

# Thanks to Our Corporate Partners

CMN-STL's corporate partners started 2015 off with a bang. They were excited to begin fundraising for our sick and hospitalized children. Our corporate partners make it obvious they mean business and have a special place in their hearts for children treated at our two amazing hospitals: St. Louis Children's Hospital and SSM Cardinal Glennon Children's Medical Center.

## IHOP

IHOP celebrated 10 years of supporting CMN-STL with their annual National Pancake Day on Tuesday, March 3, 2015. Guests were offered free buttermilk pancakes and encouraged to make a donation to CMN-STL.

## Casey's General Store

New partner in 2014, Casey's General Store reinforced the company's belief in giving back to the community in which they live and work.

## Fred's Super Dollar

Fred's Super Dollar showed us that a partner does not have to have many locations to be effective. With 16 locations, this small but mighty supporter of CMN-STL raised almost \$18,000 in support of hospitalized children.

## Chico's FAS

Chico's FAS brands includes Soma Intimates, Chico's, White House|Black Market and Boston Proper. These four brands each identified an item for customers to purchase in support of CMN-STL.

## Ace Hardware

Ace Hardware's annual Bucket Campaign is coming up on September 5th. With a \$5 in-store donation to CMN Hospitals you receive a specialty, five-gallon bucket and receive a 20% discount off of any merchandise that fits inside the bucket. Call your local Ace store to see if they are participating.

## Dairy Queen

Dairy Queen kicked off its annual campaign on June 1st culminating on July 30th with Miracle Treat Day. During this one-day event, participating Dairy Queens will donate \$1 or more per Blizzard® Treat sold to CMN Hospitals. You can support CMN Hospitals and Miracle Treat Day by visiting a participating Dairy Queen on July 30th. For participating locations, go to [www.miracletreatday.com](http://www.miracletreatday.com).

## Walmart & Sam's Club

Local Walmart and Sam's Clubs fundraise for CMN-STL year round and continues to be the biggest supporter of CMN Hospitals in the United States. Walmart and Sam's Club associates have been very strategic about raising funds for sick and injured kids. They have held carnivals, sold refreshments, held auctions, and cashier competitions, just to name a few.

## Circle K

Circle K's campaign kicked off on April 10th. With 119 locations, Circle K is a key supporter of CMN-STL. This valiant effort was successful simply by employees making the ask and encouraging patrons to make a donation in support of hospitalized and sick children at St. Louis Children's Hospital and SSM Cardinal Glennon Children's Medical Center.

## Costco

In the St. Louis market, there are three Costco warehouses and they are very competitive. Each year, they have a friendly competition between the three warehouses to see who can raise the most funds in an effort to give sick kids every chance to get better.



## CMN Night at the Ballpark

Cards vs. Mets

Friday, July 17th @ 7:15 p.m.

Sections 328 & 329

Tickets are \$25 each

Go to [cmn-stl.org](http://cmn-stl.org) to purchase tickets



Children's  
Miracle Network  
Hospitals  
of Greater St. Louis

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Play Games.  
Heal Kids.



November 7  
Extra Life Gaming Marathon



Register by  
September 1  
to join in on the  
challenge!

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Children's  
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## Upcoming Events

**Night at the Ballpark**  
July 17

**Love's Travel Stops Campaign**  
August 25 - September 30

**Miracle Challenge**  
September 1 - 27

**Great Clips Campaign**  
October 1 - October 31

**Ace Hardware Bucket Campaign**  
September 5th

**Extra Life Gaming Marathon**  
November 7

**Washington University in  
St. Louis Dance Marathon**  
November 14th

**Saint Louis University  
Dance Marathon**  
November 21st



Children's  
Miracle Network  
Hospitals  
of Greater St. Louis

# Miracle Moments

Highlighting children helped by our hospitals and the fundraising efforts of our partners, supporters and friends



Desi Walker Roxie Michael

## Meet Our 2015 Ambassadors

On behalf of Children's Miracle Network Hospitals of Greater St. Louis (CMN-STL) we are thrilled to introduce our 2015 Ambassadors; Desi, Walker, Roxie and Michael. These inspirational kids have bravely faced - or continue to face - medical challenges and advocate on behalf of others with similar challenges.

