



Children's
of Alabama®



Children's
Miracle Network

2026 Partnership Guidebook

Here for every child, every moment.



Timmy

Congenital nephrotic
syndrome Finnish type

Chadeyn

In utero ischemic stroke,
cerebral palsy, epilepsy



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

1983

Your CMN 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 (CMN) in 1983 and since then more than \$70 million has been donated to Children's through the Miracle Network.



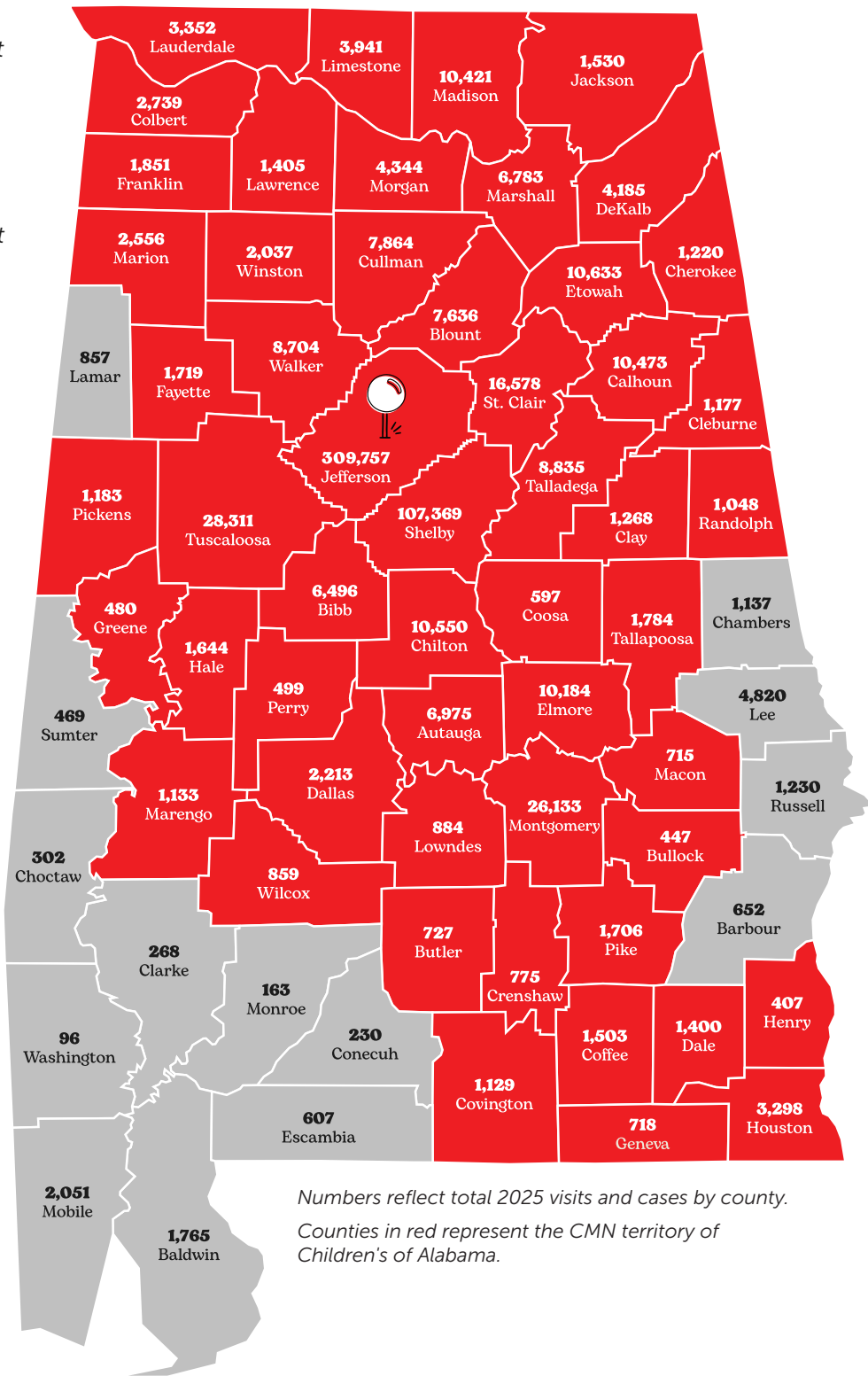
Shep
Spastic diplegia,
cerebral palsy

Your CMN Team

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.

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What's Happening in the Hospital

PICU Expansion

Thanks to community support, Children's has expanded its Pediatric Intensive Care Unit (PICU), doubling its size to meet the rising demand for pediatric critical care in Alabama. The new unit, with 50 beds (up from 24), features cutting-edge design and technology, reinforcing COA's commitment to providing exceptional care. This transformative initiative not only addresses current needs but also ensures the delivery of innovative, top-quality care for generations to come.

Transplant/Nephrology

Children's is home to the only pediatric dialysis unit in the state and one of the largest pediatric renal centers in the nation. Our dedicated team cares for infants, children, and adolescents living with acute and chronic kidney failure. For children with kidney disease, nutrition is a critical part of therapy and they must follow a very specific renal-friendly diet to remain healthy. Children's of Alabama's "Food is Medicine Program" helps meet the needs of our dialysis patients with a targeted intervention to provide nutrition support while they wait on a transplant. The program provides personalized monthly food deliveries with ingredients that are hand-selected by caregivers with the guidance of a renal dietician. Along with the groceries, families receive recipes and nutrition training and support from the care team empowering them to nourish their children safely and confidently.

