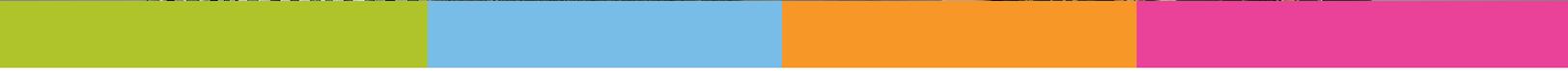


Give the Gift of **Growing Up**



PennState Health
Children's Hospital



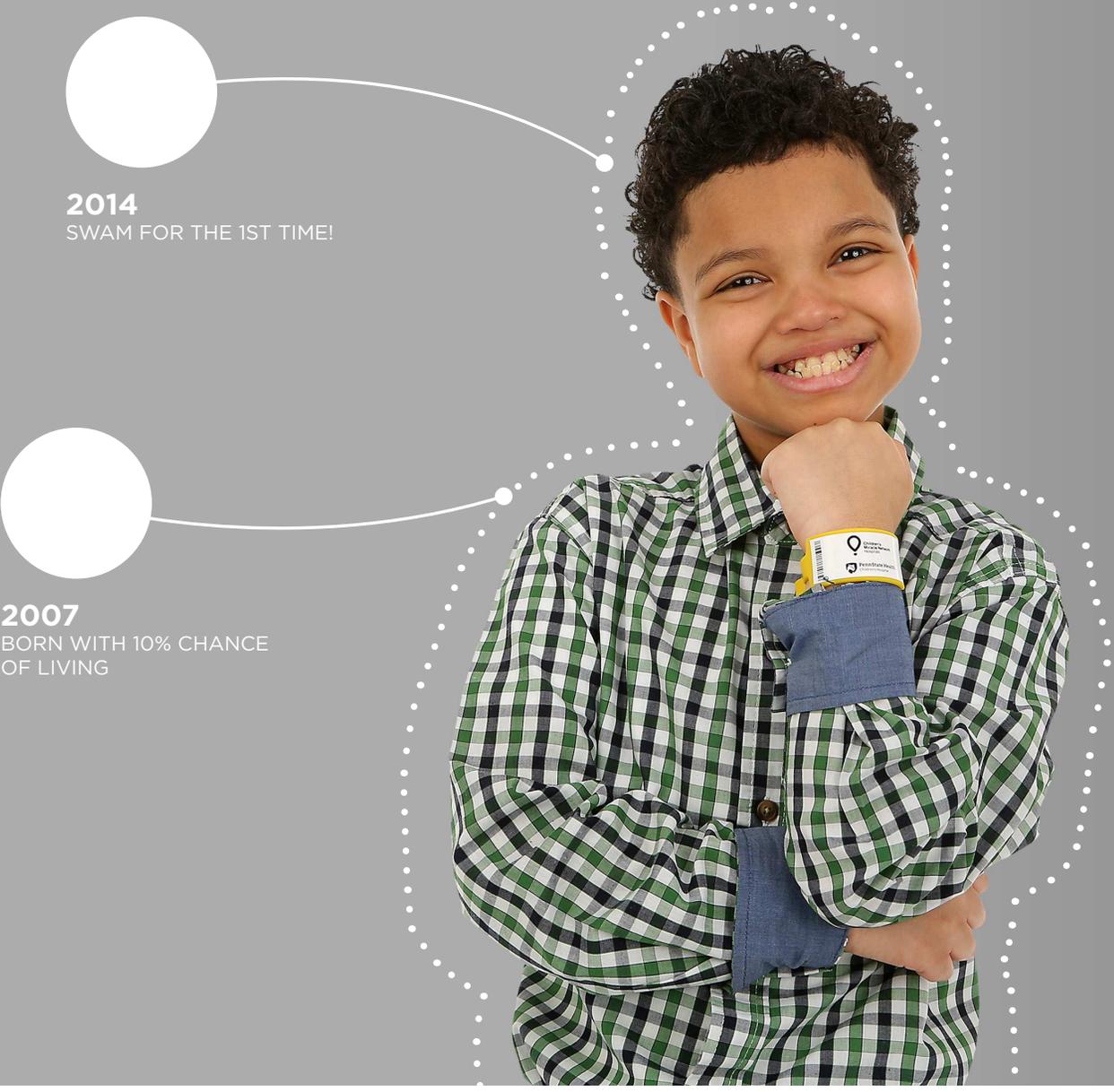
**Children's
Miracle Network
Hospitals**

