

Buy Alabama's Best Benefiting Children's of Alabama

Presentation

February 3, 2022

The Club



Children's
of Alabama®



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



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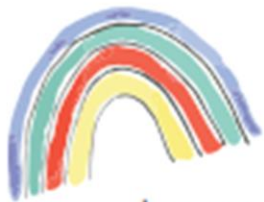
used *more than 820,000 MASKS* to continue to safely serve in 2020

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

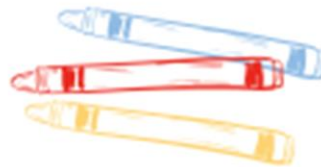


is one of the
**10 BUSIEST PEDIATRIC
HOSPITALS**
in the United States



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**



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POINT OF SALE FUNDRAISING CAN DEEPEN CUSTOMER LOYALTY

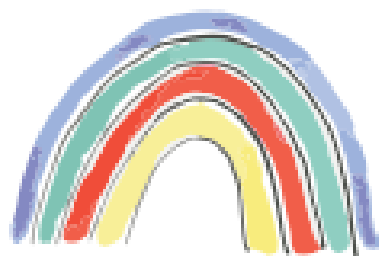
- **97%** of consumers have "good vibes" toward the retailer after giving at the register.
- **78%** would shop again at that retailer because they were allowed to give.

CAUSE MARKETING CAMPAIGNS CONNECT EMPLOYEES TO YOUR COMPANY

- **85%** of employees say "Making a Meaningful Difference" is one of the top motivators for engagement in the workplace.
- **52%** of employees and **72%** of students say a job where they can make an impact is very important to their happiness.

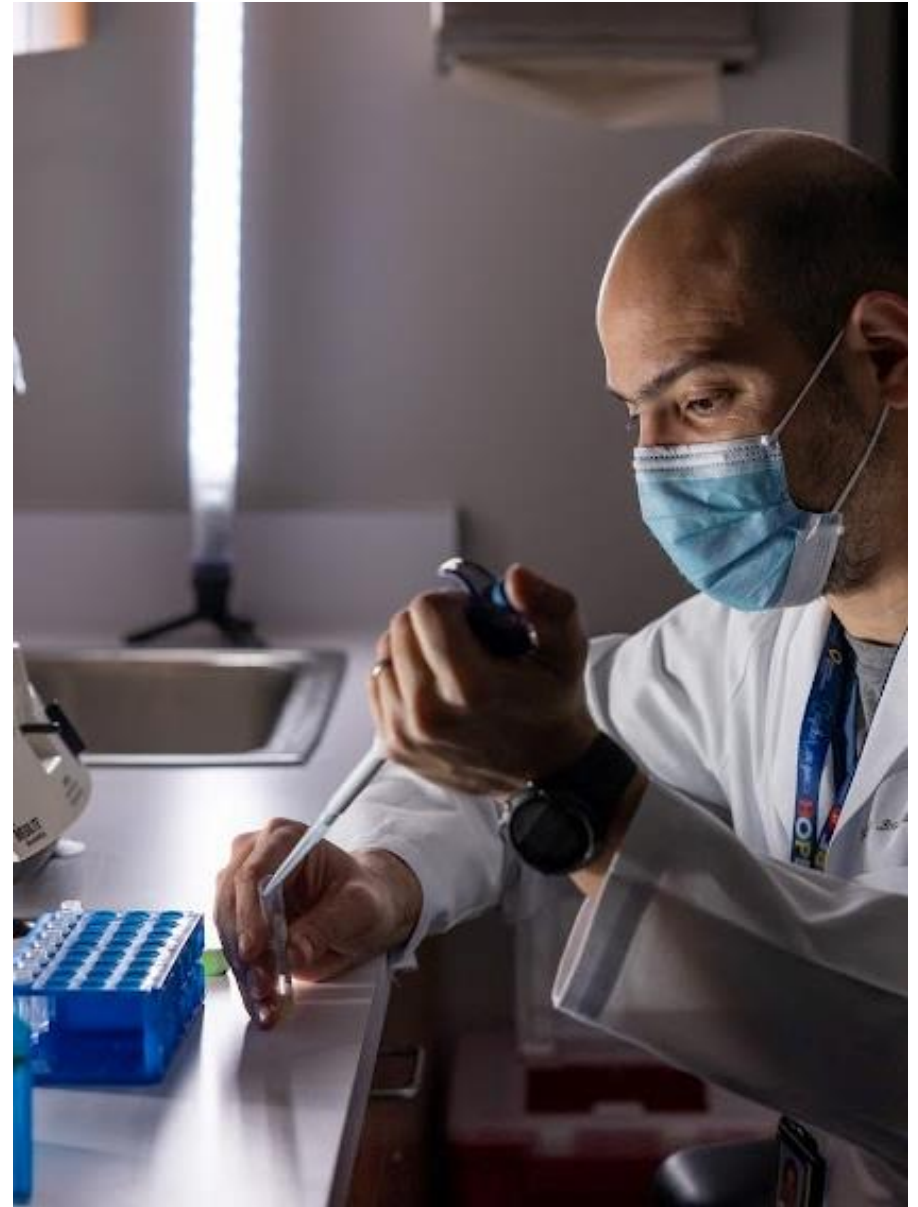
BEING ENGAGED IN A CAUSE IS GOOD FOR EMPLOYEE RETENTION

