



**Children's
Hospital
Association**



SUPPORTING

Children's
MINNESOTA



2024 IMPACT REPORT



Children's Hospital Association, Inc.

For nearly 90 years, the Children's Hospital Association (CHA) has been invested in supporting innovative, inclusive, and integral health care programs for children, their families, and our communities at Children's Minnesota. Relying entirely on the philanthropic support and generosity of our donors, we've contributed over \$27 million, funding programs and services that address a child's needs both within and beyond hospital walls. As the Twin Cities' only nonprofit dedicated to funding these crucial wrap-around services, CHA is committed to their continued availability, ensuring every child and family has access to most comprehensive approach to healing.

WITH GRATITUDE

A message from Children's Hospital Association's Executive Director, Sarah Driever.



Dear Friends and Supporters,

As I reflect on my first year as Executive Director of Children's Hospital Association (CHA), I am overwhelmed with gratitude and excitement for our organization's future.

Since joining CHA in March of 2024, I have had the privilege of witnessing all of our profound impact on the children and families that seek care at Children's Minnesota. One of the most rewarding experiences in the journey last year was meeting with several patient families to hear directly about the real impact of our organization. It was truly incredible to meet the amazing kiddos that have personally benefitted from CHA's investments in innovation and holistic care - an experience that was especially meaningful considering my own family and how we were beneficiaries as well.

Despite being a year of transition, we also experienced incredible successes. CHA increased our grant partners, corporate partners and added individuals to our Leadership Circle. We implemented a new grant platform to better support the Children's Minnesota programs applying for CHA funding. We updated our branding and aligned our communication channels to better tell our story. We ended the year with a surplus, allowing us to commit significantly more funding to our pledge programs for 2025. After a thorough analysis of staffing and current capacity, we added an incredible new member to our team! Additionally, our staff continues to team up with our Guilds to amplify our impact. Our Guilds continue to impress me, growing their events to reach more people and bring in more funding year-after-year. Our guilds continue to serve as staples in the work of fundraising and strengthening our network of volunteers.

Our Board of Directors, committees, and Guild leaders have continued to grow. Their leadership and dedication ensure that we are well-equipped to support Children's Minnesota, both now and in the years to come.

As we look to the future, I am filled with anticipation for the growth and opportunities that await us. Thank you to everyone who has supported CHA this year. Your generosity and belief in our mission make everything we do possible.

With gratitude,

A handwritten signature in blue ink, reading "Sarah Driever".

STRATEGIC PLAN

Our strategic plan provides essential direction and focus, ensuring our organization effectively achieves its goals and adapts to future challenges, ultimately maximizes our impact on the children and families we serve.

Mission

Children's Hospital Association (CHA) is invested in supporting innovative, inclusive, and integral health care programs for children, their families, and our communities at Children's Minnesota.

Vision

Children's Hospital Association (CHA) is a recognized partner in the Twin Cities known for supporting innovative programs that ensure every child and their family get access to the best care experience available that provides a comprehensive approach to their whole healing.

01. Increase Branch Awareness

To amplify the Children's Hospital Association's impact, we will strategically increase brand awareness through clear guidelines, communication, expanded partnerships, digital optimization, and building a compelling case for support, ensuring a vital role in advancing children's healthcare is widely recognized.

02. Diversify Revenue Sources

Building upon our successful event-based fundraising, we will diversify revenue streams by educating the board on new options, implementing a legacy giving tool, expanding online fundraising campaigns, and empowering advocates through peer-to-peer initiatives. This strategic shift will strengthen our financial foundation and ensure continued support for vital children's healthcare programs.

03. Expand CHA Advocacy and Support

Children's Hospital Association will expand advocacy and support by strengthening our ambassador program and empowering individuals to become fundraisers and advocates. We will refine our organizational messaging, ensuring a clear and compelling narrative that inspires wider community, corporate, and business partnership, ultimately extending our reach and support for children and their families.



