

CHILDREN'S MIRACLE  
NETWORK HOSPITALS®

# ANNUAL REPORT 2019



ALEXIS, 16  
TRAUMATIC BRAIN  
INJURY





**CIARLO, 8**  
SPINA BIFIDA

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# FIGHTING TODAY FOR A BRIGHTER FUTURE

Letter from CMN Hospitals Interim President & CEO Teri Nestel & CMN Hospitals Chairman, Nana Mensah

Every hour, Children's Miracle Network Hospitals treats 675 kids in the ER, 39 kids for diabetes, 92 kids for cancer, 39 babies in the newborn ICU and 97 kids undergo surgery. These very kids are our future scientists and leaders; our drivers-of-change who walk alongside us as we continue to advance pediatric healthcare for more than 170 hospitals throughout the U.S. and Canada.

In 2019, CMN Hospitals raised more than \$440 million making it the highest fundraising year ever in our history. We showed an annual growth of 8.5% and surpassed a cumulative total of more than \$7 billion raised for our member hospitals.

And philanthropy plays a major part of this story. Thanks to the passion and support of our corporate and media partners, students, universities, gamers, donors and advocates, we're able to provide member hospitals with the critical funds needed to advance pediatric healthcare at-large. These unrestricted funds go to each hospital's most urgent needs, whether providing charitable care to families in need, investing in research that discovers life-saving treatments and cures, training the next generation of doctors and nurses, advancing equipment for the best care possible, or offering families comfort and peace of mind through progressive patient & advancement services during the most trying moments.

True progression could not be possible without the generosity of our fundraising partners and donors.

But as we celebrate health of millions of children helped over the past 37 years, it's important to note that we aren't finished. We've set our sights even higher. Because we know that when we improve medical treatments, equipment, and facilities, we can address the most challenging health issues today while preventing and preparing for those to come. When we fund pioneering research at children's hospitals, we transform how we care for children not just in their youth, but to help them thrive throughout their lives. When we make it easier for people to understand and give to improve children's health, our collective impact grows exponentially. And when we change the health of even one child or family, we create a ripple effect that propels our communities for years to come.

Thank you to our many generous partners and donors for all you have done in driving our mission to change the future of pediatric healthcare for communities near and far. With renewed vigor, we know that together we can save kids' lives, and we're eternally grateful.

For the kids, always.

Teri Nestel & Nana Mensah

  
INTERIM PRESIDENT AND CEO  
TERI NESTEL

  
CHAIRMAN  
NANA MENSAB

## MISSION

We raise funds and awareness for children's hospitals.

## VISION

Together we save kids' lives.

**CHLOE, 14**  
TOXIC SHOCK SYNDROME





# IMPACT



**EVAN, 11** (and his mom)  
SPINA BIFIDA

# NETWORK HOSPITALS



## EVERY DAY

MEMBER  
HOSPITALS  
OF CMN  
HOSPITALS  
TREAT:

