

# 2021 Annual Report



Children's  
Miracle Network  
Hospitals®



# Mission

Children's Miracle Network Hospitals® is a nonprofit that engages local communities to increase fundraising for their children's hospital.

# Vision

Change Kids' Health.  
Change the Future.



# We Believe...

**Children's health is an urgent local & global issue.** Kids can't wait. 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.** We believe through the power of our network, communities will unite to change kids' health to change the future. No matter where you are, whether shopping at a store or online, dancing with your classmates or gaming with you 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.

# 2021 Impact

**\$411**  
MILLION **raised**

**TENS OF THOUSANDS** of shoppers, students, gamers, golfers, families and communities united on a mission

**10**  
MILLION scientists, inventors, artists and leaders of tomorrow treated

**170** children's hospitals supported

**1 WORLD** of possibility for kids

## Together, our fundraising helped support these key areas for member hospitals.



**14%**  
helped provide **charitable care** to patients



**24%**  
went to improve life-saving **equipment**



**8%**  
provided **education** for patients, families and the community



**23%**  
provided **advancement services** that support innovative programs and projects



**7%**  
supported **research & treatment** for how we care for children



**24%**  
contributed to **patient services** for patients' and families' overall well-being

Source: Based on estimates provided in response to the 2021 Children's Miracle Network Hospitals Impact Survey.



# Keeping It Local

Children's Miracle Network Hospitals raises **unrestricted** funds for 170 children's hospitals across the U.S. and Canada, helping make sure every child receives the best possible care - our member hospitals decide how to use these funds, ensuring the most urgent needs are met in each of their communities.

Here are just a few examples of what funds provided last year.



At **Beaumont Children's Hospital** funds helped provide critical equipment like **specialized bikes**.

At **Marshfield Children's Hospital** funds helped provide patient services like **music therapy**.

At **Sacred Heart Children's Hospital** funds helped provide patient services like **The THRIVE program**.

At **UC Davis Children's Hospital** funds helped provide advancement services like **research grant**.

At **Lauren Small Children's Center** funds helped provide equipment like **day of giving list of items to be funded**.

At **CoxHealth** funds helped provide patient services like **gas cards and cribs**.