Your gifts give our kids miracles.

Growing up is a beautiful thing. From the excitement of the first day of school, to making new friends at summer camp, to passing a driver's test, these moments are miraculous to families facing unimaginable challenges. Thanks to your support of Children's Miracle Network, we can give kids at Penn State Children's Hospital the chance to grow up and reach these special milestones. For 33 years, Children's Miracle Network has provided funding for life-saving equipment, family-centered programs and transformative research to save kids' lives and improve their quality of care. Thank you for giving the [#GiftofGrowingUp](#).



.....
"EVEN SUPERHEROES HAVE SCARS."
-Nick, Lancaster, heart surgery patient



2014

SWAM FOR THE 1ST TIME!

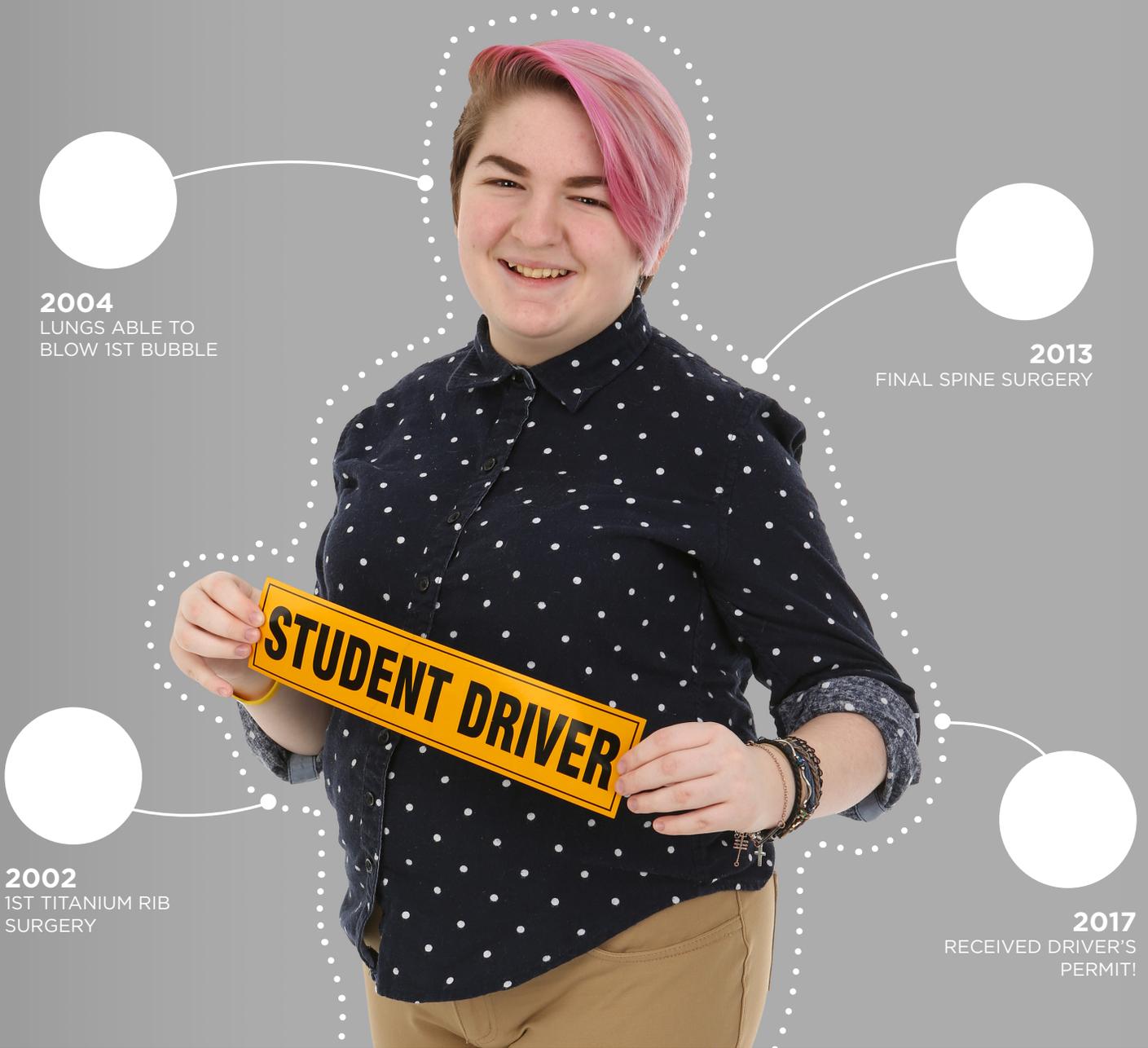
2007

BORN WITH 10% CHANCE
OF LIVING

De'Shaun

Harrisburg

De'Shaun was born with just a 10 percent chance to live. His conditions included congenital heart disease, an underdeveloped lung and vocal cord paralysis. For the first few years of his life, he was dependent on a ventilator and G-tube. While De'Shaun continues to battle health issues, he is now ventilator free, which means he can go swimming!



2004
LUNGS ABLE TO
BLOW 1ST BUBBLE

2013
FINAL SPINE SURGERY

2002
1ST TITANIUM RIB
SURGERY

2017
RECEIVED DRIVER'S
PERMIT!

Sarah

Elizabethtown

Sarah was six months old when she was diagnosed with Jarcho Levin syndrome, which required her to have titanium ribs implanted in order to live and thrive. She also has other medical challenges including congenital scoliosis and heart disease. After 26 surgeries, Sarah continues to beat the odds. This year, she reached one of her biggest milestones yet—driving!



