Children’s Miracle Network

Children’s Miracle Network at Penn State Hershey Children’s Hospital is one of 170 Children’s Miracle Network-affiliated hospitals around the world. Children’s Miracle Network’s mission is to raise funds for children’s services and create community awareness of children’s issues. The founding philosophy of Children’s Miracle Network is that the funds raised stay in the community in which they were raised. Funds raised by Children’s Miracle Network in central Pennsylvania stay local to support pediatric patient services, groundbreaking research, life-saving pieces of equipment, program services, and educational resources at Children’s Hospital. Since it began in 1984, Children’s Miracle Network has contributed more than $34 million to Penn State Hershey Children’s Hospital.

During the recent Children’s Miracle Network national conference in Salt Lake City, Children’s Miracle Network at Penn State Hershey Children’s Hospital was honored out of 170 Children’s Miracle Network hospitals worldwide with two out of the three 2008 Fundraising Awards for markets with a population between 1 million and 3 million. Children’s Miracle Network at Penn State Hershey Children’s Hospital was pleased to receive the Highest Overall Fundraising Award and the Highest Per Capita Fundraising Award. Children’s Miracle Network at Penn State Hershey Children’s Hospital thanks everyone whose support led to these prestigious honors. It is truly a team effort as we work together to raise one dollar at a time for the kids at Children’s Hospital.

A Message from Dr. Paz and Dr. Hillemeier

On behalf of the faculty and staff at Penn State Milton S. Hershey Medical Center and Penn State College of Medicine, we extend our sincere appreciation to the individuals, corporations, businesses, organizations, and schools that so generously supported Children’s Miracle Network at Penn State Hershey Children’s Hospital over the past year. Funds raised for Children’s Miracle Network at Penn State Hershey Children’s Hospital during 2008-2009 totaled a record-breaking $3,202,513. This milestone would not have been reached without the continued support and generosity of our wonderful sponsors, friends, and community partners.

Whether it is through a paper Miracle Balloon campaign, a community fundraiser, or an individual contribution, your gifts to Children’s Miracle Network provide a tremendous level of support to our pediatric patients and their families. Over the last twenty-five years, donations to Children’s Miracle Network have helped to support a wide variety of vital pediatric programs, services, life-saving equipment and ground-breaking research. Your support will allow Children’s Miracle Network to continue to make an impact on thousands of children at our Children’s Hospital.

The mission of Children’s Miracle Network is to generate funds and awareness programs for Penn State Hershey Children’s Hospital and the children and families it serves. With your support, we are able to fulfill this mission. Thank you for your continued commitment to Children’s Miracle Network.

Harold L. Paz, M.D.
Chief Executive Officer
Penn State Milton S. Hershey Medical Center
Senior Vice President for Health Affairs, Penn State
Dean, Penn State College of Medicine

A. Craig Hillemeier, M.D.
Vice Dean for Clinical Affairs, Penn State College of Medicine
Chair, Department of Pediatrics
Medical Director, Penn State Hershey Children’s Hospital
Chief Operating Officer, Penn State Hershey Medical Group
Penn State Hershey Children’s Hospital

On November 13, Penn State Hershey Children’s Hospital celebrated the groundbreaking for its new 252,000-square-foot, five-story facility with the announcement of major funding commitments from private donors and state donors, as well as a festive groundbreaking ceremony attended by several hundred patients, contributors and staff.

The ceremony included inspirational comments by young patients who have received life-saving care from Penn State Hershey Children’s Hospital, a commitment of state funding from Governor Ed Rendell, and an amazing additional financial commitment from Jeanne and Ed Arnold of $3 million.

This state-of-the-art facility will be a beacon of hope for the thousands of children in central Pennsylvania. It will welcome our pediatric patients and their families with a warm and friendly atmosphere designed specifically for kids. Every detail from the drawings on the walls to the layout of each privately designed patient room had our children and families in mind. Playrooms will be strategically placed on all floors conducive to every age group. Our teen patients can play video and computer games while our youngest visitors can play with an abundance of toys. Knowing that children yearn to be outdoors, our new hospital will have a healing garden area that will allow those that can the opportunity to be in fresh air, to escape—if only for a few moments—the confinement of the hospital.

