



2018 ANNUAL REPORT

CHILDREN'S MIRACLE NETWORK HOSPITALS®



MAKENNA, 16
LARSEN SYNDROME PATIENT

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LETTER FROM JOHN LAUCK

More than 10 million kids enter a Children's Miracle Network Hospital across North America every year. To provide the best care for kids, children's hospitals rely on donations and community support, as Medicaid and insurance programs do not fully cover the cost of care. Since 1983, Children's Miracle Network Hospitals® has helped fill those funding gaps by raising more than \$6 billion through innovative fundraising programs. With your support, we can continue to grow our impact and fund healthcare services that help kids get back to being kids.

PRESIDENT AND CEO, CHILDREN'S MIRACLE NETWORK HOSPITALS
JOHN LAUCK



JULIE, 14
HEART TRANSPLANT
PATIENT

MISSION

WE RAISE FUNDS AND
AWARENESS FOR
CHILDREN'S HOSPITALS.

NATE, 10
MITOCHONDRIAL DISEASE PATIENT



A portrait of a young girl with short, wavy brown hair and freckles. She is resting her chin on her right hand and looking towards the camera with a gentle smile. She is wearing a bright orange top, a small pearl earring, and a thin bracelet on her right wrist. The background is a soft, out-of-focus gradient of warm colors.

