

ASSOCIATION OF FUNDRAISING PROFESSIONALS
GREATER HOUSTON CHAPTER

NATIONAL PHILANTHROPY DAY®
2018 AWARDS APPLICATION

APPLICATION FORM

(THIS FORM SHOULD BE THE FIRST PAGE OF THE PDF SUBMISSION*)

Award Category: Outstanding Fundraising Program (more than \$2M funds raised)

Nominee's Name: Bad Pants Open

Associated with (firm or organization): Texas Children's Hospital

Contact Person: Laura Tramuto Goodrum

Position: Special Events

Mailing Address: 1919 South Braeswood Boulevard, Suite 5214

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Nominator's Name: Texas Children's Hospital

Position: Event host

**Nomination Facilitator Name: Laura Tramuto Goodrum Position: Senior Events Specialist

Associated with (firm or organization): Texas Children's Hospital, Office of Philanthropy

Mailing Address: 1919 South Braeswood Boulevard, Suite 5214

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* Enumerate each criterion and address each one in narrative form using no more than three (3) pages, single-spaced (12-point font with 1-inch margins).

** This is usually the development professional facilitating the nomination. This person will be the "host" from the nominating organization for the award winner and will be the main point of contact for the winner.

10. OUTSTANDING FUNDRAISING PROGRAM (more than \$2M funds raised)

Awarded to a Houston area nonprofit organization whose fundraising program is innovative and effective in securing financial support for the local community. Various categories of programs are eligible for this award and may include the following: capital campaigns (completed by submission deadline), annual events, special events and planned giving. Recognition may be given to single and/or multi-year programs. Impact on the overall agency budget as a percentage of annual revenue will be a major consideration.

REQUIRED CRITERIA:

- Description of fundraising program, event and/or campaign, including fundraising goal, net funds raised, time element, staff and volunteer involvement and impact on overall agency budget. (0 - 50 points)

Since its inception 20 years ago, The Bad Pants Open has raised nearly \$6.5 million, ensuring excellence and innovation in the care of critically ill and premature infants. Held at The Clubs of Kingwood, The Bad Pants Open is an annual golf tournament with a longstanding commitment to support the needs of sick and premature babies and their families at Texas Children's Newborn Center. In 2017, the event exceeded its fundraising goal of \$500,000 by raising \$521,397, with 80% of sponsorships, donations and in-kind contributions coming from companies. Corporate partners, as volunteers and donors, are the backbone of this event. Lead donors are RBC Wealth Management and Capital Markets, Jacob White Construction Company, CenterPoint Energy, WildHorse Resource Development and Insperity. Our fundraising goal fluctuates each year, but a minimum of 75% of sponsorship dollars raised goes directly to support the Neonatal Intensive Care Unit (NICU).

Net proceeds from each tournament support Texas Children's Newborn Center, one of the largest, most experienced NICUs in the country—and one of only two Level IV NICUs in the greater Houston area. Texas Children's Newborn Center cares for more than 2,500 premature and critically ill infants each year. In addition to providing access to every pediatric subspecialty, Texas Children's Newborn Center has on-site neonatologists available 24/7 to provide all the services these babies need including state-of-the-art body cooling treatments, the highest level of respiratory support, advanced imaging, pediatric surgery, pediatric anesthesiology and more. The hospital staff is committed to providing family-centered care and to ensuring that each infant entrusted to our care has the best possible start in life.

Funding from The Bad Pants Open has supported additional neonatal intensive care unit (NICU) beds, bereavement care programs, car seats, nurse training and education, a telehealth program that promotes virtual visitation between hospitalized mothers and their newborns in the NICU, and the Milk Bank at Texas Children's Pavilion for Women—the only human donor milk bank in the Texas Medical Center. In 2016, The Bad Pants Open contributed \$1 million for the NICU at Texas Children's newest community hospital in The Woodlands. Funds have also helped cover the costs of meals, parking and transportation for families.

The Bad Pants Open would not be possible without the collaborative efforts of the event sponsors, Texas Children's staff and community volunteers. A chairman and committee of

nearly 20 members organize the tournament. Nearly 60 volunteers, including the hospital's very own NICU nurses, help everything run smoothly on the day of the event.

- Description of originality, inventiveness and impact on fundraising goal. (0 - 25 points)

During the spring of 1998, on an advertisers trip to Cabo San Lucas, Moose Rosenfeld with Star 610 Sports Radio, Michael Wiesenthal with Harolds "in the Heights," and Mike Armstrong with Truluck's decided to launch a new charity golf tournament in Houston. From the beginning, they planned for the event to be fun, engaging, exceptional and "unexpected." They came up with the definitely unique and memorable "bad pants" theme. While prizes go to the best golfers, the most coveted awards are given to the players wearing the "absolutely worst pants." Moose, Michael and Mike selected Texas Children's Hospital as the beneficiary and added John Ankenbrandt with Walden on Lake Houston to the committee. Little did the men know that their "brain child" would become one of the seasons most sought after golf tournaments that first year and for many years after.

The idea to have golfers dress in their "baddest pants" and "play colorfully" has been a clever and distinctive way to create a festive atmosphere, cultivate a joyful spirit, and ensure that participants have fun while supporting a worthy cause. Teams have attended in bellbottoms, crazy shorts, knickers, movie-themed pants, and pants and shirts with wacky designs from plaids to polka dots.

The "bad pants" have certainly distinguished this golf tournament from others and helped draw a growing number of participants. For the first couple of years, only one golf course was needed. We needed two courses by the 10th year and three courses by the 12th year.

The originality and inventiveness of the event has positively impacted the fundraising goal. In 2018, the event exceeded its fundraising goal of \$500,000. Gross proceeds totaled \$521,397 while net proceeds totaled \$389,991—the 4th highest net amount raised in the 20-year history of the tournament.

- Evidence of volunteer involvement and leadership. (0 - 25 points)

A chairman and close to 20 committee members organize the tournament each year. Some committee members, known as "founders," have been serving since the tournament's inception, while others have been participating for over a decade.

The position of underwriter chairman was added in 2017. The individual in this role focuses on the income. This new position helped tremendously with the latest tournament, which was initially postponed because of damage from Hurricane Harvey on The Clubs of Kingwood where the tournament is held. However, even with the impact of Hurricane Harvey and people donating to other areas, the tournament still exceeded its goal.

Volunteers are critical for running the tournament on the day of the event. This year, the assistance of more than 60 volunteers made it possible for 340 golfers to play three courses in four and a half hours. A large portion of the volunteers come from the top two sponsors, CenterPoint Energy and Presenting Sponsor RBC Wealth Management. Some NICU nurses

also take the day off to volunteer at the tournament. They engage with sponsors and attendees and help spread the word about what the golfers' support makes possible for the patients and families they serve.

Each year, an awards dinner is held at the end of the event. Even the patients play a role in this part of the event. A patient story is shared so everyone can see firsthand the impact of their giving. Patient-painted awards are given to the first, second and third place teams for each course as well as to the teams with the "worst" pants. Closest to the pin, hole-in-one and longest drive prizes are also handed out. Culminating the awards ceremony is the presentation of the NICU nurse of the year award. Beck's Prime, a longtime event sponsor who provides fresh lunch on the course during the tournament, also provides a catered lunch to the winning nurse's team.

- Submission of both non-profit's budget and specific fundraising program budget are required.

See attached.