



**The 2009 Daniella's Journey by the Sea -  
A 5K Run, Walk and Kid's Fun Run  
Sunday April 26, 2009  
Hollywood North Beach Park, Hollywood FL**

*"...The seagulls are my friends who have always been by my side. I am the sailboat, sailing my journey through good and bad times. My journey has changed my life forever."*

■  
■ Author: Daniella Folleco, age 11

Dear Friend,

The 2<sup>nd</sup> annual **Daniella's Journey by the Sea – A 5K Run, Walk and Kid's Fun Run** to honor Daniella K. Folleco will be held on Sunday April 26, 2009 at Hollywood North Beach Park, located at 3501 North Ocean Drive, Hollywood, Florida.

When Daniella was hospitalized, she wished to feel the sun on her face, be surrounded by greenery and listen to the sounds of trickling water. Last year's event raised nearly \$100,000 of the \$350,000 needed for the creation of an atrium in the new Joe DiMaggio Children's Hospital and the realization of Daniella's wish.

Please join us in the creation of this special place for children by becoming a sponsor of this wonderful event. Opportunities exist at a variety of gifting levels. Our goal for this year is to surpass the amount raised last year; as well as host a terrific experience for athletes of all levels and ages, including the littlest ones. Split Second Timing will again be this year's organizer, and we expect to exceed the nearly 1,000 athletes who participated last year.

We consider ourselves extremely fortunate to have the support of this wonderful community. Together, we will provide children a place of peace and refuge during the difficult times of hospitalization.

Thank you for your interest in the **2009 Daniella's Journey by the Sea – A 5K Run Walk and Kid's Fun Run**. Your tax deductible donation can be made directly to *Daniella's Journey at Joe DiMaggio Children's Hospital Foundation*. To learn more about Daniella, please see the accompanying biography or visit [www.daniellasjourney.org](http://www.daniellasjourney.org)

Most Sincerely Yours,

Andres, Italia and Alexandra Folleco

*Daniella's Journey Inc.*

*is a non-profit 501(c)(3) status pending organization founded to continue the legacy of giving initiated by Daniella K. Folleco.*

*Mission Statement*

*To honor and remember Daniella by easing the long hospitalization days of children, their families and friends, and assisting young people by cultivating the academic and charitable qualities exemplified by Daniella.*

♥ Visit [www.daniellasjourney.org](http://www.daniellasjourney.org) ♥ ♥ Visit [www.daniellasjourney.org](http://www.daniellasjourney.org) ♥



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A 5K Run, Walk and Kid's Fun Run  
Sunday April 26, 2009  
Hollywood North Beach Park, Hollywood, FL  
Sponsorship Opportunities**

**Presenting Sponsor - \$25,000**

- Presenting sponsor of the 2009 Daniella's Journey 5K Run, Walk and Kid's Fun Run
- Opportunity to speak and officially start the race
- Your corporate banner displayed at race
- Logo displayed on race bibs
- Logo displayed on T-shirts and promotional material\*\*
- Logo or name displayed on sponsor board
- Special recognition at the post-race awards ceremony and 2 water-stops
- Public address announcements throughout the event
- VIP parking
- Logo and link displayed on Daniella's Journey website
- Recognition in event press releases

**Orca Sponsor - \$10,000**

- Your corporate banner displayed at race
- Logo displayed on race bibs
- Logo displayed on T-shirts and promotional material\*\*
- Logo or name displayed on sponsor board
- Special recognition at the post-race awards ceremony and 2 water-stops
- Public address announcements throughout the event
- VIP parking
- Logo and link displayed on Daniella's Journey website
- Recognition in event new releases

**Narwhal Sponsor \$5,000**

- Logo displayed on t-shirts and promotional material\*\*
- Logo or name displayed on sponsor board
- Special recognition at the post-race awards ceremony and 2 water-stops
- VIP parking
- Logo displayed on Daniella's Journey website

**Minke Whale Sponsor \$2,500**

- Logo or name displayed on sponsor board
- Logo or name displayed on t-shirts\*\*
- VIP parking
- Daniella's Journey website recognition

**Bottlenose Dolphin Patron \$1,000**

- Logo or name displayed on sponsor board
- Logo or name displayed on t-shirts\*\*
- Daniella's Journey website recognition

**Speckled Porpoise Patron \$500**

- Daniella's Journey website recognition
- Logo or name displayed on t-shirts\*\*

**Dall's Porpoise Patron \$250**

- Daniella's Journey website recognition

\*\*Sponsorships received after March 30, 2009 may not receive recognition, subject to process deadlines.

