



# **Intro to Extra Life:** Changing Kids' Health Through Gaming



# Extra Life:

## A Program of Children's Miracle Network Hospitals

Victoria (Tori) was diagnosed with acute lymphoblastic leukemia in 2004 when she was 11 years old—a diagnosis that shattered her and her family's world.

Tori spent months at her local member of Children's Miracle Network Hospitals (CMN Hospitals), about 120 miles from her home, to receive medical care. During her various treatments, she remained a ray of hope for her fellow patients and hospital staff.

Tori met Jeromy "Doc" Adams, a gamer and radio DJ, during a CMN Hospitals Radiothon and connected immediately. Jeromy was a lover of games and set out on a mission to provide Tori with video games by asking his online community to help. The news traveled fast, and soon Tori was receiving games from around the world.

Tori passed in early 2008 at the age of 15. To honor her, Doc hosted a 24-hour gaming marathon to raise funds for her local member hospital that same year. This gaming marathon grew into Extra Life, which now engages over 50,000 gamers worldwide participating annually to raise funds for the 170 members of Children's Miracle Network Hospitals.

**Since inception, Extra Life has raised over \$130 million to change kids' health to change the future.**

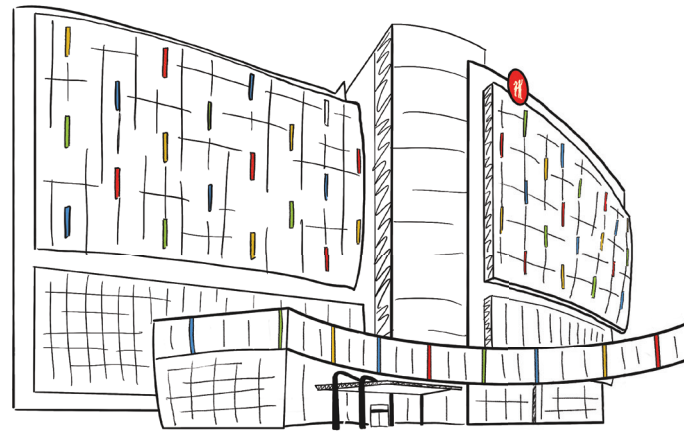
Donations stay local and support the greatest areas of need at each member hospital.

For several years, Extra Life has remained one of the top 30 peer-to-peer fundraising programs in the U.S. The gamer culture is unique and gamers recognize the opportunity they have—to use their platform to make a meaningful difference in the lives of kids in their local communities.

# Children's of Alabama

Since 1911, Children's of Alabama has provided specialized medical care for ill and injured children, offering inpatient, outpatient and primary care throughout central Alabama.

Ranked among the best children's hospitals in the nation by U.S. News & World Report, Children's of Alabama serves patients from every county in Alabama and nearly every state.



Children's is a private, not-for-profit medical center that serves as the teaching hospital for the University of Alabama at Birmingham (UAB) pediatric medicine, surgery, psychiatry, research and residency programs.

## Local Impact

The funds raised through the Extra Life program support our family-centered care model, which includes services such as Child Life and Education, Social Services, and Spiritual Care.

Thank you for your interest in supporting us through Extra Life as we continue to enhance healthcare delivery for children and families across the state of Alabama.

WE'VE RAISED OVER  
**\$440,000**  
SINCE 2010!



# Children's of Alabama

recently added  
**11 additional beds**  
for our Inpatient Behavioral  
Health Center



is the  
state's only  
**Level IV  
NICU**  
with 54  
bassinets and  
more than  
400 critical  
babies served  
in 2024

had  
**680,204**  
**patient visits**  
in 2024



performed  
**525+ cardiac**  
**surgeries**  
in 2024

served  
patients from  
**46 states**  
across the U.S.  
and  
**7 countries**



averages  
**200 emergency**  
**visits per day**  
and 73,000  
each year



uses  
**4,000**  
**crayons**  
per week

treats more than  
**90% of children**  
diagnosed with cancer and  
blood disorders in Alabama



received  
**939 patients via**  
**critical care transport**  
during 2024



conducted  
**29,000**  
**surgeries**  
in 2024

# Ways to Get Involved

## Create a Corporate Team

Extra Life is a year-round fundraising program. We hope your company will choose to support us throughout the entire year! Our peer-to-peer fundraising program offers three signature events that you can rally your team around, but you are not limited to these dates. You can participate in Extra Life whenever you want, wherever you want. The possibilities are endless!

## Partnership Opportunities

Several customizable opportunities and benefits are available for businesses interested in sponsoring Extra Life benefiting Children's of Alabama. This public demonstration of your support connects you with members of the community who are also invested in the health of children.

## In-Kind Donations

In addition to monetary donations, we are always grateful for businesses that can provide in-kind support. Examples of helpful in-kind donations include auction items, coupons, or gift cards. These donations allow us to continue to provide incentives to motivate and recognize our participants.

## Extra Life Programming



### APRIL

Tabletop Appreciation Weekend exists to celebrate the people who take up pen and paper, miniatures and dice, cards and tokens to raise money for their local member of CMN Hospitals.



### NOVEMBER

Extra Life Unlocked is a three-day gathering of charity gamers networking and competing in multiple tournaments to win funds for their local member of CMN Hospitals.



### NOVEMBER

Game Day is the single largest fundraising day for Extra Life! Thousands of gamers determine how they want to fundraise through charity live streams or hosting local events.

# Meet Harmony

Harmony Cooper was diagnosed with sickle cell disease when she was 2 weeks old and was referred to Children’s of Alabama. She was prescribed penicillin to manage the disease and began twice-a-month appointments with Children’s hematologist-oncologist Dr. Jeffrey Lebensburger for blood work and blood count monitoring.

“Children’s provided so much information that I needed to understand the disease,” Harmony’s mom, Briona Leonard, said. “They took the care to make sure we had every question answered.”

It wasn’t long before Harmony began contracting viruses causing high fevers and reduced blood counts. The episodes, the first of which occurred when Harmony was 6 months old, resulted in hospitalization and blood transfusions.

“Each time, she had to stay at Children’s for about a week, and that first time I was worried about managing her medication while we were there, making sure she got it as needed and making sure it stays refrigerated like it had to be,” Leonard said. “The staff was so kind and managed it all for me so I didn’t have to worry. I really appreciated them removing that stress.”

In 2017, Harmony joined a clinical trial for sickle cell disease at Children’s and the trial medication, hydroxyurea, improved her overall health. Today, she’s still taking it, and Briona says it continues to help. She returns to Children’s only once every three months for blood work.



**Age 10**  
Sickle Cell Disease



# I'M PLAYING GAMES

to change kids' health to change the future

**Thank you for your support!**



Children's  
of Alabama®



Children's  
Miracle Network  
Hospitals®

**Contact your hospital  
representative to learn more.**

---

**Delaney Haase**

Coordinator, Community Development  
Delaney.Haase@childrensal.org



Children's  
of Alabama®



Children's  
Miracle Network  
Hospitals®