

small wonders®



A publication for
the donors of Children's
Healthcare of Atlanta

Dedicated to All Better

SPECIAL EDITION | 2011 REPORT TO OUR DONORS





You make us better

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Recently, Children's Healthcare of Atlanta unveiled our new brand, giving this special issue of *Small Wonders* featuring the 2011 Report to our Donors a fresh look. First, our mascots, Hope and Will, are growing up. Because Children's treats patients up to 21 years old, we made Hope and Will a little more modern and a little older to better represent the scope of our services. We've also created a new tagline: Dedicated to All Better. It is a rallying cry that represents our dedication to the health and well-being of the children we serve, and it's also the theme of this year's donor report.

While the Children's brand has evolved to reflect our promise to the community, we recognize your unwavering commitment to our not-for-profit organization never needs "refreshing." For that, we remain thankful. In reading this 2011 Report to our Donors, we hope you'll take pride in the many tangible ways your support helped Children's last year. Our healthcare highlights (Page 10) and our fundraising accomplishments (Page 14) are a testament to all we can achieve thanks to your generosity.

But nowhere is your impact more visible than in the faces of the children we treat. Because of you, we are able to share the inspirational stories of Briana Hudson, Connor Comeans and Emmy Lott. As you read about their experiences in this issue, you will learn about the unique ways Children's gets kids back to being kids through exceptional clinical care, leading-edge technology and emphasis on pediatric research.

We hope you enjoy this review of the success you made possible in 2011. We are grateful for your continued investment in Children's and the many ways you help us remain "dedicated to all better."

Sincerely,

Thomas M. Holder
Chairman, Board of Trustees
Children's Healthcare of Atlanta Foundation



Children's
Healthcare of Atlanta
Foundation

Features



4

our patients

Meet three children who are living healthier lives because Children's is dedicated to all better.



10

healthcare highlights

Because of your generous support, we made exceptional achievements in 2011, from our new concussion program to our first fetal cardiology consult using telemedicine.



12

our donors

The majority of funding needed for a new research building was completed in 2011, thanks to an outpouring of support from the community.



14

2011 fundraising

Fundraising events, grants, community collaboration—it is through the generosity of donors like you that we are able to care for the children who need us.

- 18** highlights & happenings
- 20** among friends
- 21** mark your calendar

Connect with us



As a not-for-profit organization, Children's Healthcare of Atlanta pledges to direct the greatest portion of community gifts to serving patients and their families. To that end, we produced this report in-house, using the most cost-efficient paper and printing techniques.

This book is printed on paper containing a minimum of 10 percent post-consumer waste and is manufactured in an environmentally friendly manner. We encourage you to recycle this magazine or pass it along to friends so they can learn about Children's.

Help save us money



Visit choa.org/smallwonders to sign up to receive this publication electronically and save us related printing and postage costs.

Pediatric leaders Innovative thinkers Dedicated caregivers

We are Children's Healthcare of Atlanta, and we are dedicated to all better. Our staff is passionate about helping children—whether it is cradling a week-old baby whose parents have to work or helping a teen learn to walk again. We are dedicated to delivering the best care.

We are constantly evolving—searching for new cures through groundbreaking research and training the next generation of innovative pediatric specialists. Dedicated to All Better means we provide parents peace of mind while we are caring for their child's whole body—from his life-threatening illness to his homesick heart.

But we can't do any of this without donors like you. Because of your commitment, we are able to provide innovative, compassionate, one-of-a-kind care. Thank you for your dedication and support.



Highest level of pediatric trauma care in Georgia

Briana Hudson is lucky to be alive. In October 2011, the 4-year-old and her mother, Denise, were driving home from an Atlanta Falcons game when they were hit by another driver head-on, at a high rate of speed. Briana was critically hurt, suffering traumatic brain and spinal cord injuries. She was rushed to Children's Healthcare of Atlanta where doctors brought her back to life three times.

