

THE 117th ANNIVERSARY CHARITY BALL



KALEIDOSCOPE

Endless Possibilities

A Grand Tradition

The Charity Ball is celebrated as San Diego’s oldest and grandest philanthropic event. For 117 years, the all-volunteer-organized Charity Ball has brought together community leaders and supporters for a memorable night to celebrate the generosity of our community and recognize the impact of their philanthropy on the health of San Diego children.

The Charity Ball raises funds to benefit a single beneficiary—Rady Children’s Hospital. Our mission shines brightly in support of advancing and elevating the world-class pediatric health care at Rady Children’s by raising funds for critical programs, new healing spaces, and the most advanced and compassionate care for children and families who need them most.

Your support throughout the years helps Rady Children’s keep its covenant to the community—to raise the bar, to seek new treatments and cures, and to ensure that we meet the needs of families now and for many years to come.

The Charity Ball has been focused on children’s health since 1909 and a vital part of Rady Children’s since its establishment in 1954 as the only pediatric hospital in the region. In recent years, the Charity Ball has raised millions of dollars to support:

1996 Neonatal Intensive Care Unit (NICU)	2013 Peckham Center for Cancer and Blood Disorders
1997 Sam S. and Rose Stein Emergency Care Center	2014 Cardiovascular Intensive Care Unit, now Acute Cardiac Unit
1998 Area of greatest need	
1999 Orthopedics	2015 Neuro-Oncology Program
2000 Anderson Dental Care Center	2016 Crisis Stabilization Unit
2001 Inspiration Campaign	2017 Peckham Center for Cancer and Blood Disorders
2002 Pediatric Cancer Research	2018 Trauma Center
2003 Sam S. and Rose Stein Emergency Care Center	2019 Copley Psychiatric Emergency Department and affiliated programs
2004 Trauma Care Center	2020 Rady Children’s Institute for Genomic Medicine
2005 Rady Children’s Heart Institute	2021 Behavioral Health programs and services
2006 Neonatal Intensive Care Unit (NICU)	2022 Neuroscience Institute at Rady Children’s
2007 Pediatric Dental Residency Program	2023 Chadwick Center for Children and Families
2008 Surgical Services	2024 Palliative Care Program
2009 Acute Care Pavilion	2025 Pediatric Intensive Care Unit
2010 Acute Care Pavilion	
2011 Heart Transplant Program	
2012 Trauma Care Center	

AND THE TRADITION CONTINUES...

On February 28, 2026, proceeds from KALEIDOSCOPE, the 117th Anniversary Charity Ball, will benefit the **Peckham Center for Cancer and Blood Disorders**. Along with providing outstanding specialized cancer treatment—including blood and bone marrow transplants—the Peckham Center is a leader in clinical research, giving children and families the best hope for a cure.

Become a Sponsor, Underwriter, or Advertiser by completing the enclosed contract or visit online at radyfoundation.org/charityball.

Contact Caroline Wohl at 619-847-9645 or carolinewohl1@gmail.com with questions or to discuss customized sponsor packages to meet your needs.

Box Patron materials will be delivered in late Fall 2025. To reserve/renew your Box now, please contact Michele Prescott, Box Patron Concierge, at 858-336-7242 or michelep@san.rr.com.



KALEIDOSCOPE
Endless Possibilities

Dear Friends,

We are delighted to share that the 117th Anniversary Charity Ball, **KALEIDOSCOPE**, will take place on February 28, 2026, at the historic, freshly renovated Hotel del Coronado. Each year, this celebrated evening unites our community in support of children and families, showcasing the extraordinary impact of philanthropy. As San Diego’s most iconic and longest-standing philanthropic tradition, the Charity Ball is a beloved highlight of the season. This year’s celebration will feature a festive dinner in the newly restored Crown Room, followed by dancing in the elegant Ocean Ballroom.

Since 1953, the Charity Ball has proudly and exclusively supported Rady Children’s Hospital. The beneficiary of this year’s Ball is Rady Children’s Peckham Center for Cancer and Blood Disorders. As the region’s premier pediatric hematology/oncology program, the Peckham Center delivers innovative therapies and compassionate, family-centered care to children facing cancer and complex blood conditions.

