

AJ, 5 BRAIN TUMOR PATIENT

BRAIN NOT CONTAGIOUS IT MY SMILE IS

ANNUAL REPORT 2015

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ANNUAL REPORT 2015



DEAR FRIENDS,

What an incredible year 2015 has been! I'm proud to share that we have raised more than \$362 million — all of which helps kids get the care they deserve. There's much to celebrate, including the support of our corporate partners who raised more than \$219 million, and our fundraising programs, including Miracle Network Dance Marathon and Extra Life, which grew remarkably and raised close to \$111 million.

This year marks our 33rd year of raising funds and awareness for our 170 children's hospitals across North America. Together, we've raised more than \$5 billion to fund research, purchase equipment, provide treatments and pay for uncompensated care, all in support of our mission to save and improve the lives of as many kids as possible.

When I say every dollar is vital, it's true. Funding programs for children's hospitals do not come close to covering the cost of providing health care for kids. Therefore, children's hospitals rely on donations to make up the gap between what is covered and what it actually costs. Each year that gap continues to grow, making our efforts and those dollars even more critical.

I'm excited to share with you our annual report for 2015. Throughout these pages, you'll receive a brief snapshot of our successes, including our impact on a few of the kids treated at our children's hospitals (page 12). You'll see that each dollar you raise directly supports sick and injured kids.

Thank you for your continued support and passion for ensuring the more than 10 million kids treated annual at our hospitals have access to the best health care possible. Your efforts are saving kids' lives and making their communities stronger.

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 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 the reason, 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 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.

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 annually embark on an official Ambassador Tour to highlight the vital work of children's hospitals.

In 2015, our Champions traveled to Washington, D.C. and Orlando where they met with officials on Capitol Hill, interacted with corporate partners and participated in media interviews to share their stories with the world. Our Champions inspired everyone around them and were celebrated for their strength, courage and positivity they each embody. We are so proud of them and are grateful for their efforts 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 of raising more than \$219 million, continuing to build on each previous year. See page 17 for more information.

Programs & Events

In 2015, Miracle Network Dance Marathon and Extra Life hit record marks and Radiothon stayed consistent from the growth in previous year. Miracle Challenge, formally known as Miracle Marathon, grew in its second year of encouraging fitness and fundraising over a 27-day period.









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 2015-16 edition featured 54 of our member children's hospitals, with all of the top 12 overall best hospitals being our member hospitals.

BEST HOSPITALS USNews HONOR ROLL 2015-16 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 by Charity Navigator, America's largest independent charity evaluator: Four Stars, indicating that we exceed industry standards and outperform most charities in our cause.

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.

*based on funds raised divided by expenses





Children's Miracle Network NEED YOUR SUPPORT?







kids with

TRAUMA





39 kids for **DIABETES**



kids for **CANCER**



babies in NICU*



kids for **SURGERIES**



EVERY DAY, Children's Miracle Network Hospitals treat:









kids for DIABETES



kids for **CANCER**



babies in kids for NICU* **SURGERIES**

* neonatal intensive care unit

TEVERY

1983, CHILDREN'S MIRACLE NETWORK HOSPITALS



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.



JESSICA, 12BRAIN TUMOR PATIENT

Donations helped provide Jessica with the necessary hematology/ oncology equipment and supplies needed during her treatment.

A visit to a health screening kiosk at a local Walmart led to the discovery of an inoperable tumor behind Jessica's eye.

The months that followed were difficult but not impossible for a fighter like Jessica. Although she underwent several painful procedures including spinal taps, a brain biopsy and surgery to install a port catheter and a feeding tube in her stomach, she told those around her, "I choose to stay positive. I choose to fight."

Jessica endured months of chemotherapy, weekly blood transfusions and 24 rounds of radiation, but she handled them with a smile.

She still suffers from other health conditions caused by the tumor, but the cancer mass — now much smaller — appears to be inactive and Jessica has a 90 percent chance of survival. She is back in school, on the dance team and on a mission to share her story.



JOE, 15 CYSTIC FIBROSIS PATIENT

Funds raised by Children's Miracle Network Hospitals support the life-saving equipment and comprehensive treatment plans developed by Joe's caregivers for his cystic fibrosis.

Taking more than 50 pills a day might be taxing for some, but for Joe it's as natural as eating or breathing. The regimen is part of his treatment for cystic fibrosis. As Joe's disease progressed, he was admitted to a children's hospital where his health improved dramatically, thanks to a pediatric team who specializes in the genetic disorder that caused damage to his lungs and digestive system.

