

# 20 20

# ANNUAL REPORT



**Children's  
Miracle Network  
Hospitals®**

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

# MISSION

We engage local communities to increase fundraising for their children's hospital

# VISION

Change kids' health, change the future

IN <sup>20</sup><sub>20</sub>

**\$370 MILLION+**  
raised

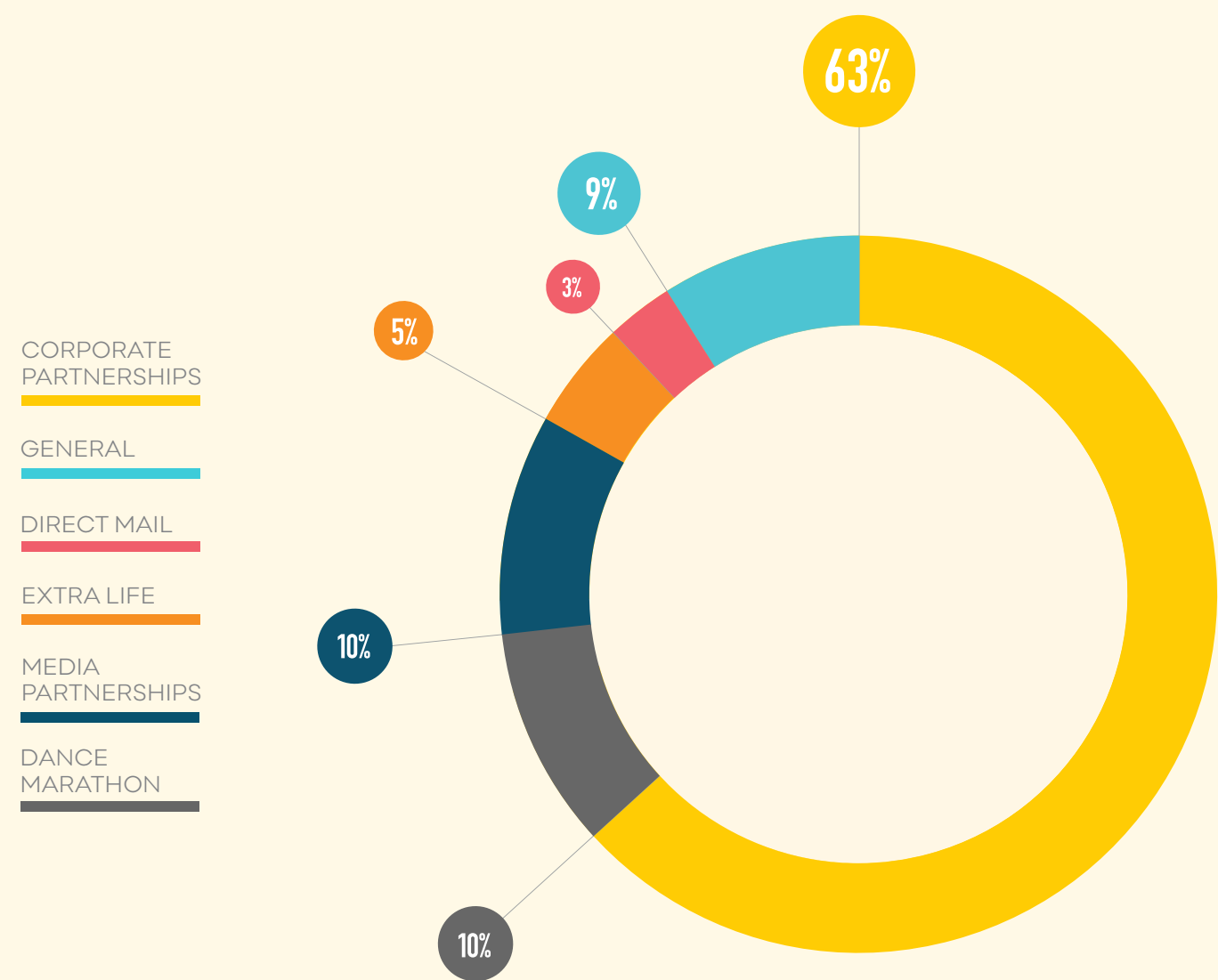
**170**  
**children's hospitals**  
supported & communities  
engaged

**10 MILLION**  
future scientists, inventors,  
artists and leaders of  
tomorrow cared for

# KEEPING IT LOCAL

With more than \$370M raised in 2020, CMN Hospitals makes it easy to contribute to children’s hospitals. Just like those who receive care and treatment at our member hospitals are diverse, so are our opportunities to fundraise.

