



Miracles in the Making Fall 2020

Month of Miracles

The last six months have brought significant change to our normal schedule of events as we adjust to navigating our way through COVID-19. One of these changes was the cancellation of the 35th Annual Children's Miracle Network Hospitals' Celebration Broadcast scheduled for May 29 and 31.

As you know, this event is vital to our mission not only because of the dollars it generates, but also for the opportunity it provides for us to share with our loyal donors and supporters about the impact of their donation in the lives of thousands of sick and injured children throughout eastern North Carolina.

Because we all know that "Kids Can't Wait," we were excited to work alongside our longtime television partner, WITN, to plan a Month of Miracles to raise funds and increase awareness about the amazing care that takes place every day at James and Connie Maynard Children's Hospital at Vidant Medical Center. During this virtual fundraising event, WITN viewers and CMN supporters were able to see miracle stories, as well as examples of how CMN dollars are utilized.

A few highlights from the Month of Miracles include:

- Featured promos on WITN throughout June highlighting the needs of Maynard Children's Hospital with an emphasis on the fact that, despite all that is going on in the world... Kids Can't Wait!
- Extensive social media campaign highlighting the needs of Maynard Children's Hospital and provided examples of "where your money goes."
- Peer-to-peer campaign that allowed miracle families, supporters and friends of CMN the opportunity to create their own personal fundraisers to support Maynard Children's Hospital.
- During the final week of June, various interviews scheduled during the morning and afternoon newscasts on WITN with Maynard Children's Hospital team members discussing the care provided at the hospital and how CMN dollars impact their work and sick and injured children's lives.
- A one-hour special aired June 27 highlighting the highly specialized care offered at Maynard Children's Hospital along with featured stories of the 2020 CMN Miracle Children, features on various equipment and programs funded by CMN, and information about the care offered.

All Month of Miracles efforts resulted in more than \$81,000 raised. Although we are all in a much different place than we were just a few short months ago, thanks to our generous donors, our work at Maynard Children's Hospital continues because Kid's Can't Wait!



CHANGE KIDS' HEALTH

CHANGE THE FUTURE

Your dollars make a BIG difference!

Because of your gifts, we were able to change children's lives with items like these:



Transcutaneous Bilirubin Measurement

Hyperbilirubinemia (Jaundice) continues to be the most common cause of early neonatal readmissions which, as a result, causes severe neonatal encephalopathy in healthy term and near-term infants worldwide. Transcutaneous Bilirubin (TcB) measurement is a way to find out how much bilirubin is in the blood without using a needle. Bilirubin is a substance that is made each day as red blood cells break down. Normally, the liver removes bilirubin in the blood, but a newborn baby's liver doesn't do this well right after birth. When there is a lot of bilirubin in the blood, the skin and whites of the eyes get yellow as a complication of Jaundice.



Rifton Hi/Lo Activity Chair

This special chair is designed to provide adaptable seating for children of many ages with special needs. In the pediatric rehabilitation treatment plan, there's a huge difference between active and passive sitting. For one, adaptive seating systems like this chair are made with quick adjustability in mind. Without tools and in a matter of seconds you can make adjustments to tilt, recline and height which allows a child to have their needs and postural abilities accommodated throughout the day. The Rifton Activity Chair can be raised to table height for homework and family meals and then quickly lowered to the floor so the child can join group settings for games and other social interaction at eye level. This provides a sense of belonging and inclusiveness that may not be possible in a standard wheelchair.



Care Fusion SiPAP Unit

This equipment is used to avoid placing artificial airways and to attempt earlier airway removal. The use of this noninvasive ventilation has less complications as compared to invasive mechanical ventilation which reduces the incidence of ventilator events such as pneumonia and lung damage from high pressures.

Penguin Milk Warmers

The neonatal patient population consists of patients that require primary nutritional needs consisting of mother's breastmilk, donor breastmilk or a specialty mixed formula with or without breastmilk. The majority of the parenteral nutrition provided to these patients require a warming process prior to administration since the milk is typically pumped or pre-mixed and placed in the refrigerator or freezer prior to administration. The primary focus of these warmers is to prevent cross contamination from a shared system within a unit as well as decreasing the risk of patients receiving the wrong breastmilk. This waterless milk warming system assists in prevention of potential contamination from tap water as well.



A special thank you to those who supported our program in 2020 at the level of \$1,000 and above:

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scan for more information
on Extra Life



Extra Life unites thousands of gamers around the world to play games in support of their local Children's Miracle Network Hospital. Extra Lifers raise money year round, culminating in a massive international day of play each fall and ultimately celebrating one grand total together. Extra Lifers typically participate from the comfort of their own home and have raised more than \$70 million dollars since the program was founded by gamers in 2008. Right now, children's hospitals need YOUR support. Be a hero. Sign up today at www.Extra-Life.org and start raising funds for Maynard Children's Hospital.



JOIN TODAY AND BE THE HERO.
HELP LOCAL KIDS.



James and Connie Maynard
Children's Hospital
Children's Miracle Network Hospitals
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Greenville, NC 27835-6028



Thank
you!

Askew's Ace Hardware of New Bern wins \$2,500 for
Maynard Children's Hospital with bucket display!



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Miracle Network - Greenville, NC



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252-847-5437 | 800-673-5437
www.vidanthealthfoundation.com

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