



Celebrate

CARING FOR KIDS SINCE 1911



Children's
of Alabama®



2022 CELEBRATE CAMPAIGN

Tool Kit



Children's
of Alabama®

Hello Friend!

This summer, Children's of Alabama is having a birthday: 111 years of caring for our state's most vulnerable Children when they need it most. As our hospital approaches this milestone, we want to celebrate all our patients, families, community partners, and staff who have brought us this far.

So, in honor of Children's 111th birthday in June, we are inviting patient families and friends to join the celebration!

This tool-kit will walk you through the ways YOU can join us in the celebration! Pick a way that is most meaningful to you and start your celebration today.

We are here to help so please contact us at celebrate@childrensal.org if you have any questions!

We are so grateful for your support and we look forward to seeing how you choose to celebrate Children's of Alabama!

Sincerely,

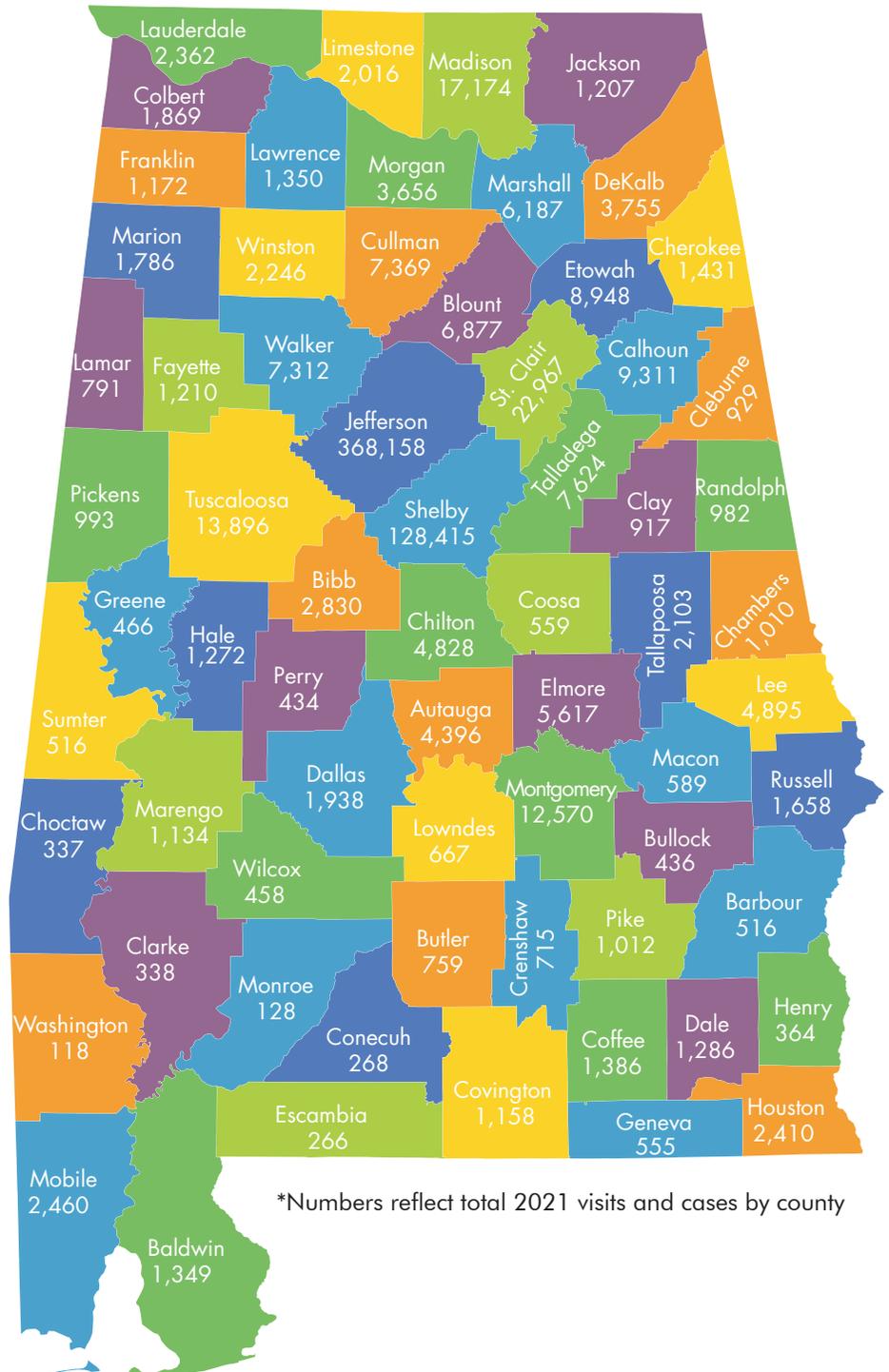
Children's of Alabama

[#CelebrateChildrensAL](https://www.instagram.com/celebratechildrensal)

CHILDREN'S of alabama

Since 1911, Children's of Alabama has provided specialized medical care for ill and injured children, offering inpatient, outpatient and primary care throughout central Alabama. Ranked among the best children's hospitals in the nation by U.S. News & World Report, Children's serves patients from every county in Alabama and nearly every state. Children's is a private, not-for-profit medical center that serves as the teaching