2020 FUNDRAISING SOURCES



## CORPORATE PARTNERS 63%

125 Corporate Partnerships support CMN Hospitals through employee giving, point-of-sale fundraising campaigns and sponsorships. Golf tournaments with Play Yellow have also risen in popularity among the network.

## EXTRA LIFE 5%

Extra Life supports CMN Hospitals as one of its core programs. Participants fundraise year-round and pledge a day of play with one goal: to save and improve the lives of sick and injured kids.

## MEDIA PARTNERS 10%

340 Media Partners support CMN Hospitals through radiothons, multi-hour or multi-day events hosted by stations and hospitals representative of their local community.

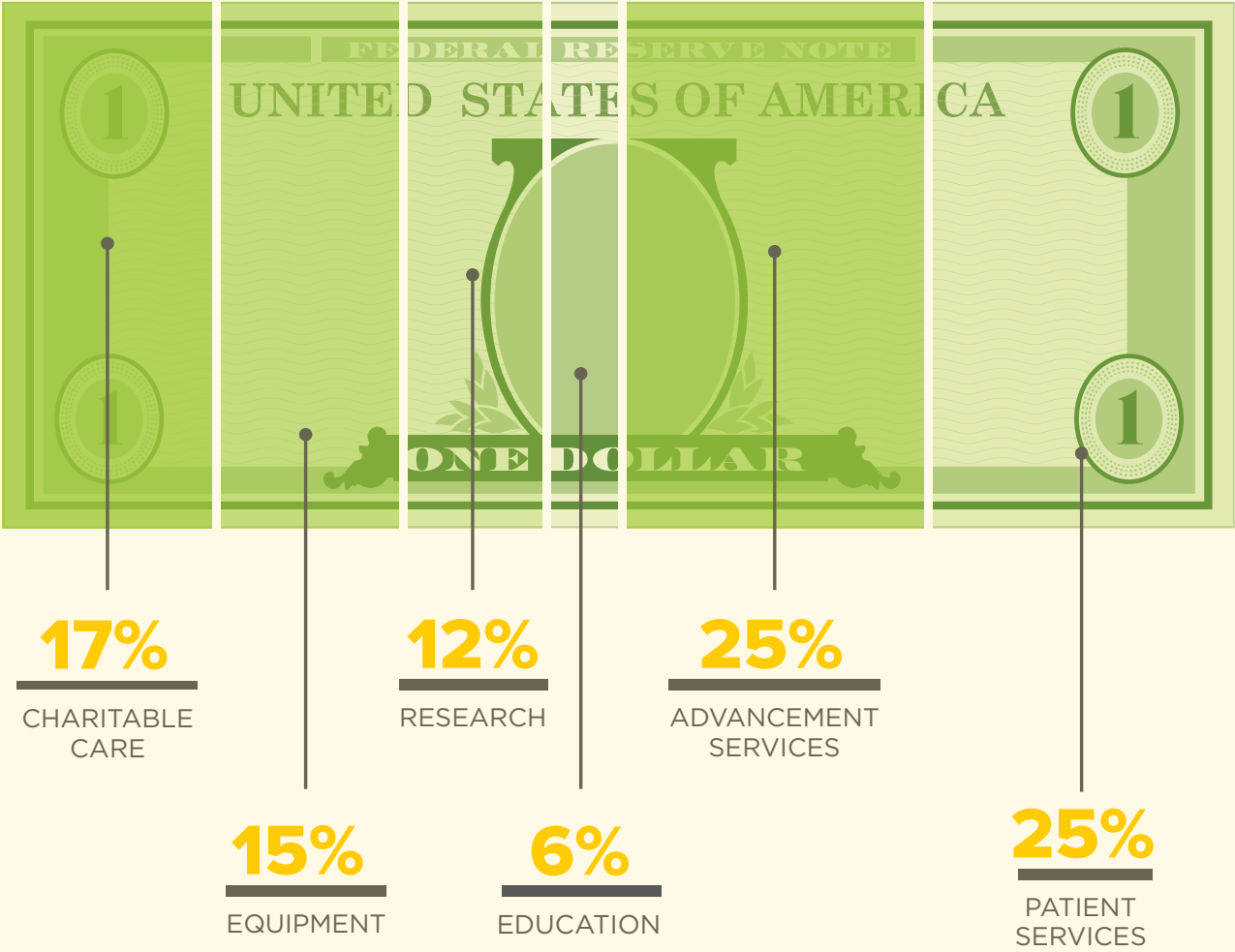
## DANCE MARATHON 10%

Another core program of CMN Hospitals’ is Dance Marathon. Over 375 School Partners support CMN Hospitals through peer-to-peer fundraising events spanning colleges, universities and K-12 schools across North America.

[CLICK HERE](#) to view Canada’s Children’s Hospital Foundations’ 2020 Annual Partnership Reports & Financials.



# HOW YOUR DOLLAR MAKES MIRACLES AT CHILDREN'S HOSPITALS



Miss June, an associate from Walmart #810 in Mason City, Iowa has been an inspirational advocate for the Children's Miracle Network Hospitals campaign for over 25 years. She loves participating in the campaign each year not only because she cares about kids' health, but she also loves the teamwork and doing her part. For the 2020 campaign, at 96 years old, Miss June promised to dye her hair red, white and blue if she met her personal fundraising goal of \$500. Over Independence Day weekend, she exceeded her goal raising \$700 and sported her new patriotic hairdo.



Bill Hagan owns nine locations of Hagan Ace Hardware in Florida, where the Hagan family has long supported UF Health Jacksonville and Wolfson Children's Hospital through Ace's partnership with CMN Hospitals. When their son Jacob, now the Director of Store Operations, was diagnosed with Type 1 diabetes at age 7, the Hagans saw first-hand how children's hospitals are vital to keeping kids and families healthy and thriving. Today, Jacob and Bill feel blessed that their participation in CMN Hospitals fundraising allows them to give back to those they serve.





