



Miracles Happen Here

PENNSSTATE HERSHEY
 Children's Hospital

Table of Contents

- 2 Miracles in Motion
- 3 Inspired to Give
- 4 Help Families Heal
- 6 A Champion Family
- 8 Anna's Journey
- 9 Joseph's Journey
- 10 Events that Inspire Miracles
- 12 Inspired Together
- 13 Partners in the Fight
- 14 Helping Families Through Research
- 15 Care Close to Home
- 16 Thank You
- 18 Hope Strikes Back



Miracles in Motion

The mission of Children's Miracle Network is simple. We want to save the lives of children at Penn State Hershey Children's Hospital. We want to bring hope and healing to their families, and we want to invest in the future of children's health. For 31 years, Children's Miracle Network has contributed to the hospital's success by providing vital funding for life saving medical equipment, pediatric programs, and research. Thanks to the continued support from individuals, corporate partners, and community groups, miracles are in motion every day at Penn State Hershey Children's Hospital.

We invite you to learn more about who we are, what we do, and the children and families we serve, and we hope you are inspired to join our fight. Together, we can give kids every chance to get better.

Thank you.

1 Penn State Hershey Children's Hospital is our region's children's hospital, and it's the only one in our community that is fully equipped to treat the most severely ill and injured children. In 2014-15, we were **ranked in six U.S. News & World Report Best Children's Hospital** categories.



2 For the sixth straight year, our Children's Miracle Network program has been **awarded the highest fundraising and highest per capita award** for Children's Miracle Network Hospitals serving a population of 1-3 million.

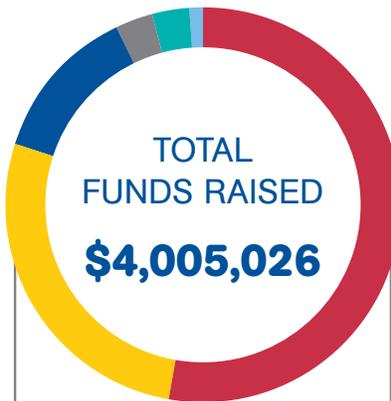


2014-2015 Inspired to Give

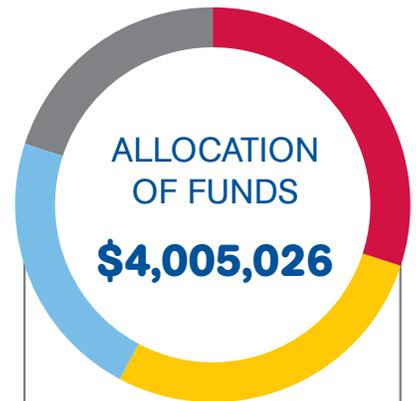
CHILDREN'S MIRACLE NETWORK
AT PENN STATE HERSCHEY
CHILDREN'S HOSPITAL



- Giant Food Stores
- Rite Aid
- The Hershey Company
- WGAL-TV
- Walmart & Sam's Clubs
- Cumulus Radio
- Hershey Entertainment & Resorts
- Hershey Medical Center Employees
- Credit Unions for Kids
- Costco Wholesale



- National Corporate Partners
- Local Gifts & Events
- TV & Radio
- Direct Mail
- Major Gifts
- Estate Gifts & Endowment



- Research
- Clinical/Patient Programs
- Equipment
- Marketing & Fundraising

In **2014** CMN helped

83,495 kids
and their families

In CMN's

31
Years

we have raised

\$56 million

*Projected totals for
July 1, 2014 – June 30, 2015*

Help Families Heal



Child Life specialist Becky Combs with the Ocker family

Children's Miracle Network

TELETHON



May 30 & 31, 2015

In a child's giggle, a mother's embrace, or a father's smile, we see a family - one of our most treasured gifts. At Penn State Hershey Children's Hospital, we care for families, because when a child is sick or injured, the entire family hurts too. That's why funds raised during the 2015 Telethon will support programs and services that help children and their families. Tune to WGAL-TV on May 30-31, and help us reach our goal. During the broadcast, you will meet extraordinary families that face unimaginable challenges, and we hope you are inspired to support their journey.