Donations can be made directly to: *Daniella's Journey* at Joe DiMaggio Children's Hospital Foundation Attention: Don Eachus  
3711 Garfield Street, Hollywood FL 33021 - Telephone: 954- 265-7255 / email: [deachus@mhs.net](mailto:deachus@mhs.net)



# Daniella's Journey by the Sea - A 5K Run, Walk and Kid's Fun Run

A Benefit for *Daniella's Journey* at Joe DiMaggio Children's Hospital  
Sunday April 26, 2009  
Hollywood North Beach Park  
Hollywood, FL

## Sponsorships

*Presenting Sponsor	\$25,000	<input type="checkbox"/>	*Bottlenose Dolphin Patron	\$1,000	<input type="checkbox"/>
*Orca Sponsor	\$10,000	<input type="checkbox"/>	*Speckled Porpoise Patron	\$500	<input type="checkbox"/>
*Narwhal Sponsor	\$5,000	<input type="checkbox"/>	Dall's Porpoise Patron	\$250	<input type="checkbox"/>
*Minke Whale Sponsor	\$2,500	<input type="checkbox"/>			

## Gifting Opportunities

Raffle Item: \_\_\_\_\_ Other Generous Gift: \$ \_\_\_\_\_  
In-kind sponsorship: \_\_\_\_\_

\*Please email camera ready logo (.eps) to [afolleco@comcast.net](mailto:afolleco@comcast.net) by March 15, 2009

Sponsor/Donor name: \_\_\_\_\_

Name as it is to appear on Sponsor Board (if applicable):  
\_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, and Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

- Enclosed is a check for \$ \_\_\_\_\_ made payable to *Daniella's Journey* at Joe DiMaggio Children's Hospital Foundation
- Please charge my:    VISA    MasterCard    American Express

Cardholder name: \_\_\_\_\_

Account number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Amount \$ \_\_\_\_\_ Signature: \_\_\_\_\_

Please return to:    *Daniella's Journey* at Joe DiMaggio Children's Hospital Foundation  
Attn: Don Eachus  
3711 Garfield Street  
Hollywood, FL 33021



## *Daniella*

Daniella was a kind, vivacious and happy nine year-old who always greeted you with a splendid smile. In May of 2004, she began to experience a persistent leg pain and was diagnosed with osteosarcoma, a rare and aggressive form of bone cancer. The next 15 months following her diagnosis were spent in and out of the hospital; but even so, Daniella never lost her smile.

Throughout her treatment, she showed a resolve and a commitment far beyond her years. At age 9, while in the midst of her treatment, she became a fundraiser for others in need. She made and sold bracelets, and her efforts raised \$4,000 for the Love Jen Fund of Joe DiMaggio Children's Hospital Foundation and the Breast Cancer Center at Memorial Regional Hospital. Her smile graced the covers of promotional material for the hospital, she spoke at benefits, made a television commercial, and gave interviews on their behalf. In May 2007 Joe DiMaggio Children's Hospital Foundation nominated her for the Youth Philanthropist of the Year Award.

Through all of this, she not only kept up with her schoolwork, but she excelled. She returned to school full time in the fall of 2005 where her leadership skills and courage were acknowledged by her peers, and she was elected President of the Pine Crest Lower School Student Council. She loved learning, and Pine Crest School was the perfect venue for her to indulge in her passion. That year she was chosen to attend the Junior National Leadership Conference in Washington DC, and she achieved membership in the Junior Beta Honor Society for her academics the following year.

Then in the spring of 2007, the unthinkable happened. Daniella began to experience shortness of breath and she became increasingly fatigued. She returned to the hospital and was diagnosed with heart failure; a complication of Adriamycin, one of the chemotherapeutic agents used to cure her of the cancer. As she was only two and one-half years out of cancer treatment, she was not eligible for a heart transplant. Despite aggressive medical therapy, her heart function continued to decline. Daniella died August 5, 2007.

Daniella was an exceptional young person who in her short life touched the souls of many others. Despite her significant challenges, she was a gifted student who reveled in the art of learning. She taught us to believe in the strength and power of love, understood the healing powers of a smile, and she always cared for others. To continue her legacy of giving, two programs have been established in her honor: *Daniella's Journey at Joe DiMaggio Children's Hospital*, and *The Daniella K. Folleco Scholarship Fund at Pine Crest School* in Fort Lauderdale Florida.

These programs were chosen to reflect Daniella's ideals. Daniella's hospital stays kept her indoors for extended periods of time, and she longed to feel the warmth of the sun on her skin and be surrounded by the sounds of nature. Could this be possible within a hospital? We believe it can. An area within the new Joe DiMaggio Children's Hospital where children can see and feel the sun, be surrounded by greenery and listen to the sounds of trickling water is envisioned. This will be a safe haven for the uplifting of mood and the healing of the soul. At Pine Crest School, an endowed scholarship fund has been established to provide financial assistance to a young person with Daniella's academic abilities and passion for learning. This scholarship will allow the recipient to experience the academic opportunities upon which Daniella flourished.

### *Daniella's Journey*



*"I was diagnosed with osteosarcoma in 2004. Over a period of two years, I have gone through chemotherapy and multiple surgeries. The beach has always been a place I love to go. It is a peaceful, fun place. My drawing represents the journey of healing I have had to endure. The waves are the rough times, and the sand is the calmer times. The palm trees are my doctors who keep me healthy and strong. The seashells represent all the big and small things that the people at the hospital did for me. The seagulls are my friends who have always been by my side. I am the sailboat, sailing my journey through good and bad times. My journey has changed my life forever."*

*Artist and Author: Daniella Folleco age 11*