



THE 2024 CMNH
PARTNERSHIP GUIDE FOR

difference makers



Children's
of Alabama®



Children's
Miracle Network
Hospitals



Children's of Alabama
was among the first
hospitals to join
Miracle Network in

1983



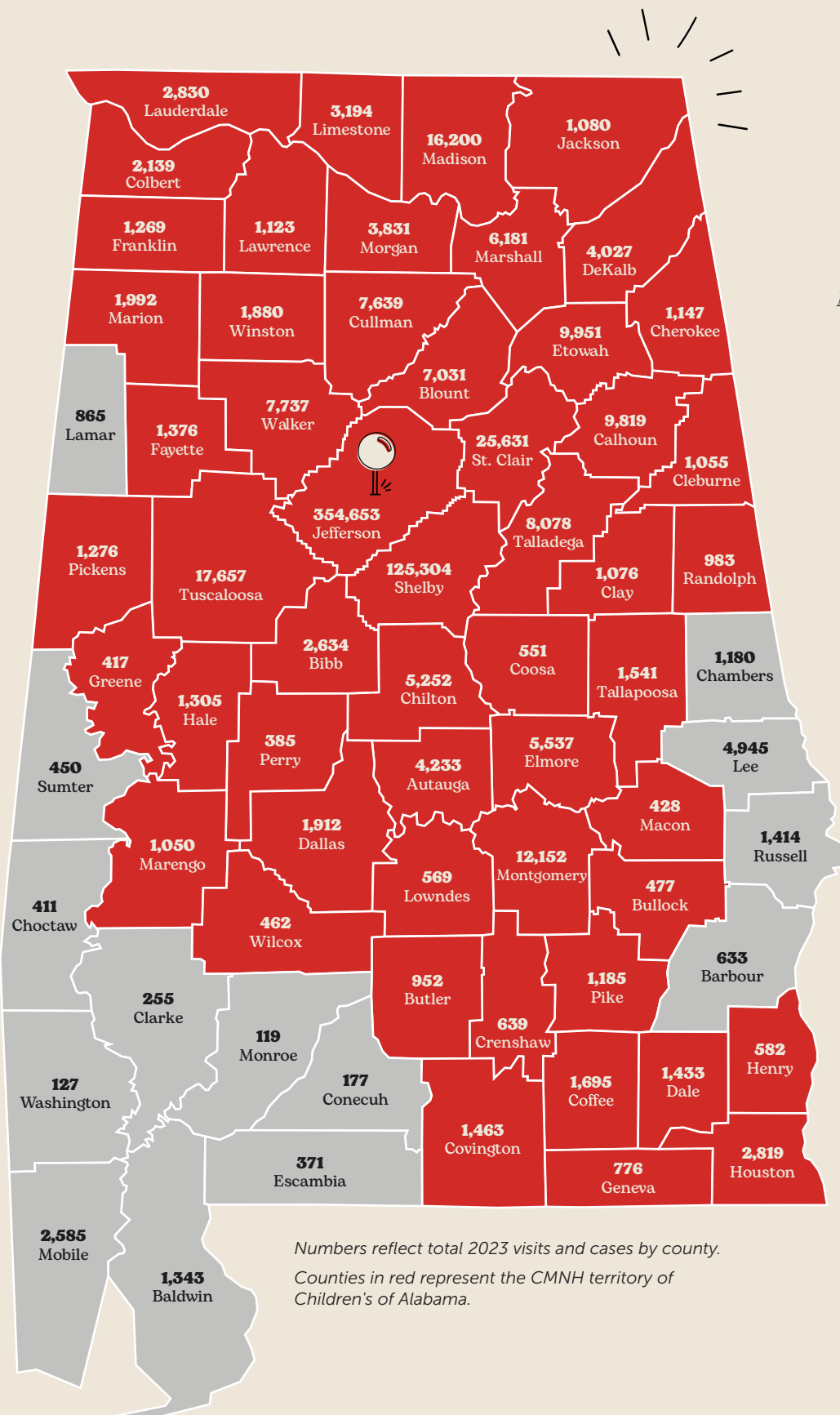
YOUR CMNH HOSPITAL



Your CMNH Hospital

Since 1911, Children's of Alabama has provided specialized medical care for ill and injured children, offering inpatient, outpatient and primary care throughout central Alabama. Ranked among the best children's hospitals in the nation by U.S. News & World Report, Children's serves patients from every county in Alabama and nearly every state. Children's is a private, not-for-profit medical center that serves as the teaching hospital for the University of Alabama at Birmingham (UAB) pediatric medicine, surgery, psychiatry, research and residency programs. The medical staff consists of UAB faculty and Children's full-time physicians as well as private practicing community physicians.