2013
FINALLY REGISTERED ON
GROWTH CHART

2014
RODE BIKE WITHOUT
TRAINING WHEELS

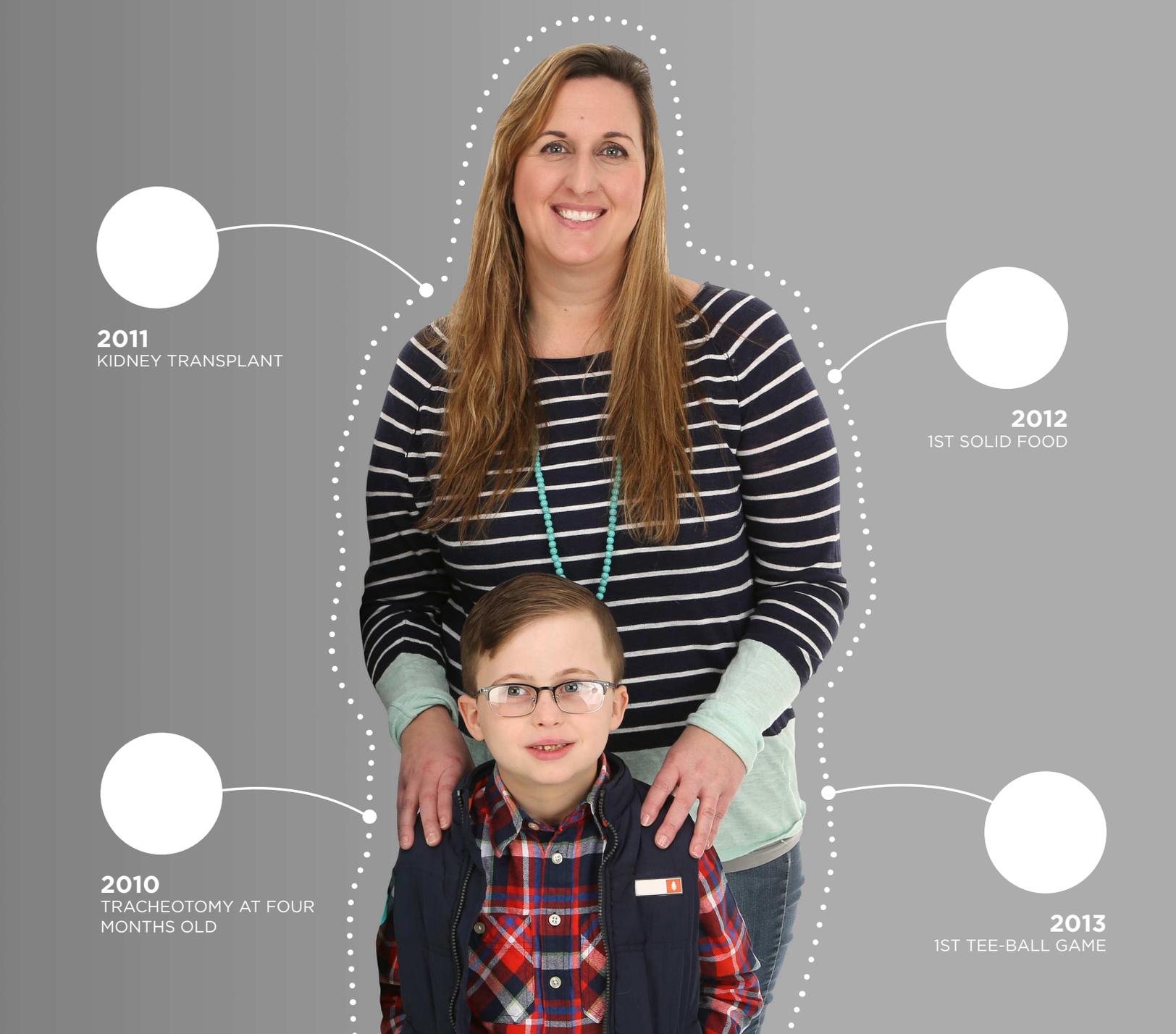
2010
1ST SURGERY AND
G-TUBE

2016
JOINED BASKETBALL TEAM

Savannah

Hummelstown

Savannah has gastroparesis, a condition that does not allow the stomach to empty. She has endured several surgeries at Penn State Children's Hospital. But Savannah has big plans! She loves to sing and dance and dreams of being an artist one day.



2011
KIDNEY TRANSPLANT

2012
1ST SOLID FOOD

2010
TRACHEOTOMY AT FOUR
MONTHS OLD

2013
1ST TEE-BALL GAME

Taylor

Marysville

Even though Taylor is just eight years old, he has already spent 360 days in the hospital and has endured 27 surgeries. He shares a special bond with his mother, Kristen, who gave him the gift of life, twice! After many months of dialysis, Taylor received a miracle when his mom gave him one of her kidneys. Today, Taylor is doing well and dreams of being a pilot or a surgeon.

