Connecticut Children's Foundation Capital Campaign Case Statement

To compel major donors to give to Connecticut Children's largest-ever capital campaign, the Connecticut Children's Foundation wanted to make its case in a big, bold, beautiful way. This oversized brochure does just that…not with beanie babies and rainbows, but with heart-wrenching stories and eye-catching portraits of actual kids whose lives were saved by the scientific breakthroughs and expert care the system pioneers. Already this powerful brochure has helped to make the case and raise millions for the campaign — including one $50 million donation that represents the largest single gift ever to Connecticut Children's.