Here for a Cure

More than 90% of Alabama's children diagnosed with cancer and blood disorders receive their care at Children's of Alabama. Children's has one of the nation's largest clinical trial programs in pediatric oncology and hematology - offering the latest treatments with the goal of finding cures. We continue to expand care for sickle cell patients across the state and offer leading-edge treatments and clinical trials right here at the hospital, allowing families to stay closer to home for the very best care.



Sophie
Severe aplastic anemia,
bone marrow transplant

A full-length photo of a young boy, Timothy, standing outdoors in front of a glass building. He is wearing a dark denim jacket over a red hoodie and dark pants. He is smiling and has his hands in his pockets.

Timmy

Congenital nephrotic syndrome Finnish type

When Jamie and Stephanie Walley first met their adopted son, Timothy, he was a very sick 5-month-old who had been removed from his home in Mississippi and taken by that state's Department of Human Services to the hospital. His poor health was caused by congenital nephrotic syndrome Finnish type, a rare genetic condition of the kidney 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 he was soon feeling better than ever. "It was like he had a new body, a fresh start," Jamie said. "He's done amazing ever since. He's a totally different child, a totally different life."

The Walleys continue to rely on the Children's pediatric nephrology team as Timothy's health steadily improves, and they even moved permanently to the Birmingham area from Mississippi so they could be closer to Children's for Timothy's regular appointments. Timothy's thoughts on the hurdles he has overcome on the road to good health reflect the goal of all the care providers at Children's: "I'm finally a normal kid, like my friends."

A circular inset photo of Timothy wearing a blue hoodie and a colorful baseball cap, smiling.

Timmy is the
**2026 CMN
Champion**
for Children's
of Alabama!

Chadeyn

In utero ischemic stroke, cerebral palsy, epilepsy

After a 2017 car accident, doctors discovered Chadeyn Beal had suffered a stroke before birth, causing cerebral palsy. At age 4, she began having seizures, which led to years of treatment at Children's of Alabama. In 2023, she underwent a right-sided hemispherectomy to stop the seizures.

The surgery was successful, and Chadeyn has been seizure-free since, with improved energy and quality of life. She now enjoys dance and playing softball with the Miracle League. Her family remains thankful for the care and support from her medical team.



Shep

Spastic diplegia, cerebral palsy

At eight months old, Shep Maddox was diagnosed with mild cerebral palsy after his parents noticed he couldn't sit up. By age three, Children's of Alabama developed a treatment plan beginning with selective dorsal rhizotomy, which dramatically improved his mobility. At seven, Shep underwent major orthopedic surgery to straighten and strengthen his legs. Today, he's building stamina with monthly therapy sessions, new 3D-printed braces, and exercise programs recommended by his care team. Thanks to Children's, Shep has gained strength, confidence, and independence.



Sophie

Severe aplastic anemia, bone marrow transplant

In 2022, 6-year-old Sophie Cromer began showing unusual bruising and fatigue. After a visit to Children's of Alabama, she was diagnosed with aplastic anemia, a rare condition where the bone marrow fails to produce enough blood cells.

When a sibling donor match wasn't available, Sophie's family turned to the National Marrow Donor Program. In January 2023, just after her seventh birthday, she received a life-saving bone marrow transplant from a perfect match.

Now healthy and back in school, Sophie is thriving. Her family credits Children's of Alabama for their compassionate care every step of the way.





656,014

patient visits in 2025 and
16,485 patient admissions
to the hospital



Children's of Alabama has the only

Level IV NICU

in the state and saw
380 admissions in 2025



Children's of Alabama
served patients from

49 states

across the U.S. and
6 other countries



991

patients received
via Critical Care
Transport



33,655

encounters by 31 child
life specialists and
2 medical dogs



Children's was the busiest pediatric emergency
department in the Southeast, serving

72,669

patients last year



90%



of Alabama's
childhood cancer and
blood disorders are
treated at our hospital

Every Child, Every Moment

Foster NICU

When Foster's family was suddenly faced with a rare diagnosis and a world of unknowns, Children's of Alabama was here. He was transferred to Children's, the state's only Level IV NICU, where his family immediately felt supported. The doctors and nurses cared not just for Foster, but for his parents too, offering hope when everything felt overwhelming. In their hardest moments, Children's became the place they leaned on in every moment.



Barrett Pulmonology

Born at 26 weeks due to dangerous blood-flow issues through the umbilical cord, Barrett weighed just one pound. After 403 days in the hospital, Barrett is now at home, experiencing the simple joys of everyday life with his family. While his journey is still ongoing, Children's of Alabama's Home Ventilator Program played a vital role in giving Barrett the gift to be able to smile, dance and play with his older sibling—all moments his family feared he may never experience.

Olivia Cardiology

Olivia was diagnosed with idiopathic dilated cardiomyopathy. While waiting for a heart transplant, Olivia spent her days creating magical moments in a place you would never expect. She learned to pedal a bike, experienced her first snowfall and built lasting relationships with staff through dance parties and games. Olivia received her miracle heart in May, one of 8 cardiac transplants performed at Children's of Alabama in 2025.



Ali Lee Oncology

While at Children's of Alabama receiving treatments for Acute Lymphoid Leukemia (ALL), Ali Lee experienced moments of isolation and loneliness. The moment Ali Lee's child life specialist, Mary brought the medical dog Sydney into the room, joy spread across her face. Sydney, MD serves as the medical dog for the Division of Cancer and Blood Disorders to provide support and comfort to patients each day. Sydney, MD helped Ali Lee feel less alone and have moments of normalcy during a season filled with many hard moments.

Best

campaign 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 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!

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 (Miracle Kid) at Children's of Alabama?



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 either don't mind or actually enjoy being asked to give back at the register.





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

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



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ChildrensAL.org | CMN.org