The care Joe received as an infant continued throughout childhood and adolescence. He faced multiple sinus surgeries and various treatments to combat the increasing severity of his condition. Currently, he visits the hospital every six months for IV treatment "tune-ups."

Regardless of the lifelong battle he faces, Joe is an active student, athlete and humanitarian. He's a skilled public speaker and has a special ability to connect with others.



CADEN, 10 DOWN SYNDROME

The child life and family centered care teams, both funded by donations, have been integral in providing Caden and his family developmental, educational and therapeutic support as he grows.

Caden means "fighting spirit" in Gaelic and this young boy epitomizes his name. Diagnosed with Down syndrome and 16 other ailments, Caden has taken anywhere from one to nine medicines daily since birth. His journey has involved multiple specialists from nearly every area of his member hospital. Despite countless visits, his spirit never wavers.

Through his love of music and dancing, particularly "Gangnam style," Caden does everything he can to bring joy to others. He even starred in a hospital flash mob and danced as if no one was watching.

While Caden's capacity for speech is limited, he uses short phrases and American Sign Language to communicate with others. He relates so well with classroom peers that they often seek help with his special talent — video games, especially Super Mario Bros.



DEONC, 7 JARCHO-LEVIN SYNDROME PATIENT

Donations helped cover Deonc's medical expenses after her father lost his job and along with it, the family's insurance coverage.

Deonc loves clothes, shoes and fashion shows as much as any girl her age, but she's not just any girl. She refers to herself as "mommy's special, smart girl."

Deonc was born with Jarcho-Levin syndrome, a rare genetic disorder with fewer than 120 cases reported since 1938. Most children with this condition never make it past their second birthday because their chest cavity is too small to accommodate growing lungs. Despite her initial prognosis, Deonc continues to defy the odds and is paving the way for other children born with this condition in the future.

Deonc now attends a mainstream elementary school and although she has a long road ahead of her, doctors hope that one day she will no longer need a ventilator. They are certain she will live life to the fullest because she never lets anything stop her.



2015 FUNDRAISING RESULTS

Corporate Partner-Related Results:

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

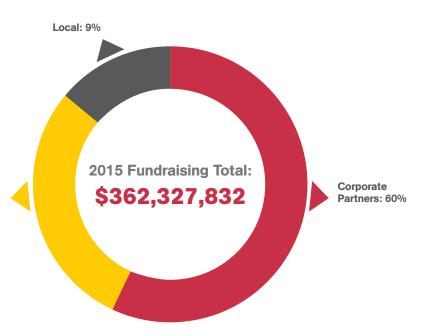
Program-Related Results:

National programs such as Radiothons, Miracle Network Dance Marathons, Telethons, Direct Mail, Miracle Jeans Day, Miracle Challenge, 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.

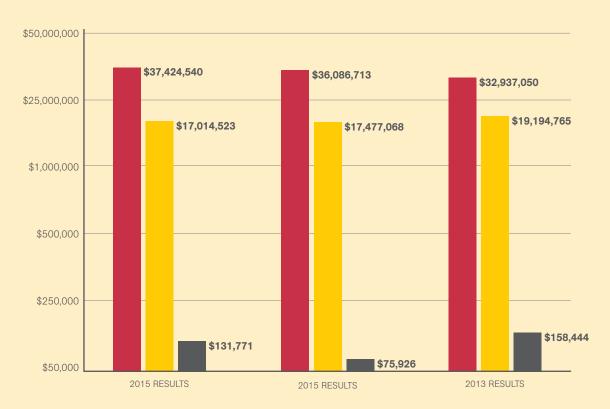




United States



Canada

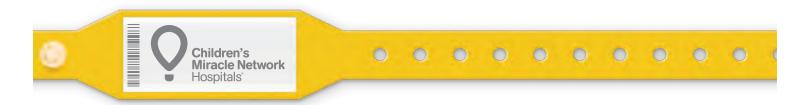


Our Partners PUT THE MONEY WHERE THE MIRACLES ARE.





Thanks to all of our partners, we raised more than **\$360 million** last year for children's hospitals.



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. This table represents combined North American totals in U.S. dollar equivalents.



