

For Brighter Futures



2023 Partnership Guide



Children's
of Alabama®



Children's
Miracle Network
Hospitals®

Your Children's Miracle Network 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 \$60 million has been donated to Children's through CMNH.



Children's
of Alabama®

Meet Your Children's Team

TEXT KIDSAL TO 74121
TO LEARN WHICH CMN
HOSPITALS COORDINATOR
WORKS WITH YOUR LOCATION!



Emily Hornak
Director, CMN Hospitals
(205) 638-5841



Carmen Maddox
Regional Manager
(334) 333-5876

Community Coordinators



Jamie McLynn
(404) 312-3847



Laura Dunaway
(256) 318-9747



Crawford Daniel
(205) 370-6091



Charlie Ann Shepard
(225) 933-1953



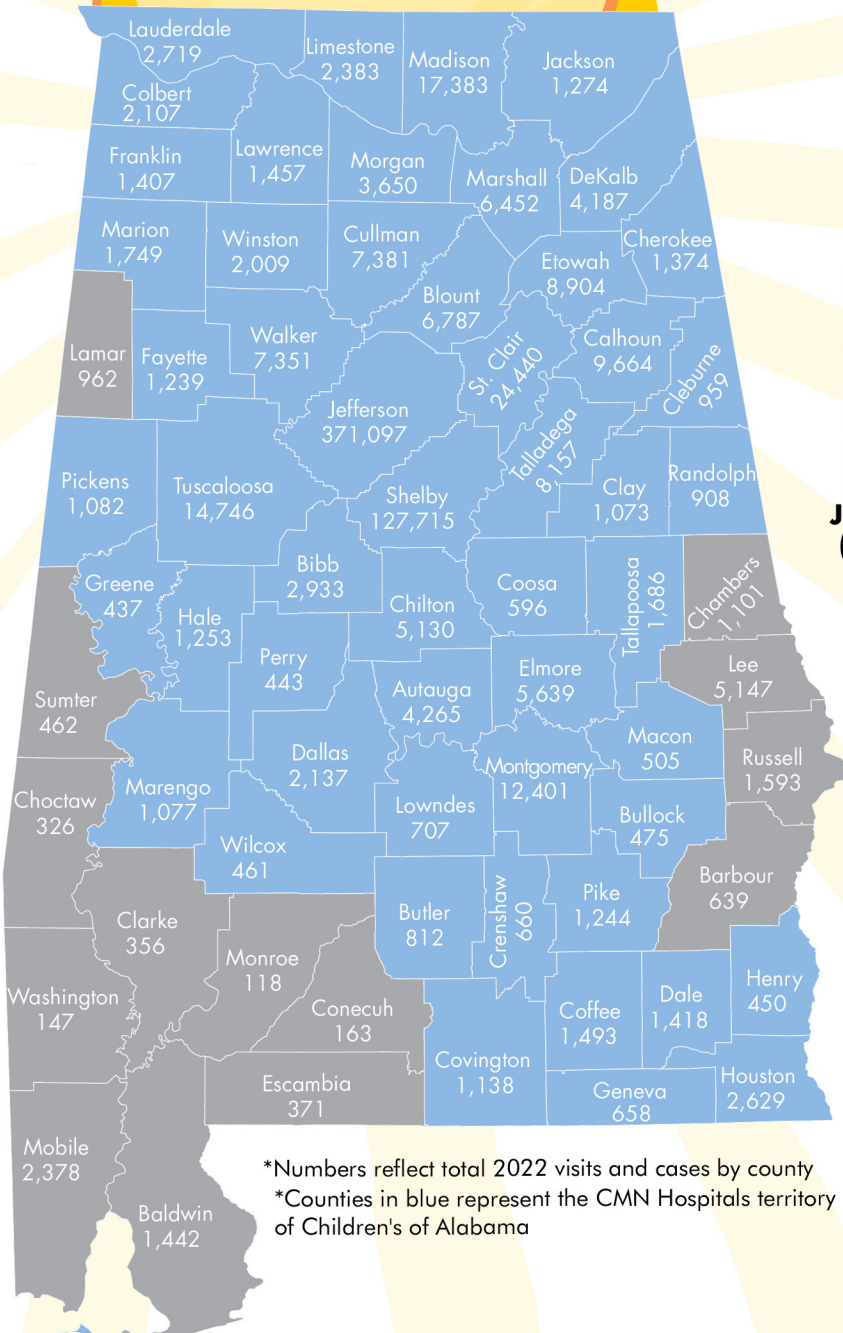
Grace Graffeo
(205) 529-9455



Delaney Haase
(904) 415-2999



Carson Reeves
CMN Hospitals Intern
(205) 718-0255



*Numbers reflect total 2022 visits and cases by county
*Counties in blue represent the CMN Hospitals territory
of Children's of Alabama



Celebrating Brighter Futures

In the process of her adoption, Lucy's family learned she had been born with cleft lip and palate. Upon her arrival, they knew they were going to Children's Adoption Clinic and the Cleft and Craniofacial Center. With many cleft lip and palate repair surgeries now under her belt, Lucy continues to work with hearing and speech therapists at Children's to improve her speech. There may be more surgeries to come in her future. But for now, the family is enjoying the significant progress she has made and that their family is now complete.



