



Children's
of Alabama®



Children's
Miracle Network
Hospitals®

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 \$100 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, Sunshine School, Social Services, and Pastoral 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
\$356,000
SINCE 2010!



Children's of Alabama

is one of the
10 busiest pediatric hospitals
in the United States



is licensed for
332 beds
and
48 NICU
bassinets

had
694,161
patient visits
in 2022



completes an
average of
10 heart
transplants
every year

is Alabama's
only free-
standing
medical
center
dedicated to
children



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

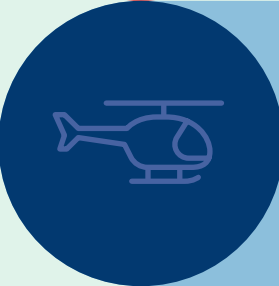


uses
4,000
crayons
per week

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



received
1,057 patients via
critical care transport
throughout 2022



conducted
28,077
surgeries
in 2022

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



EXTRA LIFE UNITED

APRIL

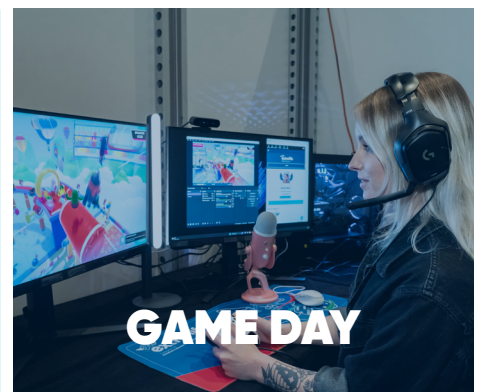
Extra Life United is a three-day gathering of charity gamers networking and competing in multiple tournaments to win funds for their local member of CMN Hospitals.



TABLETOP WEEKEND

AUGUST

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.



GAME DAY

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.



Age 8
Cleft Lip and Palate
Hearing and Speech

Meet Lucy

In the process of her adoption, Lucy's family learned she had been born with cleft lip and palate.

Upon her arrival, they knew they were going to Children's Adoption Clinic and the Cleft and Craniofacial Center.

With many cleft lip and palate repair surgeries now under her belt, Lucy continues to work with hearing and speech therapists at Children's to improve her speech.

There may be more surgeries to come in her future. But for now, the family is enjoying the significant progress she has made and that their family is now complete.



I'M PLAYING GAMES

to change kids' health to change the future

Thank you for your support!



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

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