Calendar of events

Kohl’s Healthy Halls Back to School Fair
Bring your family to the 2014 Kohl’s Healthy Halls Back to School Fair in support of Children’s Healthcare of Atlanta and our Strong4Life movement. Kids will work their way through an obstacle course, make healthy snacks and decorate lunch boxes.
Visit Strong4Life.com for fun tips to get your kids active and for more information on the Kohl’s Healthy Halls School Wellness Program.

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.

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

Connect with Children’s
As a not-for-profit organization, Children’s Healthcare of Atlanta produces materials in-house using the most cost-efficient paper and printing techniques.
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Corporate Connections
Summer 2014

Going above and beyond for patients at Children’s
At Children’s Healthcare of Atlanta, healing bodies also means healing young spirits. For 5-year-old Luci, who was abandoned on a doorstep in China after suffering severe burns on her head, scalp and chest, the kindness and care she has received at Children’s has meant the world.
Luci’s adoptive mother, Tara Newton, is also a burn survivor, and after reading about Luci’s story felt an instant connection to her from across the world. Prior to flying to China to meet Luci, Tara sent a care package that included a colorful tutu. Luci fell in love with it and became a fan of all things frilly. Soon after, Tara and her husband, Brian, adopted Luci and brought her home to Georgia where they would begin the long process of mending her tiny body at Children’s.

The staff at Children’s soon learned to recognize Luci by her passion for brilliantly colored tutus. Before a surgery one summer, Luci asked if she could wear a tutu into the operating room. They couldn’t fulfill her wish that day, but a nurse rallied fellow team members and made sure that when Luci woke up from the anesthesia, she was greeted by the entire staff decked out in brightly colored tutus.

Children’s then went one step further to raise Luci’s spirits and reached out to the Atlanta Ballet, receiving complimentary tickets to the Nutcracker for Luci and her entire family. They were also provided back-stage passes, and Luci had the chance to try on the tutus and tiaras of real-life ballerinas.

Children’s goes above and beyond for our patients every day, and so do our corporate partners. For example, Verizon Wireless has been a corporate partner and donor since 1993, and their contributions to Children’s extend far beyond traditional donations. At a meeting in June, Verizon Wireless employees assembled superhero capes and later delivered them to patients at our Scottish Rite hospital. Shortly after, the Verizon employees were given a tour of the facility, and they learned firsthand what it means to go above and beyond for kids in need.

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News 95.5 and AM 750 WSB Care-a-Thon
Thursday, July 31 to Friday, Aug. 1 choa.org/careathon
John Smoltz Braves Celebrity-Am
Monday, Aug. 4 choa.org/smoltzgolf
Summer Sizzle
Friday, Aug. 22 choa.org/summersizzle
DI Dash
Saturday, Aug. 23 didash.com
Kohl’s Healthy Halls Back to School Fair
Saturday, Aug. 23 Strong4Life.com/healthyhalls

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Dedicated to All Better®
North American Power supports Children’s patients through its give back program

As giving back to the community becomes increasingly important in today’s business world, corporations are thinking of unique ways to help those in need. Through its charitable giving program Mission to Millions, North American Power puts the power of giving back in the hands of its customers. It’s simple: when customers sign up for their services, they select a charity from a list of featured partners. Every month that customer is with North American Power, the company donates $1 on their behalf to the chosen charity.

North American Power believes in empowering its employees to make a difference by engaging thousands of customers within their communities. The company kicked off a partnership with Children’s in 2013 with a $5,000 check and has been sending quarterly donations that have only grown in size as this program expands. Interested corporations can participate in their own give-back programs by donating a percentage of their sales to Children’s. Doing so provides an easy way to determine donation amounts, and it increases visibility among clients and customers. Give-back programs also help to align the corporation’s philanthropic mission with not only its employees, but with members in the community as well.

Please contact Sarah Harris at sarah.harris@choa.org to learn more about how your company can participate in give-back programs.

AirWatch by VMware donates funds to benefit telemedicine at Children’s

AirWatch by VMware, the leading enterprise mobility management provider (EMM), recently donated $10,000 to Children’s to benefit our telemedicine program. This generous funding will help Children’s renovate telemedicine sites in each of our three hospitals.

Telemedicine helps to lower the cost of treatment and increase quality of care for patients who do not have readily available access to physicians. With this coordinated care, our patients can get back to doing what kids do best—being kids.

Thanks to AirWatch, Children’s will continue to make progress in our goal of aligning with physicians throughout the community in order to provide more coordinated care for Georgia’s children. AirWatch’s support of telemedicine will ultimately help reduce the number of total hospital visits, increase patient and physician education and encourage earlier diagnosis.

Please contact Tyler Woolson at tyler.woolson@ Georgia-Pacific.com for more information about how your company can provide support to Children’s.

Children’s needs corporate partners as it advances in strategic planning

Children’s has been providing high-quality pediatric care for nearly 100 years. From life-changing research breakthroughs to the care and expertise that is unique to Children’s, we have remained passionate about making sure our services are available to children who need us.

As we advance into the 21st century, Children’s is aiming to move forward by expanding our services and broadening our reach across the community— but we can’t do it alone. Corporations and organizations will continue to play a large role in supporting our growth. Children’s will need funding and support to keep up with the latest developments in medical research and to continue to deliver quality care and uphold our mission to make kids better today and healthier tomorrow.

“From the inception of Kohl’s Healthy Halls School Wellness Program in 2013, Kohl’s and the Children’s Strong4Life program bring healthy habits and nutrition education to metro Atlanta elementary schools with the purpose of raising awareness of the childhood obesity epidemic in Georgia. Students learn about obesity prevention through engaging and informative 40-minute theatrical performances. Kohl’s and Strong4Life also provide relevant take-home materials to students and parents, as well as a robust school resource kit that includes a letter, tip sheet, discussion points, posters and water bottles.

Since the inception of Kohl’s Healthy Halls School Wellness Program in 2013, Kohl’s and Strong4Life have seen an increase in the number of students exercising healthy habits, including those who reported drinking more water than soda or juice, eating vegetables and fruits and being active more than sitting still.

Please contact Lucy Klausner at lucy.klausner@choa.org to learn more about how to support strategic planning at Children’s.

Kohl’s helps Georgia’s kids stay healthy through the sales of plush toys and books

Annual funding from the sales of plush toys and books available at Kohl’s department store locations provides the funds for the Kohl’s Healthy Halls School Wellness Program. Together, Kohl’s and the Children’s Strong4Life program bring healthy habits and nutrition education to metro Atlanta elementary schools with the purpose of raising awareness of the childhood obesity epidemic in Georgia.

“My personal experience seeing the peerless service that Children’s has offered my twin boys, Spencer and Shane, has played a key role in my service as a member of the Foundation Board and Corporate Committee. I am continuously made aware of the tremendous services Children’s offers, especially those supporting families in financial difficulty or with limited financial means. Children’s is a great asset to the community—not just in terms of keeping our kids healthy, but also in helping companies to attract top employees to the greater Atlanta area. I am proud to be associated with Children’s and to contribute to it in a small way.”

- Tyler Woolson, Senior Vice President and CFO of Georgia-Pacific, serves on the Children’s Foundation Board of Trustees and also is a member of the Corporate Committee.