IMPACT

HOW DONATIONS ARE USED

AUDREY, 12

SCOLIOSIS & NEUROBLASTOMA PATIENT

IN 2018, CHILDREN'S MIRACLE NETWORK HOSPITALS® RAISED

\$409,537,543

HOW YOUR DOLLAR HELPS PATIENTS AT CHILDREN'S HOSPITALS

17¢

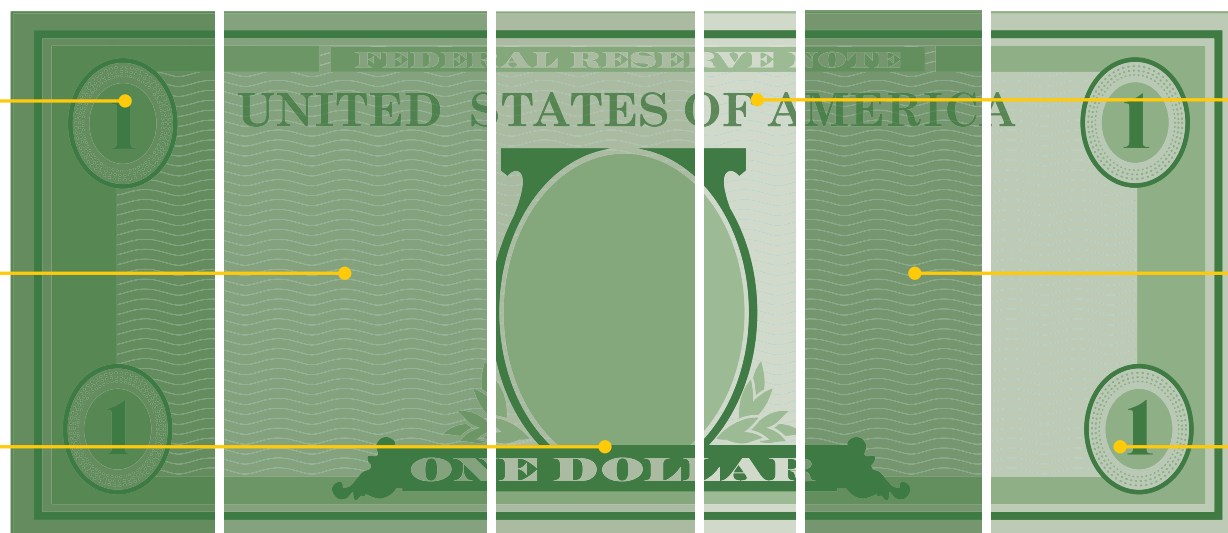
CHARITABLE
CARE

17¢

EQUIPMENT

16¢

RESEARCH



6¢

EDUCATION

19¢

ADVANCEMENT
SERVICES

25¢

PATIENT
SERVICES

\$69,621,382

CHARITABLE
CARE

\$69,621,382

EQUIPMENT

\$65,526,007

RESEARCH

\$24,572,253

EDUCATION

\$77,812,133

ADVANCEMENT
SERVICES

\$102,384,386

PATIENT
SERVICES


SOURCES: INFORMATION FROM THE 2018 CMN HOSPITALS IMPACT SURVEY



THE NEED

WHY DONATIONS MATTER

SASHA, 9
CEREBRAL PALSY PATIENT



SEBASTIANA
RADY CHILDREN'S
HOSPITAL-SAN DIEGO

**"OUR DAUGHTER WAS JUST A FEW DAYS
OLD WHEN SHE RECEIVED A LIFE- SAVING
DIAGNOSIS THROUGH GENOMIC TESTING."**

- SEBASTIANA'S MOM

DONORS FUND PERSONALIZED MEDICINE TO SAVE KIDS' LIVES AND REDUCE HEALTHCARE COSTS

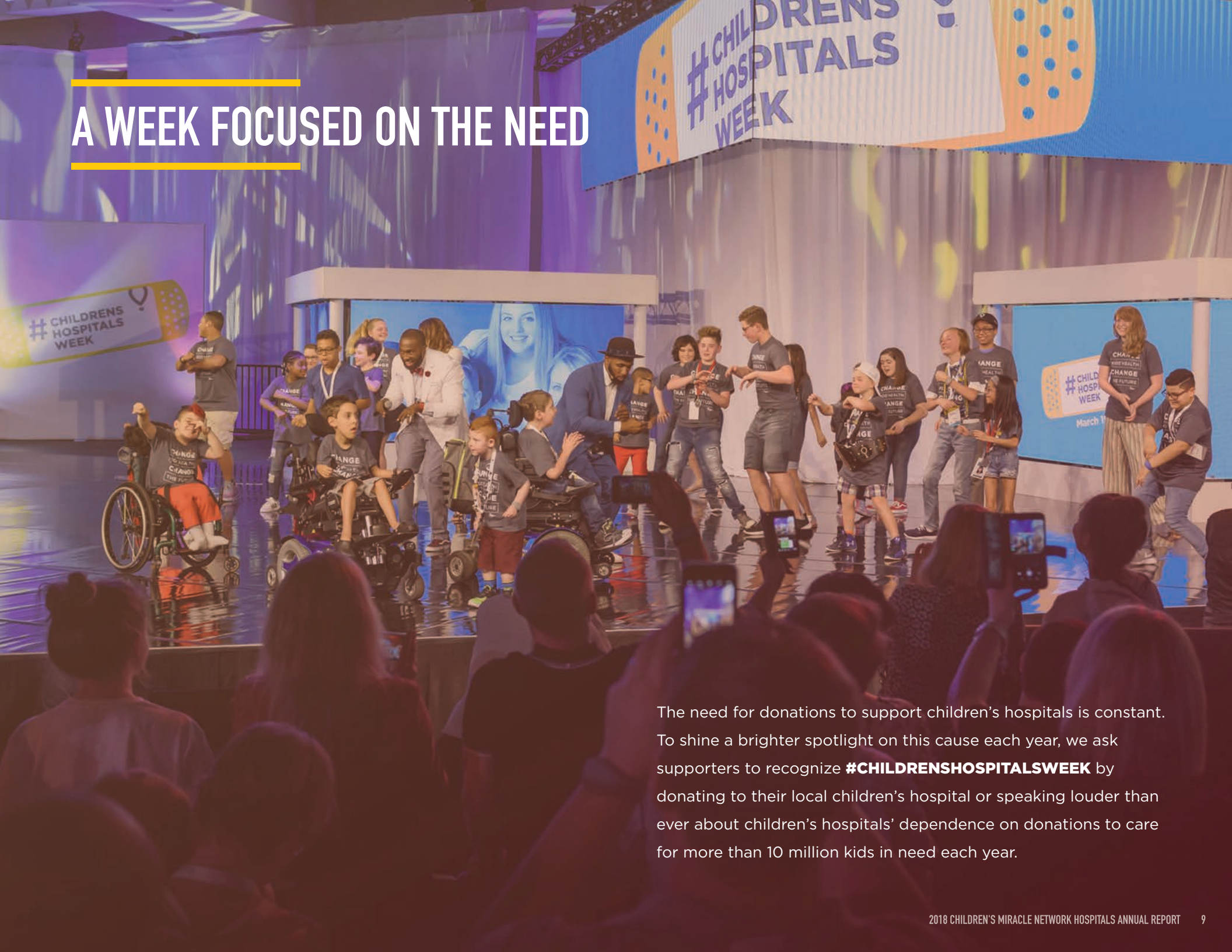
From the day Sebastiana was born, her tiny body was wrecked by seizures. She didn't eat. She would twist her neck and scream. Doctors were unable to pinpoint a cause of the seizures, and traditional medicine didn't work.

Typically, rare cases lead to a gauntlet of tests as doctors and parents search for answers. Fortunately, Sebastiana was referred to Rady Children's Hospital in San Diego, Calif., where researchers at Rady Children's Institute for Genomic Medicine were able to rapidly sequence her genome and analyze and interpret the data to pinpoint the cause of her seizures. In just 48 hours, the team identified a rare syndrome known as Ohtahara, which, when treated with a specific drug, stopped the seizures, preventing neurological devastation and allowed for Sebastiana to heal, grow and develop to live the life her parents dreamed for her.

