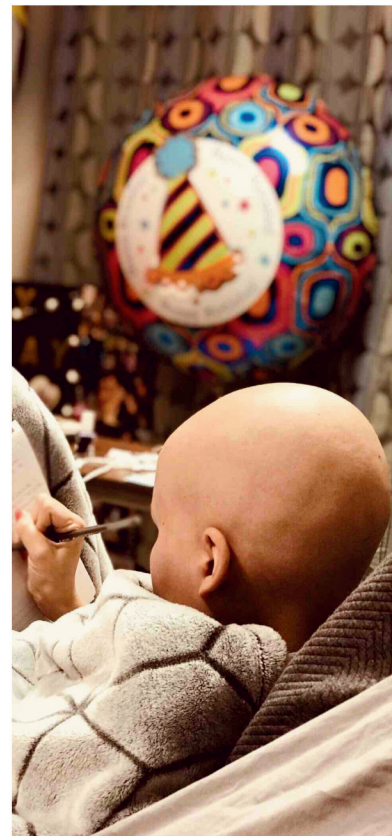


Supporting Connecticut Children's Since 2011



**December 13, 2024**  
or any day of the school year

Raising funds, spirits and  
awareness for kids  
battling cancer.

**School District Pitch Packet**  
Together, the possibilities are limitless.



# Stand Together with Kids Fighting Cancer

Last year, 670 schools in Connecticut participated in PJ Day for the Kids by inviting students and staff to donate \$1, or more, to wear PJs all day in support of kids battling childhood cancer at Connecticut Children's. While all 169 towns in Connecticut were represented, not every school in every district participated. Together, we can reach 100% state-wide participation.

## Get Inspired



As a 2nd grader, Nick decided to do something to help kids like his baby sister, Charlotte, who was diagnosed with cancer at 21 days old. "From a young age, I witnessed her and so many other kids enduring grueling treatments. My sister and these brave kids inspired me to do something to help," said Nick Wesoloskie. Thanks to Nick, his family and the community, PJ Day is now **recognized by the State of Connecticut as an official day of awareness** and is the largest fundraiser for the Center for Cancer & Blood Disorders at Connecticut Children's.

**More than \$4,000,000 has been raised since 2011 for the Center for Cancer & Blood Disorders at Connecticut Children's in support of programs like:**



### CLINICAL TRIALS

Expanded clinical trial offerings require increased staffing.  
New trials offered for sarcomas, leukemias and solid tumors.



### RESEARCH

Focusing on new therapies with fewer side effects.

### TUMOR BIOREPOSITORY

Advancing the overall knowledge of childhood, adolescent and young adult cancers.



### HELP FOR FAMILIES

Assisting families who are impacted by the financial burden of a cancer diagnosis.



# WHAT YOUR PEERS *are saying...*



## **Dr. Toni Jones**

*Superintendent*

*Greenwich Public Schools*

"PJ Day 2023 was one of the most successful fundraising events at Greenwich Public Schools in recent history. Led by the amazing efforts of Greenwich High School junior Sophie Lenschow, students and staff from across our entire district voluntarily wore their pajamas to school to show support for children with cancer and to raise awareness for pediatric cancer research. Donations were easily collected through a robust secure webpage as well as in-person in our school buildings. PJ Day unified our entire school community and I invite school districts from across the country to join Greenwich Public Schools to participate in 2024."

## **Daniel Zittoun**

*Principal*

*Hall High School, West Hartford*

"PJ Day has gone from being a small fundraiser to support a local hospital to being a large part of the culture here at Hall High School and the West Hartford Public Schools. There is a special energy in West Hartford on PJ Day. Staff and students plan their outfits for months in anticipation of this day where we can honor and support the children (and sometimes classmates) who have to be in the hospital. My daughter, Abigail, is one of those children who has spent far too many days in her PJs battling cancer and the support by the staff and students on this day means everything. We look forward to continuing this wonderful tradition and finding ways to continue to increase our participation each year."

## **Steven K. LePage**

*Superintendent*

*Northwest Regional School District No. 7*

"I was honored to support the annual PJ Day for the kids across each of the Plainville Community Schools during my 13 years as principal, assistant superintendent and superintendent. We always made it a goal to expand and involve as many of the school community members as we could, and I thank Plainville teacher Karyn Bacinskas for her leadership of this event and commitment as a teacher and mother of a son who benefitted so much from Connecticut Children's care. I am now the new Superintendent in Northwestern Regional School District #7 and look forward to continuing my support and participation in the PJ Day for the Kids here in a new community. It is a certainty that, regardless of the town or school district, pediatric cancer sadly impacts all communities, so I hope that all schools across the state will rally around and embrace this important fundraising and awareness opportunity. I will be wearing my New England Patriots "onesie" footed pajamas again this year as I believe that leadership must embody the spirit of participation and lead by example."



# EVERY SCHOOL *Every Town*

PJ Day Recognized by the State of Connecticut

## Setting an example for the nation!



### *State-recognized day*

This is not just another dress-down day. PJ Day is a state legislature-recognized day of awareness with a proven track record of growth and support from school districts across the state and beyond.