PARTNER/PROGRAM	FUNDRAISING	UNDERWRITING	IN-KIND	2015 TOTAL
Walmart Stores, Inc.	\$ 61,395,995	\$ 250,504	\$ 1,044,560	\$ 62,691,059
Costco Wholesale Corp.	35,302,604	31,290	-	35,333,894
Credit Unions for Kids	10,391,990	2,858	220,093	10,614,941
Speedway	10,082,191	120,000	117,691	10,319,882
RE/MAX, LLC	9,038,158	208,058	-	9,246,216
Dairy Queen	8,664,141	75,000	251,013	8,990,154
Ace Hardware Corp.	5,079,380	1,213,254	821,077	7,113,711
TD Bank Group	6,909,659	5,000	100,068	7,014,727
Rite Aid Corp.	6,310,020	1,197	-	6,311,217
Marriott International, Inc.	4,042,970	4,456	1,492,735	5,540,161
Panda Restaurant Group, Inc.	4,929,204	-	-	4,929,204
Publix Super Markets, Inc.	4,038,428	275,000	-	4,313,428
Giant Food Stores	3,782,199	-	30,000	3,812,199
HOP Restaurants	2,894,218	-	-	2,894,218
Love's Travel Stops	2,871,489	-	-	2,871,489
Wawa, Inc.	2,714,924	-	-	2,714,924
Log A Load	2,390,098	-	-	2,390,098
Chico's FAS, Inc.	1,957,349	300,008	-	2,257,357
McLane Company, Inc.	1,909,058	193,134	-	2,102,192
Corner Stores	1,957,779	-	-	1,957,779
Air Canada Foundation	1,410,730	1,719	94,272	1,506,721
Stripes Convenience Stores	1,438,012	-	-	1,438,012
Circle K Midwest	1,385,298	-	-	1,385,298
Marriott Vacations Worldwide	1,202,059	150,000	-	1,352,059
Delta Air Lines, Inc.	701,475	275,000	352,541	1,329,016
CO-OP Financial Services	1,075,675	-	150,000	1,225,675
United Networks of America	-	1,000,000	-	1,000,000
Kroger Co.	985,834	-	-	985,834
Newman's Own, Inc. (Costco Program)	906,439	-	-	906,439
Casey's General Store	904,859	-	-	904,859
The Brick Ltd	639,412	-	165,976	805,388
FRED'S, Inc.	777,900	-	-	777,900

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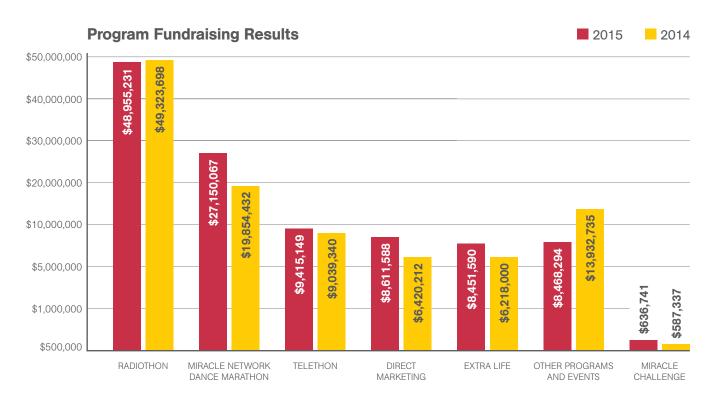
2015 FUNDRAISING RESULTS

