



**Nicklaus  
Children's  
Hospital**

a member of  
**Children's Miracle Network Hospitals**

## Local Campaign Kit



# Your support changes lives

## Meet Bradley – Our 2022 CMN Champion

Bradley's journey began at birth, on April 7, 2019, when Bradley was born via emergency C-section due to loss of fetal movement. He spent 54 days in the NICU and was diagnosed with diffused white matter injury, and was later diagnosed with cerebral palsy, epilepsy and cortical vision impairment.

Due to his diagnoses, Bradley has been receiving early intervention services with physical, occupational, speech, feeding and vision therapies. He eats/drinks all by mouth and had his g-tube removed eight months after surgery. He is working on strengthening his core, holding his head up to 45 seconds. This past year, his care team has introduced assistive technology to help Bradley continue to develop and interact with others, including his first wheelchair!

Bradley has been impacted by an increment of seizures that have varied from 2 to 41 minutes and has resulted in over a dozen ER visits due to the intensity and/or unresponsiveness to medications. His team of doctors have worked together to check off possible scenarios for the cause of these episodes as well as continue to be a part of his developmental growth.

Regardless of his health challenges, Bradley's laughter always manages to fill the ER, his home and anywhere he goes – keeping his parents and those around him in the best of spirits. He consistently radiates joy and contagious positivity. His family is grateful for the care received at Nicklaus Children's Hospital.



Scan with smartphone to  
see Bradley's story



**W**e are seeing unprecedented support for partners like you and customers who understand the urgent need to support children. As the mantra goes, “Kids Can’t Wait!” This campaign will make a difference in the lives of families in your community.

Today, over 400,000 moms or dads will come through the doors of Nicklaus Children’s Hospital, seeking the very best care for their child. More than 92,000 of those children will come to the emergency department with an urgent need, more than 13,000 will come for a surgical procedure, and LifeFlight will bring 4,000 children with a life threatening illness or injury. This will happen today...and every day, at Nicklaus Children’s Hospital, where we provide hope and healing to kids locally and from around the world.

## Doing good is good for business

Corporate Social Responsibility is no longer “nice-to-do”... it is the new normal. Did you know that 92% of consumers say they have a more positive image of a company that supports a social issue? And 70% of consumers say that they have donated at a point of sale campaign in the past year.

When you display campaign materials and ask customers for donations, it shows your company’s commitment to the community, enhances your reputation and increases customer and employee loyalty.



# Fundraising as easy as 1-2-3

## 1 Know your hospital

- Review documents in the folder.
- Create a bulletin board with resources provided to inspire employees and customers.

## 2 Plan for success

- Set a goal! Divide the overall goal by the number of campaign days, and share progress daily.
- Select a Campaign Champion and/or team to lead your efforts.
- Hold a campaign kickoff meeting or call.

## 3 Make it fun.

- Create a friendly competition or unique incentive.
- Have each cashier/employee select a patient they want to champion during the campaign, from the patient flyers in the folder.
- Celebrate successes!

