



Children Miracle Nethospitals:



# ANNUAL REPORT 2014

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# ANNUAL REPORT 2014



**DEAR FRIENDS,** 

Dear Friends,

2014 was another record-breaking year for Children's Miracle Network Hospitals®. With your support, we raised \$337 million for 170 children's hospitals across North America and the more than 10 million kids they serve each year.

Since 1983, we've raised more than \$5 billion together. These donations have been used to fund research and training, purchase equipment and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible. It's been an incredible journey — one that only continues to get better.

Though we raised a record total in 2014, \$17 million more than our previous record set in 2013, we still have more to do to best serve our hospitals and our kids.

In 2011, we set out on an ambitious goal — to raise \$1 billion annually by 2022. I am thrilled with our progress, and we are on track to reach that goal, but there is still much work to be done. Children with terminal illness or whose quality of life is affected by injury cannot afford the luxury of us being anything less than dedicated and direct.

In 2015, with the help of Jennifer Lopez as our campaign spokesperson, we're asking all of our donors, partners and supporters to Put Your Money Where the Miracles Are. This campaign marks a new era for CMN Hospitals as we boldly communicate and promote our cause and the charitable need of our children's hospitals.

The following report gives you a brief snapshot of our 2014 successes, as well as our focal points for 2015 and beyond.

I am thrilled for what the future has in store for our organization. Thank you again for making miracles happen for the kids and families in your communities.

Sincerely,

John Lauck President & CEO























## **WHY WE EXIST**

#### The Mission

To increase funds and awareness for local children's hospitals.

#### The Vision

To save kids' lives.

Right now there's a Children's Miracle Network Hospital working to save and improve the lives of children in your community. In fact, 62 kids per minute enter one of our 170 member hospitals for treatment.

Some of these kids are battling cancer. Others are suffering from traumatic injuries. Others require constant care because they were born too early or with a genetic disease. Regardless of their disease, injury or ailment, our hospitals are always open and ready to assist.

## Our Progress

In 1983, Marie Osmond and John Schneider hosted the very first Children's Miracle Network Telethon, broadcast from Osmond Studios in Orem, Utah. This televised fundraiser brought in nearly \$4.8 million for 22 children's hospitals and quickly led to the founding of what is known today as Children's Miracle Network Hospitals by Marie, John, Mick Shannon and Joe Lake.

Today, we are a four-star charity, as rated by Charity Navigator, and have raised more than \$5 billion for our 170 member children's hospitals across North America with the help of countless donors, programs, sponsors and corporate partners.













# RAISING FUNDS & AWARENESS

We achieve our mission through various programs and events. Below are a few of our major initiatives.

## The Champions

To help us spread the word about the charitable need of our member hospitals, we identify a child each year with a remarkable medical story from each state in the United States and every foundation in Canada.

These "Champions" represent the millions of kids treated at our hospitals and embark on an official Ambassador Tour to highlight the vital work of children's hospitals.

In 2014, our Champions participated in media interviews, inspired corporate partners' fundraising efforts, met with U.S. First Lady Michelle Obama — and First Dogs Bo and Sunny, rubbed shoulders with celebrities including Lady Antebellum, led a parade at the Magic Kingdom at Walt Disney World Resort and were celebrated for meeting their unique medical challenges with courage. We are so proud of our Champion children and are grateful for all they do to increase funds and awareness for local children's hospitals.

#### Corporate Partners

Last year, the corporate partners supporting Children's Miracle Network Hospitals had a record year, crossing the \$200 million threshold for the first time. In total, our corporate partners raised a combined \$203.9 million. See page 19 for more information.

### Programs & Events

In 2014, Extra Life and Dance Marathon hit record marks, Radiothon grew from previous years and Miracle Marathon launched a successful pilot. See page 21 for more information.







# THE NETWORK OF CHILDREN'S HOSPITALS

**Children's Miracle Network Hospitals** consistently provide top-level care for kids across North America, so it came as no surprise that the U.S. News Best Children's Hospitals 2014-15 edition featured 55 of our member children's hospitals.



We are proud of this remarkable achievement and will continue to champion the highest quality medical care for the children we serve.

We are also proud to receive the highest rating possible (Four Stars: Exceeds industry standards and outperforms most charities in its cause) by Charity Navigator, America's largest independent charity evaluator.

Children's Miracle Network Hospitals has one of the industry's lowest costs per dollar raised (the amount needed to raise one dollar) at just 9.5 cents. The industry average is 20 cents per dollar. This means that more of your money goes directly to help Children's Miracle Network Hospitals treat and heal kids.