True to tradition, the evening itself includes no auction, raffle, or paddle raise. All fundraising is completed in advance, allowing guests to embrace the full spirit of the night in an atmosphere of elegance and celebration, while knowing their support has already made a meaningful difference. This is your opportunity to take part in this important endeavor.

We invite you to join us in this enduring San Diego tradition by becoming a sponsor, underwriter, or advertiser of the 117th Anniversary Charity Ball. Your generosity at any level is deeply appreciated and ensures that every child and family cared for at the Peckham Center has access to world-class treatment and the promise of brighter tomorrows.

Thank you for helping transform the many challenges of childhood illness into a **KALEIDOSCOPE** of strength, hope, and healing for the children and families at Rady Children’s Peckham Center.

With gratitude and appreciation,

Caroline Wohl
Chairman, 117th Anniversary Charity Ball
Carolinewohl1@gmail.com
619-847-9645

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Caroline Wohl

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Endless Possibilities

at Rady Children’s Peckham Center for Cancer and Blood Disorders

ACCELERATING LIFESAVING PROGRESS AND DEFINING BEST-IN-CLASS CARE

Recognized as one of the nation’s top children’s hospitals for cancer by U.S. News & World Report, the Peckham Center for Cancer and Blood Disorders at Rady Children’s is at the forefront of advancements in research and care that are accelerating lifesaving progress and helping end the threat of pediatric cancer and blood disorders for every child.

Serving thousands each year through **more than 15,000 outpatient visits, 7,000 inpatient visits, and care for 300 newly diagnosed cancer and blood disorder patients**, the Peckham Center team addresses the needs of the whole child and family in a space designed for healing, applying transformational discoveries made by its preeminent experts to improve outcomes. Home to renowned pediatric oncology and hematology specialists, the center’s physician-scientists partner with San Diego’s unparalleled medical, pharmaceutical, and biotech communities to propel research into promising translational therapies and potential cures.

Guided by Rady Children’s commitment to excellence, the Peckham Center provides the highest-quality care for children of all ages facing cancer and blood disorders, including:

- Leukemia
- Lymphoma
- Brain tumors
- Histiocytosis
- Sickle cell
- Hemophilia
- Anemias

EXPANDING PSYCHOSOCIAL SERVICES TO ENHANCE WELL-BEING FOR KIDS BRAVING CANCER AND BLOOD DISORDERS

Promoting whole-child and family health means meeting physical, emotional, and social needs with a holistic approach. The Peckham Center team prioritizes the overall well-being of young cancer and blood disorder patients and their loved ones through outstanding, integrated programs that allow them to still be kids while in and out of the hospital—and focus on getting better. The kindness of generous friends like you enables enhancement and expansion of leading psychosocial programs that help children braving cancer and blood disorders thrive.

Among key priorities for philanthropic investment to strengthen psychosocial services at the Peckham Center:

HOPES FUND

Provides financial assistance to families receiving care at the Peckham Center who are unable to afford expenses not covered by insurance that arise during a lengthy cancer or blood disorder treatment. This can include food and taxi vouchers, gas cards, parking passes, wigs, miscellaneous emergency expenditures, pharmacy co-payments for critical medications and therapies, and even items such as space heaters for homes without heat. The generosity of our community enables Rady Children’s to meet these vital needs for patients and families, ensuring they can achieve the best possible outcomes.

SAN DIEGO PADRES SPRING TRAINING EXPERIENCE

Offers teenage patients currently receiving cancer treatment at the Peckham Center the opportunity to attend spring training alongside the San Diego Padres in Peoria, Arizona. This special weekend is designed to provide a reprieve for teens during their long healing journeys and allow them to feel supported as they connect with peers facing similar life-changing experiences. Past participants share that this was a weekend they will never forget, and that it gave them confidence as they navigated cancer and blood disorder diagnoses. The generosity of our community makes this unique experience possible for deserving patients—from travel and lodging to meals and exclusive, behind-the-scenes experiences with Padres players. ♦

“Holistic psychosocial support directly influences a child’s ability to heal, recover and ultimately thrive following a cancer or blood disorder diagnosis. Integrated with advanced treatment and personalized care, these critical services create a stable foundation for their success throughout the healing process. Additional resources will help Rady Children’s Peckham Center expand the capacity of psychosocial programs to support patients most effectively as they persevere and overcome health challenges.”