Lydia Hess and her mom, Julie

Family Centered Care

Family Care coordinators provide emotional and educational support to parents so they can better care for their sick or injured child. Here's what your gift to Children's Miracle Network helps provide:

- **Luncheons and coffee gatherings** to give family members an opportunity to step away from their child's bedside.
- **A Family Advisory Council**, which meets monthly to share the needs of patients and families.
- **The Get Well computer network**, an interactive way to share educational resources with kids and families in their hospital rooms.
- **Care items for the many families** that end up in the hospital unexpectedly, including detergent, meals on arrival, and clothing.

Care Coordination

Care Coordinators serve as patient advocates to help families navigate the hospital setting, transition the child back to his or her community, and coordinate outpatient support. Children's Miracle Network provides the Care Coordination team with various medically necessary resources, including vouchers for meals and gas and assistance with medication expenses.

Child Life

Child Life specialists support the emotional and social needs of patients through play therapy and distraction techniques. Siblings and other family members are often included in the therapy. Children's Miracle Network is vital to this program's success, and serves as the primary funding resource for our Child Life specialists.



Madison in the PICU

“The nursing staff in the Pediatric Intensive Care Unit really made us feel comfortable and explained things to us in a way we understood, regarding Madison's care after her heart surgery.”

Dewees Family, York

Every dollar you donate to the Telethon will help us reach our goal.



t-shirt design

Donors who make a monthly gift of \$30, or a one-time gift of \$360, will receive a t-shirt designed by 15-year-old Sayali Yoder of Lancaster as our special thank you.



Children's Miracle Network Telethon

- **May 30 | 6:00 p.m. – 8:00 p.m.**
- **May 31 | 9:00 a.m. – 6:00 p.m.**

To donate during Telethon, call 1-877-543-7365



A Champion Family

When Caden crossed the finish line at the Hershey Half Marathon Kids' Fun Run, he finished last. And it didn't matter one bit. He crossed the finish line as he should – as a champion.

We're honored that Caden Capitani has been selected to serve as the 2015-16 Pennsylvania Champion Ambassador for Children's Miracle Network Hospitals. He and his family will travel to Washington, D.C. in June and Orlando in February 2016 with the other state champions to highlight the great work of Children's Miracle Network Hospitals.

Caden's mom, Jessica, shares what it's like to raise a champion:

At a baby shower while pregnant with Caden, I received a baby book - a keepsake album of a child's early years and a place to record the date when typical milestones are accomplished, like taking steps or writing the alphabet. Today Caden is nine and his baby book is still incomplete. He was born with Down syndrome and a number of other medical conditions that have contributed to developmental delays. While it may seem like this gives our family less to celebrate, it's actually quite the opposite. We are afforded the opportunity to break each milestone down into smaller steps, and the mastering of each is its own cause for celebration. Caden's health care team at Penn State Hershey Children's Hospital is often right there with us, crying and laughing with pride. Many of them have been treating him since he was a baby and have witnessed his hard-earned growth. The first time my son ever crawled was on a pulmonary clinic examining table. The nurse and I ran screaming with delight into the hallway to share the news with everyone there.

The first time he rode a bike was during an occupational therapy visit. The therapist hugged me through tears as we watched our boy go. And because hospital visits are part of his childhood, we recognize unique milestones like Caden's first blood draw sitting bravely all by himself instead of on Mommy's lap, or the first time he assisted in his own breathing treatment. One beautiful thing we have learned on this journey is that dreams and goals don't end. You just make new ones.

When Caden lined up at the start of the Fun Run, he was not alone. Beside him were many excited children, but behind him were all of the Children's Hospital medical professionals who care for him. His success is theirs as well. Additionally, this world-class care would not be possible without the support of Children's Miracle Network Hospitals and the incredible generosity of our community. As he took off running, I recognized that every labored breath represented this collective effort. Each challenging step pounded out our gratitude and offered proof that miracles happen. When all of the other children had finished running, Caden had not yet reached the halfway mark but he didn't give up. Like in his baby book, our child's goal here was different. He was running his own race where simply finishing was a win. The organizers had time to reset the winner's tape, and his face expressed his never-failing determination and courage with the end in sight. Caden broke through the tape to claim his personal victory, showing that a champion isn't measured by strength of body but by strength of spirit.