**16K**  
KIDS WITH  
TRAUMA

**935**  
KIDS FOR  
DIABETES

**2,218**  
KIDS FOR  
CANCER

**925**  
BABIES IN  
NICU\*

**2,329**  
KIDS FOR  
SURGERIES

\*neonatal intensive care unit



## EVERY HOUR

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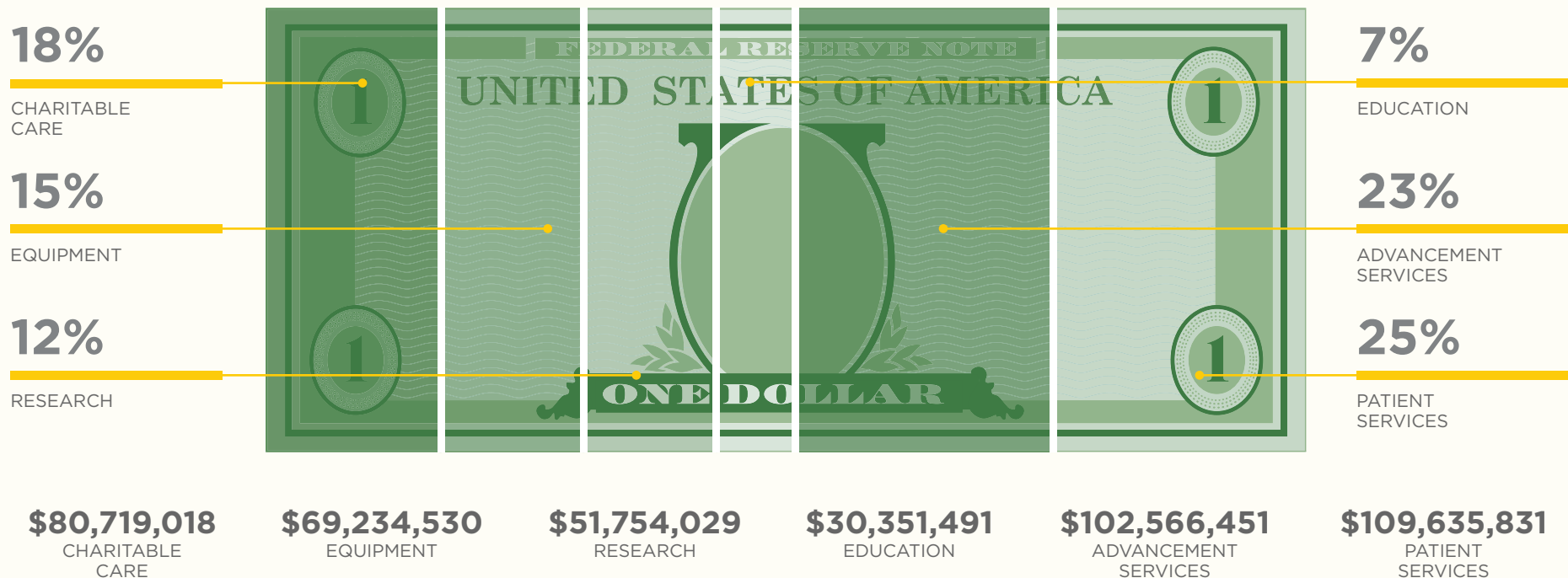
\*neonatal intensive care unit

IN 2019, CHILDREN'S MIRACLE NETWORK  
HOSPITALS RAISED

**\$444,261,350.**

**2019 WAS OUR  
HIGHEST ANNUAL  
FUNDRAISING  
YEAR TO DATE.**

## HOW YOUR DOLLAR HELPS PATIENTS AT CHILDREN'S HOSPITALS



# 2019 FUNDRAISING SOURCES

CMN Hospitals makes it easy to contribute to children's hospitals. No matter where you are, whether shopping at a store or online, dancing with your classmates, or gaming with your friends, everyone has a chance to positively change children's health by supporting your local children's hospital.

And most importantly, every dollar raised by CMN Hospitals helps kids and families at your local Children's Miracle Network Hospital.