Since July 2016, rapid whole genome sequencing has been used at Rady Children's to diagnose babies and children hospitalized with rare and undiagnosed diseases. The Institute has sequenced more than 1,200 children. More than one-third received a genomic diagnosis enabling physicians to make life-changing adjustments in care for more than 70 percent of those diagnosed.

In 2018, the Institute launched a major strategic initiative to sequence 10,000 children over three years. The primary objective: provide evidence that genomic sequencing can save lives and reduce medical costs to compel healthcare insurers to make it available to children in every state in the U.S. Data generated through this effort will identify deep phenotypes, molecular diagnoses and effective therapeutic interventions.

A WEEK FOCUSED ON THE NEED



The need for donations to support children's hospitals is constant. To shine a brighter spotlight on this cause each year, we ask supporters to recognize **#CHILDRENSHOSPITALSWEEK** by donating to their local children's hospital or speaking louder than ever about children's hospitals' dependence on donations to care for more than 10 million kids in need each year.

#CHILDRENSHOSPITALSWEEK RESULTS

- Social buzz throughout the week generated more than a half billion impressions
- Supporters raised \$1 million, through sponsorships, in-store activations and online fundraising
- The #ChildrensHospitalsWeek Live-athon — hosted by Stephen “tWitch” Boss and Allison Holker and broadcast on the Facebook channels of Children’s Miracle Network Hospitals and celebrity violinist Lindsey Sterling, as well as Twitch — generated more than 600,000 views
- Throughout the week more than \$100,000 was raised on Facebook, including Live-athon donations and matching dollars from Ace Hardware, Delta Air Lines, Love’s and Coca-Cola
- Leading the movement to impact children’s healthcare were premier sponsor Ace Hardware, along with sponsors Marriott International, Walmart Canada, Marriott Vacations Worldwide, Air Canada Foundation and Aflac



A photograph of a young boy and his mother. The boy is sitting in a wheelchair, wearing a blue sweater, and is smiling. His mother is sitting next to him, leaning her head against his, and is also smiling. The background is a plain, light-colored wall.