Watch Caden's story at pennstatehersheycmn.org



Where in the world is Caden Capitani?

Follow Caden on his Champion Journey. Like us on Facebook, Instagram and Twitter to view updates on his travels and follow Jessica's #Champions15 blog.



“When I dance,
I’m free.”

Anna's Journey

“When I dance, I’m free,” says Anna Steele, whose journey began 8,500 miles away, but whose world today is all about her life passion: dance. Thanks to Children’s Miracle Network, Anna’s health obstacles will not stand in her way. **Her mother, Patricia, tells her family’s story:**

Anna was found abandoned in a small village in northern Vietnam 15 years ago. Born with a number of physical anomalies, likely due to a prenatal exposure to Agent Orange, her list of medical challenges continued to grow. Anna contracted bronchitis, which quickly turned into pneumonia, and she became gravely ill. Anna survived, although other children in the orphanage did not. Anna was 10 months old when I traveled alone to Vietnam to adopt her and bring her home.

Just two months later, she was admitted to the Pediatric Intensive Care Unit at Penn State Hershey Children’s Hospital for pneumonia. Anna was also diagnosed with congenital scoliosis and other medical issues. In 2013, her spine specialist, Dr. Douglas Armstrong, decided we could no longer wait for surgery. She underwent two surgeries to have steel rods placed in her back to help straighten her spine. Anna says the hardest part of her recovery was that she couldn’t dance.

Including physicians, nursing staff, Child Life, Pet Therapy, and the Family Centered Care Program, our lives were touched by so many wonderful people at Penn State Hershey Children’s Hospital. Anna has returned to the dance floor, studying ballet, tap, and hip-hop. I still marvel at what she is able to do given her medical issues. She can’t wait to add jazz to her training next year.

Watch Anna’s story at pennstatehersheymn.org.



My first glimpse of Anna at a hospital in North Vietnam

Joseph's Journey



Joseph Romero has a big to-do list. He wants to learn to fly like a superhero, build a robot, become an “animal doctor,” and sing like Adam Levine. His mom, Noemi, wants all of those things too, but most of all, she wants him to be healthy. **Noemi shares their journey:**

Just a few days before Christmas in 2007, I developed preeclampsia and needed an emergency C-section at Penn State Hershey Medical Center. I was only 27 weeks pregnant and very scared. The first home Joseph ever knew was the Neonatal Intensive Care Unit, and his first bed was an incubator purchased by Children's Miracle Network.

Joseph weighed just 1 pound, 14 ounces. He developed a bacterial infection that destroyed most of his intestines and needed emergency surgery. I was terrified that his heart couldn't handle the surgery. Joseph survived but was left with only 15 percent of his small intestine. He received nutrition through his veins and a G-tube for more than two years. He was also placed on a transplant list, but fortunately his health improved, and he was removed from the list. Joseph continues to have digestive problems, but is fed orally and through a G-tube. He also has chronic lung disease and has battled pneumonia 24 times since 2011.

In our journey over the last seven years, many family members urged me to move to Puerto Rico, New York, or Florida so they could help me with Joseph. But I always said that I was not going to risk how well Joseph was doing at Penn State Hershey Children's Hospital. It was a hard decision, but also the best decision. We didn't have many visitors in the hospital, but we were surrounded by our caregivers who became a new kind of family to us. I was

asked to serve on the Family Advisory Council, where I could suggest better ways the hospital can support families during their stay. I was also proud to provide input on the design of the new hospital.

Joseph has been through many, many things. But he is here, and that's what's most important. I have many dreams for Joseph, and although I know that having chronic lung disease and missing most of his intestines means he will have challenges the rest of his life, my biggest dream is that he will be as healthy as possible. I also want to make all of his dreams come true. So I guess I'm the future mom of a flying, singing veterinarian who invents robots!