## CORPORATE PARTNERSHIPS



## DANCE MARATHON



## MEDIA PARTNERSHIPS



## EXTRA LIFE



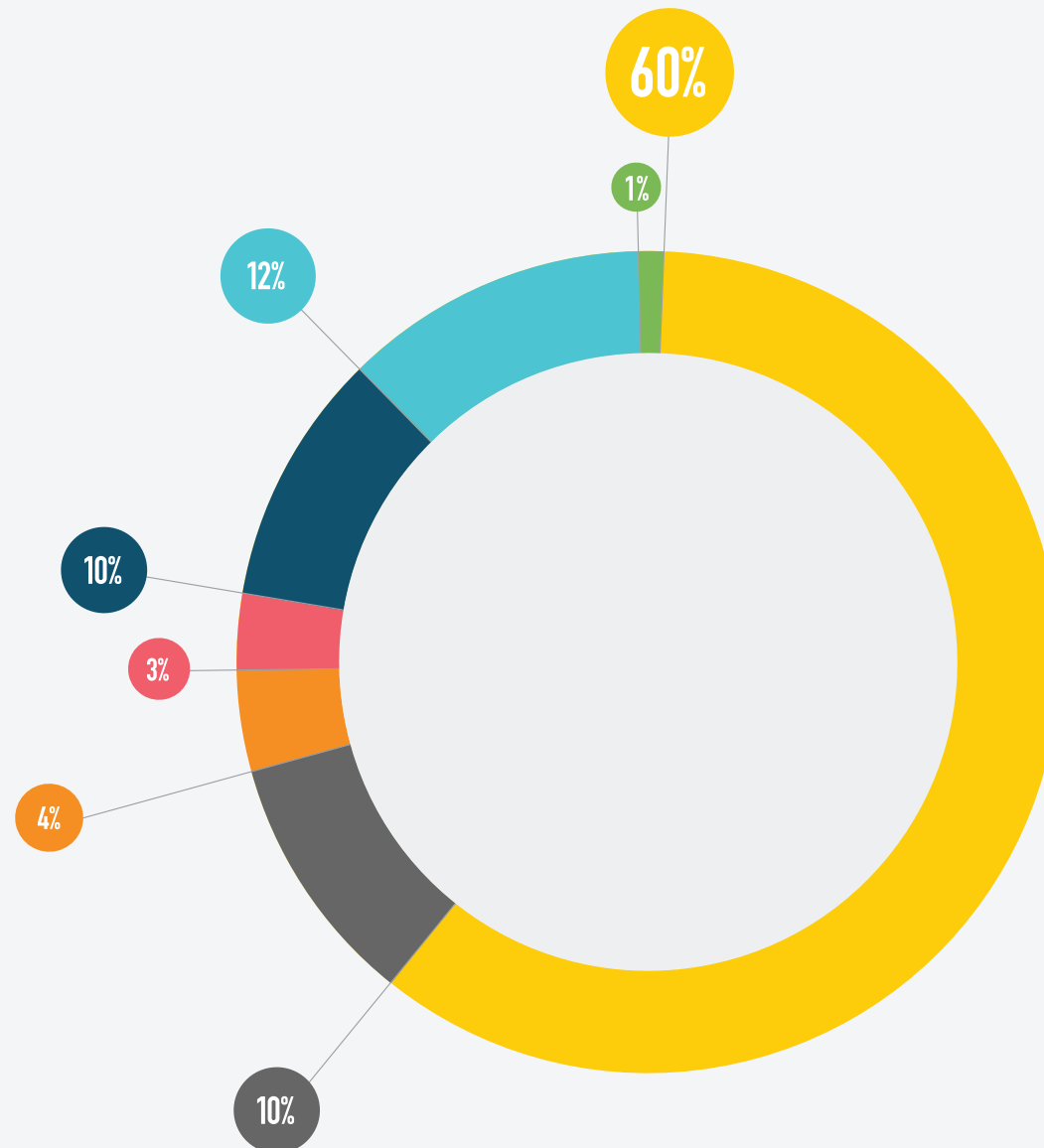
## DIRECT MAIL



## LOCAL



## OTHER





# OUR NETWORK

**BELLA, 16**  
BIPOLAR DISORDER



CORE PROGRAMS

4

UNIVERSITY PARTNERS

397

MEDIA PARTNERS

191

HOSPITAL PARTNERS

158

CORPORATE PARTNERS

106

CELEBRITY PARTNERS

100+



NOAH, 8  
BURNS AND AMPUTATION



# FOUR CORE PROGRAMS



Recently named one of the top 30 peer-to-peer fundraising programs in the United States, Extra Life is a movement, formed by gamers that are bonded by passion, and is committed to saving and improving the lives of local kids through CMN Hospitals. Participants fundraise year-round and pledge a day of play with one goal: to save and improve the lives of sick and injured kids. Funds raised stay local to help pediatric patients at 170 Children's Miracle Network Hospitals across the U.S. and Canada. Since 2008, Extra Life has raised more than \$56 million for member hospitals.