The young girl then spent a month in our Pediatric Intensive Care Unit (PICU). After that, she was transferred to the Comprehensive Inpatient Rehabilitation Unit (CIRU) for therapy. Denise, who is still recovering from her own injuries, said her daughter improved greatly during her time in the CIRU. "When Briana was first released from the PICU, she couldn't hold her head up. But she is a fighter, and they worked so hard with her." Briana will soon begin outpatient therapy at Children's, and doctors are hopeful she will be able to walk again in the next two years.

Briana was fortunate to live close to Children's, home to the only Level 1 and Level 2 pediatric trauma centers in Georgia. In 2011, our Egleston hospital was named a Level 1 pediatric trauma center—the highest ranking of its kind.

This designation means we have specialists with advanced training in pediatric critical care available around the clock, along with 24-hour operating rooms and priority status for lab work and X-rays.

For patients like Briana, this high level of care can mean the difference between life and death.

Children cared for at a pediatric trauma center have lower mortality rates.



Visit choa.org/donorreport for exclusive online content, including videos of these patients and more in-depth features.

Most pediatric kidney transplants in the country

Starting college at the University of West Georgia wasn't the only milestone **Connor Comeans** was a part of in 2011. In January, the 17-year-old underwent the 500th kidney transplant at Children's Healthcare of Atlanta.

Diagnosed as a child with kidney failure, it was Connor's second transplant, having undergone his first at Children's when he was 10 years old. Today, Connor is thriving and enjoying his freshman year of college where he is studying to become a doctor. "I didn't find out that my transplant was the 500th until after my surgery. It's absolutely awesome. I feel like I'm part of something. It's a big deal," he said.

With Connor's surgery, Children's became only the second pediatric program in the Southeast and one of only a handful in the U.S. to achieve its 500th kidney transplant.

Children's has been recognized as a leader in kidney transplants since the program began in 1980. In 2011, we performed 34 kidney transplants—more than any other children's hospital in the country. And because we have the state's largest pediatric surgical team, we are ready to perform surgery—from an extensive transplant like Connor's to a minor outpatient

procedure like ear tubes. When patients come to Children's for surgery, their families can rest assured that our specially trained pediatric anesthesiologists know how to deliver the safest dose of medicine for children and teens.

With its dedication to excellence, Children's provides young adults like Connor a chance to achieve big dreams.

500th
kidney
transplant



Treats largest sickle cell population in the country

Emmy Lott is known for her hair bows. Pink, polka dot, floral—the 2-year-old wears them all to her regular appointments at the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta. Born with sickle cell disease and adopted by her family when she was 3 weeks old, Emmy has made more than just a fashion statement at Children's. Her mom, Courtney, said that Emmy is a happy toddler who charms the nurses, despite her often-painful condition.

She takes six different medications a day and is admitted to Children's almost monthly for high fevers. Courtney said she and her husband, Emory, who are parents of six children, are relieved to receive care from Children's. "We will never move," Courtney said. "Everyone has done such a good job in answering our questions and letting us be active in Emmy's care."

Sickle cell disease is an inherited blood disorder in which typically round red blood cells are irregularly shaped. This makes it difficult for the cells to carry oxygen throughout the body. The cells often get stuck and block blood flow, causing severe pain. Emmy's disease often leads to migraines and joint pain—difficult hardships for a toddler to understand.

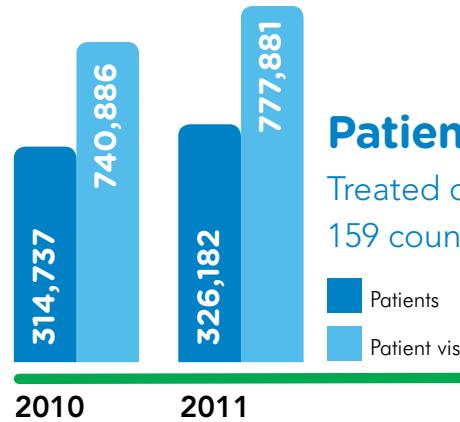
1,700

Number of patients with sickle cell disease that we treat annually

Emmy is in good hands at Children's, which treats the largest sickle cell disease population in the country, with more than 1,700 children currently under our care at the Aflac Cancer Center. For children like Emmy, being treated at Children's can lead to a healthier, less painful future.