Since 1988, CMN-STL Ambassadors have represented their hospitals, other children affected by their health condition, and all families impacted by our two member hospitals; SSM Cardinal Glennon Children's Medical Center and St. Louis Children's Hospital. By sharing their stories throughout the year, our Ambassadors are giving thousands of people new understanding of why children's hospitals need community support.

**Desi, age 10**, was diagnosed with acute lymphoblastic leukemia at the age of six. Treated at SSM Cardinal Glennon Children's Medical Center, Desi has endured multiple surgeries, chemotherapy, a bone marrow transplant, graves vs. host disease, the loss of mobility of her lower body, the loss of hair, many days and nights of being sick and missing almost three years of school. Today, Desi attends school full time and has been cancer free since the transplant. She has regular doctor's visits and medication to keep her body strong. She is really into fashion, clothes, design and makeup. She is very much a girly girl. If she had her way, everything would be pink and have glitter all over it. She enjoys playing with her dolls and dog, Princess.

**Walker, age 3**, was born a healthy baby boy. He spent the first days (at his mother's side) on the oncology floor of St. Louis Children's Hospital while his sister Roxie's diagnosis and plans for treatment were unfolding. One week from the day he was born, he became uncomfortable, listless and ultimately struggling for breath. He was rushed to the Emergency Room and the team of doctors discovered he had a coarctation

(narrowing) of the aorta. Walker underwent surgery to repair his heart and spent the next few weeks in the neonatal intensive care unit (NICU). Walker is now a rambunctious three year old. There are no signs of his dramatic start to life other than his scar from surgery. Walker loves to try and keep up with his three big sisters. He enjoys trains, reading, time outside and being at school with his friends. He's a great kid with a huge (healthy) heart!

**Roxie, age 6**, was diagnosed with high-risk neuroblastoma, a solid tumor and form of pediatric cancer. Over the course of 17 months, Roxie underwent an aggressive, multi-therapeutic regimen at St. Louis Children's Hospital. Frontline treatment for high-risk neuroblastoma was successful in bringing Roxie to no evidence of disease. She is currently in a trial study at SSM Cardinal Glennon Children's Medical Center with the intent of keeping the disease from ever returning. She will continue to be monitored by St. Louis Children's Hospital for long-term side effects as a result of treatments. Roxie loves to sing, dance, play soccer and has a real talent for arts and crafts. If you ask Roxie what she wants to be when she grows up, without hesitation she'll tell you, a "Doctor."

**Michael, age 10**, was born three and a half weeks early. While a happy and content baby, he wasn't hitting all of his developmental milestones. He began receiving occupational therapy services as a toddler and had many physician consultations that left the family with more questions than answers. Finally, he was diagnosed with autism spectrum disorder by the team of specialists at SSM Cardinal Glennon Children's Medical Center's Knights of Columbus Center. Michael receives behavioral and social skills therapies that help him grow more confident every day. He loves to play video games, sports with his friends at TASK and riding "Dakota" during equine therapy.

# A Letter from the Executive Director

Dear Friends,

We are happy to report 2014 was another great year for Children's Miracle Network Hospitals of Greater St. Louis. Collectively we raised over \$2,549,354 through our corporate partners and events. None of this would be possible without the continued help and generous support of our volunteers, corporate partners and donors.

The 2015 year is off to a great start. We welcomed our new Miracle Ambassadors: Dessalyn Pattman, Michael Wagner and brother and sister duo, Roxie and Walker Schopp to our CMN-STL family. Sammi, Peyton and Danielle, three of our Miracle Kids, graduated from high school and college respectively. Jennifer Lopez joined CMN Hospitals as a new national spokesperson. Finally, our spring Dance Marathon programs and balloon campaigns had record growth.