In partnership with CMN Hospitals, the Nicklaus family, along with support from the PGA TOUR and many of its partners, encouraged the golf community to fill this funding gap in pediatric healthcare through the Play Yellow campaign. Stemming from yellow shirts that Jack Nicklaus often wore in the final round of tournaments in honor of Craig Smith, the son of a close family friend who was battling a rare bone cancer, his legacy lives on.



Miracle Network Dance Marathon is an international movement, involving over 400 colleges, universities and K-12 schools across North America that fundraise for their local Children's Miracle Network Hospitals. These students work tirelessly throughout the year to raise funds one dollar at a time by making the ask to family and friends. Their hard work culminates in a 6-40 hour celebration on their campus, where participants can rally together as a community for their local Children's Miracle Network Hospital. Miracle Network Dance Marathon programs have collectively raised more than \$300 million since 1991.



Radiothons are multi-hour or multi-day media events that leverage the immense reach of radio and raise substantial funds and awareness for member CMN Hospitals. These emotional and inspirational events keep listeners engaged with hyper-local storytelling, compelling them to support their hometown children's hospital and kids in their community. Social media has expanded how local stories and radio audiences are brought together, both near and far.

## TRANSFORMATIONAL PARTNER

# WALMART



Walmart and Sam's Club share a basic belief - that every child deserves the chance to live better. That's why they have supported Children's Miracle Network Hospitals for 33 years, raising more than one billion dollars to change kids' health and change the future.

In 1987, when the man affectionately known to the CMN Hospitals team as "Mr. Sam," Sam Walton, committed his company and its resources to raise money, he promised that "the associates will amaze you." In addition to the countless hours volunteered at CMN Hospitals, Walmart and Sam's Club associates across the U.S. and Canada continue to amaze, raising more than \$50 million in 2019.

These donations provide the treatments and cures patients need today so they can fulfill their potential tomorrow. With customers' and members' generosity, Walmart associates have helped fund advancement services and innovative programs like Camp Share and Care - a weekend-long camp for children newly diagnosed with cancer. Donations have also helped fund Oishei Children's Hospital's environmental branding initiative in the operating rooms to provide a sense of peace and distraction for patients.



## ALEXIS SIMON

NEWARK, NEW JERSEY

### TRAUMATIC BRAIN INJURY AGE 16

Alexis was just 10 years old when she was hit by a car riding her bike. Alexis underwent seven hours of surgery. She suffered a traumatic brain injury, a fracture of her C7 vertebrae, a broken leg, ruptured spleen and needed multiple skin grafts. After intensive therapies, Alexis was able to walk again and 6 years later, Alexis is an accomplished performer, having performed off-Broadway.





## TRANSFORMATIONAL PARTNER

# PANDA EXPRESS



Panda Restaurant Group is honored to instill a culture of giving and caring in their local communities. In 2019, Panda Express donated \$26.8 million to 133 children's hospitals to care for the well-being of children.

The Panda Cares Center of Hope inspires hope and promotes healing by providing specially curated programs that address each child's entire well-being, including their physical, emotional, mental and spiritual needs. Programs offered at the Panda Cares Center of Hope include therapeutic play, art therapy, meditation and counseling services, designed to give children the courage and strength to thrive.

Patient services include psychological and emotional support to encourage self-expression, reduce stress, and better cope. Wellness programs, such as art, pet and music therapy, strengthen patients from within. Panda Express continues its commitment to ensure that the healthcare needs of their local communities are met now and into the future, having raised and donated over \$85 million.



## CHLOE LAM

WILLSONVILLE, OREGON

### TOXIC SHOCK SYNDROME AGE 14

When Chloe was 10 years old, she was diagnosed with an invasive strain of bacteria that was emitting toxins into her bloodstream and transformed into toxic shock syndrome. Thanks to the team of doctors at OHSU Doernbecher Children's Hospitals, Chloe is now a healthier 14 year old.



## TRANSFORMATIONAL PARTNER

# COSTCO



Costco employees and members raised more than \$43.5 million in 2019, making the company the number one fundraising corporate partner for Children's Miracle Network Hospitals.

Donations collected at any register or online helped by funding the most pressing needs of each children's hospital. Regional golf tournaments, a corporate match and other creative fundraising activities increased the overall annual fundraising total for needed care in local communities.

