



5660 E. Franklin Road Suite 200, Nampa, ID 83687 Phone (208) 465-9966 Fax (208) 465-2922

KQBL-HD3 Issues & Programming October-December 2020

Iliad Media Group, and KQBL-HD3 are committed to serving our community. Attached are ways that we helped to serve our community in the 4th quarter of 2020.

- Saint Alphonsus Festival of Trees
- Saint Alphonsus Coffee for a Cure
- Leukemia & Lymphoma Light the Night Walk
- Info Trak



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Saint Alphonsus Festival of Trees 2020

Goal: Saint Alphonsus hospital hosts the annual “Festival of Trees” every year. The goal every year is to raise money to improve healthcare in the Boise valley. The goal this year was to to raise money to support St Alphonsus’ COVID-19 Relief & Response fund, which has helped local COVID-19 patients.

Iliad Media Group supported the Festival of Trees by donating radio commercials, live and recorded on air promos, social media and web support.

From Nancee Baken with the Saint Alphonsus Foundation:

“We are utterly in awe of the goodness of our community. YOU chose to show your light by supporting our COVID-19 Relief & Response fund, benefiting people and programs impacted by the novel virus that has changed our world. We know that together, we raised a net \$502,000 for continued clinical education for our colleagues and the community. We are infinitely grateful.”



Dear James and our other 451 Festival of Trees Friends,

Who knew that 2020 would bring unprecedented use of the word "unprecedented," that "you're on mute" would be one of the most commonly uttered phrases in English, and that NO language around the world would be able to describe the twists, tragedies and triumphs from this past year?

Who knew that we would turn our homes into offices and that handshakes and hugs would be discouraged? Who knew that our kids would wear masks (with less kicking and screaming than grownups) and that grocery delivery would become the standard way to get a gallon of milk? Who knew that big weddings would become intimate affairs and that stock in Netflix would soar?

Who knew small businesses, restaurants and entrepreneurs everywhere would suffer such hardship and close their doors, while senior homes would prevent loving family members from walking into theirs?

Who knew that there would also be bright spots? Who knew the list of chores around the house would finally get done, that we'd actually meet a few of our neighbors, and that reduced commuting would bring cleaner air? Who knew that we'd come to appreciate what we've always taken for granted: the aunt who can sew a cloth mask, the teacher who nurtures students beyond curriculum, the co-worker who shares sour dough starter, and your trusty, favorite athleisure wear?

Who knew that after 36 years of an annual holiday tradition, loyal friends to the Saint Alphonsus Festival of Trees would show up – in a big way - to an event that wasn't really an event? Who knew that newcomers to the community would support an online auction with such enthusiasm and generosity?

We didn't. We didn't know any of these things. Here's what we know now: we are utterly in awe of the goodness in our community. We know you're amazing. YOU chose to show your light by supporting our COVID-19 Relief & Response fund, benefiting people and programs impacted by the novel virus that has changed our world. We know that together, we raised a net \$502,000 for continued clinical education for our colleagues and the community, and funding innovations in telehealth for patients, families and caregivers. We now know – with more conviction than ever before – we can call you a friend, and we are infinitely grateful.

On behalf of our doctors, nurses, and all the caregivers and teams at Saint Alphonsus who have been working tirelessly to serve you and your loved ones in the fight against Covid-19, thank you. Thank you for standing with us. **Thank you for lighting up goodness.**

With warm wishes of hope, happiness and health this Christmas and throughout 2021,

Gary Raney
SARMC Foundation Board Chair

Nancee Bakken
Foundation Officer

Debbie Hamilton
Special Events & Projects

Jill Aldape
SAHS Philanthropy





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Leukemia & Lymphoma Society's Light the Night Walk 2020

About every three minutes, a person in the United States is diagnosed with a blood cancer. Every nine minutes, someone dies from one.

The Leukemia & Lymphoma Society's Light The Night Walk brings light to the darkness of cancer by funding lifesaving research and support for people battling cancer.

Iliad Media Group donated radio commercials and social media support to support the 2020 LLS Light The Night Walk on October 22nd. The goal of the Walk is to celebrate, honor and remember those touched by cancer. We also raised funds to support cancer research.

The work that LLS is doing in blood cancers not only is advancing lifesaving treatments and cures for the 1.3 million Americans with a blood cancer, but, importantly, it is helping patients with other cancers, including bone, prostate, brain, breast and ovarian cancers.



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Saint Alphonsus & Human Bean's Coffee For A Cure

Iliad Media Group donated advertising and social media mentions to support the St. Alphonsus and Human Bean's annual breast cancer fundraising event, Coffee for a Cure. All proceeds on this day from all of their locations are donated to St Al's breast care center. This year, St. Alphonsus also had their mobile mammography unit on site to offer mammograms. This year, more than \$20,000 was raised to support local breast cancer services.