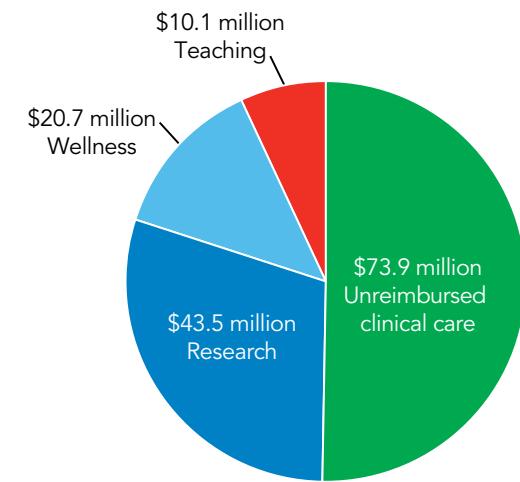
2011 healthcare highlights



Patient population

Treated children from all 159 counties in Georgia

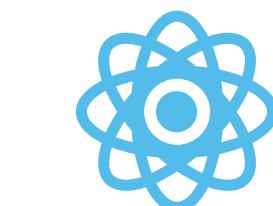
Patients
Patient visits



\$148 million

Our 2011 community benefit

Programs or activities that provide treatment and/or promote health and healing as a response to our community needs



Reduced amount of radiation in CT scans and X-rays by up to

50%

\$2.9 million

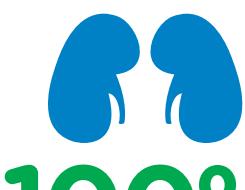
a day to operate Children's

188,637

Emergency Department visits

performed **250th** heart transplant

One of the largest pediatric heart transplant programs in the U.S.



100%
kidney transplant patient survival rate

at 30 days, one year and three years after transplant

37,785

surgical procedures



"At Children's, we are dedicated to all better. We have the capability to care for children and teens with everything from broken bones to life-threatening cancer. As we continue to grow and expand our reach to our community, donors like you are more essential than ever before. We are grateful for your support."

— Donna W. Hyland, President and CEO
Children's Healthcare of Atlanta

- We were a trusted source of pediatric healthcare information for Georgia's families with 2.4 million visits to choa.org and 569,353 calls to our 24-hour nurse line.
- Marcus Autism Center staff developed a machine that allows us to diagnose autism in children as young as 6 months old by tracking the movements of their eyes. This is significant because currently the average age of diagnosis in Georgia is 4.5 years old.
- We launched a program that coordinated concussion care for more than 1,000 patients, ensuring they received the appropriate treatment to return to normal activity.
- We were named one of the nine main sites across the U.S. and Canada in the Pediatric Heart Network, which is funded through the National Institutes of Health. This network conducts research to improve treatment for congenital heart defects, which affect almost one in every 100 newborns in the U.S.
- Fortune magazine ranked Children's among its elite list of "100 Best Companies to Work For" in America for the sixth consecutive year. Children's was one of only three Georgia companies to appear on the list.
- We launched the first pediatric nanomedicine center in the country in collaboration with Emory School of Medicine, Georgia Institute of Technology and Morehouse School of Medicine. Engineers and researchers will work together to study and manipulate biological systems at the sub-cellular level—changing how diseases are treated.
- We conducted more than 800 telemedicine visits, providing much-needed care to children in 74 of Georgia's 159 counties. This includes our first telemedicine fetal cardiology consult, which connected one of our cardiologists with an expectant mom and her OB/GYN while all three were in separate locations—hundreds of miles apart.
- We launched Strong4Life to lead the fight against childhood obesity in Georgia, engaging nearly 10,000 children in 21 schools. We also provided training for 436 day care workers and nearly 1,000 healthcare providers in Macon, Columbus and Atlanta.
- In 2011, we performed 59 blood and marrow transplants (BMTs), with more than 45 percent of those on children age 5 and younger.
- Our volunteers worked 127,595 hours in 2011, which saved us \$3 million—the equivalent of 3,000 chemo treatments for children with cancer.
- We are the largest Medicaid provider in Georgia, caring for children who may not otherwise be able to receive lifesaving treatments. In 2011, we treated 185,000 patients who rely on Medicaid or who cannot cover the costs of their care.
- Children's provided more than \$10 million to train much-needed pediatric specialists.