- **74%** of employees say their job is more fulfilling when they are provided an opportunity to make a positive impact at work.
- **60%** of employees have a higher level of respect and loyalty for their employer if they support a cause.



***CHILDREN'S HEALTH IS A TOP 3
CAUSE FOR AMERICANS***















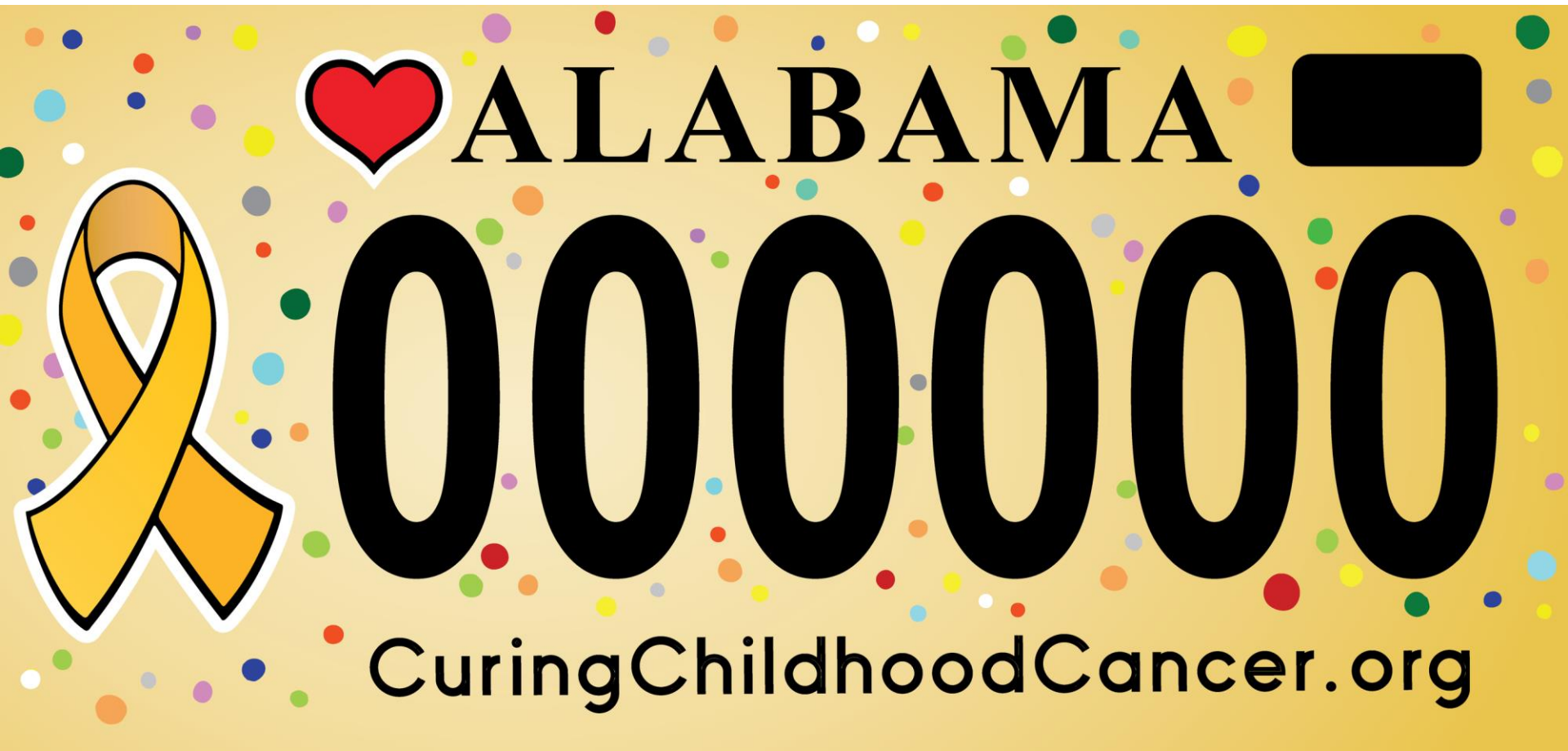








Curing Childhood Cancer specialty car tag Redesigned in 2021



The Curing Childhood Cancer specialty car tag can be purchased at any Alabama DMV for \$50, on top of your taxes and tag fees. Of that \$50, \$41.25 directly benefits the Alabama Center for Childhood Cancer and Blood Disorders as a valuable source of funding for research. And you can personalize it up to six (6) letters or numbers at no additional cost! Thank you for your support!

The Story Behind the New Design

The Curing Childhood Cancer tag has been specifically designed to represent every child treated by the Alabama Center for Childhood Cancer and Blood Disorders (ACCCBD) at Children's of Alabama. Each dot color on the tag represents the different diagnoses of patients cared for at the ACCCBD.



