

2011 Impact Report





Our Partnership

In 2011, America's credit unions surpassed \$100 million in overall giving to Children's Miracle Network Hospitals becoming only the third corporate partner to reach such a milestone.

Since 1996, individual credit unions across the country have collaborated with chapters, leagues, national trade associations and business partners under the Credit Unions for Kids brand to raise much-needed funds for local CMN Hospitals. Through golf tournaments, runs, walks, casual days, wine auctions, online giving and much, much more, over 2,000 credit unions joined together to raise nearly \$8.8 million in 2011.

Funds raised by the credit union community help support new facilities, equipment, research programs, patient services and health education programs benefiting 17 million children each year.

Dear Credit Unions for Kids



President and CEO
John Lauck

You did it!

It is my pleasure to confirm that the 2011 Children's Miracle Network Hospitals fundraising numbers are in. Thanks to your hard work and generous support, we have achieved a new record fundraising total!

In 2011 our Network raised \$264 million—that's \$30 million more than the previous year and a double-digit growth rate of 13 percent. These figures represent two new records for Children's Miracle Network Hospitals, both for highest dollar growth and highest overall dollars raised. And it couldn't have been done without you.

It is through the support of our generous corporate partners that we are able to raise more funds than ever for our hospitals. In 2011, our team adopted what we call Billion Dollar Thinking. We launched a Network-wide initiative to reach one billion dollars a year in fundraising by 2022. And we're well on our way.

A billion dollars a year will quadruple what we have typically raised. When I imagine what a billion dollars a year in funds raised looks like, I see even more hope and healing taking place in our hospitals. I see fewer tears and more smiles. I see even more miracles.

I can't wait to see it in person.

Thank you for your support and making miracles happen for the kids and families in your communities.

Warm regards,

A handwritten signature in black ink, appearing to read 'John Lauck'. The signature is fluid and cursive, with a large loop at the end.

John Lauck
President & CEO
Children's Miracle Network Hospitals



Funds in Action

Children's hospitals provide \$2.5 billion in uncompensated care every year, which is one reason community donations are crucial for hospitals to provide the care kids need. Additionally, pediatric medical care is the most expensive and specialized care in the world, yet children's hospitals receive the least amount of government funding.

Thankfully though, with your generous support, Children's Miracle Network Hospitals are able to provide world-class care for millions of children each year.

Funds in Action

Our hospitals treat patients weighing less than a pound to those 7 feet tall, and their needs range from basic medical supplies to the most specialized equipment and research. That's why unrestricted funds are so important to the kids we help treat. Children's Miracle Network Hospitals delivers these dollars, and our hospitals decide where they're needed most.



Preventative Health Programs

Designed to support healthy weights for kids at Children's Memorial Hospital



Precise Robotic Surgery

Shortens recovery time and reduces pain for kids at Children's Hospital Boston



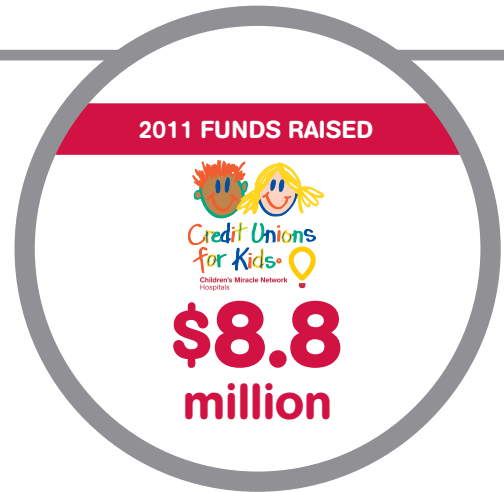
Kid-Friendly Cast Removal Tool

Eases worries and produces smiles at Sanford Children's Hospital



Your Fundraising Dollars in **Action**

Unlike other children's charities, Children's Miracle Network Hospitals provides unrestricted funds to hospitals—allowing them to use the money where it's needed most. Donations often support research and training, purchase equipment and pay for uncompensated care.