WHO WE ARE

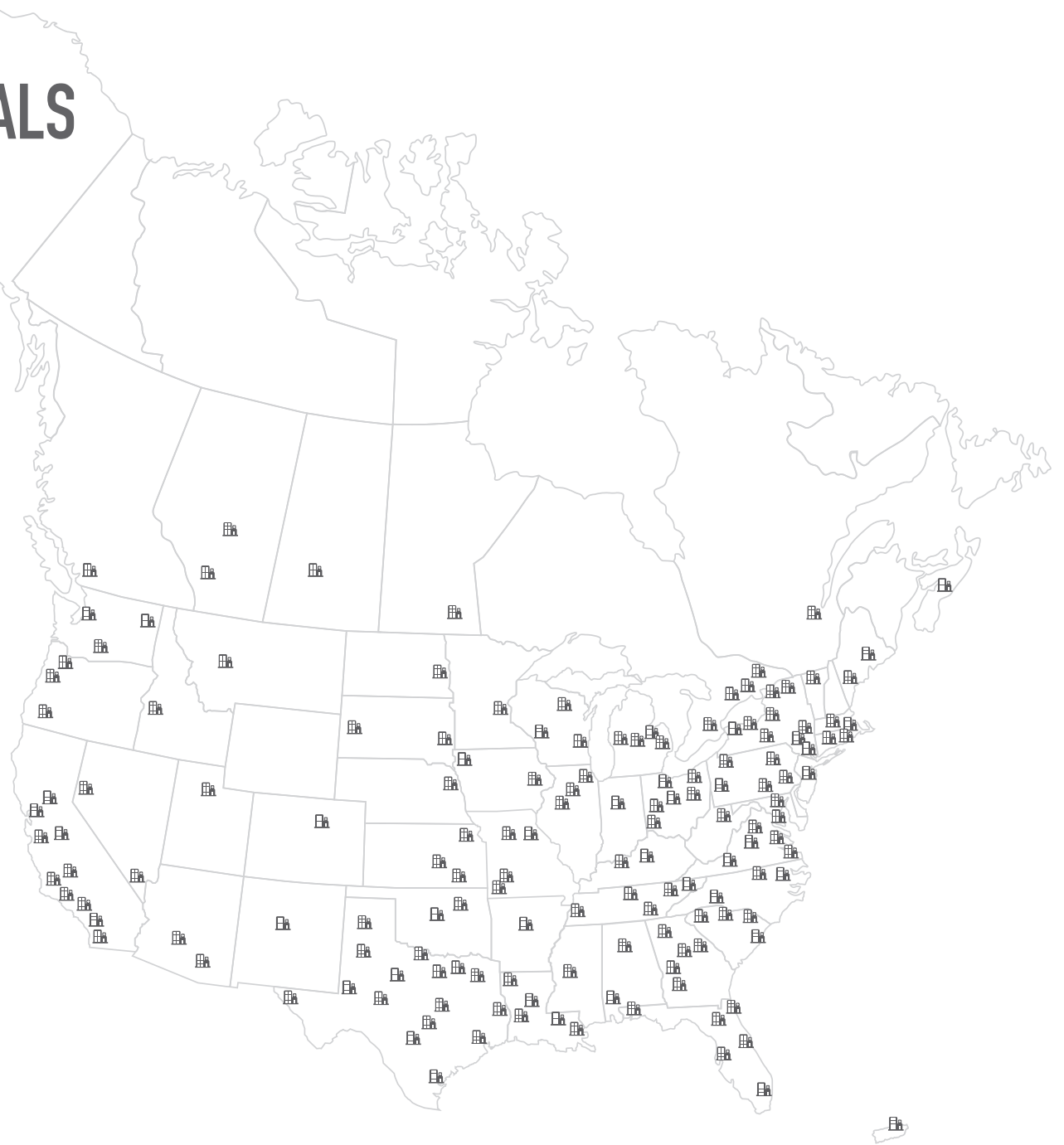
NOT JUST NUMBERS, BUT PEOPLE

LOGAN, 9 (and his mom)
MUSCULAR DYSTROPHY PATIENT

OUR NETWORK HOSPITALS

Children's Miracle Network Hospitals raise funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care.

► **FIND YOUR LOCAL HOSPITAL**





JOE JOE, 13
DOWN SYNDROME & LEUKEMIA PATIENT

WE ARE...

125

CORPORATE
PARTNERS

335

MEDIA
PARTNERS

325

UNIVERSITY
PARTNERS

170

HOSPITAL
PARTNERS

100+

CELEBRITY
PARTNERS

CORPORATE PARTNERS

Children's Miracle Network Hospitals continues to be the leader in Corporate Partner Fundraising. In 2018 our Miracle Million Partners raised more than \$296 million.



TRANSFORMATIONAL PARTNER | \$15 MILLION+



Walmart crossed a milestone in 2018 when the company surpassed \$1 billion in fundraising. According to Engage for Good, this is the largest amount ever raised by a company for a nonprofit in North America. In fact, total donations received at Walmart and Sam's Club in North America exceeded \$63 million in 2018, the highest fundraising amount since the beginning of the partnership.

Walmart and Sam's Club's passionate associates work hard to raise money for their local CMN Hospitals in a variety of ways including asking for donations at the register, hosting associate bake sales, parking lot carnivals, car shows and more. The creativity and passion of these associates is among the best in our network.

The associates at Walmart and Sam's Club in the U.S. and Canada didn't let anything stop them from hitting the \$1 billion mark and raising as much money as possible for the kids. They worked hard despite hurricanes, wildfires, economic downturns and more. Their resilient spirit is akin to that of the 10 million Miracle Kids who, every year, bravely endure their challenges with a cheerful, can-do attitude.



SAMERYA, 8
NEPHROTIC SYNDROME
PATIENT



ALLISON, 18
POLYCYSTIC KIDNEY
DISEASE PATIENT

TRANSFORMATIONAL PARTNER | \$15 MILLION+



Costco employees and members have donated more than \$386 million for kids treated at Children's Miracle Network Hospitals across North America since 1988. Currently, over 500 Costco locations participate in the annual fundraising campaign.

Each May, members help kids treated at their local CMN Hospital by purchasing a miracle balloon at any register or self checkout or making a donation online. They are encouraged to write their names on the balloons, which are often displayed at the front of the warehouse in creative designs.

The annual miracle balloon campaign is the primary source of the fundraising by Costco. Regional golf tournaments, a corporate match and other creative fundraising activities increase the overall annual fundraising total.

In 2018, Costco donated more than \$40 million to Children's Miracle Network Hospitals in the United States and Canada.

TRANSFORMATIONAL PARTNER | \$15 MILLION+



As the philanthropic arm of Panda Express, Panda Cares is powered by 39,000 associates in 48 states and supports organizations that provide healthcare, life-saving equipment, education for healthy living and research for advanced health treatments for children.

Since 2007, Panda has raised and donated more than \$59 million to 131 CMN Hospitals. The majority of funds are collected through year-round register donations by customers in each store. Panda Express associates also participate in an annual associates giving campaign.

The Panda Cares Foundation also hosts a large annual golf fundraising tournament benefitting Children's Miracle Network Hospitals and other charitable partners. The 2018 tournament featured a special performer, Christian Guardino, a semi-finalist on Season 12 of America's Got Talent who was also treated at his local children's hospital. Christian represented the 10 million children treated in Children's Miracle Network Hospitals each year as a national goodwill ambassador.

