

2024

ANNUAL REPORT



Children'sSM
Healthcare of Atlanta
Foundation

A Love Letter to Atlanta



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Trusted experience, community leaders

2025 Children's Healthcare of Atlanta Foundation Board of Trustees

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Consultant
Mansfield Energy Corporation

Warren Wick

President, North America
Salesforce

Lifting up every child in need



Like so many of you, I know firsthand the difference Children’s Healthcare of Atlanta can make in the lives of kids and families. I am a mom of three and an Atlanta native. I have turned to Children’s in times of uncertainty, relying on their incredible team for care and comfort. And for more than a decade, I have been fortunate to have the opportunity to give back to Children’s, first as part of the inaugural class of Emerging Leaders for Children’s, then as a member of the Foundation Board of Trustees.

Now, I am delighted and honored to step into the role of Foundation Board Chair.

This is an exciting time at Children’s, a time of promise and possibility. And I am grateful to work alongside a dedicated community of supporters who are committed to lifting up every child in need. Because so many of you believed in Never Settle: A Campaign for Kids, Children’s is more prepared than ever to meet the rising demand for pediatric care in our community.

Together, we’ve built something remarkable—not just with bricks, but with compassion and generosity. Your support has helped advance research for complex diseases, improve access to care in rural areas, establish a network of sustainable care to address the behavioral and mental health crisis and more. Inside this report, you’ll see the significant impact our community has made on the lives of Georgia’s kids over the past year—and for many years to come.

With gratitude,

A handwritten signature in black ink that reads "Amy Hertz Agami".

Amy Hertz Agami
Chair
Foundation Board of Trustees



Children's at a glance

Our not-for-profit healthcare System includes: **789 licensed beds, 3 Hospitals, 8 Urgent Care Centers, Marcus Autism Center, the Center for Advanced Pediatrics** and the **Zalik Behavioral and Mental Health Center**.

1.2 million+

patient
visits

453,400+

unique patients from all
159 counties in Georgia

187,026+

visits to our Urgent
Care Centers

Children's provided
\$412.4 million
to the community through
benefits to our patients
and their families.*

The services and programs offered can
be broken down into seven areas:

Unreimbursed clinical care	\$266 million
Subsidized health services	\$51.5 million
Lifesaving research	\$43.4 million
Specialty pediatric services	\$21.9 million
Wellness programs	\$16 million
Physician training programs	\$13.1 million
Cash and in-kind donations	\$ 0.5 million

*According to the most recent calculations from 2023.

Named among the
**Best Children's
Hospitals**

for 2024-2025 by U.S. News
& World Report, with eight
specialty areas ranked in the
top 20 and one in the top 10



*Arthur M. Blank Hospital and Scottish Rite Hospital are designated by the ANCC Magnet Recognition Program®
**Hughes Spalding Hospital is designated by the ANCC Pathway to Excellence Program®

Milestones made possible with your support

With every passing year at Children's, we achieve milestones and make new discoveries that wouldn't be possible without donor support. In 2024, close to 65,000 people contributed over 251,080 gifts to support our Mission. Every gift we receive helps us continue raising the bar for pediatric care and meeting the evolving healthcare needs of Georgia's kids. For a list of our 2024 donors, visit choa.org/2024donors.

2024 Foundation financials



\$4.4 million

Behavioral and
Mental Health



\$8.8 million

Arthur M. Blank Hospital



\$28.9 million

Greatest Need



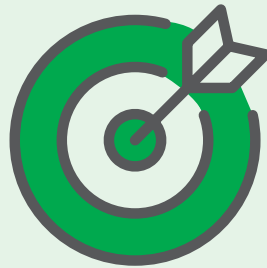
\$33.8 million

Clinical Excellence



\$43.2 million

Research and Teaching



Total: \$119.1 million

You helped shape the future of pediatric care in Georgia and beyond

In 2020, Children’s launched Never Settle: A Campaign for Kids with an ambitious vision: to build the hospital of tomorrow, transforming pediatric healthcare in Georgia for generations to come. Thanks to the incredible support we received from our community—individuals who share our commitment to lift up every child in need—our vision is now a reality. Your kindness, generosity and hope for healthier tomorrows gave rise to Arthur M. Blank Hospital, one of the most technologically advanced pediatric hospitals in the country. Thank you for helping us continue to provide world-class care to the children who need us most.