One premie diaper for the
tiniest premature babies



42¢



Three pediatric wheelchairs



\$5
thousand



One fully equipped Giraffe
OmniBed incubator



\$100
thousand



One neonatal transport
ambulance



\$250
thousand



One ultrasound machine

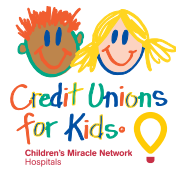


\$270
thousand



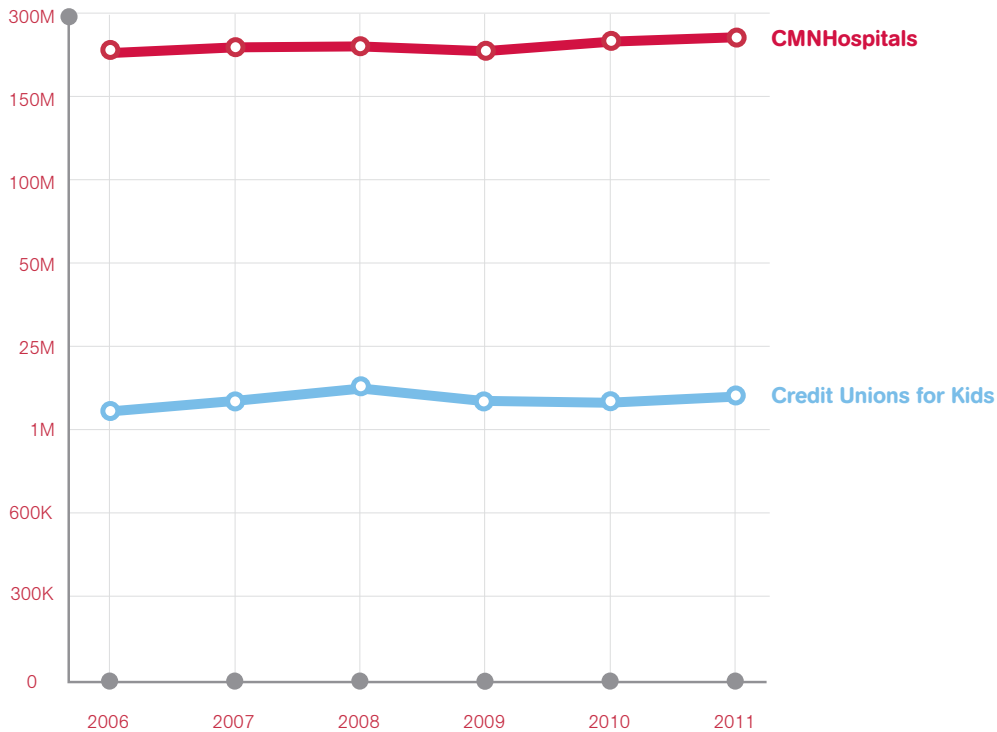
Credit Unions for Kids Fundraising Results

Credit Unions for Kids Fundraising Results



2011 TOTAL FUNDS RAISED
\$8,825,284

Year	Total Raised	Year	Total Raised
1996	\$1,760,000	2004	\$7,000,000
1997	\$2,730,000	2005	\$6,301,766
1998	\$3,500,000	2006	\$8,147,386
1999	\$3,800,000	2007	\$8,676,184
2000	\$5,100,000	2008	\$8,791,707
2001	\$5,700,000	2009	\$8,354,768
2002	\$6,240,339	2010	\$8,764,304
2003	\$6,384,263	2011	\$8,825,284
TOTAL		\$100,076,001	



The generous support of Children's Miracle Network Hospitals' corporate partners is recognized in part by an advertising campaign that is often co-branded with the local CMN Hospital. This campaign is developed, produced and placed by Children's Miracle Network Hospitals. A typical campaign may include the following elements, depending on the market size and reach: television spots, newspaper ads, outdoor billboards and radio spots.



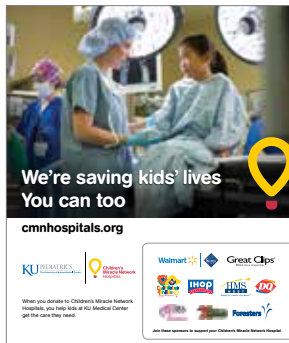
CMNHospitals.org website



CMNHospitals web ad



U.S. News partner recognition ad



U.S. News National Media Campaign



OAAA National Media Campaign



Credit Unions for Kids National Media Campaign Results



SPOTS **2,665**

VALUE **\$253,550**



SPOTS **139**

VALUE **\$522,171**



SPOTS **3,242**

VALUE **\$291,810**



SPOTS **50**

VALUE **\$68,370**

total value
\$1,135,901



Thank You

Improving children's health is at the heart of any donation. From a child being admitted to a child recovering from treatment, your continued support is evident in our hospitals' halls. Thank you for your time, resources and dedication to making miracles possible for millions of kids each year.