Children's Miracle Network

**NEED YOUR SUPPORT?** 



**EVERY HOUR, Children's Miracle Network Hospitals treat:** 













kids for











39 kids with **TRAUMA** 

kids for **DIABETES** 

kids for **CANCER**  babies in NICU\*

**SURGERIES** 

kids with

**TRAUMA** 

kids for DIABETES

kids for **CANCER** 

babies in kids for NICU\* **SURGERIES** 

\* neonatal intensive care unit

# **TEVERY**







## **FUNDS IN ACTION**

Whether they suffer from common childhood afflictions like asthma and broken bones or fight bigger challenges like birth defects and cancer, Children's Miracle Network Hospitals provide comfort, treatment and hope to millions of sick and injured kids each year. Here are just a few of the kids served by our member children's hospitals.



MEET BELLE
9 YEARS OLD
KIDNEY TRANSPLANT PATIENT

It's impossible to separate Belle's medical story from that of her family. Indeed, it was her bad kidneys that ended up saving her mom's life, and allowed Belle's dad to give a portion of his.

Soon after being born, Belle was diagnosed with a kidney disorder that causes excess protein and results in body swelling. Doctors estimated Belle's organs wouldn't last more than 18 months. To everyone's surprise, Belle's kidneys showed unexpected improvement for the next several years.

At age 5, Belle's kidneys began to fail, and dialysis was administered. Luckily, both parents were donor matches. They decided mom Michelle would provide her kidney, pending a full body exam. Doctors discovered two malignant breast tumors just in time, and intense radiation and chemotherapy led to remission. Dad Kyle stepped in as donor, and today they're all thriving—with Belle loving Disney Princesses, dancing, cheerleading and becoming a whiz at the piano.



MEET DARIUS
16 YEARS OLD
HYPERTROPHIC
CARDIOMYOPATHY PATIENT

As a three-sport athlete—competing in football, basketball and baseball—Darius' annual physical exam seemed a simple formality.

But at age 14, doctors at a free Student Heart Check held by Beaumont Children's Hospital discovered a thickened heart muscle, known as hypertrophic cardiomyopathy—the leading cause of sudden cardiac death in young athletes.

Darius was forced to give up many sports he loves, but he doesn't let that slow him down. An entrepreneur at heart, Darius is always finding unique ways to

make money to save for college and enjoys working on remodeling projects with his dad

Darius and his family volunteer at all of Beaumont's Student Heart Check screening events and help bring awareness to the risks of sudden cardiac arrest and the importance of screening via local news media interviews. Darius hopes to pursue a career in pharmacy or become an echo technician to give back to the medical community that saved his life.



MEET TRIP
9 YEARS OLD
SECOND- AND
THIRD-DEGREE BURNS
PATIENT

Show-and-tell can reveal a lot about a young boy's interests and experiences. Trip uses the opportunity to proudly explain that his hand, leg and back scars are the result of a stumble into a campfire at age 4. Rushed by helicopter to the Johns Hopkins Children's Center, Trip spent two weeks receiving skin grafts and burn treatments. Throughout his stay, Trip didn't let anyone know he was in pain, including the nurses whose names he still remembers to this day.

Bashful before his accident, Trip's ordeal has helped him become bold and outspoken. He loves sports, singing and is quite the academic. Those who know him best say he's a natural teacher and coach, who wants to help and inspire his soccer team and schoolmates to do well. By all accounts, he is succeeding and is a role model to many.



MEET CARLY 4 YEARS OLD HUTCHINSON GILFORD PROGERIA SYNDROME PATIENT

Carly leads the life of a typical little girl. She loves purses, chocolate and lip gloss and spends her time coloring, dancing and singing. But that's where Carly's "average" leanings end. She is one of just 18 children in the United States with progeria, an extremely rare genetic disorder that causes dysmorphic features, accelerated aging, small stature, and a shorter life expectancy.

No matter her size, Carly's personality is anything but "small" and keeping up with this pint-sized princess is not for the faint of heart. Her mom knows when Carly doesn't feel well or is tired; it's the only time she's sitting still.

From arming Carly's family with resources to making the arduous testing and treatment protocol as easy as possible for Carly, CMN Hospitals support Carly as the cure for progeria becomes a real possibility. Until then, Carly will continue to inspire and touch the lives of everyone she meets.