Last year, of the funds raised, Costco member donations provided more than \$11 million to help kids and families who couldn't afford care otherwise. From specialized equipment and treatment to help with transportation and food costs, donations to member hospitals ensure that services are accessible to all who need them.

In total, Costco has donated more than \$437 million overall for kids treated at CMN Hospitals in the United States and Canada since 1988 with the help of more than 600 Costco locations.



## EVAN LEE

FAYETTEVILLE, ARKANSAS

**SPINA BIFIDA &  
CHIARI MALFORMATION**  
**AGE 16**

In the first few years of Evan's life, he had multiple surgeries, including one at birth to close the hole in his back and provide him with a trach and feeding tube. Today, Evan is an active boy who swims, loves to fish and canoe, and plays baseball for the Miracle League.



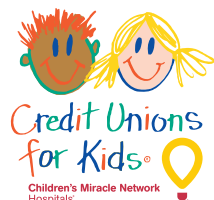


## INSPIRATIONAL PARTNERS



Ace Hardware has supported Children's Miracle Network Hospitals for nearly three decades through the company's annual Miracle Bucket sales, Round Up at the register and the creative fundraising efforts and generous contributions of Ace retailers, customers, vendor partners and team members. In their headquarters area, funds raised by Ace Hardware enabled Ann & Robert H. Lurie Children's Hospital to build a library in the hospital's Family Life Center. The library gives kids and parents a quiet space to escape with a good book and is one example of how Ace helps local communities through their philanthropy efforts.

Since becoming a CMN Hospitals corporate partner in 1991, Ace Hardware has raised more than \$125 million for local children's hospitals across the country.



Credit Unions for Kids has exemplified the credit union difference in their local communities for more than 20 years. Through efforts on a local level, ripple effects of change have impacted children's health across the United States and Canada.

In 2019, Credit Unions for Kids raised more than \$13.6 million dollars through a variety of ways — Give on the Go, wine auctions, runs and Miracle Jeans Day.

Since 1996, Credit Unions for Kids have raised more than \$150 million for kids treated at local children's hospitals.



## BELLA NYMAN

HELENA, MONTANA

**OCD, SEPARATION ANXIETY &  
BIPOLAR DISORDER  
AGE 16**

From a young age, Bella had psychological disorders that impacted her daily with fear and anxiety. With the help of her local children's hospital, she has learned healthy coping skills. She plans to use her story to impact the country to help break down the negative stigma around mental health.



## INSPIRATIONAL PARTNERS



Dairy Queen franchisees, employees and fans in the U.S. and Canada donated more than \$9 million to their local CMN Hospitals via funds raised from Miracle Treat Day, Free Cone Day, icon balloon sales and other fundraising efforts throughout 2019.

DQ strives to bring joy and hope to kids across North America by making a positive impact on their health and happiness. Many pet therapy programs are funded solely by donations and without community support from partners like Dairy Queen, their job wouldn't exist, since dog therapy is not covered by Medicaid or insurance programs. Since 1984, the DQ system has raised more than \$154 million for CMN Hospitals.



For more than 20 years, Love's has partnered with Children's Miracle Network Hospitals to make a difference for sick and injured children and their families.

In 2019, Love's Travel Stops raised more than \$5 million for CMN Hospitals. These unrestricted donations were often used to help children's hospitals prevent disease and injury through research involving the latest advancements in medical treatments. This research will help transform how we care for children in the future.

Love's Travel Stops believes that giving back to each community in which they operate is an important factor to their success. Love's team members put their hearts into raising funds and the annual campaign and National Coffee Day promotion fosters a closer sense of teamwork among coworkers as they challenge each other to build this philanthropic partnership.

To date, Love's has raised more than \$31 million for local children's hospitals across the United States.



## NOAH KELLY

NASHVILLE, TENNESSEE

### BURNS AND AMPUTATION AGE 8

At 6 years old, Noah reached into a bush to retrieve a soccer ball and touched a live electrical wire. Noah burned over 40% of his body, severe enough to require amputation of his right arm. After 145 days in the hospital, multiple procedures and 15 skin grafts, Noah loves playing with his dogs, music, superheroes and playing games.



