EVENT OVERVIEW

#ChildrensHospitalsWeek is an awareness and virtual fundraising event. Locally, all funds raised supported Children's Miracle Network Patient Assistance Endowment which helps families at Penn State Health Children's Hospital in financial distress due to their child's illness or injury. This endowment provides bridge funds to families in the form of prescription medication, durable medical equipment, and gas/meal vouchers.

Miracle Child Lucia needs up to 6 shots of insulin a day to manage her Type 1 Diabetes. Thanks to the support of Children's Miracle Network her first month of supplies were funded through the CMN Patient Assistance Endowment.

Event Highlights

Miracle Families Celebrated Virtually
The Hershey Company and Hershey Entertainment & Resorts sponsored a Miracle Party featuring bingo with Coco and a special visit from Zoo America.

Provided 1,300+ Free Cups of Coffee/Tea to Penn State Health Staff
Thanks to our Children's Hospital Staff Sponsors, McQuaide Blasko and United Concordia.

Debut of Miracle Hero Program
Featuring Miracle Hero Ryder. Watch his story to see how his legacy continues to inspire.
BY THE NUMBERS

GIVING CATEGORY | TOTAL | 2020 +/-
--- | --- | ---
2021 Total | $122,295 | 108% ↑
Sponsorship | $55,000 | 57% ↑
Online Gifts | $22,540 | 66% ↑
Perpetual Donors | $20,430 | 57% ↑
Walmart Store Grants | $12,500 | N/A
Pre-event Mailing | $6,150 | 14% ↓
Credit Unions 4 Kids | $5,325 | N/A
Individual Giving | $350 | 83% ↓

= 240 Pediatric Patient Families Helped

54 New Donors
$154 Average Gift
78 Recurring Gifts

Donors by County

<table>
<thead>
<tr>
<th>County</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lancaster</td>
<td>44</td>
</tr>
<tr>
<td>Dauphin</td>
<td>40</td>
</tr>
<tr>
<td>Lebanon</td>
<td>39</td>
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<tr>
<td>Other PA</td>
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<tr>
<td>Cumberland</td>
<td>29</td>
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<tr>
<td>York</td>
<td>17</td>
</tr>
<tr>
<td>Outside PA</td>
<td>15</td>
</tr>
<tr>
<td>Franklin</td>
<td>6</td>
</tr>
<tr>
<td>Adams</td>
<td>4</td>
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</tbody>
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Top Online Fundraisers

- Credit Unions 4 Kids: $5,325
- Daisy Horton Family: $1,590
- Lucia Durnin Family: $1,120
To raise awareness, supporters posted photos of themselves wearing bandaids.

27,572 People Reached
2,352 Link Clicks
49% of Online Gifts via Email Campaign

Miracle Family Ambassadors shared content and fundraising opportunities.

DIGITAL MARKETING IMPACT

SPONSORS

Dollars at Work Sponsor
1st
MEMBERS 1st FEDERAL CREDIT UNION

Online Matching Sponsor
UNIVERSAL Media - Analytics

Presenting Gratitude Reception Sponsor
JPL CREATIVE EVOLUTION

Children’s Hospital Staff Recognition Sponsors
McQuaide Blasko, Attorneys at Law

Kids Helping Kids Sponsor
United Concordia Dental

Stretch Pool Sponsors
SHOLLENBERGER JANUZZI & WOLFE, LLP ATTORNEYS AT LAW

Miracle Party Sponsors
Walmart

PSA Sponsor
M&T Bank

HERSHEY

HERSHEY ENTERTAINMENT & RESORTS

CUMULUS MEDIA