Medically, our doctors and nurses are anxiously awaiting the grand opening because it will put Penn State Hershey Children’s Hospital on the national forefront. With five pediatric operating suites and a state of the art pediatric outpatient cancer pavilion, this hospital will continue to service all the needs of central Pennsylvania’s children.

Excavation and construction are expected to begin in early 2010. The completed Children’s Hospital is scheduled to open during fall 2012 and Children’s Miracle Network looks forward to continuing its support to Children’s Hospital in its new home.

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Penn State Hershey Children’s Hospital Annual Visit Statistics

- **6,214** CHILDREN’S HOSPITAL ADMISSIONS
- **1,700** BIRTHS
- **307,228** PEDIATRIC OUTPATIENT VISITS, EMERGENCY DEPARTMENT VISITS, AND SAME DAY SURGERIES

Pediatric admissions/visits from the nine counties covered by Children’s Miracle Network of central PA

- **5,290** ADAMS
- **27,500** CUMBERLAND
- **96,219** DAUPHIN
- **1,055** JUNIATA
- **5,252** PERRY
- **23,873** YORK
- **51,790** LANCASTER
- **40,045** LEBANON
- **1,597** MIFFLIN
**MEET AIDEN**

One of the many children who has been touched by Children’s Miracle Network

**A Message from a Miracle Family**

I am honored to be able to thank you on behalf of myself and all of the other families who have been touched by Children’s Miracle Network and Penn State Hershey Children’s Hospital. Thank you for opening your hearts and making such a wonderful donation for such an amazing cause. You have made so many doors open for so many children, and your kindness has deeply touched the hearts of thousands of children and their families.

I have a miracle child. My 3-year-old son Aiden had a severe brain injury after a car accident. He suffered a severe stroke on the right side of his brain due to this accident. This caused his brain to swell so severely that doctors had to remove part of his skull on the right side of his head to allow his brain to continue to swell. Without the procedure, my son would not have survived. Children’s Miracle Network purchased the monitors and other life-saving equipment that helped save my son.

We spent 43 days at Penn State Hershey Children’s Hospital. During this time, my son had brain surgery, two blood transfusions, the replacement of his skull, and days of in-hospital therapy so we would be able to bring our beautiful boy home. My family is forever grateful to Penn State Hershey Children’s Hospital and Children’s Miracle Network for all they were able to provide to save my son’s life.

I cannot express enough how grateful we are to all of you who have taken it into your hearts to donate, and I can only hope that you know how much your generous donation will help improve so many young lives. May you be blessed as you have blessed so many lives.

-Angeline Stowe

See Aiden’s story at PennStateCMN.com.

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**Support to Children’s Miracle Network**

Support to Children’s Miracle Network comes from many sources within our community. Since 1984, Children’s Miracle Network has contributed more than $34 million to Penn State Hershey Children’s Hospital. These funds are raised one dollar at a time through paper Miracle Balloon sales, golf tournaments, employee-driven fundraisers, individual gifts, corporate donations, Kids Helping Kids fundraisers, special events and more.

**Amount Raised Annually By Children’s Miracle Network: Telethon Toteboard Totals**

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- *Support to Children’s Miracle Network*
Support to Children’s Miracle Network – Corporate & Community Partners

Children’s Miracle Network is fortunate to have the support of a large network of national and local sponsors. In 2008-2009 our top sponsors and the amount they contributed to Children’s Miracle Network at Penn State Hershey Children’s Hospital included:

GIANT Food Stores - $615,045
GIANT Food Stores is committed to its “Living Here, Giving Here” motto. GIANT shows this commitment by raising funds for Children’s Miracle Network hospitals in the states where it operates stores, including Pennsylvania. At the heart of its community stewardship culture are the customers, associates, and vendor partners who have raised more than $20 million for Children’s Miracle Network hospitals since 1995. In 2008, GIANT’s annual “Our Kids” one-day golf outing had over 1,700 golfers at 12 golf courses raising a record $1.75 million. GIANT also sells Miracle Balloons in June and paper candles during the Candles for Kids holiday campaign.