## INSPIRATIONAL PARTNERS



Marriott International holds the honorable distinction of being Children's Miracle Network Hospitals® longest-standing corporate partner. Marriott's "Spirit to serve" permeates the company culture and motivates associates to raise funds through hosting large-scale events and unique fundraising campaigns at individual properties.

In 2019, Marriott International raised over \$5 million. Marriott International guests also donate millions of Marriott BONVOY points each year to CMN Hospitals to help families in need of travel assistance to our hospitals.



A partner since 1992, Publix Super Markets raises funds for 27 markets in the southeast and northeast areas. In 2019, Publix associates and customers raised more than \$3.7 million during the June 2019 campaign.

The funds raised are used by member hospitals to purchase specialized equipment to treat the youngest and sickest patients, build new treatment facilities, conduct ground-breaking research and more.

Publix is helping families live better by making a direct impact on pediatric healthcare in local communities. Since the partnership began in 1992, Publix has raised more than \$52 million for CMN Hospitals, and continues to be a leader in philanthropy for the grocery industry.



### DEVIN RODRIGUEZ

NEWARK, NEW JERSEY

#### RHABDOMYOSARCOMA AGE 10

Devin loves baseball and plays pitcher and outfield on his local team. It wasn't long ago that tests indicated that Devin had stage IV rhabdomyosarcoma in his bladder, which spread to his prostate, lymph nodes and lungs. After treatment of radiation and chemotherapy, he has been declared "no evidence of the disease".





## INSPIRATIONAL PARTNERS

# RE/MAX

Children's Miracle Network Hospitals provide education services for patients, families and the community. This includes support for the patient's school and classroom as well as programs such as healthy eating and CPR for the larger community and is made possible by partners like RE/MAX.

In 2019, RE/MAX agents in the U.S. raised more than \$6 million to help save kids' lives. Donations help fund many areas of the local hospital — often where it is needed most including education services for hospital staff to best treat and prevent illnesses in children.

Since 1992, RE/MAX has raised more than \$165 million for Children's Miracle Network Hospitals across the U.S. and Canada. The majority of these donations come from the Miracle Home Program, which allows agents to make a donation after each complete property sale.



Having provided fundraising support for CMN Hospitals for more than a quarter of a century, Rite Aid associates and customers rally to the cause each year to raise donations to fund patient services, critical care, life-saving equipment, pediatric programs and more at 53 children's hospitals in communities Rite Aid serves.

Knowing that each dollar makes an individual impact on one child and one family, all proceeds are received by the local children's hospital to fund items and services that the community needs most. A corporate partner since 1994, Rite Aid has raised more than \$95 million to benefit kids.



## VINCENT "VINNY" MANNING

WICHITA, KANSAS

### CYSTIC FIBROSIS AGE 13

At age 7, Vinny was diagnosed with cystic fibrosis along with pancreatic insufficiency. This genetic disease causes a thick buildup of mucus in the lungs, pancreas and other organs. Vinny wears a special vest to help break up the mucus in his chest. Today, he's in a running club and is an accomplished artist with plans to work for a comic company.



## INSPIRATIONAL PARTNERS



A partner since 1991, Speedway has raised more than \$121 million through various fundraising activities.

Speedway was named Corporate Partner of the Year for 2019 in recognition of their extraordinary commitment to Children's Miracle Network Hospitals through innovative fundraising and awareness initiatives. Speedway saw a remarkable 25% fundraising increase in 2019 to \$11.8 million thanks to some innovative campaigns like the coloring book, growth in their annual golf tournament and the launch of the pin pad donation ask.

Donations help fund items such as an EC-145 helicopter used to transport critically ill patients from communities throughout Kentucky and Indiana to Norton Children's Hospital. Thanks to more than \$3.6 million in donations from Speedway, the helicopter is customized for patient care and fully stocked with the latest devices and equipment to treat the most complex medical cases.