Lucy

AGE 8, CLEFT LIP AND PALATE;
HEARING AND SPEECH PATIENT



Lucy serves as
the 2023 CMNH
Local Champion for
Children's of Alabama
and wants to be
a nurse when she
grows up!

Scan the QR Code
to Watch Lucy's
Champion Video





Alie Ana, Mila & Alexandra

AGE 5, SPEECH THERAPY PATIENTS

When Adam and Becky Reese decided to get speech therapy for their adopted triplets, Alie Ana, Mila and Alexandra, they took them to Children's of Alabama. "We knew we would get the best help for our girls at Children's," Becky says. They were amazed by the results—first when the girls were 2, then again when they were in preschool. The progress both times was so significant, Becky even calls it lifec hanging. "It takes a village when it comes to raising children, and I'm so thankful to have Children's of Alabama as a part of ours."

Cole

AGE 7, PRE B-CELL ACUTE LYMPHOBLASTIC LEUKEMIA PATIENT

When Cole Murphy began experiencing persistent fevers, his parents initially attributed it to a normal 3-year-old's interactions with other children at pre-school and church. But when he fell out of bed during the night and couldn't walk the next morning, his mom, Madison Murphy, called the pediatrician. The nurse told her to take Cole to Children's of Alabama immediately. Before the day was done, 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 to Cole, his parents and siblings. He took his last chemo pill on May 21, 2022, and today he's playing tackle football and living "a normal life" with his family.



Janai

AGE 5, CARDIOMYOPATHY; HEART TRANSPLANT PATIENT

Around the time of her fourth birthday, Janai was battling a cold. It led doctors to discover something much more severe — Janai had cardiomyopathy, and her heart became too weak to function on its own. She would need a transplant. In June of 2022, a match was found, and Janai had surgery. Despite some complications, she came through it, and went home just over a month later. It was the first time she'd been home in almost a year. She's now 5 years old, and she and her family remain thankful for everything Children's did to make Janai's life as normal as possible.

Children's of Alabama



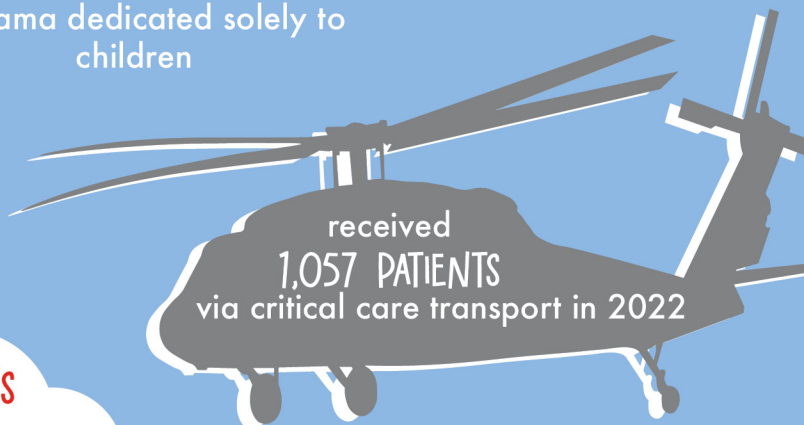
Children's
of Alabama®

has an average of
**200 EMERGENCY
VISITS PER DAY**
and 73,000 visits a year

the **ONLY FREE-STANDING
MEDICAL CENTER** in
Alabama dedicated solely to
children

one of the
**10 BUSIEST
PEDIATRIC HOSPITALS**
in the United States

uses **4,000 CRAYONS**
per week and
208,000 per year



received
1,057 PATIENTS
via critical care transport in 2022

licensed for
332 BEDS
and **48 NICU
BASSINETS**

believes in
FAMILY CENTERED CARE
and offers the following
services to meet the unique
needs of hospitalized kids and
their families: Child Life, Social
Services, Pastoral Care and
Sunshine School

utilizes **25 SIZES**
of blood pressure
cuffs for patients
ranging from premies
to young adults

treats
MORE THAN 90%
of all children
diagnosed with cancer
and blood disorders
in Alabama

completes an
average of
10 HEART TRANSPLANTS
per year

**HEALTHIER, STRONGER, BRIGHTER
FUTURES FOR KIDS IN ALABAMA**





Funding Brighter Futures

WHERE DO MY DOLLARS GO?

