Celebrating our New Acute Care Pavilion • Honoring our Most Generous Donors
Rady Children’s Magazine is published three times a year for the friends of Rady Children’s Hospital-San Diego. Its goals are to provide information on past and upcoming events of interest, to update readers on significant news, programs and research, and to show how community support and involvement are making a difference in the lives of the children and families in our care. We value your comments and suggestions — 858-966-4955.

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**Did You Know?**

Throughout this Annual Report, look for the *Did You Know?* symbol. It offers a quick look at some of our most noteworthy achievements and year-end facts.

Go to our website at [www.rchsd.org](http://www.rchsd.org) to learn more about programs and services at Rady Children’s.
The Acute Care Pavilion’s first patient may have been its smallest.
Nurses and doctors lined the hallway as Kylie Ortega-Lewis was wheeled into the NICU and her new room. One nurse dabbed her eyes.

Kylie’s mother, Margaret, leaned over the crib and placed her hand across Kylie’s chest.

“Good morning,” she said, as little Kylie yawned.

Born on Aug. 28 six weeks premature – and weighing only 3 pounds, 12 ounces – Kylie had been at Rady Children’s since she was a day old. Though tiny, she had thick, dark hair, just like her mother.

“What do you think of this place?” Margaret said to Kylie. Kylie had been putting on weight and had begun taking a bottle, and her parents had hoped their little family would by now be together at home. But Kylie still relied on a feeding tube.

Over the many hours spent each day inside the NICU, the family had grown accustomed to the cries of other babies, the beeps of the machines and the comings and goings of other families.

“I just can’t get over how quiet it is,” Kylie’s father David said, shaking his head. “Sometimes you felt like you were on top of each other,” he said. And that was felt most keenly when it came time to find a rocking chair.

Now, there’s a rocking chair in each room. Moments after arriving, Margaret gathered Kylie in her arms, as David managed the wires and feeding tube, and mother and child sat down – in their very own chair.

Kylie Ortega-Lewis was the very first patient to arrive in our new Acute Care Pavilion. The opening of the Pavilion means that Rady Children’s is now the largest pediatric hospital in California. Learn more about the new Pavilion and our 10-10-10 opening on page 16.
REACHING NEW HEIGHTS
Messages from our 2010 Board Chairs and CEO

A Message from the Board Chairs

Over the years, we have had the privilege of watching Rady Children’s grow and change. Today, in presenting our Annual Report for fiscal year 2010 (July 1, 2009-June 30, 2010), we have never been so proud.

This has been the year when we realized a dream: the completion of our new Acute Care Pavilion (page 16), ensuring that we can continue to offer the very best care to every child who needs us. Thanks to your support – and the guidance and input and passion of every person involved with this project – we now see a building that will make a profound difference in the lives of children for generations to come.

Our community can be proud of the fiscal management of this project, as well. The Pavilion was completed ahead of schedule and under budget. And you can feel good knowing that your efforts will help bring health, hope and healing to San Diego families every day.

While many eyes were fixed upon the Pavilion, we also had our sights set on medical excellence, as you’ll see in our Year in Review (pages 8-9). With our commitment to Discovery (research, teaching and innovation – page 10), our vision of a healthier future for children has never been more clear.

We thank you for everything you’ve done to make this such a remarkable year for Rady Children’s. Together, we are reaching new heights in pediatric healthcare.

A Message from the CEO

This has been a remarkable year for Rady Children’s.

Over the last 12 months we have had much to celebrate, from our national rankings in U.S. News & World Report and the remarkable generosity of our many donors to the acquisition of 170,000 square feet of office and parking space, providing us opportunities for growth into the next decade.

My proudest moment was the opening of the Acute Care Pavilion, an extraordinary place of hope and healing. I will never forget the sight of tiny Kylie Ortega-Lewis being wheeled into her new room in the Neonatal Intensive Care Unit, her smiling parents and grandmother so grateful to be in such a serene, healing environment.

Every day, I am amazed at the research advances of our Rady Children’s faculty. When I see a child healed by those discoveries, I see our mission brought to life.

We celebrate these milestones because we have held strong to our covenant with this region: to treat every child who needs us.

This Annual Report provides a snapshot of our many accomplishments; we invite you to visit our website at www.rchsd.org to learn more.

We have an amazing future ahead of us, and I am grateful for and honored by your support in helping us care for Kylie and the thousands of children like her.

With Warmest Regards,

Kathleen A. Sellick
President and Chief Executive Officer
Rady Children’s Mission is to restore, sustain and enhance the health and developmental potential of children through excellence in care, education, research and advocacy.

