



Manning Family
Children's
LCMC Health

100 miles. 100 kids. 1 MISSION.

Running for the future of kids' health

Partnership Opportunities



What is 100 Kids. 100 Miles. 1 Mission?

On August 16, Lou Fragoso, President & CEO of Manning Family Children's will run the Leadville Trail 100 Run, one of the toughest ultramarathons in the country. The endeavor will take him through the heart of the Rocky Mountains. It is no easy endeavor, but Lou knows what it's like to face tough challenges, and to persevere. **Lou's passion for running and wellness is fueled by the courage and strength he sees in the patients cared for at Manning Family Children's each day.** Lou will dedicate each mile, all 100, to an inspiring patient, helping to raise mission-supporting funds along the way.

Lou's why: This is all about the amazing kids cared for at Manning Family Children's. Lou is dedicating this run to them. To honor their fight, their courage, to share their stories, to raise awareness and to remind us that true endurance is not measured in miles, but in heart.

Our ask of you: join the movement!

For 70 years Manning Family Children's has been running towards the problems that impact our kids as Louisiana's only, freestanding comprehensive children's hospital – delivering expert care for every child, every time, regardless of ability to pay. Join Lou by sharing their stories along the way and donating to our cause.

How you can join the movement:

Join Lou by sharing our inspiring patient stories, and donating to our cause.

Match a mile for \$1,000 and **help us raise \$100,000** in support of the vital mission of Manning Family Children's. **The best part: you can double your impact!** For each dollar raised, an anonymous donor will match up to \$100,000. Turn your \$1,000 into \$2,000 by donating today!

OR

Become a campaign partner. There are many opportunities to get behind this special campaign, and for no greater cause! Please see our menu of partnership levels and associated benefits on the following page. We invite you to get in touch with our development team to learn more.

Individuals, businesses and brands who choose to join the **100 Miles. 100 Kids.**

1 Mission. movement are helping to celebrate each patient's inspiring story of strength and resilience while supporting the expert care that Manning Family Children's provides – for every patient, every time, regardless of ability to pay.

Much like an ultramarathon, the often long, challenging healthcare journey each patient goes on is one of perseverance, teamwork, and grit. **100 Miles. 100 Kids.**

1 Mission. brings awareness to these stories and celebrates the bravery and hope of every child, while supporting the mission of Manning Family Children's.

Or donate any amount. Every dollar raised will help us help even more kids and continue to say yes to every child, every time.



Partnership Opportunities

Presenting Partner: \$25,000

- Name and logo featured prominently on the 100 Kids. 100 Miles. 1 Mission. campaign microsite with direct link to business' website.
- Weekly mentions and brand amplification on Manning Family Children's social media accounts, as well as on Lou's Fragoso's personal social media accounts through the campaign.
- Name and logo recognition included on all digital graphics, printed materials, press releases, media opportunities, and more throughout the entirety of the campaign.
- Name and brand recognition on internal and external email communications throughout the duration of the campaign.
- Mention in each of the 100 patient stories that will be shared throughout the campaign.
- Logo visibility in Lou's photos throughout the ultramarathon.
- A little something extra: Opportunity to receive a complimentary high flying balloon sponsorship in the Manning Family Children's 2025 Holiday Parade, reaching 100,000+ parade-goers on Saturday, December 6, 2025 in downtown New Orleans.
- Recognition & benefits as a member of Manning Family Children's 2025 Giving Krewes

Peak Partner: \$2,500

- With a commitment of \$2,500, you will be featured as a campaign sponsor, including logo recognition on the campaign website with a direct link to your business website
- Opportunity for brand amplification on Manning Family Children's social media accounts, as well as on Lou's personal accounts. (1 pre-race and 1 during-race dedicated post)
- Product visibility or logo placement in Lou's photos throughout the marathon and in training leading up to race weekend. (2 highly visible unique content features)
- Included in post-race thank you messaging
- Recognition & benefits as a member of Manning Family Children's 2025 Giving Krewes

Match a Mile: \$1,000 donation

- Donate or raise \$1,000 to "present" a patient story of hope and resilience; **1 for every mile.**
- Name recognition associated with an individual patient story (shared across Manning Family Children's social media channels once during the campaign, and featured on the 100 miles. 100 kids. 1 mission. campaign website)
- **Donate outright, pledge your \$1,000 commitment, or fundraise how you wanna!**
With our easy peer-to-peer fundraising platform, you can create your own fundraising page and invite your friends and family to contribute, helping you reach your \$1,000 goal, which helps fuel our mission!
- Recognition & benefits as a member of Manning Family Children's 2025 Giving Krewes

For more information on partnership opportunities, please contact
Madeleine Davis | madeleine.davis@lcmchealth.org | 504.896.2107

A message from Lou Fragoso

Dear Friends and Supporters,

On August 16, I will take on one of the toughest events designed to test the human body, both mentally and physically. I will run a 100-mile race. It's not just any race. The Leadville 100 is considered one of the toughest – a 100-mile race over the highest mountains in the US, the Colorado Rockies, with the starting point in the highest city in North America (Leadville at 10,200 ft. elevation).



The race goes up and over several mountain passes through some of the most unforgiving terrain, and takes place above 10,000 feet topping off at 12,600 feet. The air is thin, the climb is steep, many hours are spent traversing in the dark, the pain intense – and it must be completed under 30 hours.

There will be extreme fatigue, nausea, vomiting, sleep deprivation, pain, suffering, and lots and lots of doubt. But there will also be support, encouragement, community, compassion, gratitude, discovery ... and overcoming. The ordeal strips you raw. It's a transformative process: running through the night, through the pain... into clarity. You are not the same person when it's over.

You may wonder, why am I doing this? Where does my motivation come from? I'm doing this to honor our kids at Manning Family Children's and to bring awareness to their struggles, their strength, their resilience... and the amazing teams that support them through their significant challenges – a team that stands by their side each step of the way.

Every day, our young patients at Manning Family Children's face their own mountains – battling cancer, Sickle Cell Disease, undergoing bone marrow transplants, healing from trauma, learning to walk again after devastating injuries, recovering from complex heart surgery. Our kids fight every day.

But their races don't come with medals or finish lines. They come with hospital beds, IV poles, therapy ... and an unshakable will to keep going.

They fight for every step ... and I will fight for every step at Leadville to honor their courage and resilience. Their strength and spirit humble me. Our kids do not complain, they do not falter. They push on over their own mountains, fighting through it all – step by step, inch by inch, they keep going, they overcome.

And that is why I am dedicating this run to them. To honor their fight, their courage, to share their stories, to raise awareness and to remind us that true endurance is not measured in miles, but in heart.

My ask of you ... join the movement! For 70 years Manning Family Children's has been running towards the problems that impact our kids. **Join me by sharing their stories, and donating to our cause.** Together, we will run even farther.

100 miles... 100 kids... endless opportunities. Let's show them that they are not alone!

Appreciatively,



Lucio A. Fragoso
President and Chief Executive Officer
Manning Family Children's