Thanks to Panda for instilling a culture of giving and hope in their local communities. Through their efforts, Panda Express guests and associates at more than 2,100 locations raised \$21.5 million for CMN Hospitals in 2018. This donation makes the company the fastest growing Children's Miracle Network Hospitals partner – both in percentage of increase and dollar increase in giving year over year.

CIARLO, 8
SPINA BIFIDA PATIENT



INSPIRATIONAL PARTNERS | \$5 MILLION – \$14.9 MILLION



Ace Hardware had another banner year in 2018. The company raised more than \$14 million through Round Up campaigns, Miracle Bucket Days, vendor programs, employee engagement, workplace giving and more. The annual celebrity golf skills challenge, Ace Shootout, raised a record-breaking \$2.2 million.

In 2018, **Credit Unions for Kids** launched two brand new campaigns: an employee giving platform and Give on the Go (digital fundraising for members). CO-OP Financial Services once again generously donated \$1 million to the CU4Kids Miracle Match program. Total fundraising from America's credit union industry totaled \$12.3 million.



In 2018, **Dairy Queen** franchisees, crew members and fans in the U.S. and Canada donated more than \$9.6 million to their local CMN Hospitals via funds raised from Miracle Treat Day, Free Cone Day, icon balloon sales and other fundraising efforts throughout the year. Celebrating its 35th year as a CMN Hospitals partner, Dairy Queen is focused on bringing hope and healing to kids across North America by making a positive impact on their health and happiness. Since 1984, the DQ system has raised more than \$145 million for CMN Hospitals.

In 2018, **Entercom** grew their support more than \$5.3 million, led by Denver's KALC-FM Alice 105.9 Cares for Kids event which brought in \$1.3 million on its own.



During 2018, **iHeart MEDIA** came through again raising more than \$6 million. The passion and loyalty of their many national fans are as always the driving force behind their incredible numbers.

Love's celebrated another record-breaking year in 2018, raising \$4.8 million. Love's introduced the Round Up button for associates during their annual campaign, which supplemented the grassroots events, balloon icon sales and National Coffee Day promotion. Additionally, Love's continued their support of Dance Marathon by sponsoring 22 programs in 2018.



Marriott's "Spirit to Serve" permeates the company culture and motivates associates to continue working hard to raise money for the kids in their local hospital. The annual Root Beer Float Day continued to grow in 2018 with a more than 100 percent jump in property participation. The company's campaigns with Aquafina and breakfast add-ons continue to deliver great results.

In 2018, **Publix** raised more than \$5.6 million for 27 Children's Miracle Network Hospitals—surpassing their fundraising total by 8% over 2017. Miracle coupons sold at the registers generated these critical funds that help hospitals in communities where Publix operates procure life-saving equipment and provide research, education and outreach programs. Since 1992, Publix has raised more than \$49 million for kids treated at CMN Hospitals.



RE/MAX continues to deepen its CSR value with associates and consumers through multiple points of contact like the Miracle Home Program, cross-country motorcycle rides by agents, Honor Cards and more. In 2018 RE/MAX associates raised more than \$10.3 million to help sick and injured kids treated at CMN Hospitals throughout the U.S. and Canada, which resulted in a 12% increase in the U.S. In total, RE/MAX associates raised more than \$10 million to help sick and injured kids treated at CMN Hospitals throughout the U.S. and Canada.

For kids treated at 62 CMN Hospitals; and expanding to include 14 new hospitals in the West thanks to their acquisition of Andeavor. The majority of funds come from customers who contribute Year-round at the register during local and company-wide push weekends and via change canisters. The annual Speedway Miracle Tournament is **Speedway's** signature event, which helps raise funds and awareness through their Miracle Child and Miracle Vendor program, where patients and families are able to share their stories and make lasting memories. Thanks to the support of Speedway employees, vendors and customers, they were able to raise more than \$9.5 million in 2018.





Celebrating 25 years of fundraising support for CMN Hospitals, **Rite Aid** associates, customers and supplier partners have passionately supported children's hospitals and been a caring neighbor in each of the communities they serve—funding research and training, purchasing life-saving medical equipment and paying for critical treatments and healthcare services. Having been a corporate partner in 1994, Rite Aid has raised more than \$92 million to benefit kids.

TD Bank Group launched their Ready Commitment in 2018, building upon its legacy of steadfast corporate social responsibility through Better Health for all Canadians by supporting innovative research, solutions and technology that create more equitable health outcomes for all.



Air Canada Foundation's Hospital Transposition Program provided more than \$1 million in Aeroplan miles to hospitals in 2018. This allowed 114 children to have travel costs covered which gave them access to medical treatments in centers unavailable in their communities.