hospital for the University of Alabama at Birmingham (UAB) pediatric medicine, surgery, psychiatry, research and residency programs. The medical staff consists of UAB faculty and Children's full-time physicians as well as private practicing community physicians.

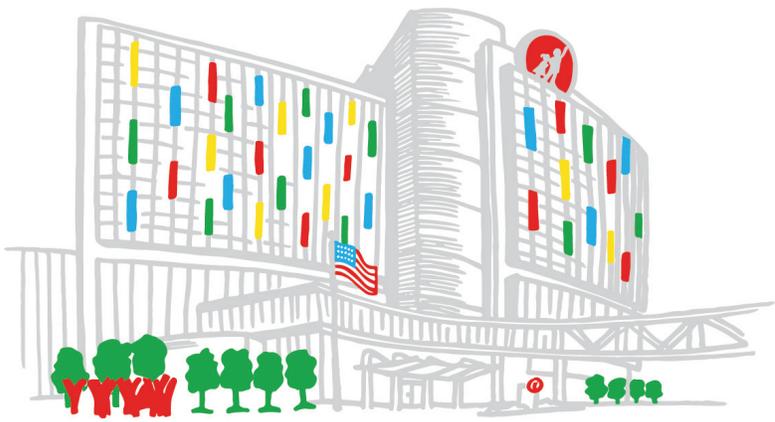
Children's of Alabama is grateful for the community support that enables us to provide world-class pediatric healthcare in a compassionate environment that puts each child and their family at the center of our mission. We are dedicated to providing specialized care for all children regardless of their ability to pay but we cannot do that alone. It takes the generous support of our community to meet the greatest needs of our patients each year. We need and appreciate your generosity.



*Numbers reflect total 2021 visits and cases by county



Children's
of Alabama®



CHILDREN'S of alabama

is the only free-standing medical center in Alabama dedicated solely to treatment and care of children.



IS A PRIVATE, NOT-FOR-PROFIT HOSPITAL AND TREATS ALL CHILDREN REGARDLESS OF THEIR FAMILY'S ABILITY TO PAY.

completes an average of **10 heart transplants** per year



treats **MORE THAN 90%** of all children diagnosed with cancer and blood disorders in Alabama

has more than **560,000** patient visits to our clinic and **12,000** patient admissions per year

used **more than 820,000 MASKS** to continue to safely serve in 2020

utilizes **25 SIZES** of blood pressure cuffs for patients ranging from premies to young adults

