

PARTNERSHIP GUIDE

For Brighter Futures

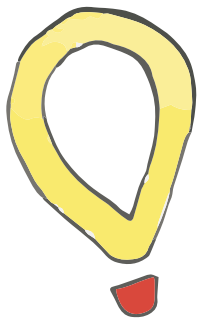


Children's
of Alabama®



Children's
Miracle Network
Hospitals

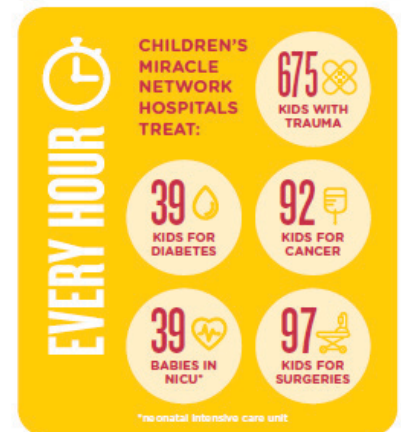




your CHILDREN'S MIRACLE NETWORK HOSPITAL

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 in 1983 and since then more than \$52 million has been donated to Children's through CMNH.

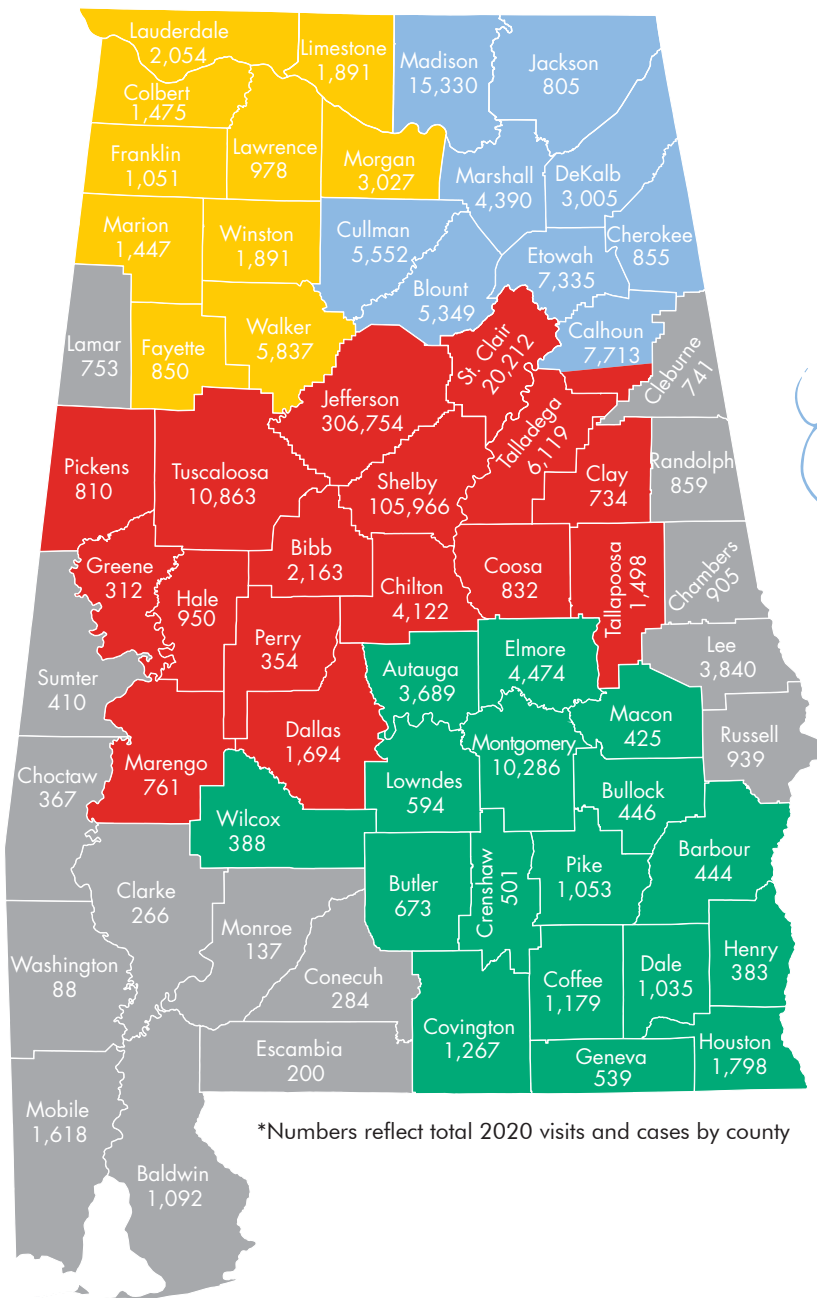


Children's
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Children's
Miracle Network
Hospitals