In 2018, **The Brick** reached an outstanding milestone, raising \$1 million solely through in-store customers donations, for the first time ever. By doing so, The Brick continues their remarkable record as one of the fastest-growing partnerships in Canada.



FOUNDATIONAL PARTNERS | \$1 MILLION – \$4.9 MILLION

Bonneville International • Casey's General Store • Circle K • Corner Store • CO-OP Financial Services • Coca-Cola Company
• Cumulus Media • Cumulus • Delta Air Lines, Inc. • Direct Energy • Entravision • Florida State University
• Giant Food Stores • IHOP Restaurants • Indiana University Dance Marathon • Log A Load • Marriott Vacations Worldwide •
McLane Company, Inc. • Ohio State University Dance Marathon • Purdue University Dance Marathon • Saga Communications •
Twitch • University of Central Florida Dance Marathon • University of Georgia Dance Marathon • University of Iowa Dance
Marathon • University of Maryland Dance Marathon • Wawa, Inc.

NOTABLE PARTNERS | LESS THAN \$1 MILLION

CDW Corporation • CEFCO Convenience Stores • Chevron Corporation • Coinstar • Columbia Sportswear •
Combined Federal Campaign • Convenience Valet • Disney • Driven Brands • Express Employment • Fred's Pharmacy •
General Mills • Global Cloud (DonorDrive) • Great Clips • Hot Wheels Convention • Kendra Scott • Kinney Drugs, Inc. •
Kirkland Signature • Kiwanis International • Kroger Company • Niagara Bottlers • Nordstrom • Ollie's Bargain Outlet • PepsiCo
• Phi Delta Epsilon • Phi Kappa Theta • Phi Mu • Red Bull • Sigma Alpha Epsilon • Sigma Chi Fraternity • Stripes/Sunoco •
Superior Grocers • Tops Friendly Markets • Valvoline Instant Oil Change • Walgreens • Zeta Beta Tau

FINANCIALS

FINANCIAL HIGHLIGHTS



SHANE & ELI, 14, 7
BURN AND TRAUMA SURVIVORS

STATEMENT OF FINANCIAL POSITION

ASSETS	2018
Cash & investments	\$88,766,033
Receivables	14,048,495
Property, furniture & equipment, net	7,363,712
Endowment	5,008,411
Other assets	829,332
TOTAL ASSETS	\$116,015,983
LIABILITIES	2018
Accounts payable & accrued liabilities	\$5,669,945
Payable to participating hospitals & designated organizations	57,453,741
Deferred revenue	20,281,814
Notes payable	2,909,943
TOTAL LIABILITIES	\$86,315,443
TOTAL NET ASSETS	\$29,700,540
TOTAL LIABILITIES & NET ASSETS	\$116,015,983

▶ [CLICK HERE TO ACCESS 2018 FULL FINANCIALS](#)

STATEMENT OF ACTIVITIES

REVENUE	2018
Total amount raised	\$236,471,963
Less amounts designated by donors to specific hospitals	(227,156,904)
Hospital fees	29,771,055
Direct mail	4,641,678
Licensing fees	565,195
Donations-in-kind	452,387
Interest, dividends & investment gains (losses), net	(705,983)
Other	1,667,587
TOTAL REVENUES	\$45,706,978
EXPENSES	2018
PROGRAM SERVICES	
Public education & awareness	\$7,764,559
Fundraising program services	29,692,526
TOTAL PROGRAM SERVICES	\$37,457,085
SUPPORT SERVICES	
Fundraising	\$1,307,313
Management & general	2,823,267
TOTAL SUPPORT SERVICES	\$4,130,580
TOTAL EXPENSES	\$41,587,665
CHANGE IN NET ASSETS	\$4,119,313
NET ASSETS, BEGINNING OF THE YEAR	\$29,581,227
NET ASSETS, END OF THE YEAR	\$29,700,540

