.

# BY THE NUMBERS



GIVING CATEGORY	TOTAL	2022 +/-
<b>2023 Total</b>	\$355,896	1% ↓
<b>Online Gifts</b>	\$144,591	21% ↓
<b>Kids Helping Kids</b>	\$61,813	8% ↓
<b>Community Fundraising</b>	\$54,306	49% ↑
<b>Sponsorships</b>	\$43,500	29% ↓
<b>Online Auction</b>	\$11,132	136% ↑
<b>Individual Giving</b>	\$12,500	733% ↑
<b>Perpetual Donors</b>	\$8,304	246% ↑



## Donors by County

York	482	👤👤👤👤👤
Lancaster	352	👤👤👤👤👤
Dauphin	248	👤👤👤
Cumberland	205	👤👤👤
Lebanon	184	👤👤
Other PA	82	👤
Adams	67	👤
Perry	57	👤
Outside of PA	43	👤
Berks	21	👤

## Top Fundraisers

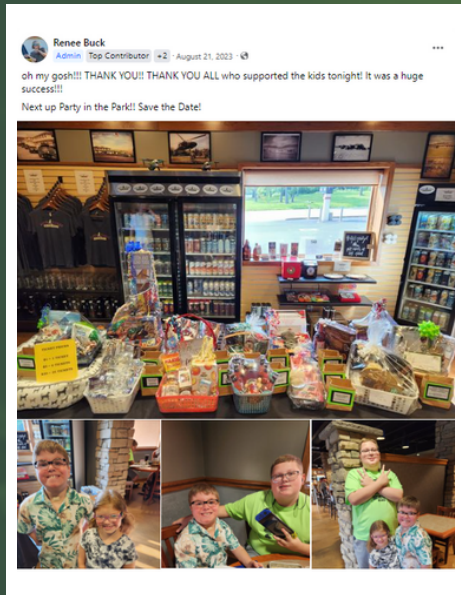
- 1 Shine Malaya Shine
- 2 Murtoff Family & Friends
- 3 Hanover Home Association
- 4 Mt. Gretna Community
- 5 VFW Post 8951 Riders Group
- 6 Hunter's Kids Helping Kids
- 7 Love is Milo Charlie
- 8 Benjamin Grumbine Family
- 9 American Legions
- 10 Team Jan

**\$135**  
average gift

donors from  
**20**  
states

**656**  
songs requested

Throughout the year, many community fundraisers like Hunter's Kids Helping Kids held events to benefit Pay 4 Play and promoted on social media!



## DIGITAL MARKETING IMPACT

927% ↑

more visits to Pay 4 Play Facebook page

102% ↑

new likes on Pay 4 Play Facebook page

\$34K

gifts from email and text campaigns

105.7 THE X listeners were extremely engaged on the People's Morning Show Facebook page!



1.4K LIKES!  
WOW!

## EVENT SPONSORS

FINALE HOUR  
MIRACLE MATCH



MEDIA SPONSOR



KIDS HELPING KIDS  
SPONSOR



MIRACLE MATCH SPONSORS



DOLLARS AT WORK  
SPONSOR



DECAL SPONSOR



MIRACLE HERO  
SPONSOR