# MILESTONE

## RESILIENCY

By definition, resiliency is the capacity to recover quickly from difficulties, toughness. 2020 revealed challenge after challenge – unrelenting in many ways. But through those challenges, our network stood tall, nimble and determined to collectively accomplish our mission to Change Kids’ Health, Change the Future.

Together, we...

- Transitioned hundreds of events and campaigns to virtual or rescheduled to later in the year
- Retained 85% overall fundraising from 2019
- Remained a consistent source of stability among our member hospitals
- Adapted in the face of adversity by creating new fundraising opportunities in support of our partners



Inspired by patients and their families, Dance Marathon participants remained committed to changing kids’ health and changing the future no matter the challenges they encountered in 2020. Dance Marathon at Florida State University was one of those programs and as part of their shift to virtual events, they decided to host a series of online fundraising challenges for their participants. Ultimately, they saw a staggering 82% increase in fundraising during this campaign compared to 2019. In total, DM at FSU raised more than \$111K over just three days.



# MILESTONE

## RELATIONSHIPS

During 2020 when many nonprofits were seeing partners and fundraising evaporate, our network showed its strength and value of relationships both old and new.

Despite hardships faced by our corporate partners, many jumped at the opportunity to show compassion in a time of need and uncertainty. Our community of donors and supporters radiated across 170 hospitals and communities like never before.

- More than \$1.2M in donated PPE from partners to hospitals
- Thousands of meals donated to frontline workers & families by partners
- 100% corporate partner retention



Panda associates from across the country develop close relationships with their local hospitals and the communities that they serve, inspiring them to make the ask at the register to round-up for CMN Hospitals, as well as choose to donate themselves.