46,551

primary care visits

24,572

hospital admissions

747,103

outpatient visits

A community collaborates

A banner hangs outside the construction site of a new building on Clifton Road, where clinicians from **Children's Healthcare of Atlanta** and **Robert W. Woodruff Health Science Center at Emory** will soon be researching cures for some of the hardest-to-treat childhood diseases. The banner, which lists the names of the major donors who funded the building, is a testament to the overwhelming community support the project received in 2011.

The \$90 million needed to fund the building was raised in three years. Major donors include: the Robert W. Woodruff Foundation; the Joseph B. Whitehead Foundation; challenge grants from the O. Wayne Rollins Foundation and anonymous donors; Raymond F. Schinazi, Ph.D.; The Zeist Foundation; the Georgia Research Alliance and members of the Children's Boards of Trustees.

The 200,000-square-foot building is scheduled to open in spring 2013 and will house research in several areas, including cancer, immunology and drug discovery.

"The partnership between Children's and Emory is natural. Children's will be able to recruit the very best physicians/scientists in the world, and Georgia



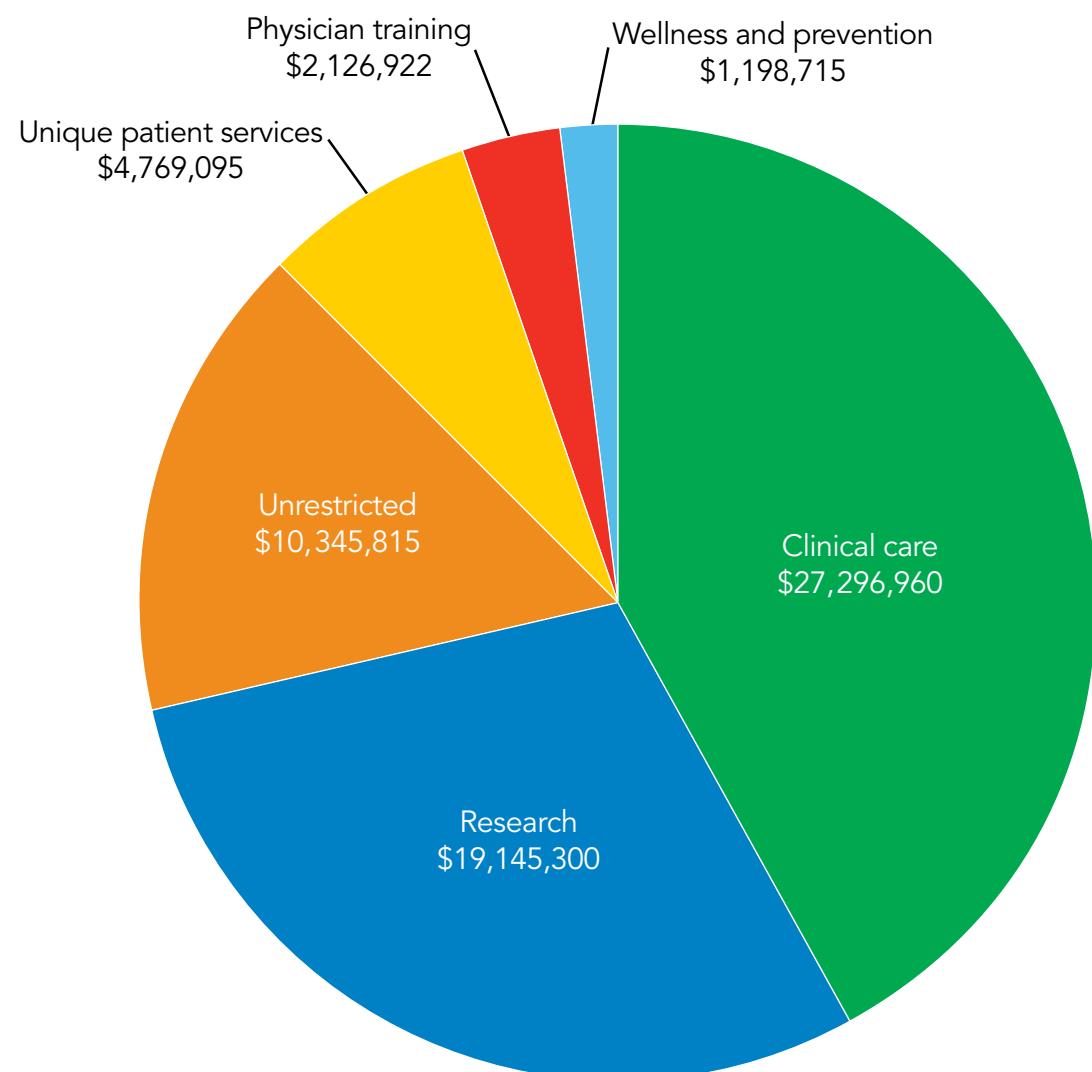
children and their families will have access to advanced clinical trials and therapies without leaving home," said Russ Hardin, President of both the Robert W. Woodruff Foundation and the Joseph B. Whitehead Foundation.

