



Nicklaus
Children's
Hospital

Children's Miracle Network Hospitals®

Local Campaign Kit



Your support changes lives

Meet Leo – Our 2023 CMN Champion

A week after he turned 3, Leonardo was feeling extra tired and getting short of breath when he played. The next week he was diagnosed with T-cell acute lymphoblastic leukemia, a fast-growing form of blood cancer. Leo began treatment at Nicklaus Children's Hospital the day he was diagnosed, starting with a week in the pediatric intensive care unit. Over the next three years, his cancer journey led to many hospital stays and many outpatient visits for treatments.

Leo's family will always be grateful for his compassionate cancer care team, who worked tirelessly to not only treat the cancer but also bring him joy along the way. In fact, Leonardo felt so safe and happy with his caregivers that he looked forward to every hospital visit. In the fall of 2022, he celebrated the end of his chemotherapy treatment by ringing the bell. Today Leo is a cheerful 6-year-old who is kind to everyone and enjoys every single day.

Thanks to your advocacy, Leo was able to receive three years of life-saving leukemia treatments with the help of his compassionate cancer care team.



Scan with smartphone
to see Leo's story



We are seeing unprecedented support from 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.

This year, more than **500,000** parents and guardians will come through the doors of Nicklaus Children's Hospital, seeking the very best care for their child. More than **97,461** of those children will come to the emergency department with an urgent need, more than **15,235** will come for a surgical procedure, and there will be **225,555** visits to our urgent care centers located across South Florida. Nicklaus Children's continues to meet the needs of our community today, and every day, to provide hope and healing to kids.

Doing good is good for business

Corporate social responsibility is no longer the "nice thing to do." It is expected and needed. 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

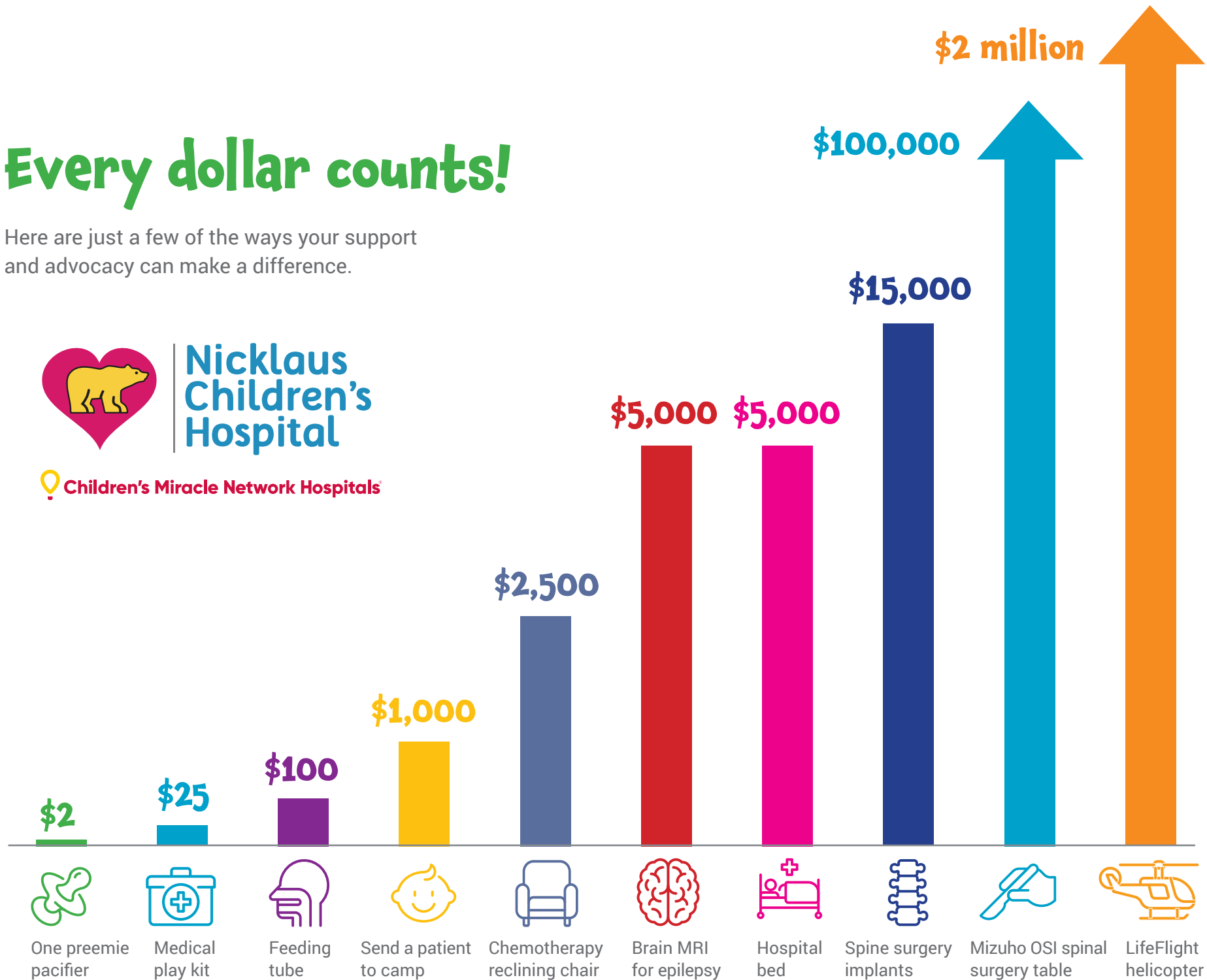
- Create a friendly competition or unique incentive.
- Have each cashier/employee select a patient they want to champion during the campaign, from the patient flyers in the folder.
- Celebrate successes!