“I met children [who have been helped by donations] in our community and I was touched and inspired by their stories. I knew then I would continue to donate to their future and the future of others.”  
– Creyton S., store #3080

As the pandemic began in early 2020, Panda associates also donated meals and PPE equipment to member hospitals.





# MILESTONE

## LEGACY

History was made at CMN Hospitals, while simultaneously the world encountered a deeper need to progress diversity, equity and inclusion.

In February 2020, we lost powerful leader and former president and CEO John Lauck after a tragic bike accident. John's vision for the organization and belief in our culture were integral in bringing this network closer together. Continuing that same compassion and drive, Teri Nestel was unanimously selected by the Board of Trustees as CMN Hospitals' first female president and CEO.

“

*Teri stepped into the interim president and CEO role during a challenging time. She led the organization through the sudden loss of past president and CEO John Lauck, obstacles of a global COVID-19 pandemic, an economic downturn and movements for social change," said Nana Mensah, chair of CMN Hospitals' Board of Trustees. "Under Teri's leadership and stewardship, through these challenges, our organization remained strong and proved its capability by sustaining significant fundraising for children's hospitals."*

Further, our organization also actively committed toward Diversity, Equity & Inclusion and welcomed Shirley Rogers to serve as Senior Vice President of Diversity, Equity & Inclusion. Embracing what makes us our most authentic selves enables our organization to innovate on behalf of children everywhere.

Our legacy continues...





# WHERE WE WORK



**170 HOSPITAL COMMUNITIES IN NORTH AMERICA**

## PlayYellow?

Jacob Senden, son of PGA Tour golfer John Senden, was diagnosed with an aggressive, malignant brain tumor in April 2017. Then 13 years old, Jacob was rushed to Children’s Health in Dallas, a CMN Hospital, where he was told he had two hours to live. However, after six months of chemotherapy and six weeks of radiation, Jacob’s care team was able to reduce his tumor from the size of a golf ball to smaller than a pea. Today, Jacob visits Children’s Health every three months to ensure his tumor isn’t growing, and he is doing well. The Senden family is grateful for the care Jacob continues to receive and has become dedicated supporters of Play Yellow and Children’s Miracle Network Hospitals.



Emily, a seven-year Extra Lifer, pitched an idea to Ann & Robert H. Lurie Children’s Hospital in 2020 for a show called “Game On” that is broadcast to patient rooms bi-monthly. This show brings a version of the streaming world to in-patient kids and created a new volunteer opportunity for gamers like Emily. Through Emily’s innovative ideas, a silver lining of hope and happiness was created for local gamers and kids alike in 2020.





# WE BELIEVE...

CHILDREN'S HEALTH IS AN URGENT LOCAL & GLOBAL ISSUE.

Kids need help now. By providing charitable care to millions of children each year, regardless of racial or socio-economic backgrounds, we can remove racial inequalities and systemic barriers and, thus, help deliver on the promise that all kids can lead healthy productive lives.

CHILDREN'S HOSPITALS ARE BEST POSITIONED TO POSITIVELY IMPACT CHILDREN'S HEALTH – BUT THEY CAN'T DO IT ALONE.

We are committed to meeting the philanthropic funds needed by local children's hospitals to advance pediatric healthcare at-large.

WE MAKE IT EASY FOR PEOPLE TO CONTRIBUTE.

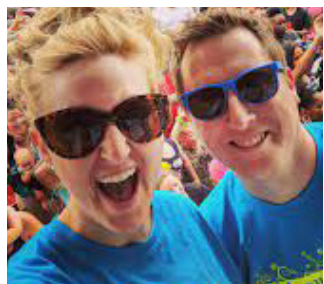
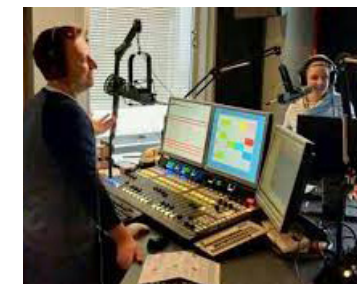
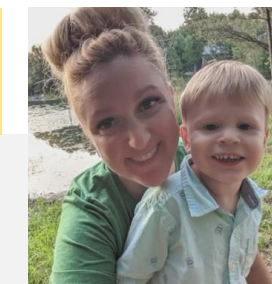
Through the power of our network, communities will unite to change kids' health to change the future. No matter where you are, whether golfing, shopping at a store or online, listening to the radio, dancing with your classmates or gaming with friends, everyone has a chance to positively change children's health.

