



Spring 2009

Corporate Connections

Updates from Children's to Keep You Informed

News From Children's

Supporting Children's Healthcare of Atlanta More Important than Ever

As a member of the Children's Corporate Connections program, you are making a difference in the lives of children. We are grateful you have chosen to support Children's and the lifesaving work that happens here each day.

We are currently in the midst of an uncertain economy. But the needs of Children's are critical and urgent. There is no greater investment you can make than in the health and well-being of our children. By your financial contribution to Children's, you allow us to:

- Provide clinical care to the children who visit our three hospitals and 16 neighborhood locations. In 2008, Children's managed more than 553,069 patient visits, caring for children from all 159 counties in Georgia.
- Operate the only two pediatric trauma centers in the state. Children's treats two-thirds of all pediatric trauma cases statewide.
- Make strides in finding cures to childhood diseases. The Aflac Cancer Center and Blood Disorders Service of Children's has an 87 percent, five-year survival rate for acute lymphoblastic leukemia, the most common childhood cancer, compared to a national survival rate of 80 to 85 percent.
- Care for those children whose families cannot afford medical treatment. In 2007, Children's provided more than \$98 million in unreimbursed care. That number is expected to increase.

Children's is a safety net for our community, and we need your help to continue to care for the many children who are battling serious illness and injuries.

Best of 2008

The Children's Corporate Connections program had a great 2008. Here are some of the highlights of the ways our corporate donors made a difference to our young patients:

Largest increase in employee supporters through workplace giving campaigns:

- Individual donors who contributed through company campaigns increased by more than 10 percent. As a result, Children's received more than \$483,000 with \$72,000 corporate matching gifts. Visit www.choa.org/corporateconnections to learn more about workplace giving.

Most engaging corporate experience:

- In-hospital tours—Corporate employees were interested in learning more about our hospitals. In 2008, employees from nearly 20 different corporations toured our hospitals.

Best corporate employee/patient activity:

- Camp Children's—Corporate volunteers had direct interaction with patients and their families. Last year, we were able to conduct 26 Camp Children's events with the help of various corporations.

Most educational corporate opportunity:

- Lunch and Learns—Our Lunch and Learns featured tips from some of the Children's clinical experts about how to prevent common childhood illnesses and keep children healthy.

Meet Clark Shelton



An avid athlete who played both football and baseball for Holy Innocents' Episcopal School, Clark Shelton began

experiencing pain in his right leg when he was 15. At first, he brushed it off as growing pains, but as it got worse, he knew something was wrong. Clark's mother, Ingrid, brought him to Children's Healthcare of Atlanta, where doctors confirmed their worst fears—Clark had osteosarcoma—a type of bone cancer.

Clark underwent several surgeries, including one in which his tibia bone and half of his right knee were replaced, and immediately started chemotherapy at Children's. Clark also began physical therapy at Children's, which he continued for two years. Physical therapists at Children's helped to strengthen Clark's leg and work on his overall conditioning and strength. Today, thanks to his hard work and the dedication of the doctors and therapists at Children's, Clark, now 17 and a junior in high school, is back on the field—this time as a coach and manager of his school's football team and middle school baseball team.

Corporate Connections keeps you updated about what's happening at Children's and shows how the generous support from our corporate community makes a difference in the lives of children.



Children's Healthcare of Atlanta Foundation, Inc.
1687 Tullie Circle NE
Atlanta, GA 30329-2320

Pre-Sorted
First Class Mail
U.S. Postage
PAID
Atlanta, GA
Permit No. 6722

Community Events

- Through the month of April, **Coins for Clowns** gives children across Georgia the chance to have fun while learning the importance of giving back to their community. Visit www.choa.org/coinsforclowns to learn how your child can design his own fundraising activity.
- **A Walk in the Park—Celebration of Courage** will celebrate children who are battling or who have battled cancer and blood disorders Sunday, April 26, at Six Flags Over Georgia. Visit www.choa.org/courage for more information about this event.
- The annual **Spring Classic for Kids** baseball game Tuesday, May 12, showcases the baseball rivalry between University of Georgia and Georgia Tech at Turner Field. Visit www.choa.org/springclassic for more information.
- The Society for Human Resource Management-Atlanta (SHRM) will host the 2009 **Link with a Leader Auction** Thursday, May 21, at the Atlanta History Center. The event auctions off senior executives of Atlanta companies for one-on-one expertise time with the highest bidder. Linda Matzigkeit, Senior Vice President of Human Resources at Children's, is among those to be auctioned.



The Children's mission is to enhance the lives of children through excellence in patient care, research and education.

As a not-for-profit organization, Children's uses cost-effective communication to direct the greatest portion of community gifts to serving patients and their families.

Contact Jai Rogers at jai.rogers@choa.org or call 404-785-7313 to receive our quarterly newsletter by e-mail.

Visit www.choa.org/events for more upcoming events.