

Child Health Day 2020

By: Sierra Hoeger, Assistant Branding Director

On October 5, Iowa State Dance Marathon, along with other Dance Marathon programs across the country, celebrated Child Health Day.

Child Health Day is a day dedicated to raising awareness and funds for children battling life-threatening diseases. On October 5, ISUDM encouraged those not already involved with Dance Marathon to sign up for a team, create fundraisers on social media, spread the word about how to donate and raise awareness about the work Dance Marathon does and the impact it has.

Throughout the day, countless Facebook fundraisers were created and Instagram was flooded with stories of fundraising templates. The ISUDM team set up camp in the Campanile room in the Memorial Union, relentlessly tracking everyone's progress throughout the day.

Child Health Day served as the perfect opportunity for members to begin fundraising if they hadn't already. This year, ISUDM has implemented new fundraising strategies to ensure financial inclusivity for members.

Over the course of the day, ISUDM was among the top three schools in terms of fundraising and recruitment.

This year, funds raised on Child Health Day through ISUDM were donated to the Music Therapy Program at the University of Iowa Stead Family Children's Hospital in honor of miracle kiddo, Suzie Moorman.

Suzie passed away in August and served as inspiration for many Miracle Makers, which made Child Health Day even more special!

This year, ISUDM raised \$10,143.24 all FTK! ISUDM hopes to continue to honor the memory of Suzie Moorman, other angel kiddos and those currently battling life-threatening diseases.