Children's of Alabama was among the first hospitals to join Children's Miracle Network Hospitals (CMNH) in 1983 and since then more than \$65 million has been donated to Children's through CMNH.



Numbers reflect total 2023 visits and cases by county. Counties in red represent the CMNH territory of Children's of Alabama.



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Community Coordinators



D'Ariya Larry

What started as a sinus infection for D'Ariya Larry in the early part of 2022 became a life-threatening situation. At 11 years old, she was diagnosed with bilateral subdural empyema and underwent emergency brain surgery. As a result of the brain infection, D'Ariya temporarily lost her ability to walk, speak and eat. Her memory also was affected, and she began experiencing the onset of seizures.

Ultimately, she spent 33 days in the hospital, receiving speech, occupational and physical therapy. Her loved ones and the staff at Children's helped her get through it. She also found hope through her hobby of making affirmation bracelets, which she now hopes to turn into a business one day. Eventually, D'Ariya was able to return to school, pageants and piano lessons. D'Ariya's mom, Rashaun, says the family will forever be grateful to Children's.



Timothy Walley

When Jamie and Stephanie Walley first met their adopted son, Timothy, he was a very sick 5-month-old, removed from his home in Mississippi, and taken by the Department of Human Services to the hospital. His poor health was caused by congenital nephrotic syndrome Finnish type, a rare genetic condition that progresses rapidly to end-stage kidney disease.

Doctors told the Walleys that Timothy would ultimately need a kidney transplant. He received one in September 2022 and was soon feeling better than ever. "He's done amazing ever since. He's a totally different child, living a totally different life." The Walleys continue to rely on the Children's nephrology team as Timothy's health improves, and have moved to the Birmingham area to be closer to Children's for Timothy's regular appointments. Timothy's thoughts on what he has overcome reflect the goal of all care providers at Children's: "I'm finally a normal kid, like my friends."



Harmony Cooper

Harmony was diagnosed with sickle cell disease when she was only 2 weeks old. She was referred to Children's of Alabama, home of the Alabama Center for Childhood Cancer and Blood Disorders, which provides care for more than 1,000 infants, children and adolescent patients with sickle cell disease. Harmony was prescribed penicillin to manage the disease and began twice-a-month appointments with Children's hematologist-oncologist, Dr. Jeffrey Lebensburger, for blood work and blood count monitoring.

Thanks to a clinical trial at Children's of Alabama, Harmony Cooper is now an active 8-year-old who thrives despite her diagnosis. Harmony's mom, Briona Leonard, says the trial medication, hydroxurea, improved her overall health. Still on it today, Harmony continues to do well, and she's able to participate in athletic activities like cheerleading and tumbling. She visits Children's only once every three months for bloodwork.

Cole Murphy

When Cole Murphy began experiencing persistent fevers, his parents initially attributed it to a normal 3-year-old's interactions with other children at preschool and church. But when he fell out of bed during the night and couldn't walk the next morning, his mom called the pediatrician.

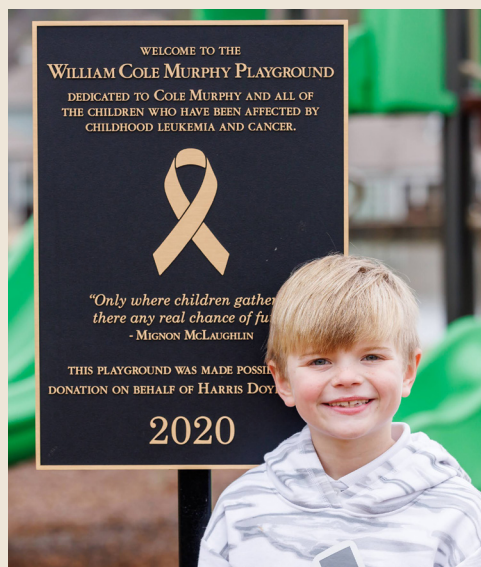
"The nurse said, 'You need to get him to Children's right now,'" said Madison Murphy, Cole's mother. Before the day was out, he was diagnosed with leukemia.

Doctors needed only 28 days to get him into remission, but it took nearly four years of treatment to make sure he stayed there. Along the road, he endured chemo, spinal taps, bone marrow tests, home injections and innumerable labs and tests. His medical care team at Children's of Alabama became like family, not just to Cole but to his parents and siblings as well.

Madison is grateful for the doctors and nurses who saw them through the journey. "We are so, so lucky to live close to the hospital," she said. "They have a nurse's hotline, and if he had a fever at 4:00 a.m., they would call me back in 10 minutes and tell me whether to go to the hospital or not. All the nurses were just fantastic, and I can't say enough good things about Dr. [Ana] Xavier."