To watch Joseph's story, visit pennstatehersheycmn.org



Joseph in the Neonatal Intensive Care Unit



The Hershey Company: S'more for the Kids

The Hershey Company, Children's Miracle Network, and Penn State Hershey Children's Hospital go together like chocolate, marshmallows, and graham crackers! For the last 26 years, we've been working together to fulfill Milton Hershey's legacy of philanthropy. Last year, employees launched the *S'more for the Kids* campaign, which featured campfire events, a text-to-donate program, and an in-store promotion with GIANT Food Stores. In addition, employees hosted several large events including a golf tournament, 5K race, and motorcycle ride. Above all, The Hershey Company inspired us to consider what *S'more* we can do to help kids. We were honored to present The Hershey Company with the 2014 Miracle Innovator Award at the Children's Miracle Ball.



Events that



Motorama

February

Motor sports enthusiasts donate to vote for their favorite ride.



Radiothon

March

WIOV-FM (1105) hosts the Radiothon at the Turkey Hill Experience to raise funds for pediatric equipment, research, and patient programs.



May is for Miracles

May

Corporate partners like Rite Aid, Costco, Walmart, and Sam's Club host events and sell Miracle Balloons.



Telethon

May

Our signature annual event, broadcast on WGAL-TV, raises funds and recognizes our annual partners.



GIANT Golf

July

GIANT Food Stores supports CMN Hospitals by selling icons and hosting a celebrity putting contest and massive golf tournament.

For a full list of events,
visit pennstatehersheycmn.org

Inspire Miracles



Rite Aid Car Wash

July

Rite Aid employees host a car wash and carnival at their corporate headquarters.



Hershey Half Marathon

October

Runners navigate 13.1 miles through Chocolatetown.



Miracle Treat Day

August

Participating Dairy Queen locations donate a portion of proceeds from every Blizzard Treat sold.



The People's Pay 4 Play

November

105.7 The X's morning team smash fundraising records by asking radio listeners to make a donation to hear their favorite song.



Miracle Challenge

September

This 27-day fitness-focused event was formerly called Miracle Marathon. Participants choose a wellness track and ask family and friends to donate to inspire them to meet their fitness goals.



Children's Miracle Ball

November

This gala features a Miracle Family, a silent auction, dinner, and dancing.



Tour de Chocolate Town

September

Celebrate Milton Hershey's birthday and grandparents' day on this self-paced ride through Hershey.



Neiman Marcus Fashion Show

December

This annual event benefits the Hummingbird Program, which helps children with life-limiting conditions.



When Victoria Enmon died of cancer in 2008, her friend Jeromy Adams had one mission – to honor her life by helping sick

or injured kids. Victoria loved video games, and the idea of Extra Life was born. Extra Life is a year-round gaming fundraiser. Participants create a personalized fundraising web page, ask family and friends to donate in their honor, and then have fun playing any type of game. Extra Life gamers raised more than \$20,000 for Penn State Hershey Children's Hospital in 2014. This year, we've formed an Extra Life Guild to help recruit new gamers who can raise even more money for our kids. Ready to play? **Register at extra-life.org.**



Extra Life Guild

Inspired Together

When we are inspired together, miracles happen.

We asked some of our volunteers: “Who inspires you?”



Rex Rothrock is the president of Ad-Tech, CCI, which supports the Children's Miracle Ball and hosts a “Miracle Saves” program with the Hershey Bears hockey team. In 2003, Rex was inspired by a neighbor's child, R.J. Smith, who experienced cardiac arrest after a virus attacked his heart. “Seeing how much Children's Miracle Network meant to the Smith family after R.J. got sick inspired me to learn more,” Rex says. “It quickly became a no-brainer that I wanted to donate, volunteer, and help in any way I could.”



After his daughter's passing, **Rik Rhoads** created the 455 Foundation, which holds events annually to raise funds for Children's Miracle Network. “My daughter, Jennifer, was born in 1982, and was always below average on the growth chart. She was diagnosed with Job's Syndrome, which affects the immune system. From 1987 to 1990, we would move into the Children's Hospital twice a year for weeks at a time to treat various issues. Unfortunately, in 1990, Jennifer contracted chicken pox that turned into pneumonia. She was placed in a coma, and passed away several days later. I do what I do for Jennifer.”



Bonni Fifer supervises the phone bank volunteers at the I Care For Kids Radiothon every year. “My son Shawn was diagnosed at birth with a serious condition that affected his esophagus and trachea. He has endured 24 major surgeries. Shawn was interviewed during the 2004 Radiothon. As it turns out, the Radiothon provided the funds that purchased the ventilator Shawn used during his next surgery. It was then that I realized events like Radiothon truly make a difference for families.”