Every dollar counts!

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



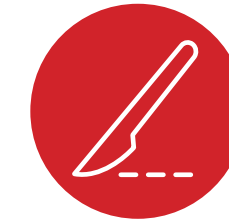
Children's Miracle Network Hospitals



With nearly 70% of Nicklaus Children's patients insured by Medicaid, community support is vital and every dollar counts. In 2022, Nicklaus Children's experienced its busiest year ever in meeting the pediatric healthcare needs of the region. We also saw our best fundraising year yet, made possible because of partners like you!

With local support, the hospital was able to do more to ease access to care for anxious parents to be. We also recruited new clinical leaders and adopted the latest technology that allows us to continue providing exceptional care to kids.

Nicklaus Children's also made great strides toward building our future, with the groundbreaking of the new 127,000 square-foot Kenneth C. Griffin Surgical Tower on our main hospital campus, which will house expansive surgical suites and the care associated with our four main institutes: Brain, Cancer and Blood Disorders, Heart, and Orthopedics.



98%

Surgical survival rate for the Heart Institute (2018-2022)



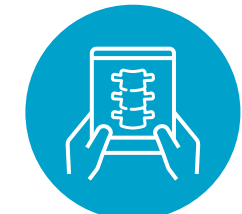
130

Clinicians on-boarded



80+

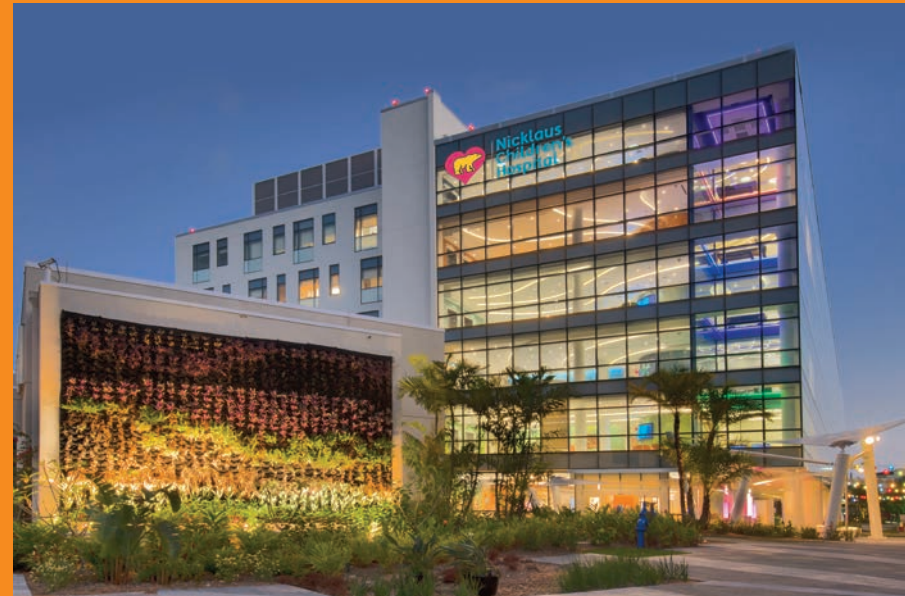
Clinical oncology studies in progress



3

Nicklaus Children's EOS imaging devices in South Florida

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



500,000+

Children served each year



9,481

Inpatient admissions



97,461

Emergency room visits



15,235

Total surgical cases



850

Physicians



532

Pediatric sub-specialists



225,555

Urgent Care Visits



5

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



Proud to be #1 in Florida in U.S. News & World Report's 2022-23 Best Children's Hospitals listing

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 nearly 16,000 surgeries in five operating suites, with a large percentage involving complex, life-enhancing procedures.

Our vision

- 5-story, 127,000-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 healthcare providers.

In 2022

- Nicklaus Children's broke ground on the surgical tower on the main hospital campus.
- The helipad on top of the existing Emergency Department was moved to its new, permanent location on top of the Advanced Pediatric Care Pavilion.
- Nicklaus Children's received a \$25 million gift from Ken Griffin, founder and CEO of Citadel, which named the tower. It is one of the single largest gifts received in the hospital's history.

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 for Graceston's surgery in the spring.

The family had the opportunity to share their story at the 2022 Diamond Ball gala benefiting Nicklaus Children's Hospital.

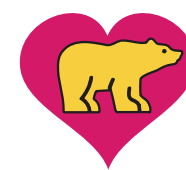


Scan with smartphone to see Graceston's story





The CMN team at Nicklaus Children's Hospital



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