Xavier, a hematologist and oncologist at Children's, once asked for a sewing kit and reattached the tail to Cole's stuffed monkey during their clinic. "She would play cards and color with him," Madison said.

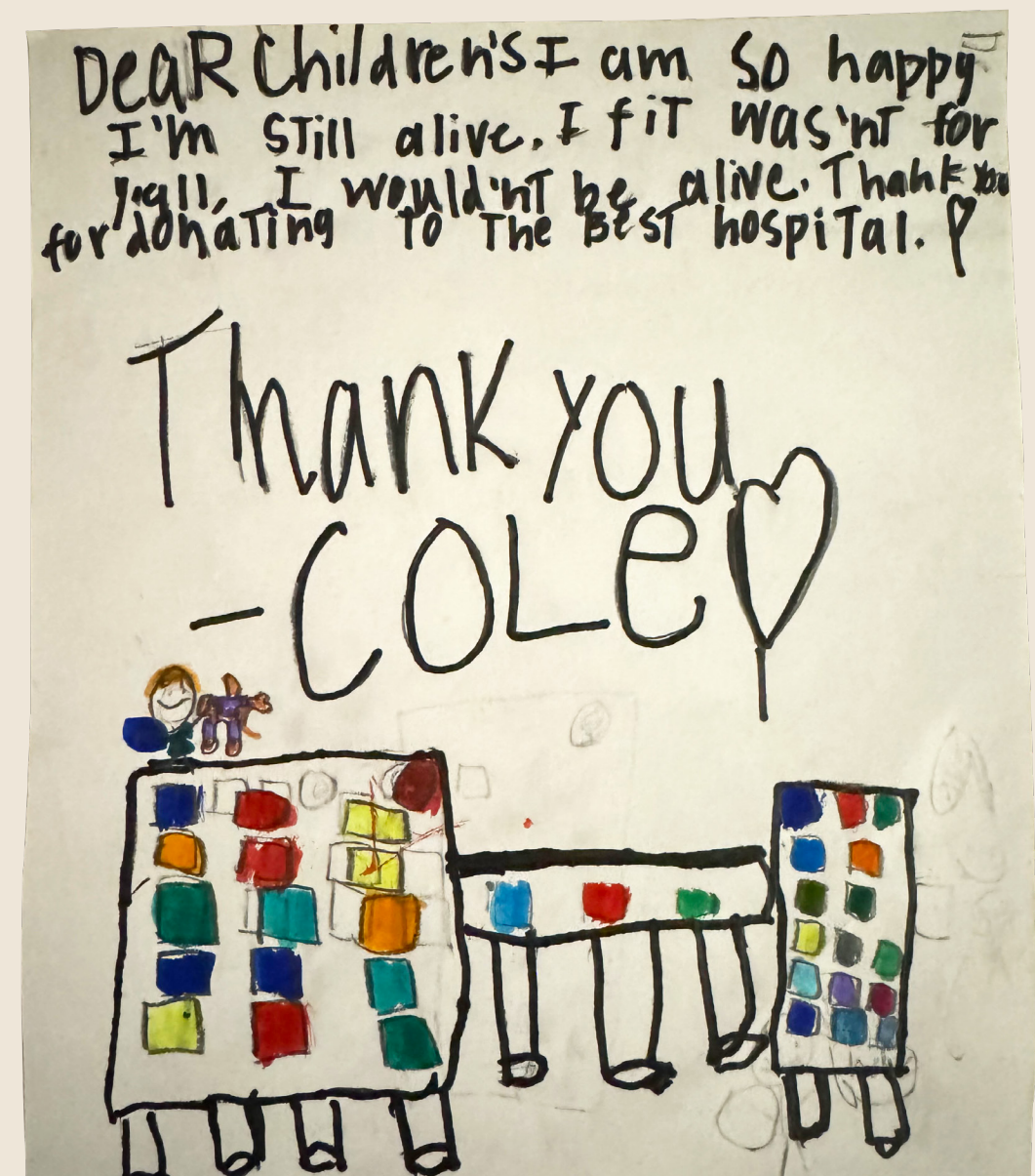
"Cole is a beautiful, strong, resilient, happy boy who tackled leukemia with the same determination he plays his so many beloved sports," Xavier said. "Like Cole, his parents and siblings are an inspiration to all of us. As a doctor, I am very thankful for their trust in my care and for allowing me to be part of such a difficult journey."



Madison was particularly grateful for the Child Life Specialists, who took the time to explain to Cole's older brother what was going on and what to expect. "They were just amazing. Whether your child ever needs counseling or toys, the child life specialists will come into the room and provide whatever is needed."