Sarah Smith is an assistant manager at the Harrisburg Walmart and raises funds all year long for Children's Miracle Network. “My son, De'Shaun, had a 10 percent chance to live when he was born. He faced congenital heart disease and needed a ventilator and feeding tube. He has overcome many challenges, and his bravery inspires me every day.”

**Who inspires you? Share your story with us via email
CMN_EVENTS@hmc.psu.edu or social media.**



facebook.com/childrens
miraclenetworkhershey



twitter.com/
CMNHershey

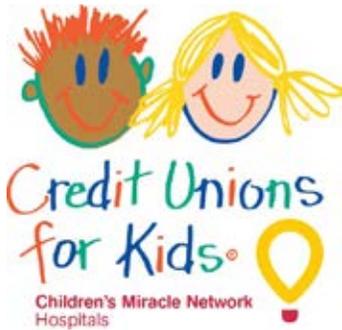


@CMNHershey



youtube.com/user/
PennStateHershey

Partners in the Fight



People helping people—it's what we do.

And it's what credit unions do too. Our similar missions have led to a wonderful partnership. Since 1996, credit unions across the country have been raising funds for Children's Miracle Network Hospitals through a program called Credit Unions for Kids. Locally, credit unions raised more than \$130,000 last year for Penn State Hershey Children's Hospital. **Here's how:**



Members 1st Federal Credit Union

Sponsored annual events like the Children's Miracle Ball and Radiothon

Hosted an annual 5K run

Sold Miracle Balloons and **hummingbird ornaments** at their branches



Mid-Atlantic Corporate Federal Credit Union

Sponsored annual events like the People's Pay 4 Play

Hosted a golf tournament

Engaged employees in Miracle Challenge, Miracle Jeans Day, and online giving



PSECU

Sponsored annual events like the Telethon

Hosted Children's Miracle Network nights with minor league baseball teams

Donated a public service announcement on WGAL-TV

Thanks to our local credit unions and the support from their members, we can continue to make miracles happen.



Madison, York
heart patient

Helping Families Through Research



Ian Paul, M.D., M.Sc.

In addition to equipment and programs, Children's Miracle Network supports innovative research. Dr. Ian Paul, a professor of pediatrics and public health sciences at Penn State College of Medicine and a pediatrician at Penn State Hershey Children's Hospital, used Children's Miracle Network funds to create a first-of-its-kind tool to determine whether breastfed newborns lose too much weight during their first few days after birth.

Most exclusively breastfed newborns lose weight after birth, and until now, doctors and parents did not have a way to know if the weight loss was normal or healthy. Dr. Paul, along with Eric Schaefer, a statistician at Penn State, and researchers at the University of California, San Francisco, and Kaiser Permanente, created The Newborn Weight Tool, or Newt, using a research sample of hourly birth weights from more than 100,000 breastfed newborns.

Health care providers can visit newbornweight.org and input the baby's weight and other information, and Newt plots the baby's percentile weight loss on a graph. The results help lactation consultants work with mothers to improve their

breast milk output and help medical staff identify babies who may be at risk for dehydration.

"Funding from Children's Miracle Network at Penn State Hershey was crucial to allow us to take our research findings regarding newborn weight loss and share them with pediatricians, lactation consultants, nurses, and even parents around the world. The funding allowed us to build a website that can be used anywhere on a desktop computer, tablet, or smart phone to help individual babies and their mothers in real time," says Dr. Paul.

For researchers like Dr. Paul, Children's Miracle Network also opens the door to opportunities to receive additional funding from other sources. He adds, "This support also helps us attract and retain superb scientists at Penn State Hershey Children's Hospital to improve the lives of children locally and beyond."

To see more examples of your Children's Miracle Network dollars at work, visit pennstatehersheycmn.org.

Our Extended Family

Children's Hospital Outreach Locations



Close to Home

Miracles don't just happen within the walls of Penn State Hershey Children's Hospital. There are **nearly 300,000 pediatric visits** annually to the more than **30 outpatient clinic locations** throughout Pennsylvania. Children's Miracle Network provides equipment and Child Life resources to many clinic sites so patients can continue to have access to world-class care close to home.