2016
STRAIGHT A'S IN
HONOR CLASSES

2016
COMPETED WITH JUNIOR
OLYMPIC SWIM TEAM

2015
BRAIN HEMORRHAGE

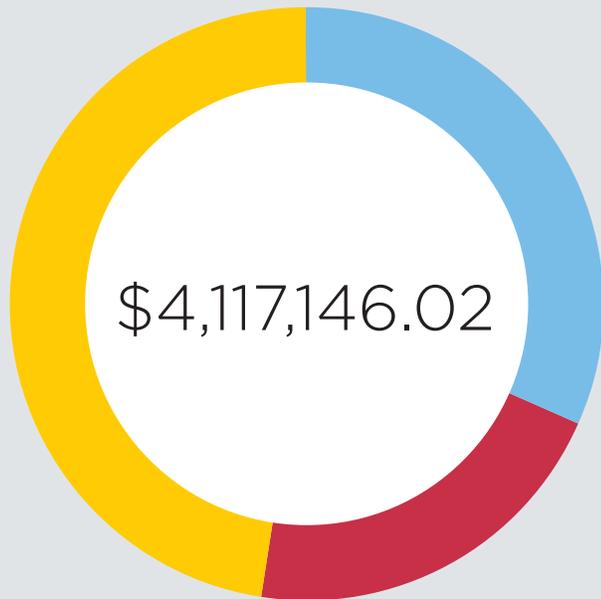
Mia

Shippensburg

Mia was at a swim meet when she felt sick and collapsed in the locker room. Turns out, she had suffered a brain hemorrhage and was flown by Life Lion to Penn State Children's Hospital. After a brain surgery, 16 days in the Pediatric Intensive Care Unit and rehabilitation, Mia is back to earning medals and competing in her favorite sports—swimming, soccer and field hockey!

2016-2017 Fundraising and 2017-2018 Allocation

Donations to Children’s Miracle Network are allocated annually to fund the margins of excellence at Penn State Children’s Hospital. In 33 years, Children’s Miracle Network Hershey has raised more than \$65 million to fund research, equipment and programs.



- Clinical 48%
- Research 32%
- Operating Budget 20%



- Hospital Staff Support/
Education (EX. CHILD LIFE) 56%
- Patient Service 22%
(EX. MEDICAL CAMPS)
- Equipment 17%
- Patient Education
(EX. CPR KITS FOR SCHOOLS) 5%

TOP 10 CORPORATE PARTNERS

Giant Food Stores	\$730,148
The Hershey Company	\$558,916
Rite Aid Corporation	\$552,438
Walmart & Sam’s Club	\$283,497
Milton S. Hershey Medical Center and College of Medicine Employees	\$204,101
Hershey Entertainment & Resorts	\$164,692
Credit Unions for Kids	\$92,186
Costco	\$89,247
Dairy Queen	\$86,018
Ace Hardware	\$49,910

TOP 5 SIGNATURE EVENTS

Telethon on WGAL-TV8	\$307,407
People’s Pay 4 Play on 105.7 The X (Cumulus)	\$210,320
Radiothon on 105.1 WIOV (Cumulus)	\$155,650
Miracle Ball	\$140,000
Neiman Marcus Fashion Show	\$111,000

Penn State Children's Hospital cares for 100 THOUSAND KIDS EVERY YEAR

PENN STATE CHILDREN'S HOSPITAL ANNUAL VISITS



232
ORGAN
TRANSPLANTS



270
NICU



2,254
DIABETES



13,201
ORTHOPEDICS



7,196
SURGERY



4,390
ONCOLOGY/
HEMATOLOGY



10,434
CARDIOLOGY



19,476
ER/TRAUMA
VISITS



5,202
NEUROLOGY



In 2017-18, Penn State Children's Hospital was ranked in four *U.S. News & World Report* Best Children's Hospital categories: neonatology, cancer, cardiology & heart surgery and orthopedics.



For the ninth straight year, our Children's Miracle Network program was recognized with the highest fundraising and highest per capita awards for CMN Hospitals serving a population of 1-3 million.