Childhood Cancers



Brain Cancer



Colon, Esophageal &
Stomach Cancers



Multiple Myeloma and
Head & Neck Cancer



Leiomyosarcoma,
Pancreatic & Thyroid
Cancers



Lung Cancer



Leukemia



Breast Cancer



Liver Cancer



Lymphoma



Kidney Cancer



Ovarian & Cervical
Cancers



Melanoma

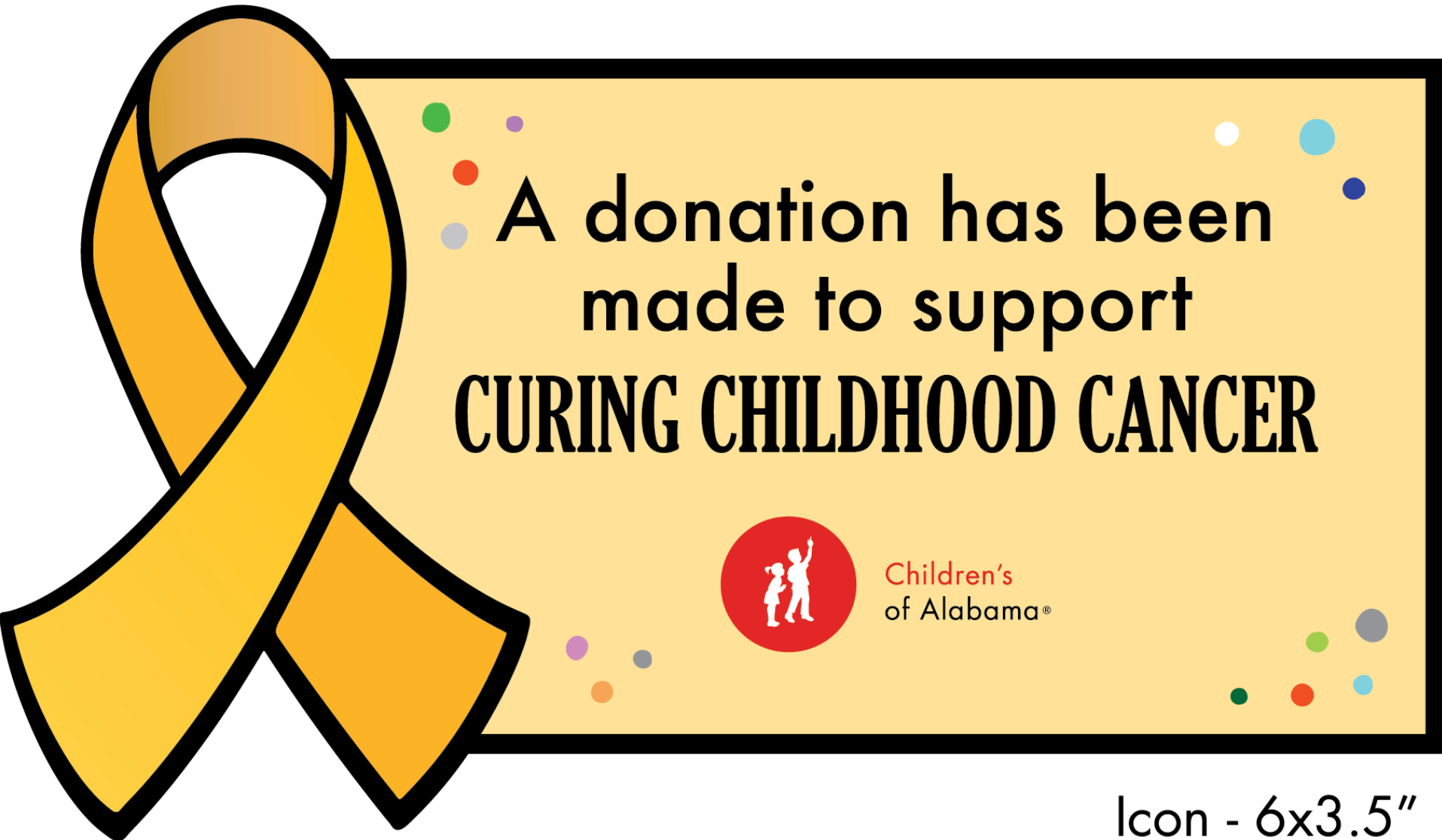


Sarcoma, Bone, Bladder
and Uterine Cancers



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Buy Alabama's Best
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Campaign Contactless Icon