PLEDGE PROGRAMS

CHANGING LIVES, TOGETHER

Each year, Children's Hospital Association puts out a request for proposals to the leadership of all programs and services at Children's Minnesota. Based on the applications received for funding, CHA's Board of Directors votes to pledge funds to programs that integrate, innovate, involve, and impact pediatric health care.

In 2024, CHA pledged \$440 to 13 programs, impacting over **20,000** kids and families in our local community.

Thanks to CHA Funding...

180

new families of teen parents and babies were supported by the First Steps Program.

756

new patients received care at Midwest Children's Resource Center (MCRC) in response to experiencing maltreatment.

1,709

total callers tuned into one of the 9,642 unique Star Studio broadcasts from hospital rooms or home.

2,783

patients received child life services in the Emergency Department.

25%

The Caregiver Simulation program demonstrated a 25% decrease in caregiver anxiety post attendance of a simulation experience.



Family/Caregiver Educator

Through tailored education and support, the Family/Caregiver Education Specialist empower caregivers, especially for high-risk patients like those with cardiovascular conditions. K.T., an infant with a complex heart defect and tracheomalacia requiring a tracheostomy, faced significant challenges. His mother, navigating personal struggles and limited resources, needed extensive support. A Specialist provided comprehensive education and emotional support, addressing concerns and building confidence. Initially, doubts arose about K.T.'s discharge, but the Specialist championed the mother, fostering a "she can do it" attitude and helped create a personalized care book for the mother to help keep track of his medications and daily cares. K.T. was successfully discharged, and his mother was able to provide safe and effective care from the comfort of their home. The commitment to not only educating caregivers but also supporting their overall well-being, ensures they are empowered to provide optimal care for their children.



Music Therapy

Faith, born with a rare heart defect, faced a prolonged hospital stay after a valve replacement. Despite complications extending her stay to two months, music therapy became a vital source of joy and strength. Initially communicating through head nods, Faith quickly embraced music, bringing immense emotional relief to her family. Through sessions involving singing, playing instruments, and recording her heartbeat, Faith's spirit shone brightly, even amidst sleep deprivation and physical challenges. Her love for music extended beyond therapy, brightening her days and making recovery tasks more enjoyable. Upon discharge, she requested a parade and a special song, leaving with a smile. Even with subsequent hospital admissions, Faith continues to seek out music therapy, highlighting its profound impact on her emotional and physical well-being. Your support ensures this vital service continues to bring hope and healing to children like Faith.



LEADERSHIP CIRCLE MEMBERS

CHA is grateful to its Leadership Circle members, a philanthropic community of caring individuals committed to the vision of growing access to quality health care for all children and their families.

Connie & George Aram

Gay Baukol

Teresa & Steve Berge

Carol & Art Bourgeois

Karen & Jim Clapper

Jason & Deborah Doescher

Sharyn & Allen Duce

Linda & Harry Haluptzok

Julianne Hanscom

Craig & Mary Hillegas

Rhonda & John Kosiak

Shirley & Johnnie Johonson

Kathryn Learst

Terri & David Lehman

Debra & Brent Lunke

Judith Malmstrom

Marcus & Connie Merz

Keith & Jo Ann Weber

Dina Wolkoff

Interested in joining CHA's Leadership Circle?
Email infocha@childrensmn.org for more
information!



TO OUR GUILD MEMBERS

We couldn't do it without you!

Children's Hospital Association's legacy is built on the extraordinary power of volunteers, and our Guild members remain an essential partner in providing comprehensive care for children at Children's Minnesota. Their remarkable creativity, determination, and resiliency resulted in an astonishing \$472,514. raised in 2024. Since their inception, the guilds have contributed \$9,844,167 to CHA alone. We are profoundly grateful for their ongoing contributions to ensure the best possible health care for children, families and our community!



A YEAR IN REVIEW

2024 FUNDRAISING EVENTS



Children's Hospital Association takes great pride in our fun, community-focused gatherings. This year, our Guilds, Board, volunteers, and staff came together in record numbers to celebrate our shared mission. Together, we're growing to help more families, tell our story in new ways, and inspire others to do good work.