CHANGE KIDS' HEALTH
CHANGE THE FUTURE



*Numbers reflect total 2020 visits and cases by county

MEET YOUR cmnh TEAM

To Our Valuable Partners –

Children's of Alabama received incredible support in 2020 because of your efforts. The focus on healthcare and the fact that Kids Can't Wait during a pandemic brought the community together. We are grateful for your partnership in creating brighter futures for Alabama's kids! Thank you!

Emily C. l. Hornak

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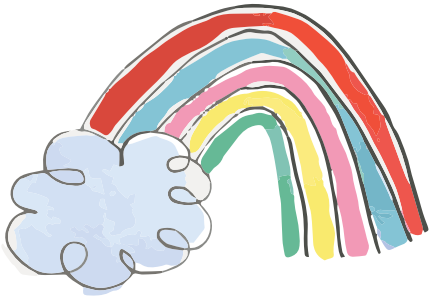


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CELEBRATING Brighter futures

Gabby

AGE 12

HEART TRANSPLANT PATIENT

Just a few months after she was born, Gabby was diagnosed with pediatric myocarditis, an inflammation of the heart muscle. Her condition was managed until 2015 when she had to be placed on the transplant list. August 2021 will mark six years since Gabby received her new heart at Children's of Alabama. Since that time, she hasn't slowed down and lives life to the fullest. Whether it's trying a new sport, making straight As, or helping raise awareness for her children's hospital, Gabby is always ready to give it her all.



2020-2021
CMNH Champion for
Children's of Alabama



Logan

AGE 4

SPINA BIFIDA PATIENT

Diagnosed with severe spina bifida in utero, Logan was transferred to Children's of Alabama the day after her birth for treatment and surgery.

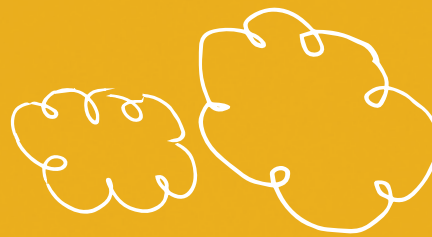
Monitored in the Neonatal Intensive Care Unit for 30 days, Logan was transferred to a step-down unit and later discharged home, where she has thrived. Logan continues to visit Children's Spina Bifida Clinic twice a year and, thanks to continued physical therapy, has learned to walk in custom orthotics. Because of the care and treatment she receives at Children's, Logan can enjoy painting, soccer, and playing with her peers on the playground. She has a bright future ahead and dreams of becoming a butterfly when she grows up.

Colton

AGE 11

KIDNEY TRANSPLANT PATIENT

Colton was born in 2010 with congenital nephrotic syndrome which damaged his kidneys. By age 2, he had 15 surgeries and required 19 different medications, peritoneal dialysis and, ultimately, a kidney transplant from his dad. Today, thanks to the treatment he received at Children's, Colton can focus on his favorite subject, history, cheering on the Crimson Tide, and playing baseball.





CHILDREN'S of alabama

is the only free-standing medical center in Alabama dedicated solely to treatment and care of children.



IS A PRIVATE, NOT-FOR-PROFIT HOSPITAL AND TREATS ALL CHILDREN REGARDLESS OF THEIR FAMILY'S ABILITY TO PAY.

completes an average of
10 heart transplants
per year



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

had **567,744**
patient visits to our clinic
and **12,334**
patient admissions in
2020

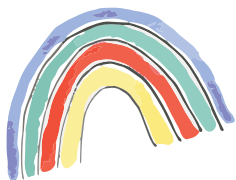
used **more than 820,000 MASKS** to continue to safely serve in 2020

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

received
856 PATIENTS via
critical care
transport in 2020



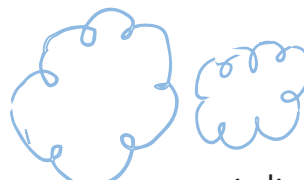
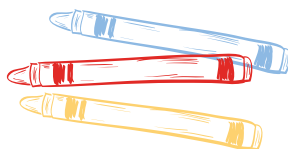
is one of the
**10 BUSIEST PEDIATRIC
HOSPITALS**
in the United States