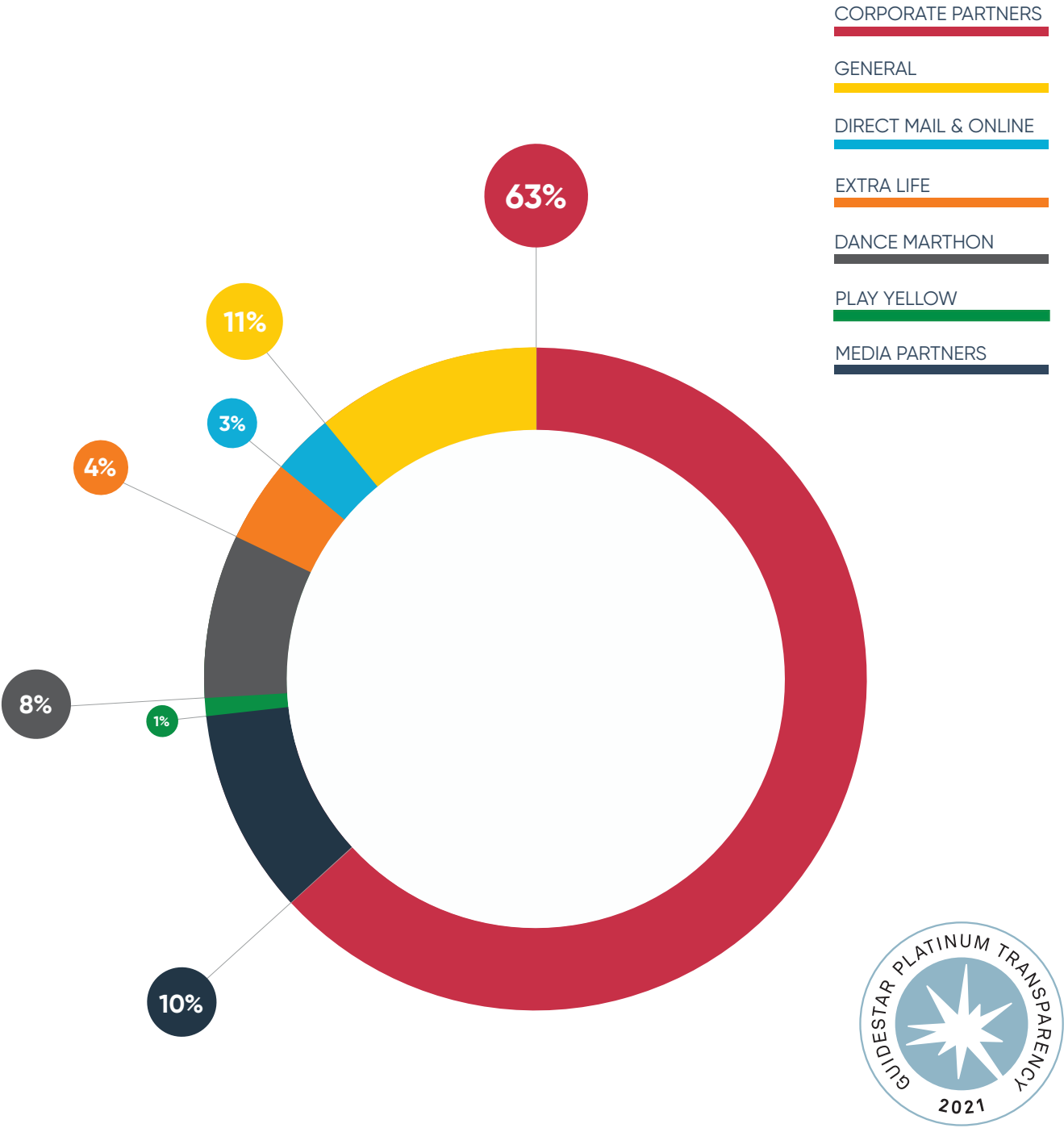
At **UF Health Shands Children's Hospital** funds helped provide research like **COVID-19 antibodies in breastmilk**.

At **Phoebe Putney Memorial Hospital** funds helped provide equipment like **NICU Transporter**.

At **James and Connie Maynard Children's Hospital at Vidant Medical Center** funds helped provide equipment like **ArcticSun Machine**.



# 2021 Fundraising Sources



## Corporate Partners 63%

125 Corporate Partnerships support Children’s Miracle Network Hospitals through employee giving, point-of-sale fundraising campaigns and sponsorships.

## Extra Life 4%

Extra Life is a program of Children’s Miracle Network Hospitals in the gaming community. Participants fundraise year-round and pledge a day of play to change kids’ health to change the future.

## Dance Marathon 8%

Another core program of Children’s Miracle Network Hospitals is Dance Marathon. More than 375 school partners support Children’s Miracle Network Hospitals through peer-to-peer fundraising events spanning colleges, universities and K-12 schools across the U.S. and Canada.

## Play Yellow 1%

Launched in partnership with Jack and Barbara Nicklaus and the PGA Tour, the newest fundraising program for Children’s Miracle Network Hospitals engages individuals, celebrities and corporate partners in fundraising through the game of golf.

## Media Partners 10%

More than 400 media partners across the country inspire local communities to help their member children’s hospital through radiothons and telethons.

[CLICK HERE](#) to view Canada’s Children’s Hospital Foundations’ 2021 Annual Partnership Reports & Financials.

# Our Network



More cowbell, please! If you're in Walmart in Hilo, Hawaii during the annual Children's Miracle Network Hospitals campaign, there are two things you can count on hearing, cowbells ringing and the cheerful associates yelling "Mahalo" every time a donation is made. The associates know that every dollar raised goes to Kapi'olani Medical Center for Women and Children. Store Manager, Mark Roberts, fosters a culture of giving and creativity within his store where all 360 associates get involved, even producing their very own viral music video dedicated to making donations and making a difference in their community. Children's hospitals are best positioned to positively impact children's health – but they can't do it alone.