Lauren Lowary now faces the future with hope, thanks to the team at Rady Children’s. What seemed like an ordinary birthmark on her face was actually a very serious hemangioma, complications of which threatened her sight – and her very life. “Everyone at Rady Children’s worked well together to ensure Lauren had the best possible outcome,” says Lauren’s mom, Susan.
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Philanthropist
Joan Waitt
Philanthropist
Our volunteer leadership who serve on our Boards (pages 3-4) inspires us with its knowledge, generosity and vision for the future. Our Hospital volunteers inspire us with the very same qualities, demonstrated through their gifts of time and wisdom. In fact, volunteers are at the heart of our Rady Children’s family. As a volunteer, the difference you can make is profound. Your gift of time will help us provide the highest possible quality of service to our patients, families, staff and communities. We invite you to be a part of our family of doctors, nurses, social workers, therapists, technicians and staff – all dedicated to making a difference in the life of a child.

Jane Peterson and Betty Rodgers met on their first day of kindergarten in 1924 in Minneapolis, Minnesota. Little did they know that this would be the beginning of a life-long friendship that would span nine decades, World War II, moves across the country and a combined 62 years of volunteering at Rady Children’s Hospital-San Diego!

Jane and Betty became fast friends that first day of school and continued through high school together. Through the years, job changes and several moves, the two stayed in touch, eventually both moving to San Diego with their husbands. Betty began volunteering at Rady Children’s after her children completed school – first in the Gift Shop and later with the Telethon and Rady Children’s Hospital Foundation. It was during the Telethon one year that she encouraged Jane to join her. That was more than 27 years ago! Jane now works in the Volunteer Office.

Sadly, Betty passed away this past spring after volunteering nearly 18,000 hours. While we miss her terribly, we are so grateful for her many gifts to the Hospital. Not only the gift of her many thousands of hours, but also for sharing her cherished friend.

Anna Mae Forman was one of our dedicated volunteers for many years, and it was her wish that when she and her husband, Erwin, passed, that their estate of nearly $2 million be equally divided between Rady Children’s and the Chadwick Center for Children and Families at Rady Children’s. You’ll learn more about this remarkable couple in our Spring issue of Rady Children’s Magazine.

For more information on including Rady Children’s in your estate, please see information about our Legacy Circle (page 14).

**Volunteer Services**

Did You Know? Volunteers donated 41,305 hours of time in fiscal year 2010. That’s the equivalent of an $861,210 gift to Rady Children’s – or 20 full-time employees!
Rady Children’s achieved strong financial results in fiscal year 2010. In 2010, operating income was $31.9 million, which resulted in an operating margin of 5 percent, exceeding targets.

Total operating revenues and expenses grew in 2010 by 21.7 percent and 24.2 percent, respectively. This rapid increase in operating revenues and expenses was primarily due to the formation of Rady Children’s Specialists of San Diego (RCSSD), A Medical Practice Foundation, in September 2009.

Philanthropy and investment income contributed to the overall financial performance of Rady Children’s in 2010. As the markets began to recover, investment income of $41.2 million was generated in 2010, a dramatic improvement from 2009. Non-operating income improved significantly and, combined with strong income from operations, net income of $50.6 million in 2010 was achieved.

Rady Children’s is dedicated to fulfilling its commitment to the community to provide accessible, high-quality pediatric healthcare. Through strong financial performance, Rady Children’s is able to support of its mission and related strategic initiatives, continuing to improve patient care through technology and increased access.

Moody’s Investors Service performed a credit rating review of Rady Children’s in 2010 and rated Rady Children’s credit as an “A” and improved its outlook of Rady Children’s from stable to positive.

2010 Community Benefit

Through a variety of programs that address the top health needs of our community, Rady Children’s provided $81.3 million in quantifiable community benefit services in 2010. In addition, Rady Children’s provides financial assistance to patients who cannot afford to pay for medically necessary healthcare and meet our Financial Assistance Program criteria.