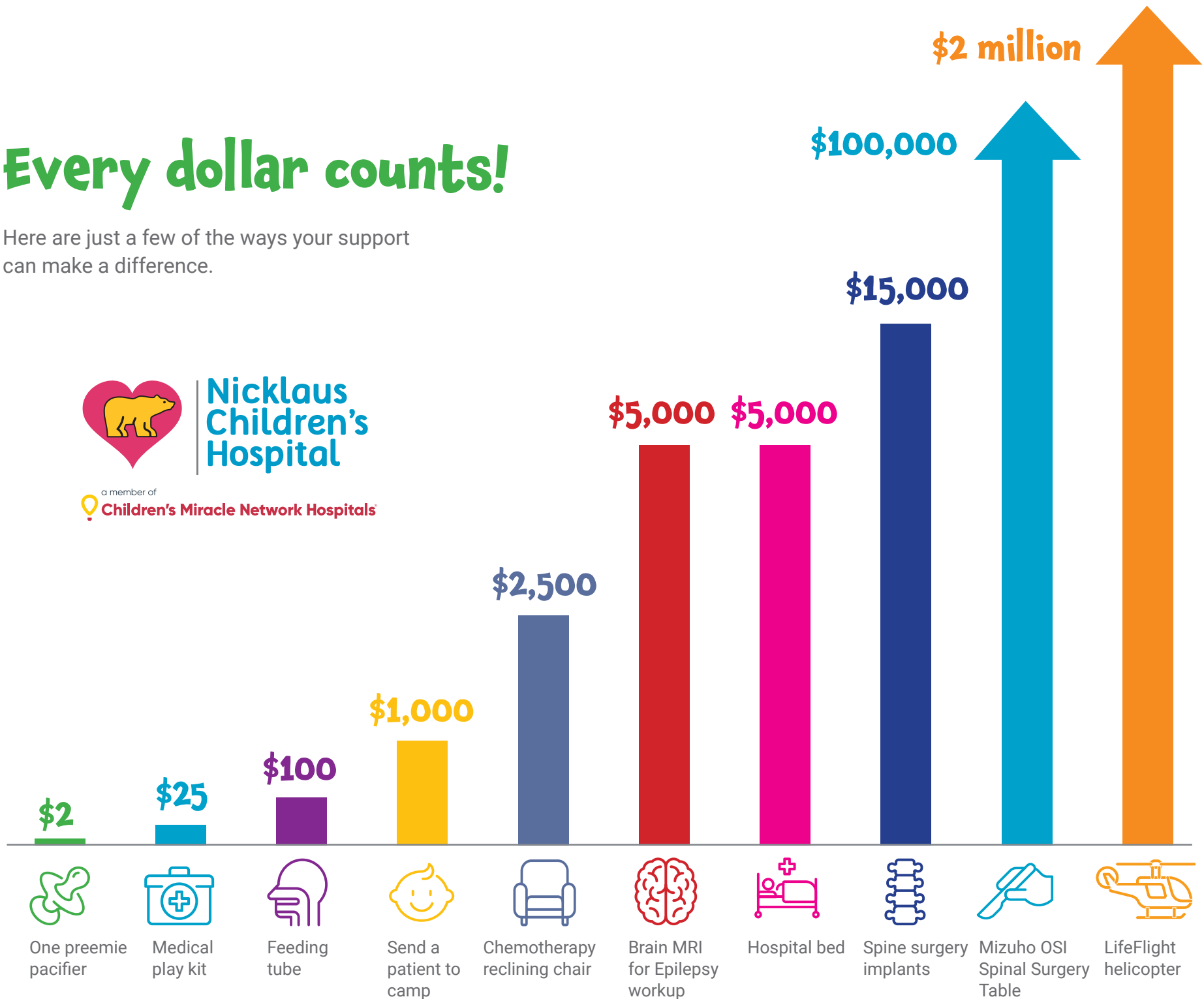
# Every dollar counts!

Here are just a few of the ways your support can make a difference.

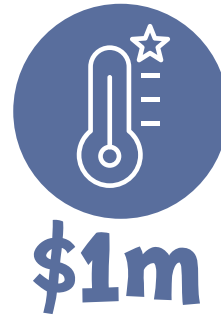


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**W**ith 70% of Nicklaus Children's patients insured by Medicaid, community support is vital and every dollar counts. With local support in 2021, Nicklaus Children's was able to meet the mental health needs of children much earlier, and in many cases, prevent admission to the hospital. Nicklaus Children's also continues to address the pandemic until it is fully behind us, and the patient assistance fund is literally changing lives for families who otherwise do not have the financial means to pay for their child's treatment.



