



Children's  
of Alabama®



Children's  
Miracle Network  
Hospitals®

2025 Partnership Guidebook for

# difference makers

Harmony

Age 10, Sickle Cell Disease







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

1983

Anne Phillips  
Age 9, Osteosarcoma



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



**Ezra Lawler**  
Age 7, Biliary Atresia  
& Liver Transplant

## Your CMNH 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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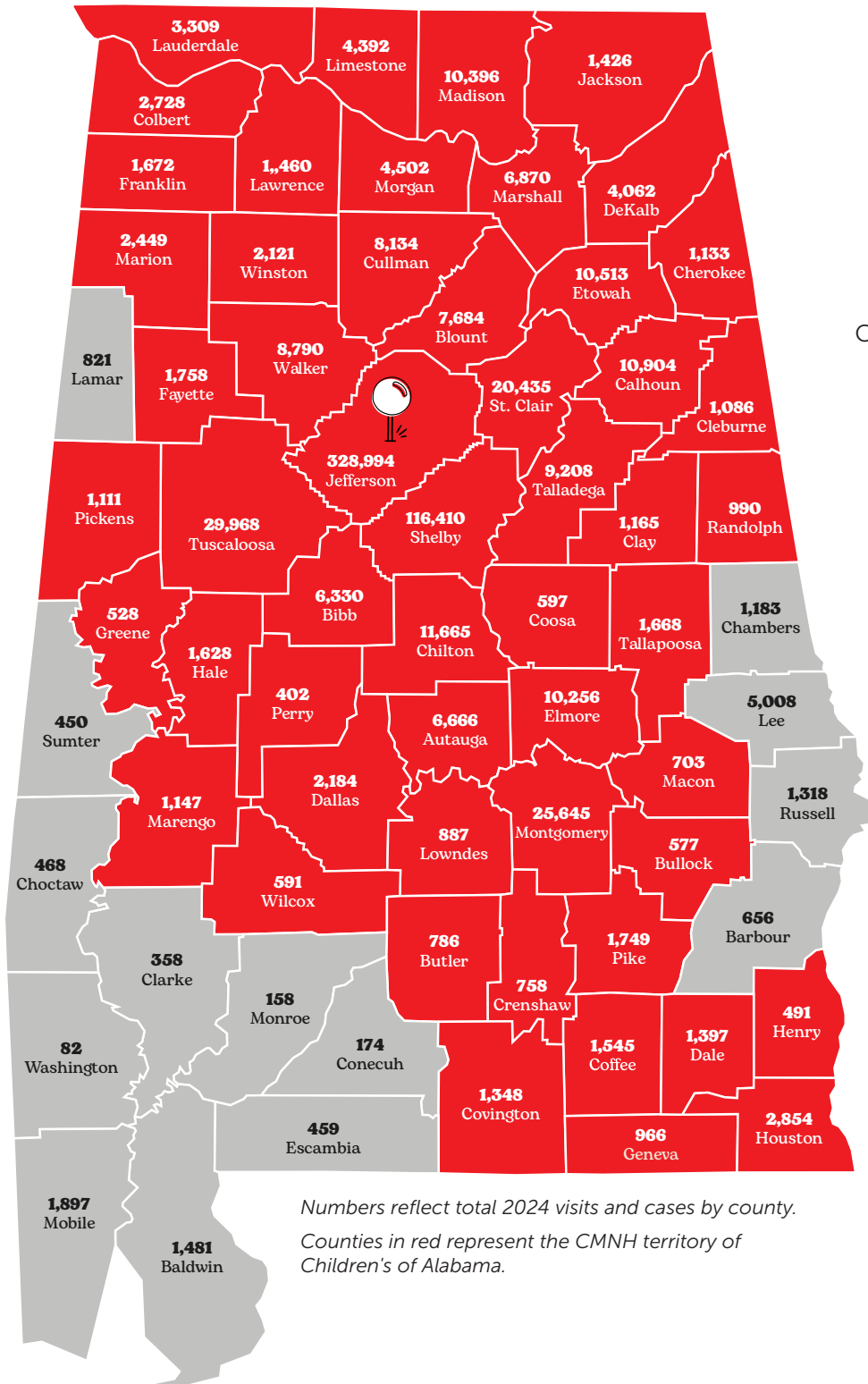
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# What's Happening in the Hospital

## Mending Kids' Hearts

Last year, the Pediatric and Congenital Heart Center staff performed over 500 life-saving cardiac surgeries, including nine heart transplants and nine ventricular assist device implants, offering children a chance to overcome congenital heart defects.

## Expanding Care for Our Tiniest Patients

Our Neonatal Intensive Care unit is growing—we've added more private rooms, bringing us to 54 bassinets total. The NICU expansion is an answer to record-breaking patient volumes at the hospital and the need for inpatient space. We're committed to offering our tiniest patients the room they need for the comfortable, family-centered care they deserve.

## 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.



Quinn Tinsley  
Age 7, Congenital  
Heart Disease

# CMNH Champion for Children's of Alabama

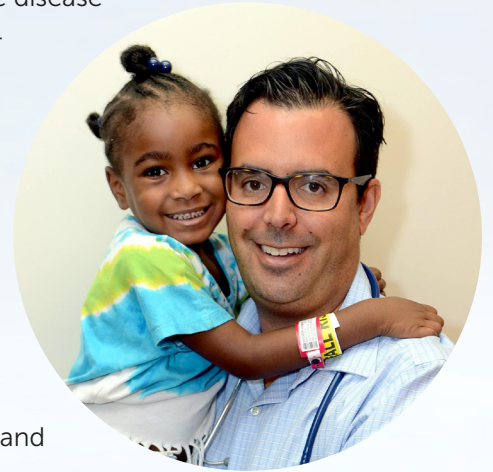
Harmony Cooper was diagnosed with sickle cell disease when she was 2 weeks old. She was referred to Children's of Alabama, home of the Alabama Center for Childhood Cancer and Blood Disorders, which provides care for more than 1,000 infants, children and adolescent patients with sickle cell disease throughout the state. 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.