THE IMPACT WE HAVE GOES FAR BEYOND HELPING INDIVIDUAL CHILDREN AND FAMILIES.

We are unrelenting in our desire to ensure every child has a healthier future. By improving medical treatments, equipment and facilities, we're able to not only address the most challenging health issues of our day but also to prevent and prepare for those to come.



"I work in the credit union industry which is genuinely committed to the idea of "People Helping People" Our ongoing commitment to supporting CMN Hospitals perfectly embodies that idea," Holly M., Northwest Credit Union. Holly knew she was committed to holding the Cheers and Chocolates auction whether in person or virtually in 2020. When it was clear the event had to be online, she helped make it fun and engaging for attendees and donors with great success.



Lauren "Shmittty" Smith, half of the morning show duo Mac and Shmittty on Star 105.7 in Grand Rapids, Michigan, has been a huge supporter of Children's Miracle Network Hospitals through the local Radiothon benefitting Helen DeVos Children's Hospital. In addition to the annual Radiothon, Lauren has also teamed up with Project Night Lights on the second Tuesday of every month, inviting the whole community out to shine flashlights up at the hospital windows to say good night to the kids. Lauren shared "As a mom with a personal experience at the hospital with my son, I am so proud of this event." Families now mark it on their calendars and it gets bigger each time!



# LEADERSHIP

**TERI NESTEL**  
PRESIDENT & CEO

**CLARK SWEAT**  
EXECUTIVE VICE PRESIDENT &  
CHIEF OPERATING OFFICER

**MAUREEN CARLSON**  
CHIEF PROGRAMS &  
MARKETING OFFICER

## BOARD OF TRUSTEES

### CHAIRMAN

**NANA MENSAH**  
Chairman & CEO, XPORTS, INC

### VICE CHAIR/CHAIR STRATEGY COMMITTEE

**RICK MERRILL**  
President & CEO, COOK  
CHILDREN'S MEDICAL CENTER

### IMMEDIATE PAST CHAIR

**JOHN BOZARD**  
President, ARNOLD PALMER  
MEDICAL CENTER & ORLANDO  
HEALTH FOUNDATION

### TREASURER/CHAIR FINANCE & INVESTMENT COMMITTEE

**BARBARA JOERS**  
President & CEO, GILLETTE  
CHILDREN'S SPECIALTY HEALTHCARE

### SECRETARY/CHAIR AUDIT & COMPLIANCE COMMITTEE

**KIMBERLY CRIPE**  
President & CEO, CHILDREN'S  
HOSPITAL OF ORANGE COUNTY

### CHAIR - CDO ADVISORY COMMITTEE

**STEVE RUM**  
VP of Development and  
Alumni Relations  
JOHNS HOPKINS MEDICINE

### JOHN BEL

Vice President &  
Chief Development Officer  
CHRISTUS SANTA ROSA  
HEALTH SYSTEM

### KANE CALAMARI

SVP - Chief Human Resource Officer &  
President of the Ace Foundation  
ACE HARDWARE CORPORATION

### BILL CHENEY

President & CEO  
SCHOOLSFIRST CREDIT UNION

### SUSAN DOLINER

VP for Development  
MAINE MEDICAL CENTER

### BRETT HUTCHENS

Principal, CASTO SOUTHEAST  
REALTY SERVICES

### GREG KENNEDY

SVP Airport Operations, Hubs  
DELTA AIR LINES, INC.