Gifts That Heal

Whether you purchase a balloon at a store, attend an event, pledge a monthly gift or donate items for an auction, you are helping kids heal at Penn State Children's Hospital. Each spring, our hospital allocates the money we raised the previous year to a variety of needs that save the lives of kids or improve their quality of care. Here's what your dollars can buy:



\$25

Lip Balm and Stickers

for kids to decorate anesthesia masks before surgery



\$100

Meal and Gas Vouchers

for families in need who are far from home



\$500

Medical Doll

to teach kids about their injury or illness



\$1,000

Medical Camp

scholarships for children with special needs



\$5,000

Vecta Machine

that uses multi-sensory distraction techniques to help keep kids calm during procedures



\$20,000

Glidescope

to allow quick and safe placement of a breathing tube when a child or infant has difficulty breathing



\$30,000

Research

to study things like the connection between genetics and inflammatory bowel disease in children



\$40,000

NICU Giraffe OmniBed

combines an incubator and a radiant warmer, providing top-notch care for our tiniest patients



\$80,000

2 Video Goggles

so kids can watch movies during an MRI and remain still for optimal imaging results



\$130,000

Isolette

to safely transport fragile infants in our Life Lion vehicles and aircraft



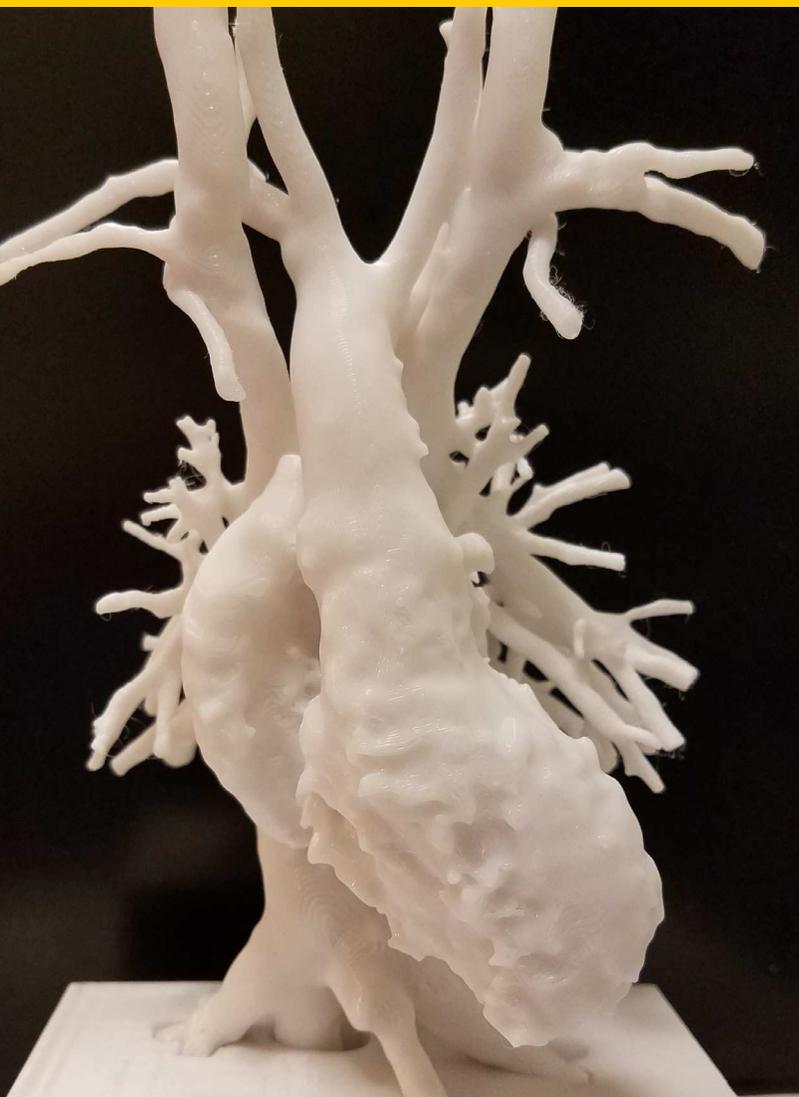
\$200,000

Pediatric Ambulance

an "intensive care room on wheels" that safely transports sick and injured children

Gifts That Heal

Here's a closer look at your dollars at work.