Never Settle: A Campaign for Kids Wrap-Up

1,323,316

gifts received
from all
50 states

167,445

unique
donors

2,109

woodland animals
symbolically
adopted

The collective impact of our giving community

Through this comprehensive fundraising campaign, our generous philanthropic community provided historic support for these key pillars.



Arthur M. Blank Hospital

The 19-story, 2-million-square-foot facility opened September 29, 2024.



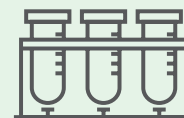
Behavioral and Mental Health

Expanding critical services to address the growing mental health needs of Georgia’s children through the Zalik Behavioral and Mental Health Center.



Clinical Excellence

Ensuring that every child receives the highest standard of care, regardless of financial barriers.



Research and Academic Initiatives

Research, teaching and technology initiatives to advance breakthroughs in treatments and train the next generation of pediatric caregivers.



Miracles happen: Introducing our 2025 Miracle Children

Austin



Brooklyn



“

“Austin keeps pushing forward when times are tough and has never given up. He handles his treatment better than most adults could.”

— Austin’s mom, Chelsea



“

“Brooklyn is smart, determined and sassy. She does everything with joy, and I think that’s what makes her a miracle child.”

— Brooklyn’s dad, Chip

Jameson



“

“Jameson really shocks me with how quickly he bounces back. They say children are resilient, and it’s true.”