"Children's provided so much information that I needed to understand the disease," Harmony's mom, Briona Leonard, said. "They took the care to make sure we had every question answered."

It wasn't long before Harmony began contracting viruses causing high fevers and reduced blood counts. The episodes, the first of which occurred when Harmony was 6 months old, resulted in hospitalization and blood transfusions.

"Each time, she had to stay at Children's for about a week, and that first time I was worried about managing her medication while we were there, making sure she got it as needed and making sure it stays refrigerated like it had to be," Leonard said. "The staff was so kind and managed it all for me so I didn't have to worry. I really appreciated them removing that stress."

In 2017, Harmony joined a clinical trial for sickle cell disease at Children's and the trial medication, hydroxyurea, improved her overall health. Today, she's still taking it, and Briona says it continues to help. She returns to Children's only once every three months for blood work.



## Harmony

AGE 10, SICKLE CELL DISEASE





## Anne Phillips

AGE 9, OSTEOSARCOMA

Anne Phillips was diagnosed with osteosarcoma in her right femur just weeks before her eighth birthday. Despite the shock, Anne Phillips bravely faced treatment and made hard decisions. The eight-year-old chose to have a rotationplasty in hopes of returning to her active lifestyle.

After a successful surgery and months of treatment, she was discharged in time for Christmas with her family. Now in fourth grade, Anne Phillips has completed two 5K races and plays basketball, determined to live life to the fullest. Her strength and resilience prove that her cancer diagnosis doesn't define her.

## Ezra

AGE 7, BILIARY ATRESIA & LIVER TRANSPLANT

When Ezra was 6 weeks old, his mom, Nicole, took him to the pediatrician because he looked yellow and bloated. Soon after, he was diagnosed with biliary atresia. At 7 weeks old, underwent a Kasai procedure, which connects the liver to the small intestine. Just before Ezra turned 4, he was hospitalized for complications related to biliary atresia and placed on the transplant list for a new liver.

Ten months later, he received his new liver. He now returns to Children's regularly for follow-up care. Throughout Ezra's experience, the staff at Children's was "nothing but fabulous," Nicole said. And his future is bright.



## Quinn

AGE 7, CONGENITAL HEART DISEASE

Quinn was diagnosed with multiple congenital heart defects while his mom, Emily was pregnant. He would ultimately need three surgeries—the Norwood procedure at 6 days old, the Glenn procedure at 3 months old, and the Fontan procedure at 6 years old.

Six weeks after the Fontan procedure, Quinn returned to school. Three months after his procedure, Quinn came home with exciting news for his mom: he had been able to run with his friends at recess. "Seeing his excitement over something that most kids take for granted was so heartwarming that I was overwhelmed," Emily said. He is currently taking horse-riding lessons and plans to start playing baseball.

# Children's by the Numbers



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

**60,000+** patients annually



Children's treats more than 90% of children with cancer and blood disorders in the state of Alabama.

recently added

**11** additional patient beds to our

**Inpatient Behavioral Health Center**

to help meet the rising need for more pediatric mental health care.



**680,204** patient visits

and 16,130 patient admissions to the hospital

Each week, Children's uses more than

**4,000 CRAYONS**

totaling more than 208,000 each year!



**525+** cardiac surgeries

performed including



**nine** heart transplants

&

**nine** VAD transplants



licensed for

**332** & **54**

patient beds

NICU bassinets

to best serve our patient populations



**939**

patients were received via

**critical care transport**

As the state's only Level IV NICU, Children's of Alabama cares for

**400+** babies

in need of critical care each year



# How your dollars can help **make a difference:**



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



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



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



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

# 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!

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.



# making the ask

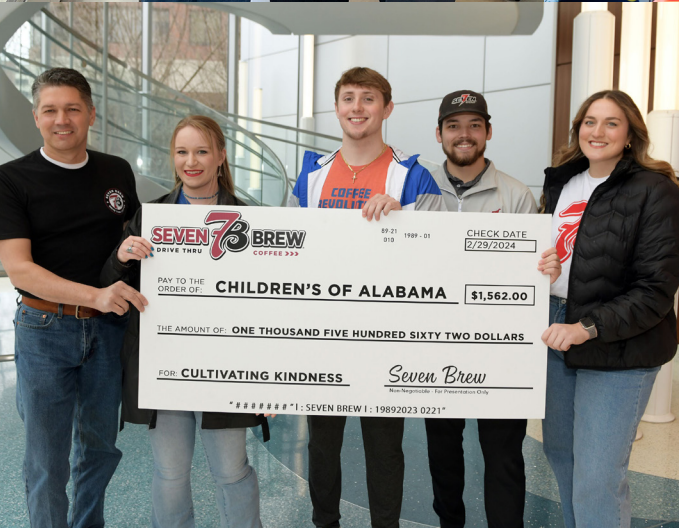
Partners who are the most successful follow this simple rule: **Ask every customer, every time.** Studies show that customers don't mind when you ask them to donate—they feel good about supporting a cause in their community! Just by asking, you provide that opportunity.

## 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?





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*Harmony  
Cooper*



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[childrensal.childrensmiraclenetworkhospitals.org](http://childrensal.childrensmiraclenetworkhospitals.org)



**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.