As a not-for-profit organization, Rady Children’s re-invests its income back into patient care programs and services to advance its mission.
### INCOME STATEMENT

**Years ended June 30, 2010 and 2009 (in thousands of dollars)**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue, gains and other support:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patient services revenue</td>
<td>$ 571,200</td>
<td>$ 473,030</td>
</tr>
<tr>
<td>Grants and contracts</td>
<td>33,177</td>
<td>26,358</td>
</tr>
<tr>
<td>Other revenue</td>
<td>21,336</td>
<td>20,504</td>
</tr>
<tr>
<td>Net assets released from restrictions used for operations</td>
<td>13,787</td>
<td>5,535</td>
</tr>
<tr>
<td><strong>Total revenue, gains and other support</strong></td>
<td><strong>639,500</strong></td>
<td><strong>525,427</strong></td>
</tr>
</tbody>
</table>

| **Operating Expenses** |             |             |
| Salaries and benefits  | 291,411     | 264,845     |
| Supplies and services  | 159,827     | 131,803     |
| Professional fees      | 88,735      | 36,747      |
| Other expenses         | 67,626      | 55,767      |
| **Total operating expenses** | **607,599** | **489,162** |

| **Excess (deficiency) of revenues over expenses** | $ 50,623 | $ (58,296) |

### CONSOLIDATED STATEMENT of FINANCIAL POSITION

**Years ended June 30, 2010 and 2009 (in thousands of dollars)**

<table>
<thead>
<tr>
<th><strong>Assets</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and investments</td>
<td>$ 324,281</td>
<td>$ 295,322</td>
</tr>
<tr>
<td>Patient accounts receivable for medical services, net</td>
<td>76,725</td>
<td>50,932</td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>399,668</td>
<td>314,881</td>
</tr>
<tr>
<td>Other assets</td>
<td>162,627</td>
<td>230,745</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$ 963,301</strong></td>
<td><strong>$ 891,880</strong></td>
</tr>
</tbody>
</table>

| **Liabilities and Net Assets** |             |             |
| Accounts payable and other current liabilities | $ 108,623   | $ 95,303    |
| Long-term debt | 321,339     | 324,577     |
| Interest rate swap | 39,684      | 25,496      |
| Other long-term liabilities | 41,646      | 59,803      |
| Net assets | 452,009     | 386,701     |
| **Total liabilities and net assets** | **$ 963,301** | **$ 891,880** |
In its August 2010 issue, U.S. News & World Report ranked Rady Children’s Hospital among the top children’s hospitals in the nation in 5 of 10 specialties. With more than 200 hospitals in the United States, these rankings place Rady Children’s among the nation’s elite.

Results are even more remarkable when you consider many of the top-ranked children’s hospitals in the survey are more than 100 years old and have built their reputation for treating children, teaching doctors and conducting research over generations.

NATIONAL RECOGNITION

**Orthopedics**
Of all Rady Children’s ranked specialties, Orthopedics had the highest reputation score by far, ranked fourth in the nation. In fact, Orthopedics had double the reputation score of the fifth ranked children’s hospital. And it was tied for second in Infection Prevention.

**Urology**
Based on patient volume, Rady Children’s Urology ranked second in the nation, tied with Children’s Hospital Boston. (Only Children’s Hospital of Philadelphia had a higher ranking). The Department obtained the highest possible score for prevention of bloodstream infections.

**Neonatology**
Of the top 30 hospitals, Neonatology ranked first for Infection Prevention, as well as ranking #1 in nurse-patient ratio, outscores every other children’s hospital in the survey.

**Pulmonology**
Pulmonology received the maximum score for care of Asthma inpatients and ranked in the top 10 for infection prevention.

**Diabetes and Endocrinology**
The Department scored better than the top five ranked hospitals in Diabetes management and received the maximum score for hypothyroid management and infection prevention.
2010 San Diego Magazine Top Doctors

The October issue of San Diego Magazine honored 70 Rady Children’s physicians named as 2010 San Diego Top Doctors. Each year, the San Diego County Medical Society asks physicians for the names of board-certified doctors to whom they would refer their patients and family members. That means making the list is high praise — physicians who are highly trusted and respected by their peers.

To see the names of the honored physicians, visit our homepage at www.rchsd.org and click on the icon under Awards.

Better Technology for Better Care

It’s been more than a year since we launched Epic, our new electronic medical records system and an important step in becoming a world-class organization. Epic continues to help improve the quality of patient care. And that’s only the beginning. Epic Care Everywhere — a system that allows information to be appropriately shared between Epic-based hospitals — is giving our physicians real-time access to important medical records.

CareLink, a web-based version of Epic designed for community providers and payor groups, offers real-time, view-only access to their patients’ medical records.

And MyChart, a secure online health connection for our patient families, is a new way for parents to access their children’s medical records. Right now, MyChart is only available at our two pilot sites of Dermatology Clinic Main (8010 Frost Street) and CPCMG Regents Primary Care. We will be rolling out new areas with Phase II throughout 2011.

Palomar Pomerado Partners with Rady Children’s to Strengthen Pediatric Services

We’ve teamed up with Palomar Pomerado Health to operate the pediatric unit at Palomar Medical Center in Escondido. The unit, known as Rady Children’s at Palomar Medical Center, is comprised of 17 pediatric and 12 neonatal intensive care beds. This is great news, as it enhances our ability to offer our superior care to families throughout the region.