For Marie Foster, Secretary of The Zeist Foundation, the building is a link between the past and the future. The foundation, created by her late parents, Jean and George Brumley, M.D., focuses on education, arts and culture, and health and human services. The Zeist Foundation's gift to the research building is a special way to honor Dr. Brumley, who once served as the head of the Department of Pediatrics at Emory University School of Medicine. In tribute to Dr. Brumley's leadership in pediatrics, the two-story bridge that joins the Health Sciences Research building and the Emory-Children's Center will be named in his honor.

"It was always a dream of my father's that Emory and Children's would work together," Foster said. "So this building, for us, not only has a great historical component, but is also a way of looking toward the future. It's the best of what my dad believed in."



Your 2011 donations at work



2011 fundraising accomplishments

Our fundraising groups and societies allow donors to interact and build community with their fellow supporters of Children's.



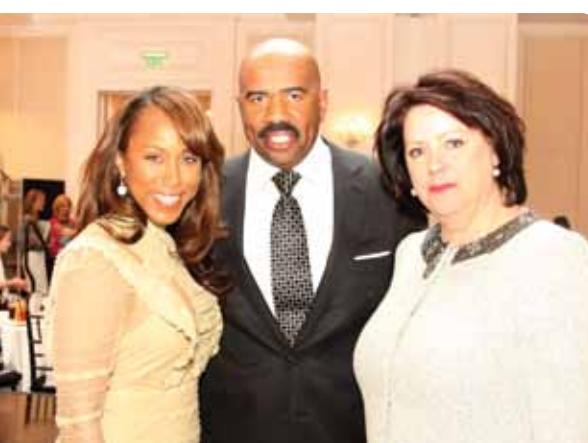
Visit choa.org/donorreport to see a full list of our donors who contributed \$1,000 or more in 2011, listed by giving levels.



