

Alumni Leader Best Practices

Bears and Blankets

Each year, over 9,000 children are admitted to WVU Medicine Children's Hospital, many facing severe health challenges in an unfamiliar environment. To provide comfort, the WVU Alumni Lone Star Chapter launched the Bears & Blankets program supporting the hospital's Child Life Program. In 2025, this initiative was expanded nationwide as a community involvement project for WVU Alumni Chapters. Through this effort, the WVU Alumni Association and its chapters will collect and donate bears and blankets to bring comfort to young patients during their hospital stay.

The objectives are to:

1. Raise awareness through a comprehensive marketing campaign
2. Full chapter participation
3. Engage alumni nationwide in supporting this cause
4. Set and meet donation goals each year



Get Involved

Enroll your chapter to participate by contacting Kaitlin Beegle at kaitlin.beegle@mail.wvu.edu



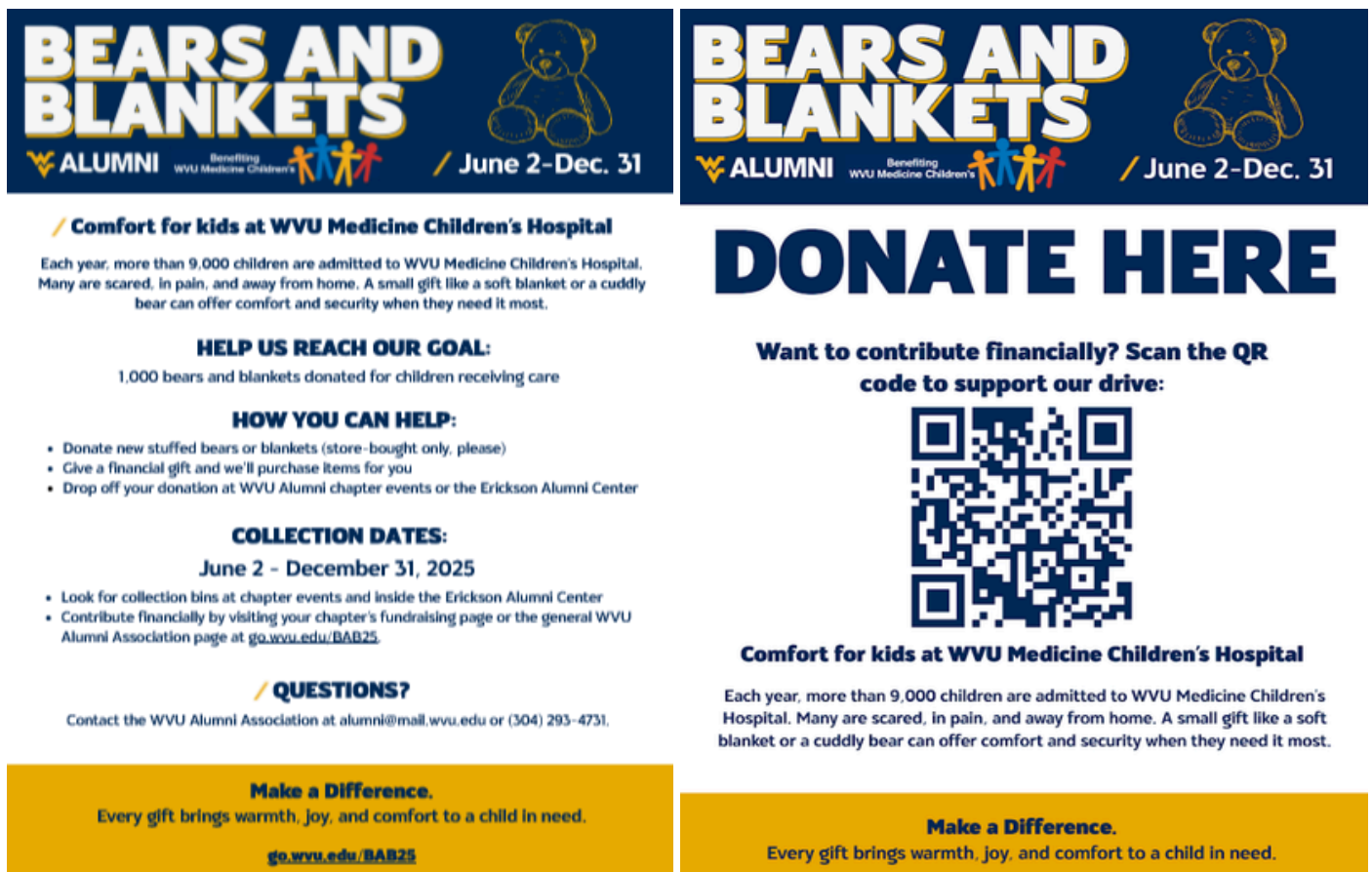
Ways to Donate

- **Item Donations:** Bring new bears and blankets to designated drop-off locations
- **Financial Contributions:** Donate through your chapter's WVU Foundation giving page ensuring your contribution is credited to your chapter

Leading Your Chapter's Impact

- Use the social media kit prepared for your chapter to communicate the program
- Share updates on chapter and personal social media channels
- Encourage and organize chapter and community participation
- Pursue media opportunities with local outlets

Examples of Bears & Blankets Information for use



BEARS AND BLANKETS
ALUMNI Benefiting WVU Medicine Children's Hospital / June 2-Dec. 31

Comfort for kids at WVU Medicine Children's Hospital

Each year, more than 9,000 children are admitted to WVU Medicine Children's Hospital. Many are scared, in pain, and away from home. A small gift like a soft blanket or a cuddly bear can offer comfort and security when they need it most.

HELP US REACH OUR GOAL:
1,000 bears and blankets donated for children receiving care

HOW YOU CAN HELP:

- Donate new stuffed bears or blankets (store-bought only, please)
- Give a financial gift and we'll purchase items for you
- Drop off your donation at WVU Alumni chapter events or the Erickson Alumni Center

COLLECTION DATES:
June 2 - December 31, 2025

- Look for collection bins at chapter events and inside the Erickson Alumni Center
- Contribute financially by visiting your chapter's fundraising page or the general WVU Alumni Association page at go.wvu.edu/BAB25.


QUESTIONS?
Contact the WVU Alumni Association at alumni@mail.wvu.edu or (304) 293-4731.

Make a Difference.
Every gift brings warmth, joy, and comfort to a child in need.
go.wvu.edu/BAB25

BEARS AND BLANKETS
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DONATE HERE

Want to contribute financially? Scan the QR code to support our drive:



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