Citadel Broadcasting Harrisburg (RED 102.3, The Big I105, and 105.7 The X) - $315,600
Citadel Broadcasting Harrisburg held its first Radiothon to benefit Children’s Miracle Network in 1998, and since that time Citadel, its partners and its listeners have raised more than $2.8 million for Penn State Hershey Children’s Hospital. Today, three of Citadel’s stations are involved with Children’s Miracle Network. Their passion for this great cause continues to grow and has become engrained in the fabric of the organization.

2008-2009 Advisory Board Members

Children’s Miracle Network at Penn State Hershey Children’s Hospital is fortunate to have a wonderful group of compassionate and driven leaders serving on our Advisory Board. The Advisory Board is comprised of twenty-six representatives from various Children’s Miracle Network sponsors, both nationally and locally.

Lori Burkholder, WGAL-TV8
Michael Carbon, NORTHWESTERN MUTUAL FINANCIAL NETWORK
Joseph Emrich, JOHNSON CONTROLS, INC.
Susan Espenshade, PENN STATE MILTON S. HERSHEY MEDICAL CENTER
Ashley Flower, RITE AID CORPORATION
Kent & Lisa Frese, PARENTS OF MIRACLE CHILD
James George, THE HERSHEY COMPANY
Daniel Haines, OLLIE’S BARGAIN OUTLET
A. Craig Hillemeier, M.D., PENN STATE MILTON S. HERSHEY MEDICAL CENTER
Jack Jaroh, HIGHMARK
Erik Keptner, GIANT FOODSTORES, INC.
Franklin Miles, Jr., HERSHEY ENTERTAINMENT & RESORTS (CHAIR)
Stephania Olson, PEPSI BOTTLING GROUP
Brian Shaffer, CITADEL BROADCASTING HARRISBURG
David Shelek, COCA-COLA ENTERPRISES
Ann Shields, UNIVERSAL MEDIA
Daniel Shiner, KRAFT FOODS
Jeffrey Simkin, COCA-COLA ENTERPRISES
Shelia Smith, PENN STATE MILTON S. HERSHEY MEDICAL CENTER
Matthew Twomey, HIGH CONSTRUCTION COMPANY
Dennis Vance, GILBANE BUILDING COMPANY
Matthew Wain, PENN STATE MILTON S. HERSHEY MEDICAL CENTER
Aida Waite, PENN STATE MILTON S. HERSHEY MEDICAL CENTER
Susan Wallace, TYCO ELECTRONICS
Kimberly Wrightstone, WALMART STORES, INC.
Shannon Zimmerman, AUNTIE ANNE’S, INC.
Walmart/Sam’s Club - $280,667
Since 1987, Children’s Miracle Network, its hospitals and the children they treated have found a special place in the hearts of Walmart and Sam’s Club associates and customers. In fact, they have raised more than $460 million for the network’s hospitals. How do they do it? By selling Miracle Balloons, hosting golf tournaments and engaging in other fundraising activities for their local Children’s Miracle Network hospital. Their passion has paid off: The nineteen stores and clubs in central Pennsylvania have raised more than $2.8 million since they began supporting Penn State Hershey Children’s Hospital in 1991.

Rite Aid - $275,223
Rite Aid Corporation is one of the nation’s leading drugstore chains, with more than 4,900 stores and 109,000 employees in 31 states. Since 1994, Rite Aid’s annual Miracle Balloon campaign and other fundraising projects have raised more than $36 million for Children’s Miracle Network hospitals. The creativity and commitment from senior management and their store managers and associates are evident in the golf tournaments, garage sales, car washes and numerous other events that benefit the 118 Children’s Miracle Network hospitals in the communities where Rite Aid does business.

Penn State Hershey Medical Center and College of Medicine Employees - $200,000
The employees of Penn State Milton S. Hershey Medical Center and College of Medicine have supported Children’s Miracle Network at Penn State Hershey Children’s Hospital since the organization began in 1984. During their first year, the employees raised $34,608 for Children’s Miracle Network. Since that time, more than $2.7 million has been raised one dollar at a time for Children’s Hospital through sporting clay events, golf tournaments, car washes, head shaving contests, rooftop events, vendor sales, pumpkin carving contests, basket raffles, balloon sales, auctions, and more. Their passion for the cause is evident in all their fundraising efforts, and the employees see the direct impact these funds have on our community’s children.