95.5 FM and AM 750 News/Talk WSB Program Director Pete Spriggs, WSB personality and Children's Foundation Trustee Scott Slade, William Woods, M.D., Director of the Aflac Cancer and Blood Disorders Center, and WSB personality Clark Howard participated in the annual **95.5 FM and AM 750 News/Talk WSB Care-a-Thon**. The 37-hour radio broadcast raised nearly \$1,300,000 for the Aflac Cancer Center.



Children's representatives Steven Wagner and Beth Buursema join Chantal and Tommy Bagwell at the open house for Children's at Forsyth. The Bagwells' company, **American Proteins**, made a \$360,000 pledge to kick off fundraising for a dedicated transport vehicle and team for Forsyth County and surrounding areas.



Marjorie and Steve Harvey pose with Cathie Wilson, General Manager of Saks Fifth Avenue in Atlanta. The **Steve and Marjorie Harvey Foundation** made a \$75,000 contribution, which was used as a match during the Children's Annual Fund fall campaign. This resulted in nearly \$130,000 raised for our Hughes Spalding hospital.

2011 fundraising accomplishments

- **Aflac Field Force** and **Aflac employees** raised more than \$7.4 million for the Aflac Cancer and Blood Disorders Center of Children's to fund the research and clinical endowment, fellowship program endowment and Phase III strategic initiatives.
- **Walmart** surpassed its single biggest fundraising year for Children's Miracle Network Hospitals by contributing \$1.6 million to Children's Healthcare of Atlanta in 2011.
- **Dream Society donors**—those who give \$5,000 or more in a calendar year—increased in number by 23 percent, growing from 142 to 175 members.
- Our Hughes Spalding hospital received six-figure gifts from the **Jesse Parker Williams Foundation**, the **Abraham J. and Phyllis Katz Foundation** and **Healthcare Georgia Foundation**.
- **The Home Depot** made a \$250,000 gift to support a new playground at Marcus Autism Center.



- The community raised more than \$65,000 for Children's through **Click for Kids**, which allows people to raise funds online in honor of special occasions, a momentous event, an athletic activity or in memory or honor of a loved one.
- The **Arthur M. Blank Family Foundation** made a \$3 million gift to Children's to fund the Stephanie V. Blank Center for Safe and Healthy Children. The center promotes the safety and well-being of children through community advocacy and the identification, assessment and prevention of child abuse.
- The **2011 Hope and Will Ball** netted its largest single-year fundraising total of \$789,000.
- The **Scott Hudgens Family Foundation** donated \$500,000 for the Aflac Cancer Center's fellowship endowment, aimed at recruiting and training the pediatric specialists of tomorrow.



"Every day, we see the difference our donors make. We stand in awe of your tireless commitment to Children's and our patients. Whether attending or hosting an event, supporting important research or funding equipment and treatments that help children get better faster, there is no doubt that you too are dedicated to all better."

— Eugene A. Hayes III, President
Children's Healthcare of Atlanta Foundation

- More than 20,000 fans attended the **Kauffman Tire Spring Baseball Classic for Kids** in April at Turner Field. The ninth annual event featured a game between state rivals Georgia Tech and the University of Georgia. More than \$165,000 was raised to benefit our neurosciences program.
- The **Share the Hope Campaign** raised more than \$100,000 for Children's, not including a matching gift of \$25,000 from the **Verizon Foundation**. The campaign, which used social and traditional media, inspired well-wishers to send more than 7,000 messages of encouragement to our patients during the holidays.
- **Blue Cross and Blue Shield of Georgia's Foundation** awarded a \$95,000 grant to our Strong4Life program. The grant will further the development of Strong4Life Steps, a program that trains child care providers to encourage the adoption of healthy habits.



Children's Foundation executives Scott Hodoval and Rob Bentley celebrate with Hope and Will and John Heyman from Radian Systems at the **Radian Systems Sprint for Cancer**. The inaugural event drew more than 1,500 runners and raised more than \$125,000 for Children's.



Kohl's presents \$507,479 to Children's to support the Kohl's Healthy Halls School Wellness Program, which takes the message of being active and eating healthy to elementary schools around metro Atlanta.