We invite you to join us for our upcoming events. You can start by visiting your local participating Dairy Queen on July 30 to purchase a blizzard on Miracle Treat Day.

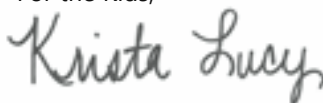
Get into shape while raising funds for sick and injured kids through our Miracle Challenge, a 27-day wellness and exercise challenge, September 1 – 27. You can "Play Games. Heal Kids." at our Extra Life Gaming Marathon, November 7th. Finally, donate to help Washington University in St. Louis and Saint Louis University meet their impressive Dance Marathon goals.

St. Louis is so very fortunate to have two of the finest pediatric hospitals in the country located in our community. All the money we raise stays here and is equally divided between St. Louis Children's Hospital and SSM Cardinal Glennon Children's Medical Center to ensure innovative programs can be funded, crucial equipment can be purchased, and no child ever gets turned away.

Thank you for continuing to help us give local kids like

Dessalyn, Michael, Roxie and Walker every chance to live better.

For the Kids,



Krista Lucy  
Executive Director



## 2014 Gifts in Action



### Healthy Kids Express

St. Louis Children's Hospital's vision includes promoting community change by addressing the disparity between health care delivery to those children whose families can afford it and those who cannot. One of the methods by which they accomplish this goal is through two 40-foot mobile pediatric units, the Healthy Kids Express (HKE). HKE takes the hospital's mission to "do what's right for kids," beyond the hospital walls and out into the community. HKE provides free health screens, dental screens, immunizations, physicals, education and advocacy for impoverished children, serving more than 200,000 since its inception in 2000.

### Music Therapy

Music Therapy is the clinical and evidence-based use of music interventions. These interventions accomplish individualized goals within a therapeutic relationship and setting. Christy Merrell, a music therapist at St. Louis Children's Hospital, describes music therapy as "the therapeutic use of music for nonmusical outcomes. It is a concentrated manner of healing that can influence physical, emotional, social, and cognitive responses." Studies show music can help decrease anxiety, increase attention to tasks, process trauma, encourage relaxation, lighten moods and build self-esteem. After a difficult surgery, you may see or hear a parade of musicians marching down the hospital hall. These "musicians" are patients, their families and doctors celebrating a recent success.

\*This list is not inclusive of all funded programs.

### Pediatric Intensive Care Unit

In the summer of 2014, a brand new Pediatric Intensive Care Unit (PICU) was unveiled featuring 18 rooms with 21 beds in an expanded, redesigned, and renovated 20,500 square foot space. The new unit is nearly triple the size of the former PICU and features state-of-the-art medical technology. Patients are monitored through a new system which allows physicians to view their status from home, 24/7. New bedside dialysis and ultrasound is also available. The waiting area features interactive play areas for families with children, providing calm and comfort during times of trial.

### Imaging Center

SSM Cardinal Glennon Children's Medical Center launched a new Imaging Center which features two new 128-slice CT scanners that will provide significantly enhanced diagnostic imaging capabilities while providing the safest imaging through dose reduction software. SSM Cardinal Glennon's 128-slice scanner, in addition to providing the lowest radiation dose possible, can scan faster, resulting in a decrease of patients who require sedation.

The Imaging Center also introduces an interactive MRI suite designed to provide comfort and distraction techniques to children. Children can use an iPad to select color "themes" for the MRI suite. Their selected theme is reflected throughout the room with light-up walls and lights. Children can also select a favorite video to watch on a flat-panel TV mounted above the MRI.

# Champions for Children

On Thursday, April 9, 2015, Champions for Children (C4C), the CMN-STL's young professionals' board, hosted its annual Bocce for Bambinos at Milo's on the Hill. The event attracted St. Louis area young professionals who enjoyed a friendly competition of Bocce Ball.

