



HOLLY'S HEARTLINE

EDITION #4
JUNE 2023

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Summer is around the corner but we've got football on our minds...

In our last newsletter, we mentioned that we were working on a few campaigns. Well, (drumroll please...) today is the day we are sharing THE WAVE CAMPAIGN!

Last year, one of our Board of Directors, Laura Thomson, told our team about a new tradition at her Alma Mater, University of Iowa. In 2017, the University of Iowa Stead Family Children's Hospital opened across the street from Kinnick Stadium, home to the University of Iowa Hawkeye football team. University of Iowa Stead Family Children's Hospital has an outstanding view of the stadium and so in an effort to send some inspiration to the patients, Krista Young shared an idea on social media suggesting that they wave to the patients during each game.

Guess what? The idea took off! At the end of the first quarter of each home game, 70,000+ fans, players, coaches and staff turn their attention to the hospital and wave to the patients. The patients wave back and for a minute these hospitalized children receive love, hope, encouragement, and connection. A true moment of Hawkeye solidarity!

This football season, Holly's Heart is honored to have an opportunity to deliver inaugural Iowa hospital gown replacements to UISFCH. Not only will their patients be clothed with love but they'll benefit from the patented design and the opportunity to get game-day ready just like the crowd below them. With yellow/gold pants, a black shirt with yellow/gold letters spelling out Iowa across the chest, these children won't feel like "the sick kid", they'll be part of the team!

Proceeds Benefit



**University of Iowa
Stead Family
Children's Hospital**

Will you join us in waving back?

Scan the QR Code or visit <https://hollysheart.org/pages/the-wave>



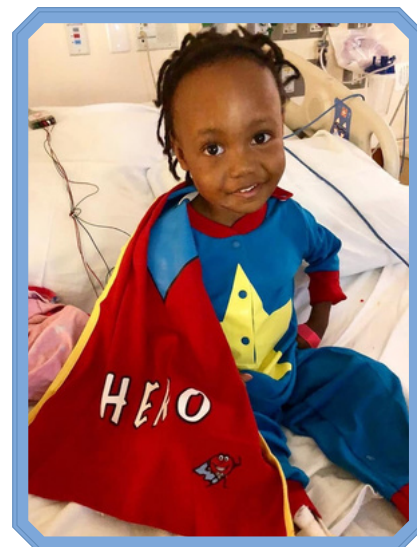


Partner Spotlight

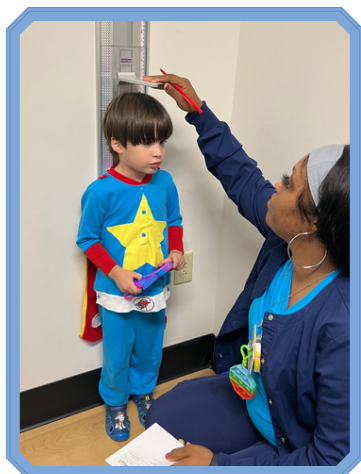
HEARTGIFT — www.heartgift.org —

HeartGift provides life-saving heart surgeries to children from around the world where specialized medical treatment is either scarce or nonexistent. With 1 in 100 babies born with a congenital heart defect (CHD) globally each year, we have the ability to impact a child's life and provide a lifetime of freedom from this disease.

In industrialized countries such as the United States, the corrective surgery is accessible and provided to those in need, regardless of financial capacity or geographic location. In 2000, HeartGift was founded to address this disparity and since its inception, it has served more than 800 children from 35 countries, with chapters in Austin, San Antonio, New Orleans and Houston.



“Where they live shouldn't determine whether they live.”



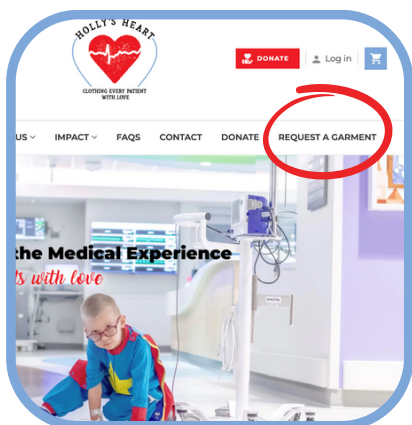
Did You Know?

Fun Spotlight: Superhero Cape

Our superhero garments have a cape that can attach to the garment via plastic snaps. For safety, the cape is only offered on sizes 18-24M and up.



NEW! Know someone who needs a garment?



We recently received a number of inquiries about how an individual could obtain a garment for their loved one who was not receiving care at a partner hospital. We are excited to share our new Request a Garment Process! We would love to send a garment directly to your loved one if our inventory allows.

Please visit the "Request a Garment" page located in the navigation bar of our website. When you're ready, simply complete the form and we will be in touch with the status of your request.

Our organization is funded completely through generous donations. Although not required, if you would like to cover shipping costs for the delivery or make a general donation, you can do so on the "Donate" page of our website.