– **WILLIAM ROBERTS, MD**, Director, Peckham Center for Cancer and Blood Disorders, and Division Chief, Pediatric Hematology/Oncology, Rady Children’s and UC San Diego

Jimi’s Story

It was Thanksgiving Day when 10-year-old Jimi woke up with a bark-like cough his parents thought could be a respiratory infection, prompting a call to their pediatrician. They were directed immediately to the Emergency Department at Rady Children’s, where Jimi’s condition worsened, leading to the need for admission to the hospital. Three days later—as his fever and breathing issues persisted—he needed to be intubated.

Certain there was something underlying his severe illness, Jimi’s care team initiated an evaluation that ultimately led to a diagnosis of acute myeloid leukemia (AML).

“We didn’t know why his lungs were so sick, but they just couldn’t get better because of the cancer,” says Jimi’s mom, Nicole. “He started chemotherapy the day after his AML diagnosis and continued despite still requiring intubation for the first 40 days.”

E. coli was identified as the source of his infection, furthering his body’s weakness. Intensive antibiotic therapy was integrated with chemotherapy to treat both problems at the same time. Eventually, Jimi was extubated, breathing on his own and getting stronger. Soon after, it was learned that Jimi would also require a bone marrow transplant.

“The blessing of all of this was that Jimi’s little brother, Wref, was a 100 percent match and could serve as his bone marrow donor,” says Nicole.

Jimi underwent a CT scan that clarified the source of the E.coli infection—perforations throughout his colon that would require surgery. His bone marrow transplant took place following surgery to repair the injuries to his colon and spleen.

“From that point, he recovered beautifully,” says Nicole. “I thank those doctors and nurses in my prayers every single day. I can’t imagine if we didn’t have Rady Children’s—if we lived somewhere and we didn’t have access to it—because they saved Jimi’s life.”

Jimi also forged through intense physical therapy after his many procedures and treatments, totaling nine months in the hospital. But at each step of the way, his care team and child life specialists helped Jimi understand his diagnoses and treatments. They also kept Jimi connected to his friends at home by educating them on what he was going through and setting up a “monkey in my chair”—a stuffed monkey that sat at Jimi’s desk at school while he was away and wore a backpack where classmates could place letters to Jimi to stay in touch with him.



“The monkey still sits on his bed today,” says Nicole. “It’s a sweet reminder that he wasn’t alone in this.”

Since recovering, Jimi has had a chance to enjoy special experiences and engagements with the San Diego Padres and Seals through the Peckham Center’s psychosocial programs.

Nicole says Jimi still expresses missing the hospital and wanting to go back to the friends he made in his nurses and doctors. “They made such an impact on him and provided genuine love and care for him and our whole family. We can’t repay that.” ♦

Sponsorship

Opportunities & Benefits

San Diego’s oldest and grandest philanthropic tradition, the Charity Ball, is an elegant celebration of valued community support and advocacy for the health of children. The evening begins with hosted cocktails followed by an extraordinary dinner in the Hotel del Coronado’s historic Crown Room and then on to a festive Ball in the iconic Ocean Ballroom, complete with live entertainment, dessert, and dancing.

TITLE SPONSORSHIP PACKAGE \$100,000 *(Fair market value of benefits \$3,920)*

- 2 Premium Tables for 8 at the Charity Ball Dinner with dedicated serving staff
- 2 Premier Boxes for 8 at the Charity Ball with premier champagne
- An ocean-view luxury room the night of Charity Ball at the Hotel del Coronado & Sunday Brunch for 2
- Distinguished recognition at the event & in advance press release
- Invitation to the exclusive post-event reception in Spring 2026
- Acknowledgment on Title Page of the Souvenir Program
- Special placement of 2-page ad in the Souvenir Program
- Your name or logo as Title Sponsor on website, social media posts & on media partner recognition page
- Prominent signage at Charity Ball entrance
- Exclusive Title Sponsor gift