Nile was born prematurely and spent 51 days in the Neonatal Intensive Care Unit (NICU). Donations to Children's Miracle Network Hospitals have helped him benefit from the services of his local member hospital through spinal surgery, cleft lip revision, and cochlear implants. Donations will continue to aid the treatments and services used for his ongoing therapy and care. As the Ace All-Star, Nile represents the personal impact of contributions from Ace Hardware customers and associates on all children who need the specialized services of children's hospitals.



Since 2012, Stephen and Mallory Georg have been raising funds through Extra Life. When asked what does change kids' health, change the future mean to you, they said, "It's extremely literal to us: if you can improve the health of children and ensure their quality of life, you give them the opportunity to grow, contribute, and alter the world around them. We absolutely must invest in children at any possibility, and it starts with health." In 2021, they raised more than \$120,000 for their local member children's hospital and have no plans of stopping.



"We do it for the cause, not the applause." In 2010 Candy and Lisa, both RE/MAX agents, brought 50 teddy bears to the Children's National WASH-FM for Kids Radiothon. The patients loved the bears, and "Bears of Love" was born. RE/MAX Agents and Offices part of the Miracle Home and Miracle Property Program believe that businesses are only as healthy as their communities which is why across all levels of the RE/MAX network, they are helping to change kids' health to change the future. Candy and Lisa have raised nearly \$125,000 to provide bears for patients and fund critical needs for the NICU at their local member children's hospital.





"In 2015, our 6-year-old son, Elijah, kept having fevers as high as 105, and our pediatrician couldn't explain why. My wife, Jennifer, suspected it was more than a virus. She took him to Seattle Children's, where doctors gave us a devastating diagnosis: Elijah had liver cancer. Our experience was especially surreal because I work for Costco, which has raised millions of dollars for Seattle Children's to help families throughout our region. I never expected one of those families to be my own."

- Ed Hagstrom, Costco employee



As an Area Coach of Operations in the Phoenix, Arizona market, Miguel was embedded in the Panda Express culture and "spirit of giving" that drives the partnership in raising funds for Children's Miracle Network Hospitals. So, when his son Donovan suddenly needed specialized care from Phoenix Children's Hospital due to a rare diagnosis, he already understood the value of the hospital network and the impact of each dollar donated at the register. Donovan's doctor is studying his rare diagnosis and pulls in other specialists to help, which have been crucial in Donovan's ongoing care. "We are super grateful we have them in Phoenix."

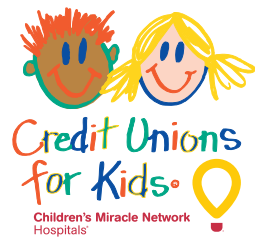


"For over 30 years, Speedway and our customers, associates, and business partners have held steadfast in our commitment to supporting Children's Miracle Network Hospitals and its advancement of pediatric healthcare," said Rankin Gasaway, 7-Eleven Executive Vice President and Chief Administrative Officer. "We look forward to continuing our fundraising efforts, growing our partnership, and giving back to the communities in which we operate."



After her local children's hospital in Atlanta, Georgia, treated her daughter for seizures caused by a cyst on the left part of the brain, Rahel, a truck driver remarks on how grateful she is for Love's Travel Stops. "As a truck driver, I use Love's truck stops all the time. It's home away from home. I've seen firsthand when people donate, [families like mine] can benefit... It doesn't matter if it's five dollars, one dollar, or two dollars. When we all collectively donate, it turns into millions."





School is an essential part of children's normal routine, and it's important to keep up this routine when kids are in the hospital. Recognizing this need, Desert Financial Credit Union raised \$850,000 in 2021 that will help fund the 1 Darn Cool School at Phoenix Children's Hospital. This allows the kids to feel better, both physically and mentally, and keep up their education so they don't fall behind.



## radiothon

a program of  
Children's Miracle Network Hospitals

More than 400 radio stations across the country host annual Radiothons, paying it forward to raise critical funds for their local member hospital by sharing the stories of kids like Colton. After three months in the hospital and two open-heart surgeries, Colton ultimately lost his battle and passed away. His parents, Britney and Sam were so moved by the care team at Children's Colorado that they decided to pursue degrees in nursing and now work at the hospital that cared for their late son. By sharing stories of rewarding experiences at local member hospitals, Radiothon partners like Alice 105.9 in Denver, ensure more kids like Colton get the care they need.