### JENNY LOVE MEYER

EVP & Chief Culture Officer  
LOVE'S TRAVEL STOPS &  
COUNTRY STORES

### MICHAEL MISCHLER

Retired - EVP of Marketing  
CBS TELEVISION DISTRIBUTION

### ELIAS NEUJAH

CEO, CHILDREN'S HOSPITAL  
OF RICHMOND AT VCU

### BARBARA NICKLAUS

Founder and Chairman  
NICKLAUS CHILDREN'S  
HEALTH CARE FOUNDATION

### MARIE OSMOND

CO-FOUNDER

### GLENN PLUMBY

SVP and Chief Operating Officer  
SPEEDWAY, LLC

### RON FRIESON

President, CHILDREN'S  
HEALTHCARE OF  
ATLANTA FOUNDATION

### PHILIP SALERNO III

President & CDO  
CHILDREN'S SPECIALIZED  
HOSPITAL FOUNDATION

### KARISA SPRAGUE

SVP, US Field HR  
WALMART STORES, INC.

### GRANT STIRLING

President & CDO  
ANN & ROBERT LURIE  
CHILDREN'S HOSPITAL OF  
CHICAGO FOUNDATION

### ANDREA THOMAS

Professor of Marketing  
UNIVERSITY OF UTAH

### PEARL VEENEMA

President & CEO  
HAMILTON HEALTH  
SCIENCES FOUNDATION

### STEVE WEIZ

President  
MARRIOTT VACATION  
WORLDWIDE CORP

### GLENDIA FLEMING WILLS

SVP, Southeast Division  
WALMART STORES, INC.

# RE/MAX

In 2020, Stephenie F. and her team of RE/MAX agents and employees didn't let a pandemic slow down their momentum - RE/MAX Gold Nation surpassed \$1M in fundraising since the beginning of its support for CMN Hospitals. This team carried on and promoted The Miracle Home and Miracle Property Program through several virtual events allowing for online donations from agents for different occasions. "Giving back is at the core of who we are as an organization and we are very proud of this partnership."



Speedway General Manager Katrina Hockenbroch's son, Zeyke, came into the world five weeks early as a healthy baby boy. The week following, he was rushed to Penn State Children's Hospital where a medical journey lasting years would begin. One of Katrina's most memorable experiences was the first Round Up weekend at her store which set a goal to raise \$500. In this same weekend the local CMN hospital spent approximately the same amount of money on Zeyke's G-Tube for Anti NMDAR Encephalitis disease. This experience really hit home for Katrina.