Gloria and David Fagin, M.D., and Cindy and Dan Salinas, M.D., attend the annual **1998 Society Reception**. With more than 225 members, the physician-led giving society raised more than \$618,000 in 2011.



Country music star **Luke Bryan** signs a guitar for a Children's patient during the Kicks 101.5 radio broadcast in December. The one-day broadcast raised \$85,000 for Children's.



The Jones family enjoys the first **Family Fin Fest** in February at the Georgia Aquarium. The event raised more than \$10,000 for Marcus Autism Center.

highlights & happenings

Be a Champion for Children's

Children's Champions is a new opportunity for donors to increase their support to Children's Healthcare of Atlanta. This exclusive giving society, new for 2012, recognizes annual gifts of \$25,000 or more from individuals, corporations and foundations.

As a Champion, you will receive special donor recognition, educational opportunities and advanced special event notices. You will also receive an invitation to a private spring 2013 donor event with Children's President and CEO Donna Hyland.

Contact Deb Murphy at 404-785-6929 or your Children's gift officer for more information about joining this elite group of philanthropists.

Walking the runway for Children's

In May, more than 450 guests previewed Etro's Fall Collection at the fifth annual Spring Luncheon and Fashion Show presented by Saks Fifth Avenue. Eight Women of Style and Substance—Sandra Baldwin, Ada Lee Correll, Paula Dickey, Laurie Ann Goldman, Kim Lape, Su Longman, Laura Turner Seydel and Millie Smith—walked the runway in Etro apparel at the St. Regis Atlanta. These Women of Style and Substance were chosen based on their commitment and service to the community.

Event chairs Ginny Brewer, Elizabeth Klump, Harrison Rohr, Danielle Rollins and Cathie Wilson helped raise more than \$190,000 for Children's.



Millie Smith, Laura Turner Seydel, Su Longman, Laurie Ann Goldman, Kim Lape, Paula Dickey, Ada Lee Correll and Sandra Baldwin

All Hands for Hughes networking event and card tournament

Our Hughes Spalding hospital will host a spades tournament and networking event Thursday, Oct. 4, at the Loft at Castleberry Hill. Spades players of all levels are encouraged to join, and those who want to mix and mingle are also invited to attend.

This tournament is a chance for busy professionals to network and have fun—all while making a difference for Hughes Spalding. Prizes will be awarded for top players from each skill level. Sponsorship opportunities are available.

Contact Elesha Mavrommatis at 404-785-7349 for more information.



Splashing out Great Gatsby-style

More than 400 guests enjoyed a night of Roaring '20s fun at The 2012 Big Splash, an annual black-tie gala benefiting Marcus Autism Center. Hosted in March at Georgia Aquarium, the Great Gatsby-themed event featured a live auction, entertainment by the Limelight nine-piece ensemble, gourmet cuisine courtesy of renowned chef Wolfgang Puck and a casino. Hosted by Co-chairs Kristy and Michael Robison, the night honored Helen and Jimmy Carlos, a Children's Foundation Trustee, for their many years of dedication to Marcus Autism Center. More than \$475,000 was raised for autism research and awareness.

Thank you, Friends

Friends volunteers gathered at the annual Spring Celebration Luncheon in May to celebrate another successful fundraising year. Friends continues to make a difference in the lives of our patients and raised more than \$2.2 million for Children's during the 2011-2012 fundraising year.

Funding goals for the 2011-2012 year included:

- Broselow Pediatric Emergency Tape, which gives staff lifesaving information about proper medication dosages and equipment sizes right at their fingertips
- Infant beds
- Stretchers and other medical supplies for ground and air transport vehicles
- Infant warmers to stabilize and maintain body temperature
- Special equipment that allows staff to locate veins in even the tiniest patients

New look for Aflac Cancer Center

In May, we introduced the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta—the new name for our childhood cancer center. In celebration of a relationship that reaches back to 1995, the Aflac Cancer Center demonstrates its strong ties to Aflac by including the Aflac brand in its logo.