WGAL Telethon Phone Revenue - $227,000
WGAL-TV8 has hosted the annual Children’s Miracle Network “Celebration” Broadcast Telethon since 1986. The broadcast raises awareness of local Children’s Miracle Network hospitals and shares stories of medical miracles and the people who make them possible. Viewers are invited to call in their pledge of support to Children’s Miracle Network. In addition, WGAL personalities continue to support Children’s Miracle Network by helping to promote and emcee various events throughout the year.
The Hershey Company Employees - $173,625

The Hershey Company’s commitment to making a difference in the communities where they live, work, and do business is evident by their impressive employee-driven fundraising effort specifically for Children's Miracle Network at Penn State Hershey Children's Hospital. Since 1989, this employee group has contributed more than $3 million to Children's Miracle Network. Comprised of representatives from various corporate locations, the employee committee meets monthly to plan fundraisers, including golf tournaments, 5K runs, motorcycle runs, and more to benefit Children's Miracle Network. In addition, The Hershey Company employees volunteer their time to various Children's Miracle Network events as well as at the hospital.

Auntie Anne's, Inc. - $99,185

Since 1999, Auntie Anne’s has helped raise more than $3 million dollars for Children’s Miracle Network affiliated hospitals across the country. Throughout the year, Auntie Anne’s stores raise funds through their annual Miracle Balloon campaign, coin canister collections and individual special events. National Pretzel Day, April 26, is one of Auntie Anne’s largest single-day event fundraisers where participating stores donate a percentage of sales to Children's Miracle Network. Auntie Anne’s also raises money through corporate payroll deductions and an annual golf tournament. Auntie Anne’s was the primary sponsor for PA Vent Camp. The camp is coordinated by Children’s Hospital staff and is one of just a handful of camps for ventilator dependent children in the United States.

Support to Children’s Miracle Network – Special Events

A significant portion of funds are raised through annual special events to benefit Children's Miracle Network including:

“Celebration” Broadcast

The “Celebration” broadcast, aired each year the weekend after Memorial Day on WGAL-TV8, is the culmination of the fundraising year for Children’s Miracle Network. Since 1986, Children’s Miracle Network has partnered with WGAL to broadcast this event. $227,000 was pledged during the 2009 Telethon to fund the purchase of life-saving equipment for the Children’s Heart Group at Children’s Hospital. WGAL-TV8 will continue to be the television partner for Children’s Miracle Network in 2010 by hosting the “Celebration” Broadcast on June 5-6.

Radiothons

The February 2009 GIANT Food Stores’ Children’s Miracle Network Radiothons were a success! The 2009 “RED Cares for Kids” Radiothon, on RED 102.3 fm, was broadcast live from Capital City Mall, while the “I Care for Kids” Radiothon, on The Big I 105 fm, was broadcast live from Lancaster Harley Davidson/Buell. The “RED Cares for Kids” Radiothon raised funds to purchase a mini C-arm machine for Children’s Hospital while the “I Care for Kids” Radiothon raised funds to purchase three vital ventilation systems for Children’s Hospital. Citadel Broadcasting Company continued to be the radio partner for Children’s Miracle Network in 2010 by hosting the “RED Cares for Kids” Radiothon on February 5-7, and the “I Care for Kids” Radiothon on February 19-21.
Miracle Ball

The 19th annual Miracle Ball was held on Saturday, November 8, 2008 at the Hilton Harrisburg. More than 375 guests were in attendance for this year’s “Make a World of Difference Ball” as the Gilhool family shared the inspirational and amazing story of their son, Miracle Child Gavin Gilhool. Another highlight of the evening was the “Help Make a World of Difference” auction that provided guests with a unique opportunity to make a commitment to various vital pediatric programs at Children’s Hospital. Through corporate sponsorship and the silent and live auctions, more than $135,000 was raised for Children’s Miracle Network.

Pay for Play

The second annual The People’s Pay for Play on 105.7 The X was held on November 13-14, 2008 and raised $64,500. Morning show personalities, Nipsey, Earl David Reed and Jen Shade of The People’s Morning Show, hosted a twenty-eight hour marathon Pay for Play broadcast sponsored by Susquehanna Valley Harley Davidson to raise money for Children’s Miracle Network at Penn State Hershey Children’s Hospital. 105.7 The X, whose format is known as Active Rock Radio, allowed listeners to “Pay for Play” by making donations of $25, $50, $100 and $500. The further the request is from the stations normal format, the higher the bid must be.