## **2014 FUNDRAISING RESULTS**

Local Results-10%

#### Corporate Partner-Related Results:

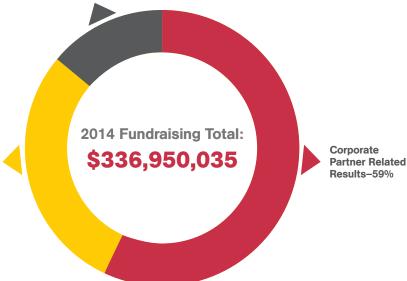
Any fundraising results that are locally or nationally facilitated by a Children's Miracle Network Hospitals corporate partner.

#### Program-Related Results:

National programs such as Radiothons, Dance Marathons, Telethons, Direct Mail, Miracle Jeans Day, Miracle Marathon, Dance Dash, Torch Relay campaigns and others as designated.

#### Local Fundraising Results:

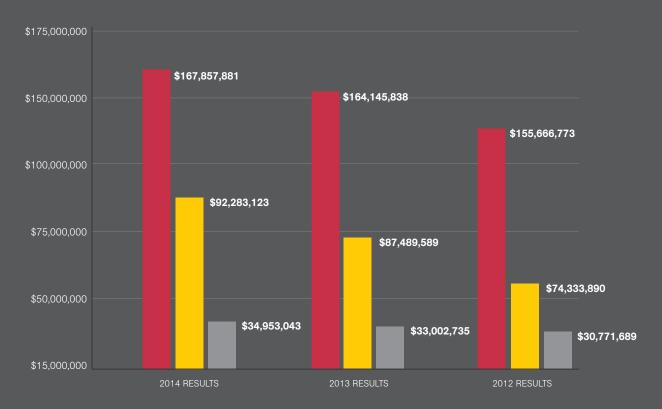
Funds which are raised using the Children's Miracle Network Hospitals' name, logo, brand, online fundraising tools or other evidence of association but do not involve a national corporate partner relationship or program.



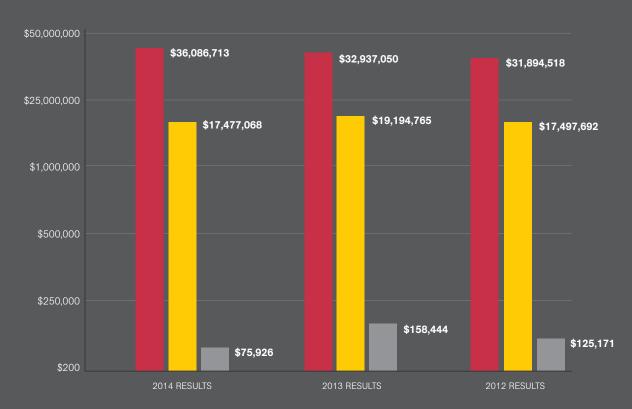
**Program Related** 

Results-31%

### **United States**



#### Canada



Our Partners PUT THE MONEY WHERE THE MIRACLES ARE.

Thanks for giving kids like Trip every chance to get better.



























































