## miracle network dance marathon

a program of  
Children's Miracle Network Hospitals

The University of South Carolina Dance Marathon created a year-long campaign effort titled "Every Moment Matters" that emphasized the need to lean into the network and each moment, donation, and individual participant's experience to make the biggest impact on Children's Miracle Network Hospitals. When we don't live in the present, "we're going to miss the opportunity to change kids' health to change the future." Through this campaign, the program garnered the excitement of their community during the network-wide Child Health Day initiative and had the highest fundraising total with more than \$71,590.



## PlayYellow

a program of  
Children's Miracle Network Hospitals

The Southern Ohio PGA, through the PGA REACH Southern Ohio PGA Foundation, hosted the inaugural Play Yellow Birdie Bash in 2021, bringing together a vast network of fundraisers and golfers passionate about raising money for Children's Miracle Network Hospitals during one day of impact. Through its success raising nearly a quarter of a million dollars, plans to replicate and host future Birdie Bashes across the country will mean more unrestricted funds can be raised and additional individuals can support the needs of Children's Miracle Network Hospitals through Play Yellow and the game of golf.





# Dedicated Supporters

At a time when children's hospitals are constantly navigating the ebbs and flows of the pandemic, our supporters were with us every step of the way. We are forever grateful for their dedication to ensuring our mission never slows.

- Walmart and Sam's Club • Costco • Panda Express • Ace Hardware • Speedway • Walmart Canada • Costco Canada • Credit Unions for Kids • iHeartMedia • RE/MAX • Coca-Cola • Audacy • Dairy Queen • RE/MAX Canada • TD Bank • Publix Super Markets • Love's Travel Stops • Rite Aid • The GIANT Company • Indiana University • University of Florida • Entravision Communications • Bonneville International • Phi Mu Fraternity • Cumulus Media • Dairy Queen Canada • Log A Load • Marriott International • The Brick • Wawa • Florida State University • University of Georgia • University of Iowa • Lowe's Canada • GameStop • McLane Company • Marriott Vacations Worldwide • University of Connecticut • The Ohio State University • Omaze • Anthropologie • Rooster Teeth



- Circle K Stores, Inc. • Valvoline Instant Oil Change • University of Oklahoma • Purdue University • Tops Friendly Markets • Aflac • Ollie's Bargain Outlet, Inc • University of South Carolina • University of Central Florida • Wizards of the Coast • Kiwanis International • Ferrero • University of Louisville • Co-op Solutions • United Networks of America • Funding Innovation • Great Clips • CEFCO Convenience Stores • Life Time • Phi Delta Epsilon Medical Fraternity • San Diego State University • Auburn University • Indiana University-Purdue University at Indianapolis • Club Car Wash Operating, LLC • Humble Bundle • Summer Classics • Ball State University • University of Alabama Knight-Swift Transportation • Delta Air Lines • Vanderbilt University • Hope College • University of Maryland • Butler University • ArenaNet • Air Canada Foundation • BODYARMOR • Panda Express Canada • CDW Corp. • University of Northern Iowa • Atlantic Coast Mortgage • University of Nebraska • Frito-Lay • Saint Mary's College • SMS Equipment Inc. • IHOP Restaurants • Louisiana State University • Quinnipiac University • Kinney Drugs • JOANN Stores • First Heritage Mortgage • Tijuana Flats •

PGA TOUR Superstore





# Leadership



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PRESIDENT & CEO



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**Frances Fu**

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# The Future

2021 was a year of recovery, recharging and refocusing – for all of us. Filled with starts and stops, trials and triumphs, our mission became even more clear and critical.

*Change Kids' Health. Change the Future.*

Children's hospitals across the U.S. and Canada continue to grapple with the lingering effects of the pandemic. These effects will be felt for years to come – but our dedication to unrestricted fundraising can help ease these hardships. Our support can help ensure that years of pediatric innovations and research don't slip backwards or out of reach.

Together, we continue on.

*Teri Nestel*  
PRESIDENT AND CEO  
TERI NESTEL



The best way to prepare  
our kids for the future  
is to invest in their  
health and well-being today.

Change Kids' Health. Change the Future.