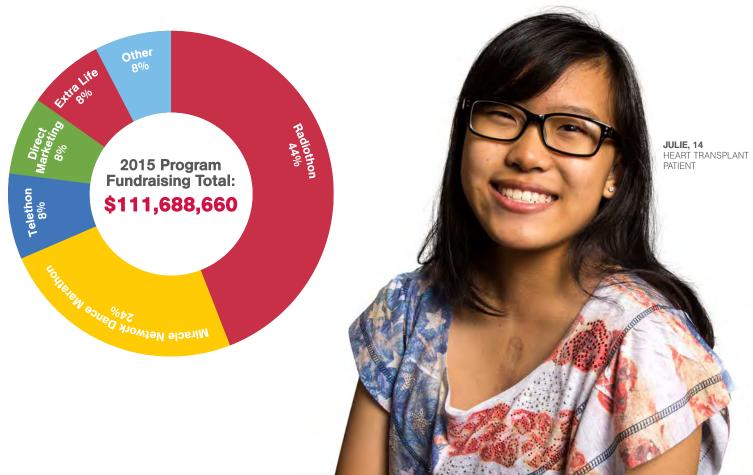


TOTAL SUPPORT				
PARTNER/PROGRAM	FUNDRAISING	UNDERWRITING	IN-KIND	2015 TOTAL
CEFCO Convenience Stores	\$ 736,212	\$-	\$-	\$ 736,212
Tops Friendly Markets	701,201	-	-	701,201
Kiwanis International	609,853	-	-	609,853
Walgreens	577,379	-	-	577,379
Carmike Cinemas, Inc.	496,951	-	-	496,951
Chevron Corp.	428,595	-	-	428,595
CDW Corp.	380,431	40,000	-	420,431
Pizza Pizza/Pizza 73	410,000	-	-	410,000
Mike Weir Miracle Golf Drive For Kids	406,000	-	-	406,000
Convenience Valet	-	336,820	-	336,820
Sunoco, Inc.	315,107	-	-	315,107
SMS Equipment Inc.	291,056	-	-	291,056
Direct Energy Services	290,145	-	-	290,145
Microsoft/XBOX Canada	204,718	-	60,069	264,787
HMSHost Corp.	249,892	-	-	249,892
P&G Canada	239,135	-	-	239,135
Creative Fundraisers/ Funding Innovation	226,830	-	-	226,830
Subway Canada	217,442	-	-	217,442
Identity Guard	1,916	200,154	-	202,070
Express Employment Professionals	148,420	50,032	-	198,452
Alex & Ani	79,447	100,000	-	179,447
Long John Silver's	178,634	-	-	178,634
Kinney Drugs, Inc.	177,446	-	-	177,446
KFC Restaurants Canada	173,192	-	-	173,192
Ollie's Bargain Outlet	170,558	-	-	170,558
Combined Federal Campaign	167,906	-	-	167,906
Driven Brands, Maaco, Meineke Car Care Center	64,886	100,000	-	164,886
Valvoline Instant Oil Change	162,470	-	-	162,470
Canadian Woodlands/ Log A Load	146,934	-	-	146,934
Subway US	142,791	-	-	142,791
White Cloud/Kruger	90,000	50,000	-	140,000
Coinstar	-	118,248	-	118,248
Johnson and Johnson	-	110,554	-	110,554
American Happening	-	100,000	-	100,000
Izze	-	100,000	-	100,000
Niagara Bottling	_	100,000	-	100,000

Total Programs Results

The data and graph below represent Children's Miracle Network Hospitals' program fundraising results for 2015.







STATEMENT OF FINANCIAL POSITION

		2015		2014
ASSETS				
Cash & investments	\$	63,224,280	\$	62,927,278
Receivables		13,278,229		6,409,772
Property, furniture and equipment, net		8,702,404		8,567,143
Other assets		995,025		925,975
TOTAL ASSETS	\$	86,199,938	\$	78,830,168
LIABILITIES				
Accounts payable & accrued liabilities	\$	4,199,997	\$	8,531,035
Payable to participating hospitals & partners		44,648,041		31,583,102
Deferred revenue		10,257,539		9,861,817
Notes payable		3,705,443		3,985,192
TOTAL LIABILITIES		62,811,020		53,961,146
TOTAL NET ASSETS		23,388,918		24,869,022
TOTAL LIABILITIES AND NET ASSETS	\$	86,199,938	\$	78,830,168
STATEMENT OF ACTIVITIES				
STATEMENT OF ACTIVITIES		For the year ended December 31		31
REVENUE		2015		2014
Total amount raised	\$	178,466,135	\$	163,014,958
Less amounts designated by donors to specific hospitals	. ((171,679,848)	. ((156,142,453)
Hospital fees		29,826,122		21,453,248
Direct mail		4,549,556		4,325,374
Donations-in-kind		2,244,577		923,881
Campaign		-		3,393,233
Interest, dividends & investment gains (losses), net		(225,801)		927,721
Other		2,044,114		2,753,184
Total Revenues		45,224,855		40,649,146
EXPENSES				
PROGRAM SERVICES		10,004,574		10000000
Public education & awareness		12,391,571		10,092,902
Fundraising program services		29,345,178		26,378,653
Total Program Services		41,736,749		36,471,555
SUPPORT SERVICES				
Fundraising		1,063,795		821,150
Management & general		3,961,615		3,461,930
Total Support Services		5,025,410		4,283,080
TOTAL EXPENSES		46,762,159		40,754,635
Other gain (loss)		57,200		20,463
Change in net assets		(1,480,104)		(125,952)
Net assets, beginning of year		24,869,022		24,994,974
NET ASSETS, END OF YEAR	\$	23,388,918	\$	24,869,022



EXECUTIVE TEAM & BOARDS

2015 Executive Team



JOHN LAUCK
PRESIDENT AND CEO



TERI NESTEL

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JENNI DEBARTOLO
CHIEF PEOPLE OFFICER



SHIRLEY ROGERS
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CLARK SWEATCHIEF CORPORATE PARTNERSHIP
OFFICER



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CANADA



STEVE OSHIN
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Former NFL quarterback, Super Bowl Champion, sportscaster and author

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