DIAMOND SPONSORSHIP PACKAGE \$75,000+ *(Fair market value of benefits \$3,720)*

- 2 Premium Tables for 8 at the Charity Ball Dinner with dedicated serving staff
- 2 Premier Boxes for 8 at the Charity Ball with premier champagne
- An ocean-view luxury room the night of Charity Ball at the Hotel del Coronado & Sunday Brunch for 2
- Invitation to the exclusive post-event reception in Spring 2026
- Special recognition at the event & in advance press release
- Diamond Sponsor listing in the Souvenir Program
- 2-page ad in the Souvenir Program
- Your name or logo as Diamond Sponsor on website, social media posts & on media partner recognition page
- Prominent signage at the event

GOLD SPONSORSHIP PACKAGE \$50,000+ *(Fair market value of benefits \$2,560)*

- 2 VIP Tables for 8 at the Charity Ball Dinner with dedicated serving staff
- 2 Premium Boxes for 8 at the Charity Ball with premier champagne
- Invitation to the exclusive post-event reception in Spring 2026
- Special recognition at the event
- Gold Sponsor listing in the Souvenir Program
- 2-page ad in the Souvenir Program
- Your name or logo as Gold Sponsor on website, social media posts & on media partner recognition page
- Prominent signage at the event

SILVER SPONSORSHIP PACKAGE \$25,000 *(Fair market value of benefits \$1,360)*

- 1 VIP Table for 8 at the Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation to the exclusive post-event reception in Spring 2026
- Recognition at the event
- Silver Sponsor listing in the Souvenir Program
- 2-page ad in the Souvenir Program
- Your name or logo as Silver Sponsor on website, social media posts & on media partner recognition page
- Prominent signage at the event

PEARL SPONSORSHIP PACKAGE \$10,000 *(Fair market value of benefits \$1,360)*

- 1 Preferred Table for 8 at the Charity Ball Dinner
- Box seating for 8 at the Charity Ball with champagne
- Invitation to the exclusive post-event reception in Spring 2026
- 1 full-page ad in the Souvenir Program
- Pearl Sponsor Listing in the Souvenir Program
- Your name or logo as Pearl Sponsor on website, social media posts & on media partner recognition page
- Prominent signage at the event

PATRON SPONSORSHIP PACKAGE \$5,000 *(Fair market value of benefits \$680)*

- Preferred Seating for 4 at the Charity Ball Dinner and Charity Ball
- Invitation to the exclusive post-event reception in Spring 2026
- 1 full-page ad in the Souvenir Program
- Patron Sponsor Listing in the Souvenir Program
- Your name or logo as Patron Sponsor on media partner recognition page

BENEFACTOR SPONSORSHIP PACKAGE \$2,500 *(Fair market value of benefits \$340)*

- Preferred Seating for 2 at the Charity Ball Dinner and the Charity Ball
- Invitation to the exclusive post-event reception in Spring 2026
- 1 full-page ad in the Souvenir Program
- Benefactor Sponsor listing in the Souvenir Program

FRIEND SPONSORSHIP PACKAGE \$1,500 *(Fair market value of benefits \$170)*

- Preferred Seating for 1 at the Charity Ball Dinner and the Charity Ball
- Invitation to the exclusive post-event reception in Spring 2026
- 1 full-page ad in the Souvenir Program
- Friend Sponsor listing in the Souvenir Program

Customized packages to meet your personalized needs and interests are available upon request. For questions or information on sponsorship opportunities, please contact:

Caroline Wohl
at 619-847-9645
carolinewohl@gmail.com

For information on reservations, please contact:

Michele Prescott
at 858-336-7242
michelep@san.rr.com

You will receive a receipt acknowledging the tax deductibility and fair market value of your contribution.