Funds raised in 2021 for the Patient Assistance Fund



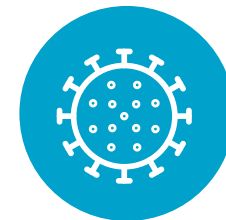
Total telebehavioral consults



Inpatient psychiatry admissions in 2021

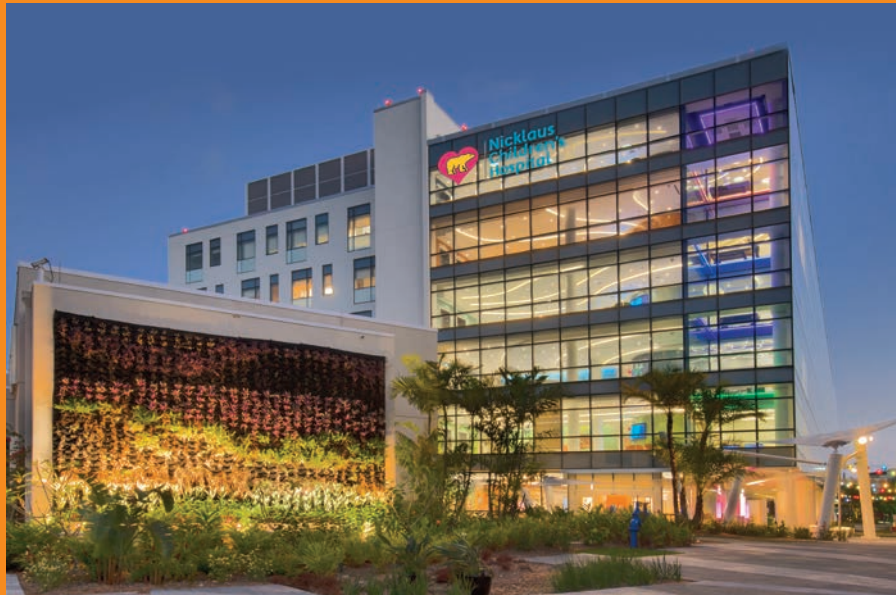


Doses of vaccine provided to the region's children in 2021



Number of COVID-19 positive children who received care through Nicklaus Children's inpatient and outpatient services in 2021

# Over 70 years providing amazing patient care



## **OUR VISION:**

To create a healthy future for every child

## **OUR MISSION:**

To inspire hope and promote lifelong health by providing the best care to every child

## **WHO WE SERVE:**

All Florida counties, All 50 U.S. states and 119 countries



## **Hospital Tour with Maja**

Join one of our patients as she shows you around Nicklaus Children's!



Scan with smartphone  
to take the tour

# Our impact by the numbers



**309**

Licensed beds



**70%**

Patients covered  
by Medicaid



**400,000+**

Children served each year



**9,481**

Inpatient  
admissions



**92,947**

Emergency  
room visits



**13,832**

Total surgical  
cases



**800**

Physicians



**390**

Pediatric  
sub-specialists



**20**

Locations  
(extending from Martin to  
Miami-Dade counties)



**470,789**

Outpatient visits



**5**

Children's specialties  
ranked nationally by  
*U.S. News & World Report*

# Our vision for the future: a state-of-the-art pediatric surgical tower

## The need

- 35-year-old tower at Nicklaus Children's is in need of renovation and modernization. Each year, we perform 16,000 surgeries in five operating suites, with a large percentage involving complex, life-enhancing procedures.

## Our vision

- 5-story, 116,000-square-foot surgical tower to be constructed above the Emergency Department at the center of campus.
- Enhancements to include advanced operating suites updated with the latest medical technologies, spacious pre-surgical and recovery spaces to support our family-centered care, improved visualization in operating suites, and training for pediatric health care providers.

**Set to Open in 2024**



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## Meet Mariangel

Mariangel was born in a small town called Galerazamba, Colombia, where she was diagnosed in utero with cerebral palsy, a condition that affects mobility, balance and posture.

Nacira, her mom, was left searching for answers, but everything changed in 2019 when Nicklaus Children's Hospital pediatric orthopedic surgeon Dr. Monica Payares-Lizano visited her hometown on a medical mission trip through a family-created foundation.

When asked what Mariangel's one wish in life is, she replied "my wish is to walk." Watch this sweet girl's wish come true!



Scan with smartphone to  
see Mariangel's story

## Meet Graceston

Over the past few years, Curlene noticed her son Graceston had a bow in his legs that continued to worsen to the point of limiting his ability to walk. From their home country of the Bahamas, Curlene brought her 11-year-old son to Nicklaus Children's Hospital in 2021 for a medical consult, where she first met Nicklaus Children's orthopedic surgeon Dr. Kevin Horowitz.

Graceston needed surgery to begin to correct the abnormal curvature of his legs, but his mom was unable to pay for the necessary treatment.

Because of the generosity of people like you, the family was able to receive financial support through the Nicklaus Children's Patient Assistance Fund for Graceston's surgery in the spring.

The family had the opportunity to share their story at the 2022 Diamond Ball.



Scan with smartphone to  
see Graceston's story





**Thank you!**

# The CMNH team at Nicklaus Children's Hospital



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[nicklauschildrens.org/cmnh](http://nicklauschildrens.org/cmnh)