

WHAM 2021 community events

Tails of Hope Telethon

March 6

WHAM hosted this annual six-hour broadcast in support to the Human Society of Greater Rochester. The event helps build awareness for the organization's animal rescue programs and to encourage adoptions. This year's telecast resulted in a record \$535,000 in contributions.

Scott's Donor Drive

May 31

WUHF/WHAM Meteorologist Scott Hetsko is a heart transplant recipient. In commemoration of his lifesaving transplant, the stations teamed up with the American Red Cross and Shawn's Heroes for Life for the third annual Scott's Donor Drive. The family fair, featuring kid friendly activities, encouraged visitor to give blood and consider becoming an organ donor. 58 units of blood were collected.

Kickoff for Kids Gala

Oct. 29

WHAM produced and broadcast Golisano Children's Hospital virtual gala, helping to raise awareness of the good work and medical advances taking place in pediatric care at the University of Rochester Medical Center. The live, hourlong program resulted in more than \$1.2 million in contributions to the hospital.

Pirate Toy Fund Toy Drive

Nov. 26 – Dec. 4

WHAM/WUHF organized its annual toy drive to benefit the local non-profit Pirate Toy Fund. Advance on-air promotion encourages viewers to participate, and daily news coverage of the drive builds momentum for this event. Each year the drive collects more than 20,000 toys for area needy kids.