TAX ID #33-0170626

Custom Promotional

Underwriting Opportunities *(One of each available)*

PRESENTING SPONSOR \$25,000 *(Fair market value of benefits \$1,360)*

- 1 Table for 8 at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation to the exclusive post-event reception in Spring 2026
- Presenting Sponsor signage and special recognition
- Your corporate logo or name printed on cocktail napkins
- 1 full-page ad in the Souvenir Program
- Your name or logo as Presenting Sponsor on website, social media posts & sponsor recognition page

SOUVENIR PROGRAM SPONSOR \$25,000 *(Fair market value of benefits \$1,360)*

- 1 Table for 8 at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation to the exclusive post-event reception in Spring 2026
- Souvenir Program signage and special recognition
- Your corporate logo or name on the back cover of the Souvenir Program distributed to over 600 prominent attendees & advertisers
- 1 full-page ad in the Souvenir Program
- Your name or logo as Souvenir Program Sponsor on website, social media posts & sponsor recognition page

INVITATION SPONSOR \$20,000 *(Fair market value of benefits \$1,360)*

- 1 Table for 8 at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation to the exclusive post-event reception in Spring 2026
- Invitation Sponsor signage and special recognition
- Your corporate logo or name printed on the Charity Ball invitation mailed to over 2,000 prominent households & businesses
- Your name or logo as Invitation Sponsor on website, social media posts & sponsor recognition page

ORCHESTRA SPONSOR \$15,000 *(Fair market value of benefits \$1,360)*

- 1 Table for 8 at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation to the exclusive post-event reception in Spring 2026
- Your name or logo as Orchestra Sponsor on website, social media posts & sponsor recognition page

FLORAL & DECOR SPONSOR \$10,000 *(Fair market value of benefits \$1,360)*

- 1 Table for 8 at the elegant Charity Ball Dinner
- Box seating for 8 at the Charity Ball with select champagne
- Invitation to the exclusive post-event reception in Spring 2026
- Your name printed on dinner menu for 450 guests
- Your name or logo as Floral & Decor Sponsor on website, social media posts & sponsor recognition page

VALET PARKING SPONSOR \$5,000 *(Fair market value of benefits \$680)*

- Seating for 4 at the elegant Charity Ball Dinner and Charity Ball
- Invitation to the exclusive post-event reception in Spring 2026
- Corporate logo or name prominently displayed at the Valet Station
- Your name or logo as Parking Sponsor on website, social media posts & sponsor recognition page

WINE SPONSOR \$5,000 *(Fair market value of benefits \$680)*

- Seating for 4 at the elegant Charity Ball Dinner and Charity Ball
- Invitation to the exclusive post-event reception in Spring 2026
- Your name displayed on dinner menus
- Your name or logo as Wine Sponsor on website, social media posts & sponsor recognition page

CHAMPAGNE SPONSOR \$5,000 *(Fair market value of benefits \$680)*

- Seating for 4 at the elegant Charity Ball Dinner and Charity Ball
- Invitation to the exclusive post-event reception in Spring 2026
- Your name or logo as Champagne Sponsor on website, social media posts & sponsor recognition page

PHOTOGRAPHY SPONSOR \$2,500 *(Fair market value of benefits \$340)*

- Seating for 2 at the elegant Charity Ball Dinner and Charity Ball
- Invitation to the exclusive post-event reception in Spring 2026
- Your name or logo as Photography Sponsor on sponsor recognition page

Customized packages to meet your personalized needs and interests are available upon request. For questions or information on sponsorship opportunities, please contact:

Caroline Wohl
at 619-847-9645
carolinewohl@gmail.com

For further general information, please contact:

Leena Laumann
at 858-966-8089
llaumann@rchsd.org

You will receive a receipt acknowledging the tax deductibility and fair market value of your contribution.

TAX ID #33-0170626

With your vital
support there are

Endless Possibilities

for critically ill children
to survive and thrive.

SAMPLE
SOUVENIR
PROGRAM
FULL-PAGE
ADS



Please consider an investment in the care of our community's most critically ill and injured children by becoming an advertiser today. Your personal, memorial, and business ad will be featured in our Souvenir Program.



A complimentary photo session can be arranged for personal ads if scheduled by **Nov. 7**. Please complete the enclosed contract OR our online contract found at radyfoundation.org/charityball.

ALL ADS ARE
SUBJECT TO
APPROVAL
TAX ID #33-0170626

You will receive an acknowledgment on the tax deductibility of your contribution, which excludes the fair market value of benefits received.

For further information, please contact **Leena Laumann** at 858-966-8089 | llaumann@rchsd.org

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To restore, sustain and enhance the health and developmental potential of children through excellence in care, education, research and advocacy.

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