Icon - 6x3.5"

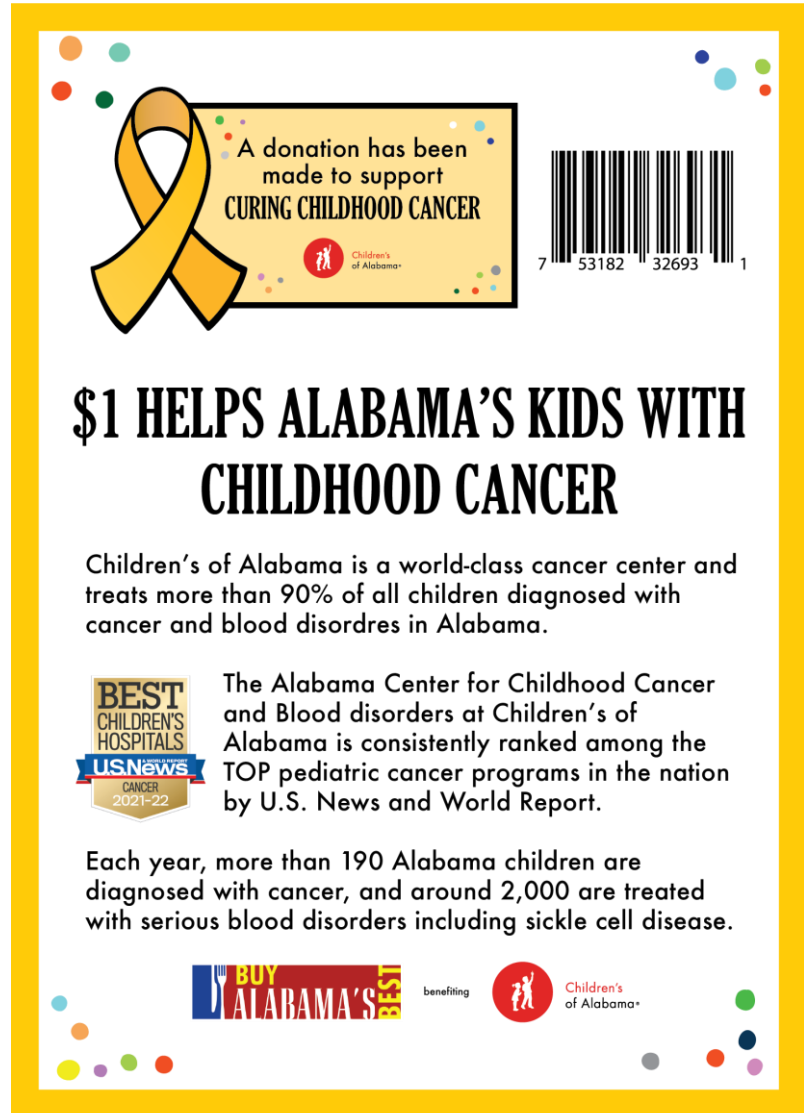
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Campaign Window Cling/Register Cling



cling - 10x6 "

Buy Alabama's Best Benefiting Children's of Alabama Campaign

Cashier/Customer Card



A donation has been made to support
CURING CHILDHOOD CANCER

7 53182 32693 1


\$1 HELPS ALABAMA'S KIDS WITH CHILDHOOD CANCER

Children's of Alabama is a world-class cancer center and treats more than 90% of all children diagnosed with cancer and blood disorders in Alabama.