Year over year, your commitment continues to add up. As a result, Children's Miracle Network Hospitals continues to expand its reach of lives touched. We're confident that with your growing support and partnership, we will reach **\$1 billion** raised annually.

Here's to our future.

Children's Miracle Network Hospitals Fundraising **Results and Goals**

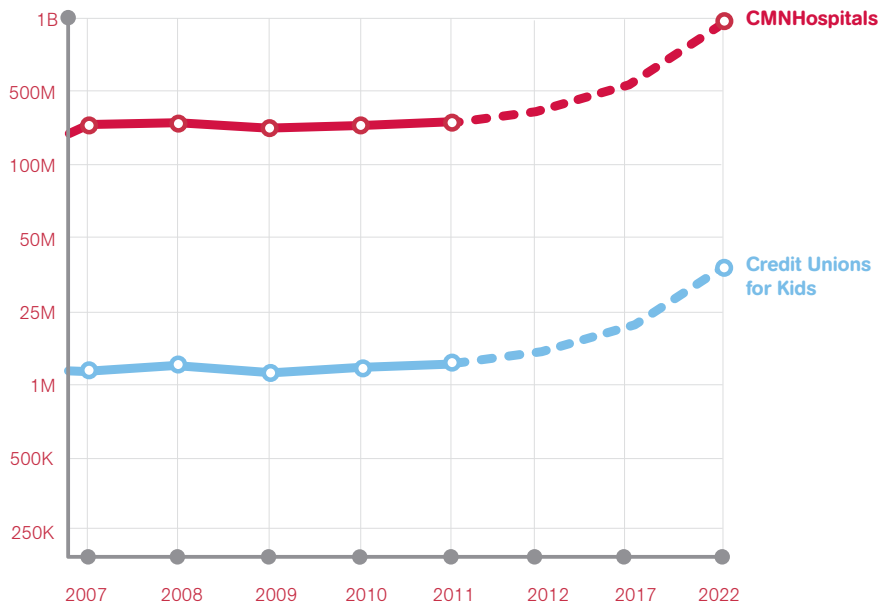
2011 TOTAL FUNDS RAISED
\$264,720,874

2012 FUNDRAISING GOAL
\$284,000,000

2022 FUNDRAISING GOAL
\$1,000,000,000



**Children's
Miracle Network
Hospitals**



Year	Total Raised
2007	\$237,783,357
2008	\$243,398,135
2009	\$227,390,425
2010	\$234,383,232
2011	\$264,720,874

Miracle Story: Archer Granger



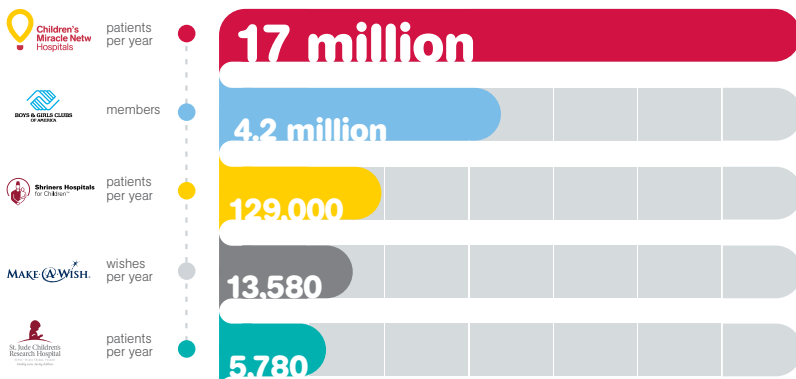
In August 2009, 5-year-old Archer was walking behind an industrial lawn mower at a friend's house when the mower turned, running him over. Archer suffered life-threatening injuries and his right foot was 95 percent severed. He lost one and a half toes on his left foot. The tendons were also severed, along with two of the three main arteries, and he sustained significant blood loss.

Archer was taken to a nearby hospital, then airlifted to Hurley Medical Center, the only Level I Trauma Center north of Detroit and a Children's Miracle Network Hospital. It took four surgeries, 18 surgeons, several specialists and nearly 40 attendants to save Archer's feet.

Through it all, Archer's remarkable courage and strength were an inspiration to everyone. "I'm going to be ok, Mom," he told his parents before he underwent surgery.

Archer's parents consistently remark that their son's recovery was a miracle, and that Hurley saved their son's life, and his legs. Today, Archer's parents say that "nothing gets him down."

Impacting More **Children**





**Children's
Miracle Network
Hospitals**

Helping Local Kids

Children's Miracle Network Hospitals

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