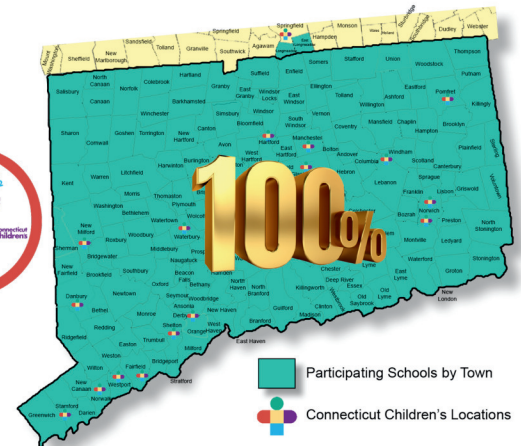
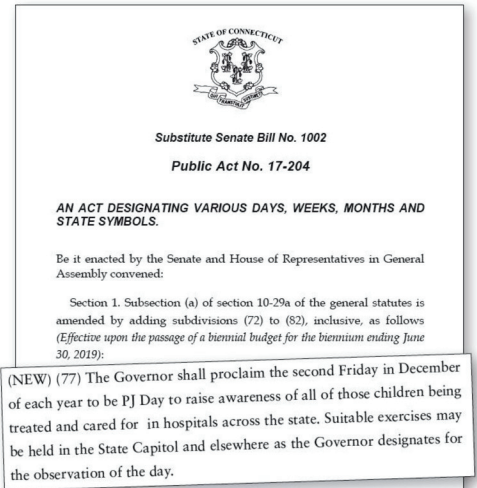
### *Educate & Inspire Empathy*

PJ Day provides teachable moments where students, staff and faculty learn about children battling cancer in Connecticut and are empowered to make a difference.



### *Inclusive & Accessible*

The price point for a child to participate in PJ Day-- optional \$1 or any amount your school sees fit--means that every child can be a part of this fun and impactful social-emotional learning opportunity



**INTERESTED IN**  
*Learning More?*



**Kurt Knotts**

Director, Philanthropic Events  
PJDay@connecticutchildrens.org  
860-837-7650



@pjdayforthekids

www.pjdayforthekids.org



JOIN TEAM  
DONATE  
\$26,315 raised \$15,000



West Hartford Public Schools

We wear our PJ's to stand together with kids fighting cancer.

MEMBERS

Q Search MOST RAISED



Hall High School  
\$4,304 Raised



King Philip Middle School  
\$2,632 Raised



Conard High School  
\$2,319 Raised



Sedgwick Middle School  
\$2,221 Raised



Duffy Elementary School  
\$2,199 Raised



Whiting Lane Elementary School  
\$2,026 Raised



Charter Oak International Academy  
\$1,831 Raised



Aiken Elementary School  
\$1,496 Raised



Partnering with Connecticut Children's Foundation provides opportunities for your school district to highlight its commitment to the health and well-being of children and families in our community and around the globe.

## Our world-renowned reputation.

Every day, incredible things happen at Connecticut Children's because of the support we receive from generous organizations.

### In the last year at Connecticut Children's...



137,700+ patients  
were cared for



60,000+ visits were made  
to the Emergency Department



10,100+ surgeries  
were completed



7,310 babies were cared  
for in the NICUs we staff



More than \$2 million in Charity Care  
provided to children, whose families were  
unable to afford their medical expenses

Connecticut Children's provides care at over 40  
locations, in more than 20 towns, across three states.



# Connecticut Children's is the only health system in Connecticut dedicated 100% to children.



Connecticut Children's is the only health system in Connecticut 100% dedicated to children, providing more than 30 pediatric specialties. Kids and parents love our exceptional care offered at 40+ locations in three states, and through Video Visit. Our experts and community leaders are committed to breakthrough research and innovative partnerships which have won us multiple awards. We are Magnet® recognized, a designation only 7% of hospitals achieve, and Women's Choice Award has recognized us as Best Children's Hospital and for best pediatric emergency care.

Connecticut Children's is a not-for-profit organization with a mission to improve access to health care for all children.

## Explore your impact.

Research at the Edge of  
What's Possible



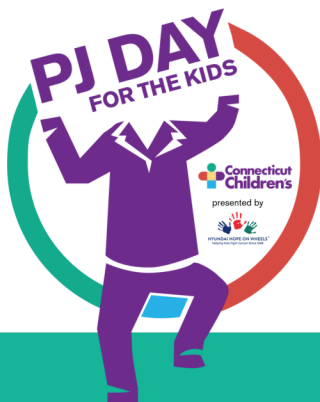
Thriving in the  
Face of Adversity



Cancer Diagnosis Brings  
Lifelong Connections



Giving Cancer No  
Place to Hide



SCAN TO  
*Learn More*



[www.pjdayforthekids.org](http://www.pjdayforthekids.org)