Your campaign funds the highest priority needs of Children's of Alabama and gives us resources to provide the best healthcare possible to ill and injured children from across the state and Southeast. We treat the smallest and sickest kids when they need it most, regardless of their family's ability to pay.

DONATIONS FROM OUR COMMUNITY ENSURE THE HOSPITAL CAN:



Provide compassionate care to treat the whole child, physically and emotionally, along with their family with programs like **Child Life** and **Pastoral Care**.



Provide assistance through **Social Services** who support families during a time of crisis. Children's social workers serve as advocates and share resources to ensure families have what they need, emotionally and physically.



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



Participate in **research** and **clinical trials** to advance the fight against disease and childhood conditions.

ULTIMATELY, YOUR SUPPORT HELPS CHILDREN'S OF ALABAMA SAVE LIVES, PROVIDE WORLD-CLASS CARE, FIND NEW WAYS TO IMPROVE PEDIATRIC HEALTH, AND CREATE BRIGHTER FUTURES FOR OUR KIDS.

CMNH Impact

SINCE 1983, MORE THAN \$60 MILLION HAS BEEN DONATED TO CHILDREN'S OF ALABAMA THROUGH CMN HOSPITALS, MOST OF WHICH WAS RAISED A DOLLAR OR TWO AT A TIME BY CARING INDIVIDUALS LIKE YOU.



Here's how **YOU** can make the biggest impact on our hospital:

- Ask every customer to donate
- Share how Children's of Alabama helps children and families in your community. Keep CMN Hospitals and our patients at the center of all you do.
- Motivate your team: set goals, celebrate success, and make it fun!

Remember...

- 97% of consumers have "good vibes" towards a retailer after giving 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 like or don't mind being asked to give at the register.



Campaign Best Practices



SHOWCASE PROVIDED CAMPAIGN MATERIALS

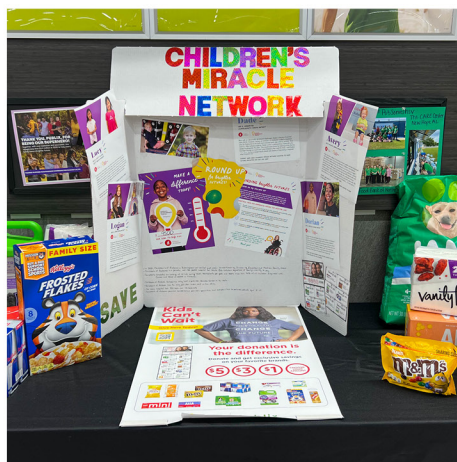
- Display patient stories or wear patient buttons to draw your customers' attention to the cause you are supporting and make asking for a donation even easier. Seeing the face of a child they can help makes a big impact.
- People recognize the Children's of Alabama red ball and the Children's Miracle Network Hospitals balloon, and they will positively associate your brand with helping kids in their community.
- If you need additional materials, please contact your Coordinator.

ASK EVERY CUSTOMER EVERY TIME

- Studies have shown that customers don't mind being asked and feel good about supporting a cause in their community. You provide that opportunity, but only if you ask!
- The most successful partner campaigns are those that focus on the ASK.

KNOW YOUR WHY AND SHARE IT!

- If you don't already have a personal connection to Children's, you can get inspired by reading our patient stories and learning about the impact the hospital has on kids across the state. (Bring it closer to home: check out the guidebook map to see how many patient visits Children's had from YOUR county last year!)
- Share your "why" with teammates and customers. Consider asking employees to write down their reason for raising money for Children's and post in a public place or someplace they'll be reminded daily why they are asking for donations.





MAKE IT MANAGEABLE

- Divide the store fundraising goal between the number of employees in the store. Ask each employee to raise that amount. Give recognition or incentives to those that reach their goals.
- If your campaign is a longer one and you are experiencing donor fatigue, consider changing up your ask or switching to a Round Up. Frequent, smaller gifts can still add up to make an impact.
- Check in with your team throughout your campaign. Share successes, what's working well, or where you can strengthen your efforts.

YOUR 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 some help educating your team about Children's of Alabama. Check out the map in the front to see who your Coordinator is!

CELEBRATE YOUR SUCCESS

- Whether you have an employee who's extra dedicated or creative, your team achieves a weekly challenge, or your location reaches its overall campaign goal, make sure to celebrate the impact you are having on Alabama's kids!



MAKE FUNDRAISING **FUN** FOR
YOUR EMPLOYEES AND CUSTOMERS

Connect with us!

Want to feel more connected to Children's?

Scan the QR code with your phone to
sign up for emails with patient stories,
campaign tips, and event invitations!