2018 ALLOCATION OF EXPENSES



PROGRAM
SERVICES

\$37,457,085

MANAGEMENT
& GENERAL

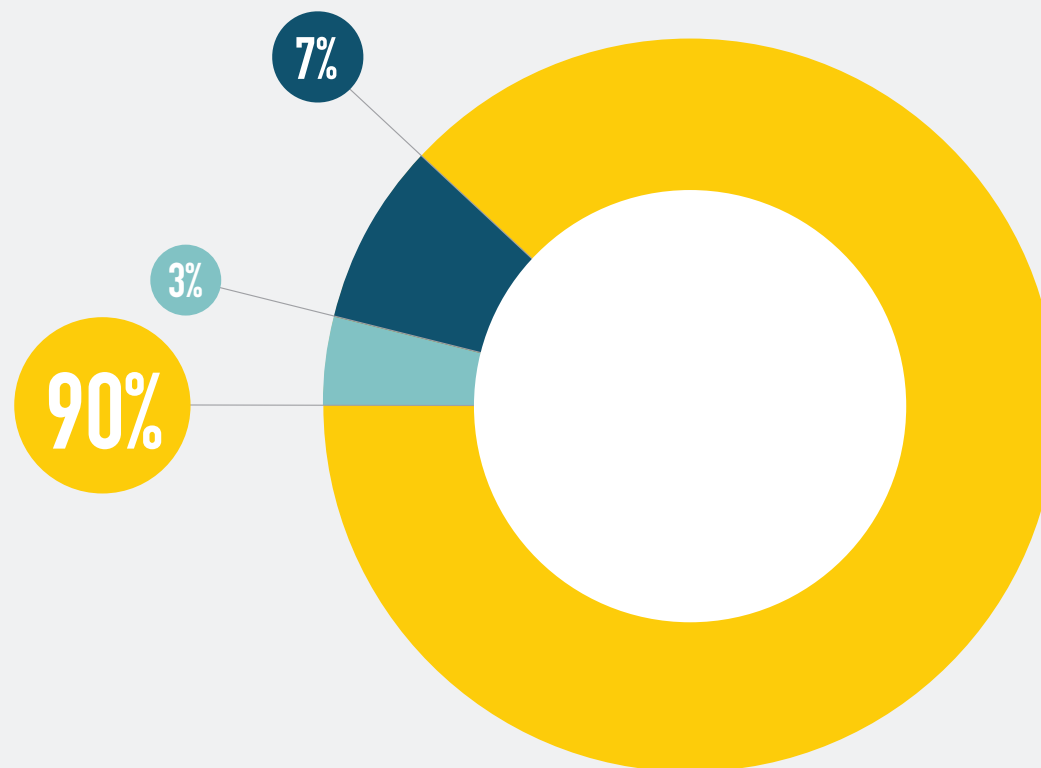
\$2,823,267

FUNDRAISING
SUPPORT SERVICES

\$1,307,313

**TOTAL ALLOCATION
OF EXPENSES**

\$41,587,665



2018 FUNDRAISING SOURCES



CORPORATE
PARTNERSHIPS

62%

DANCE
MARATHON

11%

MEDIA
PARTNERSHIPS

11%

EXTRA LIFE

3%

DIRECT MAIL

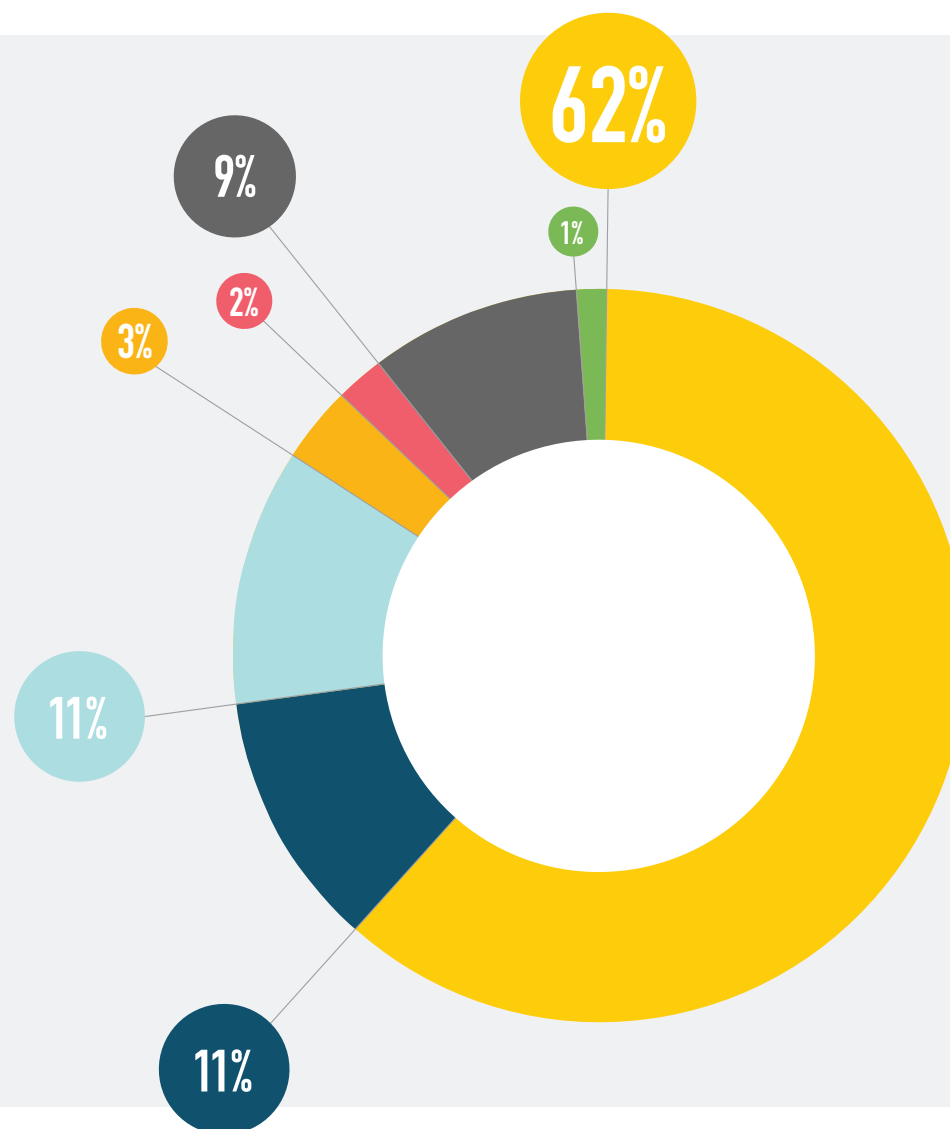
2%

LOCAL

9%

OTHER

1%



FUTURE

LOOKING FORWARD

IZABELLA, 7
HEART-LUNG TRANSPLANT PATIENT



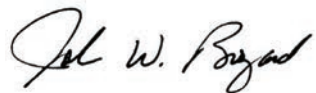
LOOKING FORWARD BY JOHN BOZARD, CHAIRMAN OF THE BOARD

Over the past three years, annual charitable giving in the U.S. has averaged 4 percent growth, according to Giving USA research. It's a strong indication that Americans want to help and our own fundraising shows children's hospitals remain an important cause. In fact, CMN Hospitals' fundraising increased on average 5 percent over the past three years.

In 2018, we raised more than \$400 million for 170 children's hospitals. Yet, it's not enough. The funding gap between what government and insurance programs cover and what it actually costs children's hospitals to care for kids remains. Millions of kids at children's hospitals rely on donations to pay for charitable care, treatments, equipment and even research.

To meet the needs of children's hospitals we also need to broaden our education about this funding gap in children's healthcare and emphasize that it's a social problem worthy of a movement of change. Only 38 percent of Americans believe children's hospitals are charities. We are committed to increasing that percentage each year along with our fundraising.