Cole's clinic visits have gradually tapered off as he moves further out from his treatment and into remission. "It's crazy to me because I love it there, and it gives me so much comfort. Going to clinic gives me peace of mind that he is still in remission and still doing OK. If he runs a fever or feels bad, I know we'll go to clinic soon. If we ever do have a concern, they'll do tests and scans or whatever we need for peace of mind. They are so much like family."

A letter from Cole:



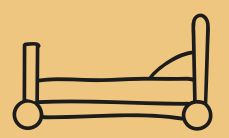
Children's of Alabama

How your dollars make a world of difference

has an average of **200 ER visits** each day & over 73,000 per year



is licensed for **332 patient beds** & 48 NICU bassinets to best serve our patient populations



received **1,057 patients** via critical care transport in 2023



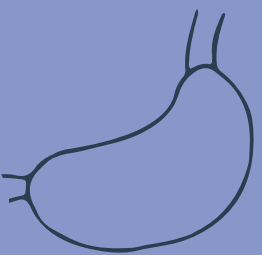
treats **+90% of children** with cancer & blood disorders in the state of Alabama



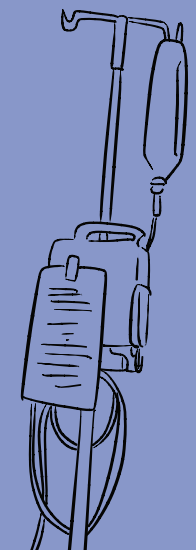
is the **only free-standing medical center** in the state of Alabama that is dedicated solely to children



completed **22 solid organ transplants** throughout 2023



is the **only pediatric dialysis** center in the state of Alabama



uses more than **20,000 Band-Aids** throughout the hospital every year



employs **29 Child Life Specialists & 6 teachers** to meet the wide ranging needs of our patients & families



Provides specialized psychosocial and emotional care for our patients and families in the hospital setting through our **Child Life & Education** program



Offers spiritual support and resources to the patients and families we serve with the help of our clinically trained and certified **Spiritual Care** chaplains



Gives our families the resources and support they need in times of crisis—our **Social Services** team empowers and advocates for our patients and families



Invests in state-of-the-art **equipment and technology** to better equip our medical staff and provide the best possible treatment for our patients

Campaign Best Practices

SHOWCASE YOUR MATERIALS

Display patient stories or wear patient buttons to draw your customers' attention to the cause you are supporting. Seeing the face of a child they can help makes a big impact!

KNOW YOUR WHY & SHARE IT

Whether you have a personal connection to Children's or feel inspired by our patient stories, share your "why" with your teammates and customers. Consider writing down your reason for helping and place it somewhere that will remind you why you are asking for donations.



MAKE IT MANAGEABLE

Divide your fundraising goal among employees and give recognition or incentives to those who reach their goals. If you experience donor fatigue, consider changing your ask or switch to a Round Up.




CELEBRATE YOUR SUCCESS

Always make sure to celebrate the impact you are having on Alabama's kids! Whether you have several donations in one day, achieve a weekly challenge or reach the overall campaign goal—celebrate your team's successes!



Good to know

While asking for donations may not come naturally at first, remember what the data shows:

-  97% of consumers feel better about their retailer after giving back to their community at the register.
-  74% of employees say their job is more fulfilling when they are given an opportunity to make a positive impact at work.
-  4 out of 5 customers don't mind or even enjoy being asked to give back at the register.



You are a difference maker!

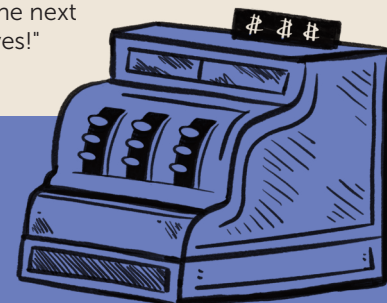


Making the Ask

Partners who are the most successful follow this simple rule: **Ask every customer, every time.** Studies show that customers don't mind when you ask them to donate—they feel good about supporting a cause in their community! Just by asking, you provide that opportunity.

WHAT IF THEY SAY NO?

Don't sweat it! They may have already donated or may support another cause. It's not a reflection on you or your campaign. The next person may say "yes!"



Ways to ask: "Would you like to..."

- ... donate today to help kids treated at Children's of Alabama?
- ... donate \$1 to Children's of Alabama?
- ... round up your purchase total to help kids at Children's of Alabama?
- ... donate your change to Children's of Alabama?
- ... donate to help kids like _____ (patient whose picture you are displaying) at Children's of Alabama?



Your CMNH coordinator is here to help.

We are here to help you have a successful campaign. Reach out if you need materials, ideas, motivation or if you'd like help educating your team about Children's of Alabama.

Together, we can make a world of difference.



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**Don't miss out on what's
happening at Children's!**

Scan the QR to sign up for emails
with patient stories, campaign
tips, and event invitations.