— Jameson’s dad, Aundre

Maximus



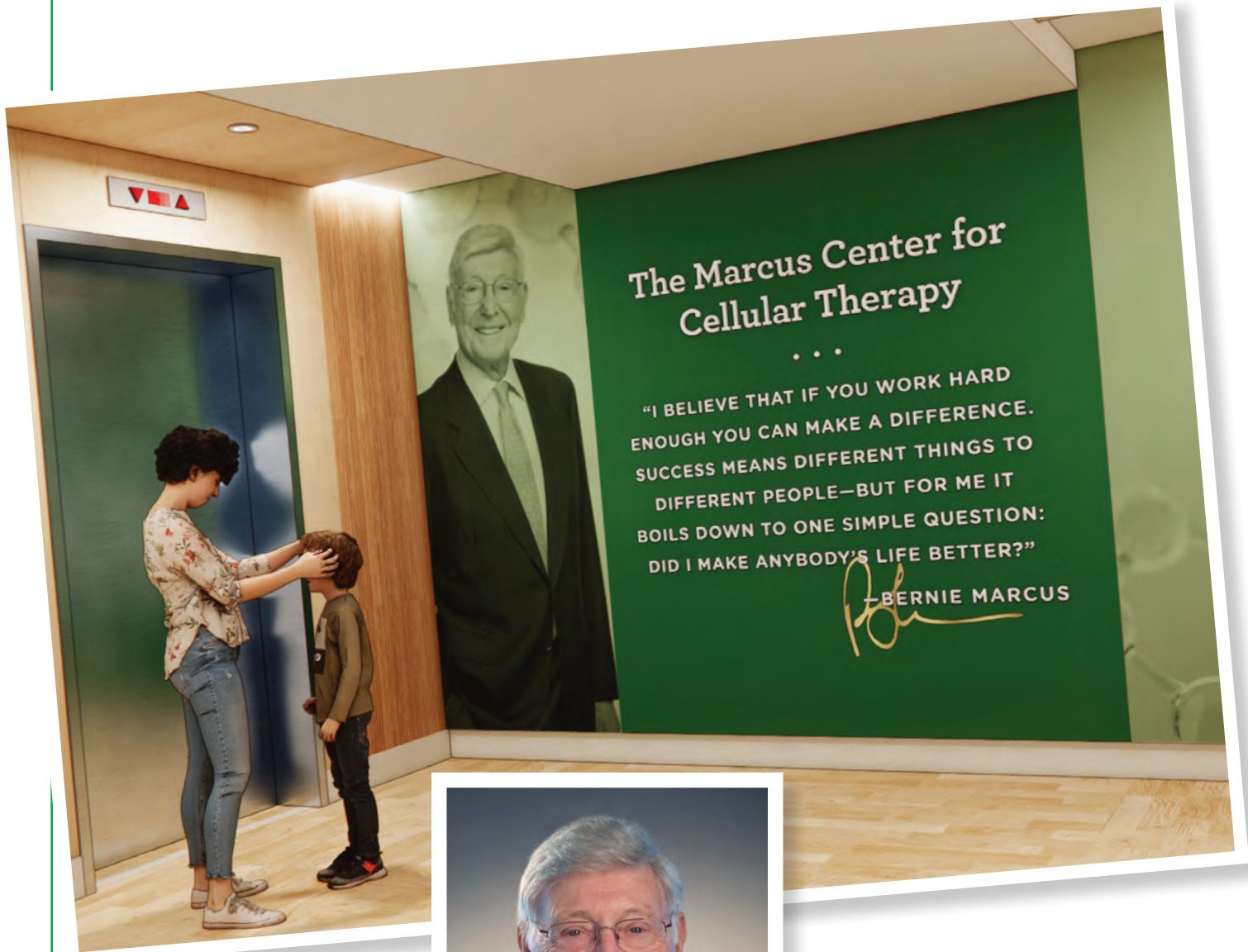
“

“He doesn’t let his illness stop him. Maximus is a miracle child because the sky’s the limit for him.”

— Maximus’s mom, Melody



Scan to watch video profiles that highlight the strength and resiliency of our 2025 Miracle Children.



A tribute to Bernie Marcus at the Infusion Center at Arthur M. Blank Hospital



Bernie Marcus

A grant from The Marcus Foundation is powering lifesaving therapies and scientific breakthroughs

For decades, The Marcus Foundation has driven bold, innovative solutions to major challenges in pediatric healthcare. During Never Settle: A Campaign for Kids, The Marcus Foundation gave a transformational \$31 million gift to create the Marcus Center for Cellular Therapy at Arthur M. Blank Hospital.

Cell therapy derives cells from a patient or healthy donor to treat various diseases and conditions. While its origins are in cancer therapies, cell therapy has applications to over 70 different malignant and non-malignant diseases in children and over 7,500 clinical trials with stem cells worldwide. These therapies are often used in regenerative medicine, or the rebuilding of diseased or damaged tissues, as well as immunotherapy, which alters the body's own immune system to fight disease. Bernie Marcus liked to call this area of medical research "cells as living drugs."

In many cases, cell therapy is an option families turn to when traditional courses of treatment—such as surgery or chemotherapy—have failed. But accessing cells quickly can be a challenge if a hospital does not manufacture them on-site.

At Arthur M. Blank Hospital, The Marcus Foundation's gift supports both the good manufacturing practice (GMP) facility—anticipated to open this year—and the outpatient infusion center,

where patients will receive the cells as standard of care or in new clinical trials. Thanks to the support of The Marcus Foundation, Children's will manufacture cells in-house, which is a game changer for patients who previously had to wait for cells to be delivered from other labs.

This gift is just one part of the transformative legacy of the late Bernie Marcus at Children's. Bernie had a deep drive to help vulnerable children and families. As an entrepreneur and as a philanthropist, he broke through longstanding roadblocks to launch projects that took risks and altered paradigms. His giving to Children's and countless other nonprofits embodied the Jewish tradition of tikkun olam—mending the world.

Bernie's influence can be felt in moments big and small across Children's. It is evident when a parent receives an early autism diagnosis for their

child, unlocking timely intervention services; when a child who receives treatment in our Feeding Disorders Program no longer relies on a feeding tube; and when a patient finds hope after a poor prognosis by enrolling in a lifesaving cellular therapy clinical trial.

We were very fortunate to partner with Bernie during his lifetime—and we are honored to carry his legacy forward for the benefit of our families.



Bernie Marcus at a Children's event

The Bagwells' legacy of giving highlighted by a monumental, campaign-closing donation



Chantal and Tommy Bagwell

For Chantal and Tommy Bagwell, philanthropy isn't just an act of kindness. It is a core value they have prioritized as a family and have embraced wholeheartedly.

At Children's, we have seen the incredible impact of the Bagwell family's generosity. Through their personal contributions and donations from The Chantal and Tommy Bagwell Foundation Inc., they have supported our Mission to make kids better today and healthier tomorrow for over 15 years.

The Bagwells have always recognized the vital role Children's plays as the only freestanding pediatric healthcare system in Georgia. "We know many families who have had very sick children treated at Children's, and they speak so highly of the care they received," says Chantal. "We wish everyone understood just how important it is to have a place like Children's available when a child is ill. It provides families with a sense of relief, knowing their child is receiving the best care possible."

The Bagwell family's involvement with Children's has evolved, increasing their impact year after year. Chantal was a trustee of the Children's Healthcare of Atlanta Foundation for nine years, serving on

the Annual Fund Committee of the Board and on the former Forsyth Community Board. Throughout Chantal's tenure as a trustee, both she and Tommy have been active participants in fundraising events, showing up to support Children's whenever possible.