In their continued commitment to children's healthcare and research, Entercom radio stations across the country raised over \$6M in 2019 sharing the stories of patients treated at Children's Miracle Network Hospitals.



For two decades, iHeartRadio stations have promoted the need for support of Children's Miracle Hospitals Network Hospitals through public service programming and broadcast events. In 2019, 70 iHeartRadio stations raised \$6.9M to benefit hospitals in their local communities.



## LIBBIE COLEMAN

GRANFTON, WISCONSIN

### LARSEN SYNDROME AGE 11

Libbie was born with Larsen's syndrome, a genetic disorder that affects her bones and joints. Libbie's knees and elbows were dislocated in addition to club feet, which caused her to be unable to walk. After multiple surgeries, Libbie now runs triathlons.



# TRANSFORMATIONAL

**\$15 MILLION+**

WALMART • PANDA RESTAURANT GROUP • COSTCO

# INSPIRATIONAL

**\$5 MILLION - \$14.9 MILLION**

ACE HARDWARE CORP. • CREDIT UNIONS FOR KIDS/CO-OP FINANCIAL SERVICES • RE/MAX, LLC • DAIRY QUEEN CORP. • SPEEDWAY • MARRIOTT INTERNATIONAL, INC. • IHEART MEDIA • PUBLIX SUPER MARKETS, INC. • RITE AID CORP. • ENTERCOM • LOVE'S TRAVEL STOPS

# FOUNDATIONAL

**\$1 MILLION - \$4.9 MILLION**

Twitch • Indiana University • Entravision • University of Florida • Giant Food Stores • University of Iowa • IHOP Restaurants • Cumulus Media • Log A Load • Florida State University • Phi Mu Fraternity • Marriott Vacations Worldwide • Wawa, Inc • McLane Company, Inc. • The Ohio State University • Bonneville International • Delta Air Lines, Inc. • Hubbard Media Group • University of Central Florida • Saga Communications • Rooster Teeth • Circle K Corporate/Corner Store • KALC-FM Alice 105.9 Cares for Kids (Entercom) • Direct Energy • University of Georgia • Kirkland Signature • Purdue University • University of South Carolina • Casey's General Store • University of Connecticut • WWMX-FM (Entercom) • WKLH-FM (Saga) • University of Oklahoma • WTMX-FM (Hubbard) • KTAR News • Coca-Cola Company • Vivint Solar • Life Time • Knight-Swift

# NOTABLE

**LESS THAN \$1 MILLION**

Aflac • Boosterthon • CDW Corp. • CEFCO Convenience Stores • Chevron Corp. • Coinstar • Collectors Events Unlimited • Columbia Sportswear • Convenience Valet • CO-OP Financial Services • Discover • DonorDrive • Driven Brands • Express Employment Professionals • Frito Lay • GameStop • General Mills • Great Clips • Greek Partners • Hershey Company • Kellogg's • Kendra Scott • Kinney Drugs • Kiwanis International • Kroger Co. • MAPCO • Nordstrom • Peet's Coffee & Tea • Phi Delta Epsilon International Medical Fraternity • Phi Kappa Theta Fraternity • Red Bull • Sigma Alpha Epsilon Fraternity • Sigma Chi Fraternity • Sunoco, Inc. • Tops Friendly Markets • United Networks of America • Vallarta Supermarkets • Valvoline Instant Oil Change • Walgreens • Walt Disney Company



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CHIEF CONTENT OFFICER

**STEVE OSHIN**  
CHIEF BUSINESS DEVELOPMENT OFFICER

**KAYLEE, 5**  
LEUKEMIA PATIENT



# BOARD OF TRUSTEES & BOARD OF GOVERNORS

We thank the Board of Trustees and Board Members for their support in fundraising and development opportunities for CMN Hospitals. Responsible for promoting the cause throughout the international business community, the Board of Governors is pivotal in attracting new companies to assist with financial contributions and fundraising efforts.

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**DEVIN, 10** (and his mom)  
RHABDOMYOSARCOMA



**CHANGE KIDS' HEALTH**  
**CHANGE THE FUTURE**

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Salt Lake City, UT 84101

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