A look at our accomplishments

Our generous corporate community has made an incredible impact on countless children and families at Children’s Healthcare of Atlanta. Through your support, 2013 was a year full of amazing accomplishments for our programs, including Marcus Autism Center, the Aflac Cancer and Blood Disorders Center, and Strong4Life.

**Marcus Autism Center**

Our researchers developed a machine that allows us to detect developmental delays in children as young as 6 months old by tracking their eye movements. This technology will help detect signs of autism spectrum disorders (ASD) years earlier than previously thought possible. Currently, the average age of diagnosis in Georgia is around 5. We plan to distribute eye-tracking devices to community pediatricians’ offices so children can receive a diagnosis and start treatment sooner.

Visit marcus.org/research to learn more about our efforts to change the lives of children and families living with autism.

**Aflac Cancer and Blood Disorders Center**

The Aflac Cancer Center conducts cutting-edge research and treatments for our patients. We have one of the largest clinical trials programs for children in the country, offering them access to more than 300 trials—and some of the most innovative treatment options. Additionally, in 2013, we performed the world’s first successful unrelated cord blood transplant for a patient with sickle cell disease.

Visit choa.org/aflaccancercenter to learn more.

**Strong4Life**

Our Strong4Life wellness movement is designed to reverse the childhood obesity epidemic. In 2013, our team worked with more than 170 schools, 80 of which we reached through our Kohl’s Healthy Halls School Wellness Program. Strong4Life served more than 300,000 kids last year, and it has positively affected the lives of more than 432,000 kids since its inception.

Visit strong4life.com for more information on keeping kids healthy.
Sponsors make Christmas Parade a success

More than 300,000 spectators gathered—and more than 500,000 WSB-TV viewers tuned in—to watch the annual Children’s Christmas Parade make its way through midtown Atlanta Saturday, Dec. 7. The Southeast’s largest holiday parade featured floats, giant balloons and marching bands.

The parade, which started in 1981, supported our Friends volunteers’ fundraising goals for Marcus Autism Center, Hughes Spalding hospital and the Big Apple Circus Clown Unit, in addition to our nursing, research and wellness programs.

Such an exciting day would not have been possible without the generosity of our sponsors.

For the 16th consecutive year, Arrow Exterminators helped bring joy to thousands of parade viewers. The company donated $15,000, funding the Three Blind Mice balloons for the event.

Publix Super Market Charities Inc. served as a sponsor for the 11th year. Their donation of $12,500 helped sponsor a Mighty Mouse balloon.

In their ninth year as a sponsor, Georgia Natural Gas donated $10,000, funding the giant snowman balloon. In addition, they brought a natural-gas-powered vehicle to the parade.

PNC funds children’s books to help prevent childhood obesity

Grant funding from PNC Financial Services Group has helped our Strong4Life movement create the Prevention at the Pediatrician’s Office Program.

Through this early intervention program, physicians will teach families about healthy habits at each well-child check-up and provide families with a children’s book reinforcing Strong4Life’s messages:

- Fill half your plate with vegetables and fruits.
- Be active for 60 minutes a day.
- Limit screen time to 60 minutes a day.
- Drink more water and limit sugary drinks.

Children’s is proud to collaborate with PNC on this series of children’s books, which were developed as educational tools for new parents to learn more about early prevention of childhood obesity. Books are provided in both English and Spanish.
Link Analytics is dedicated to making a difference at Children’s

Atlanta-based Link Analytics has focused its corporate philanthropy efforts on helping Children’s care for the community.

Not only does Chief Executive Officer Will Hakes want to enrich his employees’ lives through a connection with Children’s, but he also says supporting our pediatric hospital system “is the right thing to do.” Hakes—in addition to Sean Groer, Chief Operations Officer, and Chris Maume, Co-founder and Chief Analytics Officer and Director of Operations—is passionate about getting his company’s families involved with Children’s.

Link Analytics has a three-pronged approach for supporting Children’s that involves funding projects, volunteering at the hospitals and providing in-kind work.

The company kicked off their partnership by providing $10,000 for the 2014 and 2015 Beyond the Cure Cancer Survivor Conference Think Tanks. The annual half-day conference for cancer survivors and their families serves to educate and empower survivors to play an active role in their long-term follow-up care. In 2013, the conference focused on transitioning care from oncology to both survivorship and adult care.

In early November, the company hosted a Fun Factory Thanksgiving-themed party for patients at Scottish Rite hospital. Eleven employee volunteers played games with more than 50 patients and their families. The party included delicious food from HoneyBaked Ham, arts and crafts, and games such as ring toss and bowling. To further support Children’s, Link Analytics is offering an in-kind donation for data analytics services.

“Though my children are my strongest connection to Children’s Healthcare of Atlanta, I am privileged to be involved with Children’s in other capacities, both professionally and personally. My wife and I are passionate about investing in a place that makes such a difference in the lives of Georgia’s children. We are proud to have served as the title sponsor for the Kauffman Tire Spring Classic since 2010 and are happy to announce a three-year title sponsor extension through 2016. My wife enjoys volunteering through the Children’s Friends group, and I personally invest in Children’s on an annual basis financially and as a board member.”

- Mark Kauffman, President, Kauffman Tire Inc. Serves on the Children’s Foundation Board of Trustees and is a member of the Corporate Committee
Calendar of events

Join us at Cards for a Cause

Participating in Cards for a Cause is a great way to support Marcus Autism Center’s efforts to help children in our community. The third annual event will take place from 9:30 a.m. to 2 p.m., Wednesday, Feb. 19, at Cherokee Town Club. Participants will get to enjoy a day of social bridge for up to 250 players of all levels, special door prizes, a silent auction and a luncheon. We are accepting sponsors until Feb. 11.

Visit choa.org/cardsforcause to register and learn more.

Taste of Dunwoody
Saturday, Jan. 25
choa.org/tod

Hope and Will Ball
Saturday, Feb. 1
choa.org/hopeandwillball

The Family Fin Fest
Sunday, Feb. 23
choa.org/finfest

All Hands for Hughes
Thursday, March 6
choa.org/allhands

Taste of Dunwoody
Hope and Will Ball
The Family Fin Fest
All Hands for Hughes

Visit choa.org/events for a full list of events that benefit Children’s.

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.

Visit choa.org/corporateconnections for more information about the Corporate Connections Program.

Contact Lucy Klausner at lucy.klausner@choa.org or call 404-785-7602 to receive our quarterly newsletter by email.

Visit choa.org/preferences if you wish to opt out of future communications from the Children’s Foundation.