We're excited about the journey we've set in motion and the impact we can make on children's healthcare. Together, let's CHANGE kids' health; CHANGE the future.



CHAIRMAN, BOARD OF TRUSTEES
JOHN BOZARD



CARLY, 7 (and her mom)
HUTCHINSON-GILFORD PROGERIA
SYNDROME PATIENT

IN 2019, CHILDREN'S MIRACLE NETWORK HOSPITALS WILL SURPASS

\$7 BILLION





THIS COULD PROVIDE:

3,500  HELICOPTERS

NEARLY 146,000  GIRAFFE BEDS

OVER 2,300
AMBULANCES



  
 1.4 **HEART** MONITORS
MILLION

1 MILLION CHEMOTHERAPY TREATMENTS



OVER 583 MILLION
PREEMIE DIAPERS



OUR LEADERSHIP



JOHN LAUCK
PRESIDENT AND CEO



TERI NESTEL
CHIEF ADMINISTRATION OFFICER



STEVE OSHIN
CHIEF BUSINESS DEVELOPMENT OFFICER



CRAIG SORENSEN
CHIEF CONTENT DEVELOPMENT OFFICER



CLARK SWEAT
CHIEF REVENUE OFFICER

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JOHN BOZARD

President, ARNOLD PALMER MEDICAL CENTER & ORLANDO HEALTH FOUNDATION

VICE CHAIR/CHAIR STRATEGY COMMITTEE

NANA MENSAH

Chairman & CEO, 'XPORTS, INC

IMMEDIATE PAST CHAIR

STEVE WEISZ

President, MARRIOTT VACATION WORLDWIDE CORP

TREASURER/CHAIR FINANCE & INVESTMENT COMMITTEE

RICK MERRILL

President & CEO, COOK CHILDREN'S MEDICAL CENTER

SECRETARY/CHAIR AUDIT & COMPLIANCE COMMITTEE

BARBARA JOERS

President & CEO, GILLETTE CHILDREN'S SPECIALTY HEALTHCARE

CHAIR - CDO ADVISORY COMMITTEE

JOHN BEL

Vice President/Chief Development Officer, CHRISTUS SANTA ROSA HEALTH SYSTEM

CHAIR - BOARD OF GOVERNORS

TIM HAWLEY

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President & CEO, HAMILTON HEALTH SCIENCES FOUNDATION



BENJAMIN, 10 (and his mom)
LEUKEMIA PATIENT



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