C4C supports the Footprints program at SSM Cardinal Glennon Children's Medical Center. The Footprints program provides resources and counseling to ensure all children with life-threatening illnesses and their families can live full lives along their journey. At St. Louis Children's Hospital, C4C supports the Music Therapy program. Through this program, a music therapist uses music to help patients achieve goals in gross and fine motor skills, oral skills, cognitive function and psycho-social development.

Look for more information on upcoming events hosted by C4C at [facebook.com/STLChampionsForChildren](http://facebook.com/STLChampionsForChildren) or [cmn-stl.org](http://cmn-stl.org).



June 11th was the fifth annual Chipping in for Children golf tournament. Over 70 golfers came out to Whitmoor Country Club in St. Charles to participate in the tournament to benefit Children's Miracle Network Hospitals of Greater St. Louis, Kansas City and Columbia.

Chipping in for Children would like to thank and recognize all of the supporting sponsors: Prairie Farms, Kraft, Mondelez, Stone Hill Winery, Miller Coors, Frito Lay, Pepperidge Farms, Snyders, Walmart, St. James Winery, Enterprise Car Sales, Monster Energy Drink, Dents Express, Cliffedge Marketing and Hoffmann Brothers.

Through player registration, sponsorships, 50/50 raffle and silent auction; over \$150,000 was raised to help hospitalized children! If you or your company would like to be part of Chipping in for Children in 2016 please contact Nick Catanzaro, Director of Events, at 314.577.5318 ext. 4 or [ncatanzaro@cmn-stl.org](mailto:ncatanzaro@cmn-stl.org).

# Miracle Network Dance Marathon

Miracle Network Dance Marathon is a year-round effort to raise funds and awareness for the community's local children's hospital. The culminating event of the year is a Dance Marathon where students stay on their feet for 4 to 40 hours while dancing, playing games, and celebrating their fundraising efforts. Miracle Network Dance Marathon has become a nationwide movement involving college and high school students at more than 255 schools across the country.

In the St. Louis region: Washington University in St. Louis, Saint Louis University, Ladue Horton Watkins High School, Southern Illinois University Edwardsville and



Western Illinois University produce Dance Marathons raising funds to directly benefit St. Louis Children's Hospital and SSM Cardinal Glennon Children's Medical Center. Between the five institutions, over \$470,000 has been raised within the last eight months with over 3,000 students participating in the Miracle Network Dance Marathon movement.

CMN-STL is excited to announce that Southern Illinois University Carbondale (SIU) has joined the movement and will be holding their first Dance Marathon in the spring of 2016 to benefit our two member hospitals. Located in Carbondale, IL, the university is home of the Saluki which is a dog but it is also a spirit that defines their culture, passion and designation in their hometown as well as their hearts. SIU enrolls nearly 18,000 students and is in the top 5% of higher education research

institutions in the United States. These students are making a difference all over the world and will have a positive impact on the lives of hospitalized children. More details on SIU Miracle Network Dance Marathon to come.

Miracle Network Dance Marathon is one of the fastest growing programs of Children's Miracle Network Hospitals. To expand the St. Louis Miracle Network Dance Marathons and to increase giving to the hospitals, we are looking for more high schools and colleges/universities to join the movement. If your school, educational institution employer or alma mater is interested in joining St. Louis Miracle Network Dance Marathon please contact Nick Catanzaro, Director of Events, at 314.577.5318 ext. 4 or [ncatanzaro@cmn-stl.org](mailto:ncatanzaro@cmn-stl.org).

## Miracle Challenge

Miracle Challenge is a 27-day wellness and exercise challenge that will help you achieve fitness goals while raising funds for your Children's Miracle Network Hospitals.

Participants can choose one of five fitness tracks – running, walking, cycling/spinning, studio fitness or boot camp – and will complete 27 mini-challenges over the course of 27 days. They'll also be encouraged to raise \$10 per day for their local Children's Miracle Network Hospital. Why? Because there are kids at the local CMN Hospitals who can't go for a walk, a run or a bike ride. They may be fighting life-threatening illnesses like cancer, learning to manage a chronic condition or recovering from a devastating injury. On September 1, Miracle Challenge participants will unite to improve their own personal health while helping kids in the local community get better.