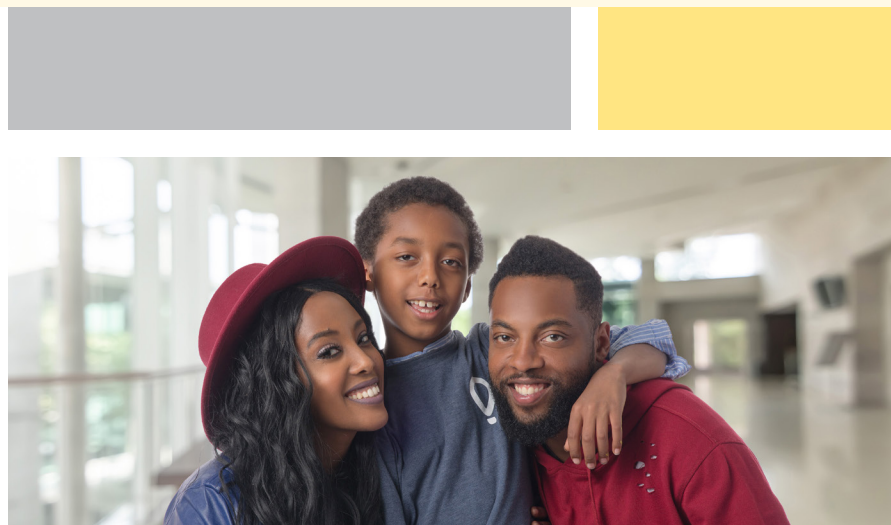




# IN GRATITUDE

Walmart Inc. • Costco Wholesale Corp. • Panda Restaurant Group, Inc. • Ace Hardware Corp. • Speedway •  
 RE/MAX, LLC • Credit Unions For Kids • Rite Aid Corp. • TD Bank Group • The GIANT Company • Indiana University •  
 Dairy Queen Corp. • Love's Travel Stops • Marriott International, Inc. • University of Florida • University of Iowa •  
 Florida State University • The Ohio State University • Publix Super Markets, Inc. • IHOP Restaurants • The Brick Ltd. •  
 Log A Load • University of Connecticut • Phi Mu Fraternity • Circle K Stores, Inc. • Wawa, Inc. •  
 University of Central Florida • Coca-Cola • University of Georgia • McLane Company, Inc. • Direct Energy •  
 Purdue University • University of South Carolina • University of Oklahoma

Aflac • Alice 105.9 Cares For Kids • Audacy • Baltimore's Mix 106.5's Radiothon • BODYARMOR • CDW Corp. •  
 CEFCO Convenience Stores • Convenience Valet • CO-OP Financial Services • Cumulus Media • Delta Air Lines, Inc. •  
 Entravision Radiothon • Frito-Lay • Funding Innovation • GameStop • General Mills •  
 GNC (General Nutrition Centers Inc.) Canada • Great Clips • The Hershey Company • Humble Bundle • iHeartMedia •  
 Kellogg's • Kendra Scott • Kinney Drugs • Kirkland Signature • Kiwanis International • Knight-Swift Transportation •  
 KTAR News 92.3 FM and 98.7 FM Arizona's Sports Station Give-A-Thon • Lowe's Canada • MAPCO Express •  
 Marriott Vacations Worldwide • Nekter Juice Bar • Ollie's Bargain Outlet, Inc. • Phi Delta Epsilon Medical Fraternity •  
 Red Bull • Rooster Teeth • Sigma Alpha Epsilon Fraternity • Sigma Chi Fraternity • SMS Equipment Inc. • Staples Inc. •  
 Summer Classics • The Bungie Foundation • Tops Friendly Markets • Torch Relay • United Networks of America •  
 Valvoline Instant Oil Change • Walgreens • Walt Disney Company



To say that raising funds for children's hospitals at Love's Travel Stops is close to Bernie Burns' heart is an understatement. When his oldest daughter Ashleigh, was treated for a heart condition at LeBonheur Children's Hospital, her diagnosis and resulting surgery was the Burns family's first experience with a specialized children's hospital. It's what makes Bernie one of the company's top CMN Hospitals fundraisers each year when he organizes creative ways to raise money—and even recruits members of his family and church to volunteer during the campaign.



For Cyndi Figueroa, an emergency trip to Connecticut Children's when she was 16 years old meant the difference between life and death. Cyndi was gravely ill and her organs were shutting down from a fast-moving infection. Thanks to the lifesaving care she received, she's now a supervisor at Costco, where she annually leads a team of employees who compete for friendly bragging rights of most donations collected during the Costco fundraising campaign. The expert care Cyndi received is the same she and her husband Christopher (also a Costco employee) want available for all children, including their own.





# THE BEST IS YET TO COME

Brighter days are ahead: 2021 is anticipated to be the year of recovery, rebuilding, recharging, refocusing. Those that had the capacity to give, did so in ways that couldn't have been predicted; and donating time, money and support to those in need.

People are truly exceptional creatures – we're adaptable, able to lift the most vulnerable, some of us even overcoming insurmountable odds ourselves. And those very challenges are what brings the exceptional characteristics out of us.

Children's hospitals across the U.S. and Canada were in need as the pandemic overpowered communities. And they are still in need. Frontline workers are exhausted, patient care has been slowed or altered giving way to new hurdles for us to accomplish.

We have our challenges ahead for 2021, but together we will undoubtedly meet them head-on.

In the end it comes down to love and empathy, and a brighter, healthier future for all of us.

*Teri Nestel*  
**PRESIDENT AND CEO**  
TERI NESTEL

*Nana Mensah*  
**CHAIRMAN**  
NANA MENSAH



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**CHANGE KIDS' HEALTH  
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