Early in Never Settle: A Campaign for Kids, the Bagwells made a leadership gift to name a classroom at Arthur M. Blank Hospital in honor of Tommy's parents, who were both schoolteachers. Throughout the campaign, they continued to support key programs and services like The Zone, which are 100% donor-funded.

One of the most significant moments in the family's philanthropic journey came last year when Chantal and Tommy played a pivotal role in the conclusion of Never Settle: A Campaign for Kids. They challenged fellow trustees to donate additional gifts to the campaign, offering to double-match all gifts so that Children's would meet our ambitious fundraising goal. Combined, the Bagwell family's total contribution to Never Settle: A Campaign for Kids was a monumental \$10 million.

Chantal and Tommy also empower their four children to engage in philanthropy, fostering a legacy of generosity. "We give our children a certain amount of money each year to donate on their own," says Chantal. "Two of our kids, who are helicopter pilots, chose to direct their gifts to fund a helicopter pad [at Arthur M. Blank Hospital]. It made them feel very proud."

At every opportunity, this family has stepped up to help Children's fulfill vital needs, demonstrating the value of leading with kindness and generosity. Their legacy of giving is a beacon of hope, helping us do all we can to provide every child who comes through our doors the care they need to thrive.

Honoring their son's legacy and the care team who gave them hope

From the moment their son, Jason, became a patient at Children's in 2008, Jeff and Okema Jackson knew that they wanted to help support the important work being done here. Jason faced complex medical challenges that required ongoing care throughout his childhood, and Children's was there for him every step of the way.

"Children's provided not only world-class medical care, but also emotional and holistic support during some of our most challenging times," says Jeff. "The dedication of their staff, access to groundbreaking treatments and their family-centered approach helped us navigate Jason's medical journey with hope and resilience."

The Jacksons experienced firsthand just how far the Children's team will go to bring comfort to families. One moment, in particular, remains etched in their hearts. "Jason was in the hospital for over 30 days," says Jeff. "I wanted to have a special dinner for my wife to celebrate our 15th wedding anniversary, but we couldn't get away. Jason needed us. So the Children's staff decorated an outdoor courtyard for us to have a nice anniversary dinner. This highlights how Children's care goes beyond patients."

Touched by this kind gesture by our team, the Jacksons paid it forward by donating breakfast, lunch, dinner and snacks for Children's staff and patient families. The Jacksons' connection to Children's grew even stronger after Jeff and Okema collaborated with our team on another very special giveback idea. Every year on Jason's birthday, the Jacksons host a book drive in his memory that allows them to share their son's passion for reading with other kids who love books and need a distraction while in the hospital. Since the book drive began three years ago, the Jacksons have collected over 5,000 books, which they've gladly donated to Children's.

Jason's life will be remembered with each and every book our patients receive and also at

Arthur M. Blank Hospital, where a mother's room is named after him. "This is our proudest contribution," says Jeff. "It honors Jason's memory, while helping other families during some of their most challenging moments."

The Jackson family remains dedicated to supporting Children's, raising awareness and funding for research for mitochondrial diseases and epilepsy, conditions that greatly impacted Jason's life. They hope their contributions will lead to groundbreaking treatments and improved care for children facing similar diagnoses.

"Supporting this organization has allowed us to honor our son's legacy and contribute to the care of other children and families facing similar challenges," Jeff says. "We have proudly remained donors for over 16 years, knowing that our contributions help sustain vital programs and services that make a difference in countless lives."



The Jackson family at the annual book drop-off

Cisco helps Children's advance pediatric care through innovative technology and purposeful giving

Driven by purpose, Cisco harnesses technology, people and networks to connect communities and people by providing cutting-edge solutions. This global technology company has increased its presence in Georgia in recent years, growing its business and corporate footprint, but also its impact on local communities through philanthropy, volunteerism and sponsorships. For more than a decade, Children's has been fortunate to have Cisco's unwavering support.



Cisco employees dropped off teddy bears for the patients at Hughes Spalding Hospital

Cisco has helped us expand access to care and drive healthcare innovation. They collaborated with us to develop the networking infrastructure for the new Arthur M. Blank Hospital, worked to optimize security and enabled our team to provide virtual consultations. For example, video devices installed in the rehabilitation gym help maintain continuity of care by connecting patients and therapists who cannot be physically present. Cisco also supported the team at Marcus Autism Center, implementing technology that helped doctors administer early treatments for patients with autism through video interaction.

