

Denver Tri Delta Alumnae Philanthropy
The Children's Hospital Center for Cancer and Blood Disorders

In the spring of 1973, the Denver Tri Delta alumnae held their first "*It's a Child's World*" luncheon-fashion show to raise funds for the cancer center at Denver's Children's Hospital. Our philanthropy was established when the daughter of one of our members was diagnosed with leukemia. When asked what we could do to help, we found that children with cancer had many needs. Not only did Children's Cancer Center need additional funding, but there was also a desperate need for volunteer blood donors.

For the next five years, we worked directly with the American Cancer Society to provide new volunteer blood donors. We established a speaker's bureau to recruit blood donors, and headed a huge multi-year publicity phone-in campaign benefitting all of Colorado's blood donor centers. These campaigns made Colorado a 100 percent volunteer blood donor state. Tri Delta members not only became blood donors, but also volunteered in the Children's Hospital blood bank to call in and interview donors every week-day.

Each year our "*It's a Child's World*" philanthropy event grew larger, multi-faceted, and more outstanding with up to 700 people attending. From the beginning of our endeavors, we were a major supporter of Tri Delta's national philanthropy "Children's Cancer Charities".

In 1991 we established a formal Tri Delta endowment within The Children's Hospital Foundation to provide an annual distribution of at least \$50,000 to Children's Center for Cancer and Blood Disorders in perpetuity. As of 2011, our Tri Delta endowment has net assets over \$1.5 million. Distribution funds to the Cancer and Blood Disorder Center have been, and are being used for treatment, research, fellowships, clinical programs, and the patient/family support fund.

The "*It's a Child's World*" Grand Finale Event, was held 33 years after the first, in April 2006. With hundreds of guests in attendance, we reached our million dollar moment. It was wonderful to have the original organizers of our philanthropy come from many states to see our fantastic finale.

In the spring of 2007, the Denver chapter introduced our new event, "*Taste of Tri Delta*" continuing to benefit our endowment at The Children's Hospital. Each year a dinner and silent auction is presented with a different theme and held in a different venue. This April, we will hold "*Taste of Tri Delta, Treasures Under the Sea*" at the Denver Aquarium. Our goal is to make a difference in the lives of children with cancer, both now and in the future. We feel with our endowment, we have achieved this goal.