Aflac Inc. has helped make us one of the leading childhood cancer, blood disorders and blood and marrow transplant (BMT) programs in the country, contributing more than \$70 million since 1995.

Visit aflaccancercenter.org to learn more.



Kitty Correll, Vice President Fundraising, Friends Board; Grant and Leah Wolfe, patient family; Dana Patton, President, Friends Board; and Gene Hayes, President, Children's Foundation

among friends

Summer Sizzle



Do not miss the hottest party of the summer. The second annual Summer Sizzle benefiting Children's Healthcare of Atlanta will be from

8 p.m. to midnight Friday, Aug. 24, at Summerour Studio. With a breathtaking view of Atlanta as a backdrop, the event will feature music by the Bradley Cole Smith Band, a silent auction, festive cocktails and food, and an opportunity for a guest to walk away with a special prize.

Tickets start at \$125 a person. Visit choa.org/summersizzle for more information.

Generous Generation

Throughout April, young athletes of Northside Youth Organization and Tophat Soccer Club raised money for Children's through a coin collection event, Change for Children's. Part of our Generous Generation initiative, such events demonstrate that giving back is important but can also be fun. In 2011, Generous Generation events raised \$15,000.



Denim and Diamonds

In April, Milton Friends donned their cowboy boots for the inaugural Denim and Diamonds celebration at Painted View Ranch in Canton. The event featured a farm-to-table dinner from local restaurants, a silent auction and music from James Casto and Sydney Rhame, one of our former patients. All proceeds benefited the Children's at Forsyth Transport Fund, which will purchase a pediatric transport vehicle for Forsyth and surrounding counties.

Nine at Night

Chastain Friends celebrated the seventh annual Nine at Night twilight golf tournament in May at the North Fulton Golf Course at Chastain Park. Golfers played nine holes in a best-ball format on a special course with glow-in-the-dark golf balls to add to the nighttime fun. A DJ spun tunes as guests danced and enjoyed a cocktail reception, dinner and a silent auction.



Derby Day

Country Club of the South was the site of the sixth annual Derby Day presented by Johns Creek Friends. To commemorate the running of the 138th Kentucky Derby, guests dined on Derby-style food and cocktails and enjoyed live entertainment and an exciting silent auction. This year's Derby Day raised approximately \$40,000 for Children's.



Opening of Container Store benefits Children's

Join The Container Store in November for the grand opening weekend celebration of the newly located Buckhead store and help the patients at Children's Healthcare of Atlanta. A percentage of the proceeds from the weekend sales will go to Children's. The big event is Saturday, Nov. 10, and Sunday, Nov. 11. The new location is at the corner of Peachtree and Wieuca roads. In addition, there will be giveaways every hour, including \$1,000 elfa makeovers on both days. This modular shelving and drawer system can be customized to your needs and your space to help you get organized.



mark your calendar

Tune in to the 95.5 FM and AM 750 News/Talk WSB Care-a-Thon **Thursday, July 26**, and **Friday, July 27**. The 12th annual broadcast, hosted by Neal Boortz, Scott Slade, Clark Howard and other News/Talk WSB talent, features Aflac Cancer and Blood Disorders Center patient stories and interviews, one-of-a-kind auction items and matching hours. The broadcast raises much-needed funds for research and programs for children with cancer and blood disorders.



Countdown to Kickoff

Friday, July 13, and
Saturday, July 14
choa.org/countdown

Tim Hudson Braves Celebrity-AM

Sunday, July 15, and
Monday, July 16
choa.org/bravesgolf

The Summer Sizzle

Friday, Aug. 24
choa.org/summersizzle

Holiday card sales begin

Monday, Sept. 3
choa.org/cards



Visit choa.org/events for information about these and all events supporting Children's.



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In their own words: Meet our patient families



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