"Our commitment to Children's Healthcare of Atlanta reflects our broader goal to leverage technology to create lasting, meaningful impact and help ensure that children and families receive the care

they need, when and where they need it most," says Charlinda Catchings, Cisco Senior Manager of U.S. Community Relations.

Cisco reinforces its commitment to kids and families in our community by supporting the work we do. In 2024, Cisco made its most generous donation of \$1 million to support Never Settle: A Campaign for Kids. This contribution helped Children's build one of the most technologically advanced pediatric hospitals in the country: Arthur M. Blank Hospital. Cisco also provided funds to help us continue to deliver innovative treatments and comprehensive care to kids by serving as a corporate sponsor of the Hope and Will Ball, one of the largest fundraising events benefiting Children's.

Beyond its financial contributions, Cisco prioritizes volunteerism, encouraging employees to give back. Cisco employees have brought joy and comfort to our patients by building stuffed animals, making blankets and participating in other activities that brighten kids' hospital experience.

"Cisco is proud to support Children's technology and philanthropic needs, helping maintain its reputation as a top-tier provider of pediatric care," says Catchings.



How our community is showing up for Georgia's kids



Friends turned lemons into hope for healthier futures

Friends, the community volunteer organization of Children's, hosted a lemonade stand fundraiser to kick off the summer season. Fifteen Friends groups across the metro Atlanta area, from Hanover West to Kirkwood, served up their own special lemonade recipes and, together, raised nearly \$3,000.

good2grow CEO makes philanthropy part of company culture

Gunnar Olson experienced firsthand the wonderful care that Children's provides when his son was admitted to Scottish Rite Hospital in 2005. That experience had a profound effect on him and inspired him to make philanthropy a priority in his personal life and as CEO at good2grow. Last year, Gunnar and his wife made a significant personal financial commitment to the Aflac Cancer and Blood Disorders Center, and they are recognized on the Leadership Hall inside Arthur M. Blank Hospital. In addition, good2grow has been sponsoring family-friendly events for Children's patients and their families for over a decade. Most recently, 68 good2grow employees participated in Peach Bowl Touchdowns for Children's, raising over \$27,000 to help advance research and treatment for childhood cancers.



Coca-Cola spreads cheer in bear-y big ways

Headquartered in Atlanta, Coca-Cola has a longstanding relationship with Children's. In addition to their multimillion-dollar contribution to Never Settle: A Campaign for Kids, which helped support our behavioral and mental health services, their employees participate in various projects throughout the year to benefit our patients and families. In 2024, at the Food Service and On-Premises Annual Summit at Coca-Cola, over 400 employees built stuffed polar bears to donate to our patients, and they wrote letters of appreciation to food service staff at our hospitals. The total number of polar bears made topped 1,000, and they were a big hit among our patients and staff.





Virginia's family is helping more kids benefit from art therapy

Virginia, an 8-year-old with a rare autoimmune disease, received a lifesaving bone marrow transplant at Children's. During her six-week recovery, art therapy helped Virginia find a creative outlet that brought her joy and fulfillment. Grateful for the care Virginia received, her family wanted to contribute to Children's in a way that was meaningful to them. Virginia's family and community came together to raise over \$100,000 to support our Artist-in-Residence Program, allowing other patients to benefit from creative healing just as Virginia did.

To show their gratitude, two brothers teamed up for a labor of love

Brothers Henry and Thomas were inspired to give back to Children's after 14-year-old Henry received life-changing care for rumination syndrome, which inhibited his ability to eat normally. Their summer project became a labor of love, inspiring them to work over 130 hours, painting 74 mailboxes in their community. Thanks to their hard work and the support of their parents and neighbors, the brothers exceeded their initial goal of \$1,500, raising a total of \$3,000.



Coker's Taylor Swift-themed event got kids involved in helping kids

After 9-year-old Coker was involved in a diving accident in the spring of 2024, Children's provided her the specialized care she needed to get on the road to recovery. To show her gratitude, Coker decided to give back and help other patients at Children's. She hosted a Taylor Swift-themed fundraiser, where friends and classmates gathered to watch The Eras Tour concert film on a big projector in her backyard. Instead of birthday gifts, Coker's wish was for her friends to give to Children's. In October 2024, Coker proudly shared with Children's the \$8,180 she collected.



A big thanks to all of you!



Children'sSM
Healthcare of Atlanta
Foundation

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