CORPORATE PARTNERS: NEWMAN'S OWN, INC. · GREAT CLIPS, INC. · KIWANIS INTERNATIONAL · WALGREENS · FRED'S SUPER DOLLAR · KROGER CO. · CASEY'S GENERAL STORES · CEFCO CONVENIENCE STORES · CONVENIENCE VALET · WAWA, INC. · CDW CORP. · DRIVEN BRANDS · HMSHOST CORP. · CHEVRON CORP. · IDENTITY GUARD · CARMIKE CINEMAS, INC. · WALT DISNEY WORLD · FORESTERS · KINNEY DRUGS, INC. OLLIF'S BARGAIN OUTLET. AMERICAN LEGION. LONG. JOHN SILVER'S TOPS ERIENDLY MARKETS. PAUL MITCHELL. COINSTAR. CROSSMARK, INC. EXPRESS EMPLOYMENT PROFESSIONALS DOLLAR GENERAL LIDS DIRECT ENERGY SERVICES THE TORCH RELAY FOR CMN HOSPITALS KRUGER (WHITE CLOUD) COLLECTORS EVENTS UNLIMITED SUBWAY HERSHEY COMPANY BRUEGGER'S - COCA-COLA COMPANY - JOHNSON & JOHNSON - FIRST GROUP AMERICA - MONEY MAILER, LLC - LONE STAR STEAKHOUSE - ALEX & ANI - GENERAL MILLS - GOOD WORKS - NIAGARA BOTTLING · VALVOLINE · COMBINED INSURANCE · GAVIÑA/DON FRANCISCO'S COFFEE · IZZE BEVERAGE · GERBER (NESTLE INFANT NUTRITION) · NEWS AMERICA MARKETING · NICKLAUS COMPANIES · PEET'S COFFEE & TEA · PEPSICO · PAMPERS (PROCTER & GAMBLE) · RED BULL · SPARKLING ICE (TALKING RAIN) · ONE HOUR HEATING & AIR · BENJAMIN FRANKLIN PLUMBING · MISTER SPARKY · DAVID YURMAN JEWELRY · AIR CANADA FOUNDATION · CANADIAN WOODLANDS/LOG A LOAD · CHILDREN'S EDUCATION FUND · CO-OP ATLANTIC · DELUXE/NEBS · FIRST STUDENT CANADA · KFC CANADA · KINDER · MICROSOFT/XBOX CANADA · NORTHERN REFLECTIONS · PARTYLITE · PIZZA PIZZA/PIZZA 73 · SHAW COMMUNICATIONS · SMS EQUIPMENT INC. · TRANSCONTINENTAL · P&G CANADA · BRICK, LTD · BROOKS BROTHERS CANADA - FUNDING INNOVATIONS - GNC - MIKE WEIR MIRACLE GOLF DRIVE FOR KIDS MEDIA PARTNERS: ACCESS 1 COMMUNICATIONS - AMISTAD CRISTIANA BROADCASTING - BACKYARD BROADCASTING · BEASI FY BROADCAST GROUP · BICOSTAL MEDIA · BP BROADCASTERS · BUCKLEY BROADCASTING CORPORATION · CONNOISSEUR MEDIA · COX RADIO · CROCODIL F BROADCASTING/ MAYAVISION INC. · DAVIDSON MEDIA GROUP · DAVIS BROADCASTING · EMMIS COMMUNICATIONS · ENTERTAINMENT MEDIA TRUST · EZ SPANISH MEDIA · FAMILY BROADCASTING · FINN BROADCASTING · TINN BROADCA GLADES MEDIA RADIO GROUP · GOIS BROADCASTING. LLC · GREATER MEDIA · GUERRA COMMUNICATIONS · IN PHASE BROADCASTING · JOURNAL · LA CROSSE RADIO GROUP · LA FAVORITA SPANISH BROADCASTING INC. · LAZER RADIO · LINCOLN FINANCIAL · LOTUS COMMUNCIATIONS · MAINLINE BROADCASTING · MAX MEDIA · MIDWEST FAMILY BROADCASTING · MOUNT WILSON FM BROADCASTERS · NASSAU BROADCASTING · NEWS AMERICA MARKETING · NEWS WEST 9 · NEXTMEDIA · NORTH GEORGIA RADIO GROUP · PAMAL BROADCASTING, LTD. · PEAK BROADCASTING · PROPHECY MEDIA GROUP · QUANTUM COMMUNICATIONS - RADIO AMBIENTE GROUP LLC - RADIO MERCED INC. - RADIO ONE - R COMMUNICATIONS - REYES MEDIA GROUP - RINCON HOLDINGS - SILVA ENTERTAINMENT LLC - SPANISH BROADCASTING SYSTEM - SOUTH CENTRAL RADIO GROUP - THREE EAGLES COMMUNICATION - TOWNSQUARE MEDIA - TRIAD - TSJ MEDIA INC. - UNIVISION - WESTERN KANSAS BROADCAST CENTER - WILKS BROADCASTING · WOLFHOUSE RADIO · ZIMMER RADIO GROUP · DISPATCH BROADCAST GROUP · FOX TELEVISION STATIONS, INC. · GANNETT · GRANITE BROADCASTING CORPORATION · GRAY TELEVISION · HEARST TELEVISION · HUBBARD BROADCASTING · MEDIA GENERAL · MISSION BROADCASTING · NEXSTAR BROADCASTING INC. · POLLACK/BELZ COMMUNICATIONS · RAYCOM MEDIA. INC. · SCHURZ COMMUNICATIONS · SINCLAIR BROADCAST GROUP

## Total Corporate Partner Support

This table refers to a corporate partner's or program's total contribution to Children's Miracle Network Hospitals. This total includes funds raised directly for hospitals, underwriting and in-kind support for hospitals and national operations, and the program outcome of underwriting and in-kind support. This table represents combined North American totals in U.S. dollar equivalents.