“We have seen many specialists and therapists and have been in most of the outpatient clinics. I like to think that it's all because Caden is such a social butterfly. He likes to make friends and doesn't want anybody at the hospital to feel left out, so he's doing his best to get around to everyone.”

Jessica Capitani, Hershey

“Children's Miracle Network is a real blessing to our family, and we are especially thankful that the Children's Hospital has a satellite office so close to home, saving us a 90-minute trip to Hershey for visits.”

Marci Bressler, Kirkwood

Thank You!

WHEN YOU GIVE, YOU JOIN OUR
FAMILY TREE OF SUPPORTERS.



\$1

You bought a balloon
at your favorite store



\$10

You sent a text donation



\$50

You answered a
direct mail appeal



\$75

You participated in a
golf or marathon event



\$100

You asked the X to play
a song during the
"People's Pay 4 Play"



\$250

You donated sports
memorabilia for the
Miracle Ball Auction





\$360

You made a pledge at Telethon



\$500

You commemorated a special event or anniversary



\$1,000

You gave a gift in memory of a loved one



\$5,000

You shared a special gift to support pediatric research



\$10,000

Your company sponsored an event



\$25,000

You made a bequest in your will to benefit CMN



\$50,000

You offered a gift to support our pediatric trauma program

“Thank you, thank you, thank you to all of the amazing people who give their time and talent to better the lives of families they do not even know. We love Children's Miracle Network and Penn State Hershey Children's Hospital.”

The Gilhool Family, Elizabethtown

Children's Miracle Ball

Hope Strikes Back



The new movie in the *Star Wars* series opens in December, and one group could not be more excited. Members of the 501st Legion of Garrison Carida have combined their love of *Star Wars* with their passion for helping kids. The members visit children at Penn State Hershey Children's Hospital while dressed as their favorite *Star Wars* characters, dance with kids at the annual Miracle Party, and attend local events to help recruit gamers for Extra Life.

Because *Star Wars* is beloved by adults too, the theme of the Children's Miracle Ball on Saturday, November 14, 2015 at the Hershey Lodge is "Hope Strikes Back." Join us (and Chewbacca) and enjoy a reception, silent auction, dinner, a program featuring a Miracle Family, and of course, a visit from our *Star Wars* friends.

You can support the Miracle Ball by attending the event, donating to the silent auction, or sponsoring a table. **To learn more, visit pennstatehersheycmn.org.**



Give our kids every
chance to get better.

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

JENNIFER LOPEZ
ACTRESS, MUSICIAN,
TV PERSONALITY, MOM



Like all moms, I'm always concerned about my children's well-being. But sometimes they get sick. Sometimes they get hurt. That's why I'm so grateful we have children's hospitals. If any child needs a miracle, they'll do everything in their power to make one happen. Please join me in giving sick and injured children every chance to get better. Put Your Money Where the Miracles Are. Give to your Children's Miracle Network Hospital.

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local, funding critical treatments, pediatric medical equipment and charitable care. Find out why children's hospitals need community support and find your member hospital at CMNHospitals.org and facebook.com/CMNHospitals.



CMNHospitals.org

Give Today
to Penn State Hershey
Children's Hospital

Penn State Milton S. Hershey Medical Center
Children's Miracle Network
Office of University Development, Mail Code A190
P.O. Box 855
Hershey, PA 17033-0855

Information provided to Penn State Hershey Medical Center and Penn State College of Medicine is kept in the strictest of confidence. Please write to us if you wish to have your name removed from future publications. Upon notification, all reasonable efforts will be taken to adhere to your wishes.

Make Miracles Happen Today



2014-2015 Top Sponsors



On behalf of patients and families at Penn State Hershey Children's Hospital, thank you! During the past 31 years, we have worked together to raise more than \$56 million to fund vital patient programs, life saving equipment, and innovative research to help sick and injured children in our community.

Contact us to make a donation or for fundraising ideas, hospital tours, or presentations at your school, business, or organization.

Phone: 717-531-6606

Toll-free: 877-CMN-2647

PennStateHersheyCMN.org