Fashion Show

The 2008 Neiman Marcus “Art of Fashion” show and luncheon raised $50,000 for The Hummingbird Program and Children’s Miracle Network at Penn State Hershey Children’s Hospital. Jeanne Arnold graciously served as our event chairman. 300 people attended the sold-out event on Friday, December 5, at The Hotel Hershey. Kim Lemon of WGAL-TV8 served as the emcee. The event featured a runway fashion show, luncheon, and basket, jewelry and Dennis Basso fur raffles.
Support to Children’s Miracle Network – Kids Helping Kids

Something special happens when kids help other kids. Just ask the kids at:

Bonnie Kupp School of Dance and Baton
Cedar Crest High School
Cedar Crest Middle School
Dickinson College
ELCO High School
Newport Middle & High School
PSECU Child Care Center
Trimmer Elementary School

These children and teens witnessed it first-hand as they orchestrated various fundraisers to help Children’s Miracle Network during the 2008-2009 school year.

Last year more than $3.2 million was raised one dollar at a time for Children’s Miracle Network at Penn State Hershey Children’s Hospital, and more than $5,000 of that donation came from children and teens in our community who held “Kids Helping Kids” fundraisers to benefit Children’s Miracle Network. Coin collections, sports games, and bake sales are just a few of the projects that can fit into a school, team, or organization’s calendar. Children will never forget how they are making a major difference in the lives of their peers!

For more details and a complete “Kids Helping Kids” Fundraising Guide, visit PennStateCMN.com.

Children’s Miracle Network Dollars At Work

2008-2009 Children’s Miracle Network Funds Allocated by Category at Children’s Hospital*

- **PEDIATRIC RESEARCH:** 39%
- **PEDIATRIC EQUIPMENT:** 34%
- **SALARY SUPPORT AT CHILDREN’S HOSPITAL:** 17.8%
- **PEDIATRIC PATIENT SERVICE:** 7.9%
- **STAFF DEVELOPMENT FOR PSHCH STAFF:** 1%
- **PEDIATRIC PATIENT EDUCATION:** 0.3%

* The Children’s Miracle Network annual office operating budget constituted 12.2% of the funds raised during 2008-2009.

The next page contains an example of a 2008-09 Children’s Miracle Network allocation. For a full listing of Children’s Miracle Network allocations, contact the Children’s Miracle Network office.
Children’s Miracle Network Dollars At Work – Child Life

Children’s Miracle Network funds are allocated to support pediatric services at Penn State Hershey Children’s Hospital to improve the quality of life for children in need of medical care. One of the first programs to receive Children’s Miracle Network support was Child Life. Child Life specialists are trained professionals with expertise in helping children and their families overcome life’s most challenging events. Armed with a strong background in child development and family systems, Child Life specialists promote effective coping through play, preparation, education, and self-expression activities. They provide emotional support for families, and encourage optimum development of children facing a broad range of challenging experiences, particularly those related to healthcare and hospitalization. Because they understand that a child’s wellbeing depends on the support of the family, Child Life specialists provide information, support, and guidance to parents, siblings, and other family members. They also play a vital role in educating caregivers, administrators, and the general public about the needs of children under stress. Child Life specialists at Penn State Hershey Children’s Hospital provide a variety of support services to the children of central Pennsylvania including: surgery preparation, medical play, radiological procedure preparation, sibling support, and outpatient services.

How You Can Support Children’s Miracle Network

Donations to Children’s Miracle Network come in many ways—from individuals and corporate gifts, to volunteer projects and employee fundraising efforts—our funds are raised one dollar at a time. Whether you want to initiate a personal or employee-driven fundraiser at your business, make a direct financial contribution, leave a legacy for Children’s Miracle Network in your estate planning, lead a volunteer fundraiser, or volunteer at an event, Children’s Miracle Network has a place for you. The Children’s Miracle Network staff would be happy to talk to you about fundraising ideas, group tours of Penn State Hershey Children’s Hospital, or to arrange for a Children’s Miracle Network presentation at your school, business, or organization.

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