March

Spring Fundraiser - Night Owls Guild

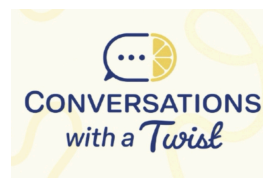
September

Annual Rummage Sale - North Oaks 2 Guild

Booksale - Night Owls Guild

October

Conversations with a Twist - CHA



November

Holiday Home Tour - North Oaks 1 Guild

December

Virtual Non-Event Fundraiser - Mahtomedi Guild

Year- End Campaign - CHA



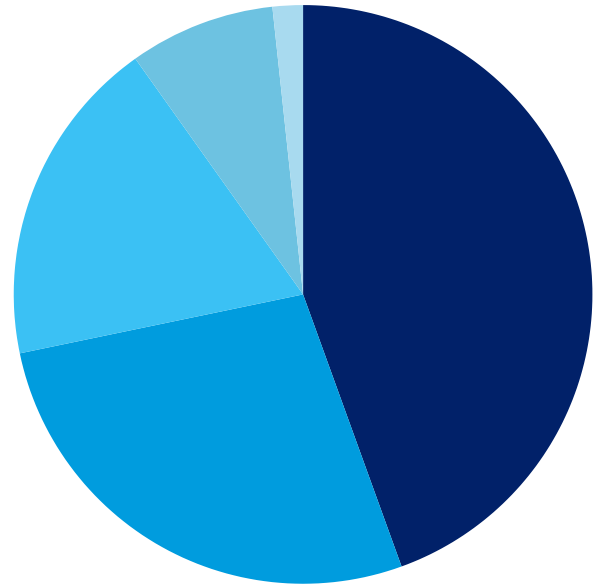
2024

FINANCE REPORT

Thanks to CHA Guild Members, Leadership Circle, Board Members, and all our generous donors, we are able to keep our legacy of support strong, allowing us to strategically invest in future initiatives.

NET OPERATING REVENUE: \$866,534

■ Guild Income	45%
■ General Contributions	27%
■ Events	18%
■ Endowment	8%
■ Dues	2%



PLEDGES FOR 2025

■ Audiology	\$35,000
■ Caregiver Simulation Program	\$35,000
■ Children's Cleft Care Packages	\$6,328
■ Child Life Associate	\$10,000
■ Child Life In the Emergency Department	\$60,000
■ Children's Minnesota Community Connect	\$15,000
■ First Steps Program	\$13,000
■ Genetic Testing Equity & Accessibility Project	\$50,000
■ MCRC	\$78,000
■ Music Therapy Program	\$50,000
■ Outpatient Mental Health Services	\$50,000
■ Patient/Caregiver Educator	\$10,000
■ Runaway Intervention Program	\$20,000
■ Star Studio	\$67,783

TOTAL PLEDGES TO CHILDREN'S MINNESOTA

\$500,111

THANK YOU 2024 BOARD OF DIRECTORS

President: Julianne Hanscom

Treasurer: Amy Jauman

Vice President: Theresa Malone

Secretary: Teresa Berge

Nancy Atwood

Jaymi Danz

Dan Johnson

Daniel Batten

Erin Herman

Jesse Montgomery

Rosanne Bowen

Josh Howell

Julie Schindel

Mary Boss

Brian Ingram

Martha Severson

WELCOME 2025 BOARD OF DIRECTORS

President: Julianne Hanscom

Secretary: Teresa Berge

Treasurer: Theresa Malone

Guild Liaison: Jaymi Danz

Nancy Atwood

Julie Feirtag

Lauryn Johnson

Rosanne Bowen

Peder Hatling

Sheri Johnson

Bryan Chamberlin

Brian Ingram

Jesse Montgomery

Mike Depauw

Dan Johnson

Nicole Schrom

MORE ABOUT US

Children's Hospital Association, Inc. is a Minnesota nonprofit organization. The Corporation is organized and shall be operated exclusively for charitable, scientific and educational purposes within the meaning of Section 501 (c)(3) of the Internal Revenue Code.

For information about ways to support and advance the mission of CHA, please visit our website!



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