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



uses **4,000 CRAYONS
PER WEEK**
and 208,000 per year



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

WE BELIEVE IN family centered care AND OFFER THE FOLLOWING SERVICES TO MEET THE UNIQUE NEEDS OF HOSPITALIZED KIDS AND THEIR FAMILIES: CHILD LIFE, SOCIAL SERVICES, PASTORAL CARE AND SUNSHINE SCHOOL



doing good is GOOD FOR BUSINESS

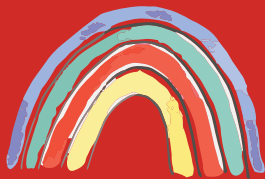
When you participate in a CMNH campaign you help kids across the state get the best medical care when they need it most. Did you know promoting your CMNH partnership can strengthen the connection between your business and your local community and encourage employee involvement?

POINT OF SALE FUNDRAISING CAN DEEPEN CUSTOMER ENGAGEMENT

- **97%** of consumers have "good vibes" toward the retailer after giving at the register.
- **78%** would shop again at that retailer because they were allowed to give.

CAUSE MARKETING CAMPAIGNS CONNECT EMPLOYEES TO YOUR COMPANY AND CAUSE

- **53%** of workers said that "a job where I can make an impact" was important to their happiness.
- **72%** of students about to enter the workforce agreed.



CHILDREN'S HEALTH IS A TOP 3 CAUSE FOR AMERICANS

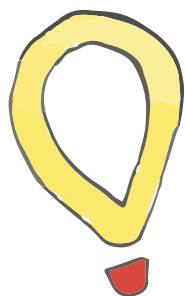


CONSUMERS LIKE TO GIVE AT THE REGISTER

- **76%** of consumers have donated at the register over the past 12 months.
- **84%** like or don't mind being asked to give at register.

CAMPAIGNS & PARTNERS





why

I FUNDRAISE FOR CHILDREN'S MIRACLE NETWORK HOSPITALS

"I fundraise for Children's of Alabama because individuals truly do not understand what is done day in and day out there. Children's hospitals are so important to a community and the state and you truly do not comprehend the impact that is made until you have a family member admitted."



HADLEY GOODWIN, PHARM.D.

Market Health and Wellness Director
Walmart Market 8, Region 14

"At Kendra Scott, giving back is at the core of who we are as a company. We are always looking for a way to give back to our community whether it be through in-kind donations or a Kendra Gives Back event. Children's of Alabama is not only a hospital but a company that is near & dear to our hearts here at Kendra Scott Birmingham. To be able to give back to Children's of Alabama is such a pleasure and we as not only a store, but a company will continue to do so from now until forever."



KENDRA
SCOTT

ASHLEY BAILEY

Assistant Manager
Kendra Scott at the Summit, Birmingham

"We want to make sure that we do whatever we can for the kids in our community. It's important to us to do our part."



CHRISTOPHER JACKSON

Manager
Panda Express University Drive, Huntsville

"No organization does quite so much for our beloved children as our state's very own Children's Miracle Network Hospital, Children's Hospital of Alabama. This not-for-profit hospital is dedicated solely to caring for children, and treats patients from every Alabama county as well as many other states and countries. We know that with Alabama's only CMNH, each dollar donated is spent wisely for the care and treatment of thousands of precious children."



AIMEE MORRIS

Manager of Marketing & Business Development
Coosa Pines Federal Credit Union



CAMPAIGN *best* PRACTICES

Ask every customer every time

- Studies have shown that customers don't mind being asked and feel good about supporting cause in their community. YOU provide that opportunity, but only if you ask!

Display all provided campaign materials

- Putting up our patient stories or wearing patient lanyards are a great way 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 can make 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.



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 all over the state. (Bring it closer to home. Check out the guidebook map to see how many visits Children's had from YOUR county last year!)
- Share your why with teammates and customers. Consider asking associates/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 associates/employees in the store. Ask each associates/employees 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 on page 3 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!



*Some photos were taken before the COVID-19 pandemic

Connect with us



Children's
of Alabama®



Children's
Miracle Network
Hospitals



***WANT TO FEEL
MORE CONNECTED TO
CHILDREN'S?***

Sign up for emails with
patient stories, campaign
tips, and event invitations!