

Internship Final Report

Children's Miracle Network Hospitals is a not-for-profit international organization consisting of 170 hospitals nationwide and in Canada. The purpose statement of the organization is "Raising awareness and funds for local hospitals" and it fulfills this promise by assisting member hospitals in running successful fundraising campaigns with national partner corporations and ensuring that every dollar raised by that hospital stays local. The national status of CMN Hospitals allows for the creation of partnerships with national corporations that otherwise would be inaccessible and permits all member hospitals to form relationships with the local entity of all corporate partners. Member hospitals across the country that brand their hospital as a CMN Hospital use the logo not solely for national brand awareness but also a seal that identifies the hospital as one with great resources and equipment, much of which is funded by the money raised through CMN Hospital partners in their local region. Not only does CMN hospitals help raise money for equipment, supplies, and uncompensated care but the organization also fosters a network of children's hospitals that assist one another in their fundraising efforts by sharing ideas and best practices nationally and regionally.

Every member hospital has a program director that is in charge of the CMN Hospitals campaigns for that hospital, generally the coordinator is part of the hospitals foundations office. This summer I interned under Rebecca Brinkley, the CMN Hospitals coordinator for T.C. Thompson Children's Hospital at Erlanger in Chattanooga, TN. During my time as an intern I took and made calls to corporate partners that were undergoing current campaigns, keeping them updated on their progress, sending them any supplies, as well as thanking them while trying to keep them motivated until they

reached their goals. I created power points and handouts to help clarify the role of existing corporations in their partnership with CMN Hospitals and T.C. Thompson and also used these tools to help encourage new corporations to solidify their partnership with the hospital. Throughout my internship I was assigned specifically to three corporate partners that had yet to participate in CMN Hospital campaigns or had low participation in previous years. These were national partners but had yet to become engaged at a local level with T.C. Thompson. Before this internship I had little experience making business phone calls and setting up meetings. I slowly began to make calls daily and communicate through email until I had three meetings set up with local RE/MAX offices and went to their monthly sales meeting and gave the office a brief presentation of all the opportunities they have as a partner, the resources we can give them to start, and shared pictures and stories to show them exactly where their donations go within our children's hospital here at Erlanger. One office decided to make a trip to our hospital to take a tour and see first hand the things that their fundraising dollars had helped provide, and another office came in August and presented a donation check for \$10,000 to the Children's Hospital at Erlanger. The Dairy Queen's of our region also had shown poor participation in the past and as a franchised company, it is up to individual owners to decide whether to participate. Last year one out of the seven locations participated, but this, year after many phone calls four of the seven are participating. One location, from Blue Ridge is coming to pass out Blizzard Treats to the patients at Children's Hospital at Erlanger on Miracle Day, which is a new event designed by my boss and I to engage employee participation in giving back. On Miracle Day employees have the opportunity to wear a specific t-shirt and purchase Blizzard Treats from DQ with all proceeds coming back to the T.C,

Thompson Children's Hospital. This is the first time the hospital has ever allowed an institution wide dress code exception and I was honored to be a part of planning this event along side hospital board members. In contacting another distant partner I had much less success than with the other. This partner ended up participating but at a less than hoped for level with little enthusiasm.

My internship here at T.C. Thompson Children's Hospital with the CMN Hospitals coordinator was a vast learning experience for me. I attended budget meeting where I saw the high cost of fundraising, sat in on CEO meetings and evaluation reports that showed me how all aspects of a business as assessed according to cost, revenue, net gain, and public presentation in ways I had yet to understand before. From cluster meetings in Nashville to golf tournaments in Cleveland I was able to take part in all events pertaining to CMN Hospitals and Children's Hospital at Erlanger. One of the best days of my summer was setting up for and attending the champion announcement in which the Tennessee CMN Hospitals champion child, who was chosen from our hospital, was announce to the public. She was six years old and larger than life. It filled my heart to hear her and her family list everything that they had used during their child's traumatic brain injury recovery that had been provided by CMN Hospitals fundraising. It was also eye opening to realize that large companies such as Walmart do so much to help local hospitals across America, with our local Walmarts totaling over \$120,000 for T.C. Thompson this year alone. I also learned that hard work can some times lead to a dead end. These type situations don't happen often, but every once in a while you do everything you can and nothing comes of it, but that's no reason to stop trying because the next person, company or task you may get may work out better than you could have

imagined. I've now had a glimpse of all the money and hard work it takes to keep a hospital running, and I hope that in the future when I am in hospital again, hopefully as a doctor, I continue to find a way to help out or at least thank these organizations and people, and that I never forget that their work is every bit as valuable as the doctors. Doctors do the work, but they would not be able to do many of the wonderful things they do without the technology and equipment provided by fundraising dollars through organizations such as Children's Miracle Network Hospitals.