3-D Heart Models

Thanks to funding from Children's Miracle Network, our Children's Heart Group team is creating 3-D anatomical replicas of the hearts of children with complex congenital heart defects. After a child undergoes imaging from a CT scan or cardiac MRI, data from the scans is used to design the model, which can take up to 80 hours to create with a 3-D printer. The model can be built to scale or enlarged for improved viewing.

"You not only have the ability to see the anatomy as it is with a particular heart defect, but there is some potential to virtually plan what you'd do in the operating room."

"You not only have the ability to see the anatomy as it is with a particular heart defect, but there is some potential to virtually plan what you'd do in the operating room," says Robert Tunks, M.D., pediatric cardiologist at Penn State Children's Hospital. The models also help in training medical students and educating family members.

Penn State Children's Hospital's outcomes for congenital heart surgery are among the best in the nation according to The Society of Thoracic Surgeons. Our hospital ranked among the top eight hospitals and received the society's prestigious three-star rating for congenital heart surgery.



CPR Training Kits

If performed immediately, CPR can greatly increase a person's chance of survival. Unfortunately, that happens less than 10 percent of the time when a heart-related emergency occurs outside of the hospital. Children's Miracle Network provides funding for CPR training kits for schools

across central Pennsylvania. Each kit includes inflatable manikins, training DVDs, AED training simulators and other tools and materials that enable students to learn CPR in just one class period.

To view videos of your dollars at work, visit **CMNHershey.org**.



Medical Camps

Attending summer camp is a rite of passage for many kids, but for children with medical needs, camp can be intimidating or expensive because of the specialized care required. That's why Children's Miracle Network provides camper scholarships for camps that are staffed by medical professionals. At the iCan Shine bike camp, children with various medical needs learn to ride a conventional two-wheel bicycle in just one week.

Other medical camps include Camp Spifida for kids with spina bifida, Camp Echo for kids with heart conditions, Vent Camp for kids who are ventilator-dependent and camps for children with diabetes and juvenile rheumatoid arthritis. Campers build confidence and self-esteem, and they also love to meet new friends who share similar medical journeys!

Preventing Child Abuse through Research

Abusive head trauma (AHT), also known as Shaken Baby Syndrome, is a serious form of child abuse in which a child is violently shaken. It's the most frequent cause of serious brain injury and traumatic death in infants.

Benjamin H. Levi, M.D. Ph.D., founding director of the Center for the Protection of Children (CPC) at Penn State Children's Hospital, and his team received Children's Miracle Network funding this year to develop iLookOut for Child Abuse, an evidence-based approach for using mobile technology to help childcare providers be more aware and skilled at protecting young children from abuse. Through applied learning exercises, interactive educational games, and mobile messaging, iLookOut is designed to help childcare providers be better prepared to report cases of suspected abuse.



Music Therapy

Children's Miracle Network provides funding for a board certified music therapist. Music therapy addresses physical and emotional needs of patients and their families. Children participate in music-based activities that have been carefully selected based on the child's individual needs. Children sing, play, move, listen or create. The goal is to help normalize the hospital experience, minimize pain or anxiety, assist with rehabilitation and provide an outlet for self-expression. Music therapists also work collaboratively with doctors and nurses to complement the care they provide.



To view videos of your dollars at work, visit CMNHershey.org.

Miracle Partners



National Pancake Day

March

Enjoy a free shortstack at IHOP and leave behind a donation for the kids.



GIANT Golf

July

GIANT Food Stores sells icons and hosts a celebrity putting contest and golf outing with 2,000 golfers.



A Tisket A Tasket

March

Our hospital employees plan numerous fundraisers, including the Tisket a Tasket event. Various departments donate themed baskets for bidding.



Rite Aid Car Wash

July

Rite Aid employees host a car wash and carnival at their corporate headquarters.



May is for Miracles

May

Partners like Costco, Rite Aid and Ollie's Bargain Outlet sell miracle balloons to raise funds.



Miracle Treat Day

July

Dairy Queen locations donate a portion of proceeds from every Blizzard Treat sold. DQ York also hosts a Blizzard 5K Run in September.