receives about **900 PATIENTS** via critical care transport per year



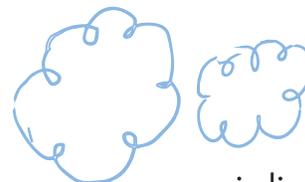
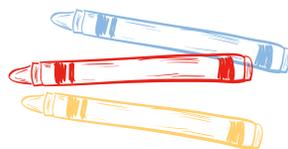
is one of the **10 BUSIEST PEDIATRIC HOSPITALS** in the United States



has an average of **200 emergency VISITS PER DAY** and 73,000 visits a year



uses **4,000 CRAYONS PER WEEK** and 208,000 per year



is licensed for **332 BEDS** and **48 NICU BASSINETS**

BELIEVES IN family centered care AND OFFERS THE FOLLOWING SERVICES TO MEET THE UNIQUE NEEDS OF HOSPITALIZED KIDS AND THEIR FAMILIES: CHILD LIFE, SOCIAL SERVICES, PASTORAL CARE AND SUNSHINE SCHOOL



HOST A VIRTUAL FUNDRAISER

One easy way to participate is to create your own Celebrate virtual fundraiser and invite your friends, family, and colleagues to donate. Our online fundraising platform is designed to help you easily share with your network, reach your goal and track your progress as you go!

Steps to start your virtual fundraiser:

- Register your fundraiser at give.childrensal.org/celebrate2022
- Set your fundraising goal to \$111 in honor of Children's 111th birthday or another goal that is significant to you.
- Personalize your page in your Participant Center by telling us why you celebrate Children's of Alabama.
- **Share share share!** Invite your friends and family to join your team or make a charitable donation to your page by sharing through email and social media.

Take your virtual fundraiser one-step further and pair it with a creative and fun way to raise extra dollars!

Some ideas:

- Host a lemonade stand, bake sale, or car wash in your neighborhood to raise money.
- Do around-the-house chores or yard work for your neighbors to collect donations.
- Rather than asking for birthday or special occasion gifts, invite your friends to donate to your Celebrate fundraiser.
- Ask your favorite restaurant or local store to host a give-back event where a percentage of the proceeds support your fundraiser.

DECORATE FOR CELEBRATE



Join the celebration by helping us Decorate for Celebrate! Beginning May 1st, if you make a donation of \$30, you will receive a Celebrate yard sign and mailbox magnet to show your support. We encourage you to share this opportunity with neighbors, friends, and family so we can cover our community with Celebrate magnets and yard signs!

We are excited to watch the celebration spread from house to house across Alabama! To Decorate for Celebrate, [click here](#) or scan the QR code to the right with your phone camera.



Celebrate community decorations are generously sponsored by the Allstate Foundation, so 100% of your donation goes to support Children's of Alabama.

Ways to Celebrate

There are so many ways to join the celebration. Choose one that is most meaningful (and FUN) to you!

DONATE

Make a one-time donation or start a recurring monthly donation. You can also give in honor or in memory of a loved one that received care at Children's or thank a caregiver that provided exceptional care by making a tribute gift in their honor. Visit give.childrensal.org/donate-to-celebrate to make your gift today.

On Friday, June 17th, we will be celebrating with a Day of Giving, encouraging friends of Children's to donate \$11 or any amount significant to you in honor of the hospital's 111th birthday! Make sure you are following Children's of Alabama on social media for more information on how to make a donation that day.

SHARE YOUR CELEBRATION

Your patient journey is a powerful way to inspire others and we would love to hear WHY you celebrate Children's of Alabama.

Submit a Video

- Record a short video sharing why you celebrate Children's of Alabama or a message of inspiration to the other patients, families, and our staff at Children's.

Share a Photo

- Fill out an ["I Celebrate for..." sign](#) and snap a photo displaying your sign.

Email your photo or video to celebrate@childrensal.org or share on social media using #CelebrateChildrensAL and tag Children's of Alabama in your posts so we can see how you are celebrating!

Social Media Handles:

Facebook - [@childrenshospitalofalabama](#)

Instagram - [@childrensofal](#)

Twitter - [@ChildrensAL](#)

Thank you to our Sponsors and Community Partners



Ashley Mac's