BEST CHILDREN'S HOSPITALS
USNews
CANCER 2021-22

The Alabama Center for Childhood Cancer and Blood disorders at Children's of Alabama is consistently ranked among the TOP pediatric cancer programs in the nation by U.S. News and World Report.

Each year, more than 190 Alabama children are diagnosed with cancer, and around 2,000 are treated with serious blood disorders including sickle cell disease.

BUY ALABAMA'S BEST benefiting  Children's of Alabama

Counter card - 7x5"



Donate today to support **KIDS LIKE MADISON**

What was thought to be a lingering flu turned out to be something Madison McIntyre's family could never have imagined – acute lymphocytic leukemia. Doctors and nurses at Children's of Alabama acted swiftly, starting Madison on chemotherapy and addressing family questions and concerns.

Madison formed special relationships with her nurses who helped her feel more comfortable during her hospital stay. "They made us all feel confident that she would receive the best treatment possible and that Children's is where we needed to be," said Madison's mother, Michelle. "Children's of Alabama is a place you never want to be, but if you are, you're so thankful it's here."



CHILDRENSAL.ORG/COMMITTEDTOACURE



benefiting



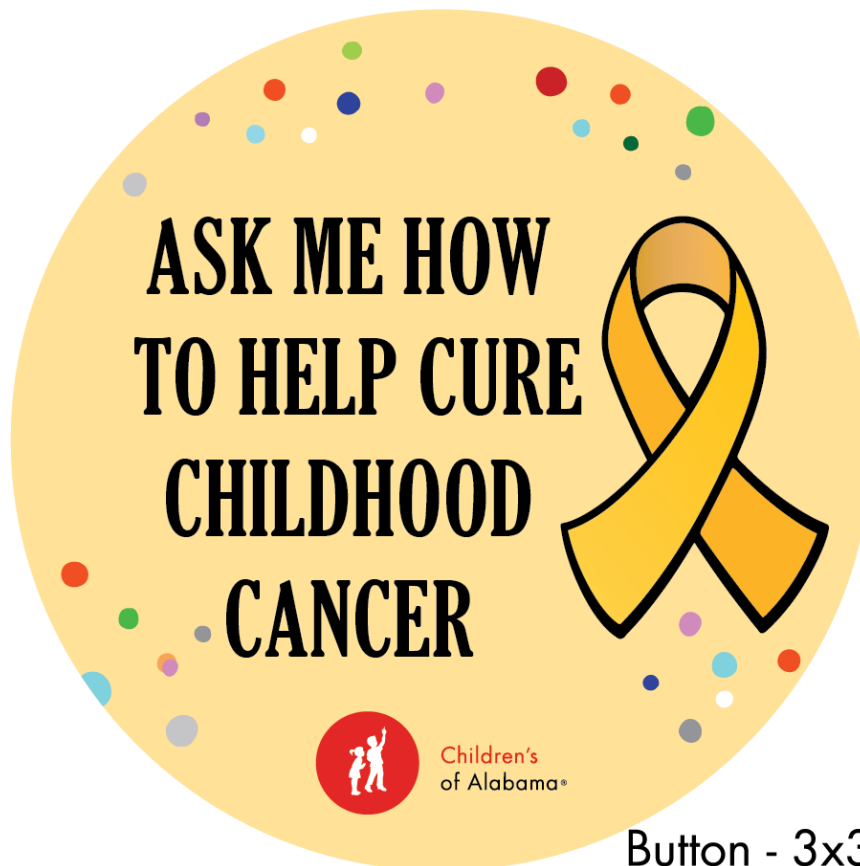
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Patient Story

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Campaign

Cashier Button



Button - 3x3"

Send a Valentine's Day card to our patients spending the holiday at Children's. Thanks to our friends at Spire, it's easy and free to send a valentine. This small gesture will instantly brighten their day! Visit <http://give.childrensal.org/valetinesday> – then elect one of the three card designs. The cards will be printed and distributed by hospital staff to patients throughout the hospital on Valentine's Day.



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Thank
you!