A Champion's Celebration

May

This gala features a silent auction, raffle, dinner and dancing.



Miracle Buckets

August

Ace Hardware customers donate \$5 to receive a bucket and 20% off the items that fit in the bucket.



Telethon

June

Our signature event broadcasts on WGAL-TV8 from Penn State Children's Hospital.



Hershey Miracle 5K

September

Do "S'more for the Kids" and race through the scenic grounds of the Milton Hershey School.

For a full list of events, visit CMNHershey.org.



Hershey Half Marathon

October

Participants run, walk or relay to complete this 13.1 mile course through Hersheypark and downtown Hershey.



The People's Pay 4 Play

November

You pay, and 105.7 The X's morning team will play your song request.



Extra Life

November

Gamers play for 24 hours straight to heal kids.



Neiman Marcus Fashion Show

December

This event features designer fashions and benefits the Hummingbird Program, which supports children with life-limiting conditions.

Put your money where the miracles are!

We invite individuals, local businesses and community groups to give the **#GiftofGrowingUp** by making a gift, sponsoring or hosting an event, or engaging employees or members with our cause. Individuals may also include Children's Miracle Network in their estate giving. **Contact us to learn more.**



The Hershey Company

supports Children's Miracle Network with corporate gifts, employee giving, event fundraising and volunteerism.



Universal Media-Analytics

sponsors numerous events, and their employees take part in events like Miracle Jeans Day and Pay 4 Play and help with the GIANT golf weekend!

DIY Fundraising

Hosting your own fundraiser has never been easier. With a few simple steps and our online tools, you can launch a customized, virtual event that your friends and family can support.



Personal Milestones

TURN YOUR BIRTHDAY, GRADUATION OR WEDDING INTO A FUNDRAISER



In Honor or Memory

CREATE A CAMPAIGN IN HONOR OR IN MEMORY OF A LOVED ONE



Challenges

TURN EXISTING MARATHONS, TRIATHLONS AND CYCLING RACES INTO A FUNDRAISER



Austyn (center) raised money in honor of his brother, Mycah (left), who needed three open heart surgeries. Their brother Landyn helped too!



You can also build fundraising pages around existing events like Telethon or Radiothon. Miracle Child Christopher raised money to support The People's Pay 4 Play on 105.7 the X.



Your Estate Service, Inc. created a fundraising page to collect donations in connection with their holiday light display.

To DIY, visit CMNHershey.org.

Give the #GiftofGrowingUp

Feeling inspired to help our kids? Set miracles in motion by making a gift today.



Online

Visit CMNHershey.org to make a gift or set up a DIY fundraising page.



Mail

Send a check made payable to Children's Miracle Network to:

Children's Miracle Network
P.O. Box 852, MC HS21
Hershey, PA 17033



Text

Text LION to 5055 to make a \$10 gift.



Workplace Giving

- Penn State Health employees can contribute through payroll deduction. Some of our corporate partners, including The Hershey Company, also offer this option.
- Support #CMNHershey through the Combined Federal Campaign (Code: 10379) or United Way.
- Inquire whether your employer will match your gift.



Corporate Giving

We invite area businesses to support our existing events and/or develop a cause-marketing program that is tailored to a company's philanthropic needs and goals.



Planned Giving

Leave a legacy of hope and healing by planning your support. Did you know that you can use a bequest or another planned gift to make a difference for future patients at Penn State Children's Hospital? Many planned giving options offer special benefits that enable you to make the greatest impact on children and families in need while still maintaining financial security for you and your loved ones.

To learn more about these giving opportunities, please contact us at **717-531-6606** or **CMN_Events@pennstatehealth.psu.edu**.

Children's Miracle Network
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Hershey, PA 17033
717-531-6606
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CMNHershey.org

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strictest of confidence. Please write to us if you
wish to have your name removed from future
publications. Upon notification, all reasonable
efforts will be taken to adhere to your wishes.*

