miracle makers MONTH

ONE MONTH. ONE MISSION.

SEPTEMBER 2011

BENEFITING CHILDREN'S HOSPITAL OF ALABAMA

Children's Hospital of Alabama seeks to provide the finest pediatric health care to all children in an environment that fosters excellence in research and medical education. Children's Hospital will be an advocate for all children and work to educate the public about issues affecting children's health and well-being.

Miracle Makers Month: One Month. One Mission:

Miracle Makers Month takes place in September and is a statewide fundraising and awareness campaign for Children's Hospital of Alabama. During this month, Children's will partner with stores, restaurants and other corporate/retail locations across Alabama to participate in Miracle Makers Month. Children's Hospital is identifying a select number of partners with high-traffic locations, loyal customer support and a desire to use cause marketing to increase traffic to their business. The campaign period lasts the whole month in order to allow businesses to decide how and when they may best participate based on their own business practice. This campaign will help to drive traffic to your business and identify you as a leader in the fight to make a difference in the lives of Alabama's ill and injured children.

Miracle Makers Month Fundraising Ideas:

- Percentage of Sales: Donate a percentage of sales (5, 10 or more) for a specific period of time. This will allow customers to know that every purchase they make will ultimately benefit Children's Hospital of Alabama.
- Specific Item: Your establishment can choose a specific item that is designated as the Children's Hospital item. A portion or all of, the proceeds could be donated to Children's.
- Icon Sales: Your sales people will ask customers if they would like to purchase a Children's Hospital icon for a donation of $1.
- Donation/Round Up: Your cashiers/waiters will ask customers if they would like to "round up" their bill to the next dollar amount. The difference would then be donated to Children's Hospital.
- Change collection device: Keep a change collection device by your cash register to allow customers to make a donation of their loose change or dollar bills.
- In Lieu of a Gift/Award: In lieu of a gift or award, recognize your employees/customers by making a donation in their honor to Children's Hospital of Alabama.
- Special Event: Your location(s) can host a fundraising event with a portion of ticket sales dedicated to Children's Hospital.
- Grand Opening: Your business can choose to host a "Grand Opening" with suggested donations and a limited menu, so that your wait staff and kitchen staff can practice.

Partnership Benefits:

- Miracle Makers Month materials: Window clings, paper icons, table tents, stickers for employees, etc.
- Electronic promotion: www.miraclemakersmonth.org, ads on www.al.com, Miracle Makers Month Facebook Cause Page, www.chsys.org website, and support materials for company/business to brand their Miracle Makers Month promotion on business website.
- Increase in traffic from individuals who will visit your location(s) or support your efforts.
- Assistance from your local Children's Hospital Community Development staff member.
- Recognition in the Children's Hospital e-newsletters that go out to more than 10,000 Children's Hospital donors – including key leaders, community advocates and area businesses.
- Miracle Makers Month will be promoted to more than 3,500 CHS employees, numerous patient families and countless supporters around the state.
- Visibility for your business within the community as a partner with Children's Hospital.

Summary

Children's Hospital is grateful for your consideration of this proposal. Courtney Lucas with Children's Hospital Foundation will follow up next week to set a time to discuss this proposal and any questions or ideas. If you would like to discuss any of these points sooner, please do not hesitate to call 205.212.7379.

Children's Hospital of Alabama Facts:

- Is celebrating its 100th anniversary in 2011.
- Treats ill and injured children from every county in the state and from around the nation.
- Is home to a leading Division of Pediatric Hematology and Oncology Center and a Pediatric Bone Marrow Transplant Program.
- Is home to the state's only Kidney Dialysis Center geared totally toward pediatrics.
- Has a Critical Care Transport program with ground and mobile intensive care units which brought 932 patients to Children's last year.
- Is home to the Regional Poison Control Center, the Southwest Child Safety Institute, the Alabama Chapter of SAFE KIDS and Kohl's ThinkFirst Alabama.
- Is home to the largest Pediatric Burn Center in the Southeast.
- Has the only comprehensive pediatric trauma center in the state- Available 24 hours a day, seven days a week.
- Is home to The Amelia Center- a comprehensive grief counseling center for grieving children, parents and families.
- Is the 14th largest (number of beds) and 10th busiest children's hospital in the country.
- Licensed for 275 beds
- 13,904 Inpatient Discharges
- 658,919 Outpatient Visits
- 5.83 Days Average Length of Stay
- 320,015 Offsite Center Visits
- 56,028 Emergency Department Visits
- 21,420 Total Surgeries

Organization: Children's of Alabama

1600 Seventh Avenue South

Birmingham, Alabama 35233

Email: _____

Contact: _____

Phone: _____

Tax ID Number: 63-0307306