TOTAL SUPPORT	EIMDDAIGING	UNDERWRITING	IN MIND	2014 TOTAL
PARTNER/PROGRAM	FUNDRAISING		IN-KIND	2014 TOTAL
Walmart Stores, Inc.	\$ 61,404,255	\$ 560,000	\$ 17,000	\$ 61,981,255
Costco Wholesale Corp.	31,453,407	31,300	-	31,484,707
Credit Unions for Kids	9,821,271	44,967	-	9,866,238
RE/MAX, LLC	8,566,983	184,864	-	8,751,847
Speedway	7,856,556	100,000	107,850	8,064,406
Dairy Queen	7,518,201	\$75,000	-	7,593,201
TD Bank Group	6,840,198	\$9,976	41,487	6,891,661
Rite Aid Corp.	6,337,829	-	-	6,337,829
Ace Hardware Corp.	4,088,349	1,159,551	588,892	5,836,793
Marriott International, Inc.	3,961,027	454,000	841,711	5,256,738
Publix Super Markets, Inc.	3,479,830	-	275,000	3,754,830
Giant Food Stores	3,576,097	-	30,000	3,606,097
McLane Company, Inc.	2,716,884	484,514	-	3,201,398
Love's Travel Stops	2,500,799	-	31,000	2,531,799
IHOP Restaurants	2,477,385	-	-	2,477,385
Log A Load	2,243,417	-	-	2,243,417
Corner Stores	1,857,374	-	-	1,857,374
Panda Restaurant Group, Inc.	1,794,104	-	-	1,794,104
Food Lion LLC	1,371,065	371,938	-	1,743,003
Chico's FAS, Inc.	1,488,738	300,000	-	1,788,738
Circle K Midwest	1,357,373	-	-	1,357,373
CO-OP Financial Services	1,091,954	-	150,000	1,241,954
Stripes Convenience Stores	1,172,312	-	43,000	1,215,312
Marriott Vacations Worldwide	1,043,094	125,000	-	1,168,094
Newman's Own, Inc. (Costco Program)	1,050,341	-	-	1,050,341
Delta Air Lines, Inc.	647,860	275,000	- 353,847	1,276,707
Greek Partners - Phi Mu	933,255	-	-	933,255
Great Clips, Inc.	828,861	-	-	828,861
Kiwanis International	820,377	-	-	820,377
Air Canada Foundation	718,012	-	100,029	818,041
Walgreens	794,913	-	-	794,913
FRED'S, Inc.	737,900	_		737,900
Kroger Co.	712,517	-	-	712,517
Mike Weir Miracle Golf Drive For Kids	708,005	-	-	708,005

## **2014 FUNDRAISING RESULTS**



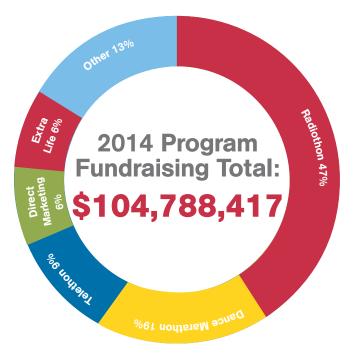


TOTAL SUPPORT				
PARTNER/PROGRAM	FUNDRAISING	UNDERWRITING	IN-KIND	2014 TOTAL
Casey's General Store	\$ 697,285	-	-	\$ 697,285
CEFCO Convenience Stores	653,538	-	-	653,538
Tops Friendly Markets	592,926	-	-	592,926
Wawa, Inc.	590,879	-	-	590,879
CDW Corp.	470,545	37,892	-	508,437
The Brick	473,961	-	-	473,961
Driven Brands, Maaco, Meineke Car Care Center	355,300	100,000	-	455,300
HMSHost Corp.	413,940	-	-	413,940
Chevron Corp.	412,949	-	-	412,949
Identity Guard	118,675	258,342	-	377,017
Pizza Pizza/Pizza 73	375,000	-	-	375,000
Carmike Cinemas, Inc.	368,809	-	-	368,809
Combined Federal Campaign	360,066	-	-	360,066
SMS Equipment Inc.	351,303	-	-	351,303
Greek Partners - Sigma Chi	328,509	-	-	328,509
Proctor & Gamble Canada	302,158	25,000	-	327,158
Walt Disney Company	-	300,779	-	3 00,779
Sunoco, Inc.	292,130	-	-	292,130
Subway	288,795	-	-	288,795
Foresters Canada (IOF)	263,645	-	-	263,645
Kinney Drugs, Inc.	249,760	-	-	249,760
Microsoft	245,509	-	-	245,509
Ollie's Bargain Outlet	244,446	-	-	244,446
American Legion	230,946	-	-	230,946
Long John Silver's	182,234	26,526	-	208,760

## **Total Programs Results**

The data and graph below represent Children's Miracle Network Hospitals' program fundraising results for 2014.