Each participant completes their daily challenge at the convenience of their own schedule for 27 days. The challenges will arrive in their email inbox every morning from their fitness coach, celebrity experts within

their field, along with a motivational email from one of our children currently receiving treatment in the hospital. When a participant registers they receive a wellness kit with a pedometer and extra goodies to help them through the 27 days and will receive prizes as they meet their goals along the way.

You can register as an individual or start your own team! Get your colleagues, family and friends to join you as accountability partners! Register at [www.miraclechallenge.org](http://www.miraclechallenge.org) today!

We are also looking to recruit companies around the St. Louis area. If your company would like to start a team or be a corporate sponsor please email Brooke Adams at [badams@cmn-stl.org](mailto:badams@cmn-stl.org). We look forward to getting fit with you!



## Extra Life

Extra Life is a national, fundraising event within the gaming community. Participants sign up, fundraise year-round and pledge to game for 24 hours with one goal in mind; to save and improve the lives of sick and injured kids. Since 2011, Extra Life has raised more than \$138,000 for our two member hospitals, St. Louis Children's Hospital and SSM Cardinal Glennon Children's Medical Center.

Last year, 627 gamers came together to play games, generate awareness and raised over \$62,000 for St. Louis! A 37% increase over 2013! On national game day, participants gathered at the St. Louis Galleria's Microsoft store and Chesterfield Mall's Alpha Omega Gaming to share their passion of gaming and to help improve the lives of local



hospitalized kids. Many others played from the comfort of their own homes with family and friends or streamed with hundreds of others across the nation.

All the hard work of the St. Louis participants has brought about significant growth and has made St. Louis an official Extra Life Guild City! This means the St. Louis market receives additional resources, more exposure and a Guild committee. The Guild has already made great strides for Extra Life 2015! Planning, recruiting and fundraising is underway to achieve a goal of 1,000 participants and to raise \$80,000! This year's national game day is Saturday, November 7th. Individuals and groups interested in participating can register at [www.extra-life.org](http://www.extra-life.org). It is free to join and just takes a few minutes of your time. From there, participants will receive tips to raise funds, get connected with other gamers, and be kept up-to-date on what's going with Extra Life in St. Louis.

For questions and more information on Extra Life contact Nick Catanzaro, Director of Events, at 314.577.5318 ext. 4 or [ncatanzaro@cmn-stl.org](mailto:ncatanzaro@cmn-stl.org).

## Put Your Money Where the Miracles Are

Children's Miracle Network Hospitals welcomed Jennifer Lopez as the new national spokesperson for the "Put Your Money Where the Miracles Are" campaign on May 1st. The campaign is designed to bring awareness to the importance of donor support of children's hospitals.

Jennifer Lopez, an actress, singer, American Idol host and mother of twins, is a longtime supporter of children's hospitals through her Lopez Family Foundation. She is appearing in regional and national print, television and radio advertisements including commercials that aired during this season's final episodes of Fox's American Idol.

"We are so pleased to have Jennifer's support in raising funds and awareness for children's hospitals," said Children's Miracle Network Hospitals President and CEO John Lauck. "Children's hospitals are charities and need donations to help provide much-needed, life-saving care and

expenses not covered by government programs or insurance."

In the campaign advertisements, Lopez wears a yellow Miracle Band. The design resembles the identification bands worn by children while in the hospital and represents the 475,000 children treated at St. Louis Children's Hospital and SSM Cardinal Glennon Children's Medical Center as well as the 10 million kids treated at all CMN Hospitals each year. Anyone can order a free Miracle Band at [MyMiracleBand.org](http://MyMiracleBand.org). Supporters are encouraged to share their reasons for wearing a Miracle Band on social media with #MiracleBand.

Give our kids every chance to get better.

**PUT YOUR MONEY WHERE THE MIRACLES ARE.**

JENNIFER LOPEZ  
ACTRESS, MUSICIAN,  
TV PERSONALITY, MOM