PROGRAM FUNDRAISING RESULTS*			
PROGRAM	2014 TOTAL ▼	2013 TOTAL	% CHANGE
Radiothon	\$ 49,323,698	\$ 46,937,058	5%
Telethon	9,039,340	10,766,762	-16%
Dance Marathon	19,854,432	15,501,134	28%
Direct Mail	6,420,212	6,515,767	-1%
Extra Life	6,218,000	4,085,965	52%
Other Programs and Events	13,932,735	20,938,361	-33%







### STATEMENT OF FINANCIAL POSITION

		2014	2013
ASSETS			
Cash & investments	\$	62,927,278	\$ 66,813,508
Receivables		6,409,772	5,531,979
Property, furniture and equipment, net		8,567,143	8,544,945
Other assets		925,975	658,787
TOTAL ASSETS	\$	78,830,168	\$ 81,549,219
LIABILITIES			
Accounts payable & accrued liabilities	\$	8,531,035	\$ 6,242,939
Payable to participating hospitals & partners		31,583,102	32,192,226
Deferred revenue		9,861,817	13,902,733
Notes payable		3,985,192	4,216,347
TOTAL LIABILITIES		53,961,146	56,554,245
TOTAL NET ASSETS		24,869,022	24,994,974
TOTAL LIABILITIES AND NET ASSETS	\$	78,830,168	\$ 81,549,219
STATEMENT OF ACTIVITIES			
STATEMENT OF ACTIVITIES		For the year ended December 31	
		2014	2013
REVENUE Total amount raised	\$	163,014,958	\$ 153,903,540
Less amounts designated by donors to specific hospitals		(156,142,453)	(146,387,487)
	(	,	
Hospital fees Direct mail		21,453,248	20,640,353
		4,325,374	4,063,749
Donations-in-kind		923,881	775,638
Campaign		3,393,233	3,149,131
Interest, dividends & investment gains (losses), net Other		927,721	1,717,845
Total Revenues		2,753,184	2,390,354
Iotal Revenues		40,649,146	40,253,123
EXPENSES			
PROGRAM SERVICES Public education & awareness		10,092,902	10,259,607
Fundraising program services		26,378,653	23,308,819
Total Program Services		36,471,555	33,568,426
SUPPORT SERVICES			
Fundraising		821,150	808,792
Management & general		3,461,930	3,396,741
Total Support Services		4,283,080	4,205,533
TOTAL EXPENSES		40,754,635	37,773,959
Other loss		20,463	26,833
Change in net assets		(125,952)	2,452,331
Net assets, beginning of year		24,994,974	22,542,643
NET ASSETS, END OF YEAR	\$	24,869,022	\$ 24,994,974



## **EXECUTIVE TEAM & BOARDS**

#### **Executive Team**



JOHN LAUCK
PRESIDENT AND CEO



TERI NESTEL

CHIEF ADMINISTRATION OFFICER



JENNI DEBARTOLO

CHIEF PEOPLE OFFICER



SHIRLEY ROGERS
CHIEF HOSPITAL RELATIONS OFFICER



CLARK SWEAT
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PARTNERSHIP OFFICER



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MARRIOTT VACATION WORLDWIDE CORP

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Dianna Morgan

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PRODUCE MARKETING ASSOCIATION

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President & CEO
SICKKIDS FOUNDATION

Rick Merrill
President & CEO
COOK CHILDREN'S HEALTH CARE SYSTEM

Tony Kenney President SPEEDWAY, LLC

Marie Osmond CO-FOUNDER

Jimmy Osmond
President
OSMOND ENTERTAINMENT

Ken Potrock

Senior Vice President & General Manager DISNEY VACATION CLUB & ADVENTURES BY DISNEY

John Schneider CO-FOUNDER

Jeff Sperring, MD President & CEO RILEY HOSPITAL FOR CHILDREN AT INDIANA UNIVERSITY HEALTH

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EVP & COO — Eastern and Canada Division COSTCO WHOLESALE CORPORATION

Glenn Plumby

Chief Marketing Officer SPEEDWAY, LLC

Mike Reagan

**SVP Business Alliances** 

RE/MAX, LLC

Rob Steigerwald

Chief Operating Officer - Western Region

Marriott International, Inc.

Celia Swanson

SVP — Talent Development WALMART STORES, US

Steve Young

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**CMNHospitals.org** 