On the Front Lines of the H1N1 Outbreak

Rady Children’s staff vaccinated hundreds of school children in school districts in every corner of San Diego County. With clinics often occurring on the same day, at the same time, and in multiple schools, our staff stepped up to ensure that we could reach as many children as possible. It is an important part of our commitment to doing more than treating children when they are sick; we are equally dedicated to keeping them well.

In 2010, there were:

• 16,182 children admitted to Rady Children’s.
• 67,933 visits to the Sam S. and Rose Stein Emergency Care Center.
• 14,688 outpatient and 6,239 inpatient surgeries performed.
• 221,520 total outpatient visits.
• 1,180,915 tests performed in our laboratory.

In all, Rady Children’s provided care to 147,228 children.
THE YEAR IN REVIEW

DISCOVERY

Our Commitment

To contribute to the discovery of cures and treatments for childhood disease and injury through research, teaching and innovation – making a difference in our region, across the country and around the world.

Rady Children’s and UC San Diego work together to open a world of discovery for our patients – offering the latest treatments through clinical trials and investigating new options for treating and curing childhood disease. Here are just a few of the research highlights from last year.

Autism

A study of our inclusion program published in the Journal of Positive Behavior Interventions showed that more than half of toddlers enrolled in the program were in regular education classrooms at the time of the study. This research has led to national recognition of our inclusion program, which was recently part of a national review of effective, comprehensive programs for young children with autism.

Cancer

Donald Durden, M.D., Ph.D., Director of Research at the Peckham Center for Cancer and Blood Disorders and Vice Chair of Research, Department of Pediatrics, UC San Diego, working with an Emory University researcher, identified a new marker for tumor growth in medulloblastoma that helps determine survival. The biomarker’s discovery also suggests new possibilities in developing targeted therapies.

Dermatology

Rady Children’s Pediatric and Adolescent Dermatology Division conducts more clinical trials than any pediatric dermatology program in the country. This past year, the Vascular Lesion and Birthmark Center, under the direction of Sheila Friedlander, M.D., Professor of Clinical Pediatrics and Medicine, UC San Diego, began participating in an international study evaluating the safety and effectiveness of propranolol (a beta-blocker) to treat significant and deforming hemangiomas. To date, the Center has recruited more infants for this study than any other facility.

Cardiology

This past year, the Rady Children’s Heart Institute conducted or participated in 17 research projects, including a groundbreaking study led by Paul Grossfeld, M.D., that discovered a new gene linked to congenital heart defects.

Additionally, Rady Children’s Heart Institute /UC San Diego was one of a handful of study centers across the nation selected to participate in the Medtronic Melody® Transcatheter Pulmonary Valve (TPV) Post-Approval Study. With TVP technology, surgeons can provide a replacement pulmonary valve less invasively – via a catheter through the patient’s blood vessels – to congenital heart disease patients with a failed right ventricular outflow tract.

Orthopedics

Eric Edmonds, M.D., received the St. Giles Young Investigator Award from POSNA for his clinical work and research in pediatric sports medicine, and Harish Hosalkar, M.D., received a career development grant in total joint and trauma surgery from the Orthopaedic Research and Education Foundation. Dr. Hosalkar is the only faculty member of the prestigious AO Foundation, a non-profit organization focusing on advancement in the field of trauma and musculoskeletal surgery, specialized in advanced trauma fixation on the West Coast.
There is special joy in knowing that you’ve helped a critically ill child. Our donors have – in a real and profound way – touched the lives of the patients and families at Rady Children’s.

**Why Your Help Matters**

Does Rady Children’s really need your support? Yes! As a free-standing, not-for-profit hospital, we rely on community support. We want to ensure that we will always be here to care for the children who need us, reaching new heights in pediatric healthcare. Philanthropy provides:

Life-saving discovery in research, teaching and innovation (page 10).

Support that helps us keep our convenant with the community to care for every child who needs us (page 16).

A safety-net for children with little or no private medical insurance.

A healing environment designed to enrich the experience of patients and their families, covering vital programs and services not reimbursed by insurance.

**Financial Overview**

In fiscal year 2010, Rady Children’s Hospital Foundation raised $15,605,562. Of that, $10,227,225 was from cash donations and $5,378,337 represents new irrevocable planned gifts.
The name for this special group of philanthropists says it all: Circle of Care. Through annual gifts of $10,000 or more, these wonderful donors are linked together to surround our community’s children with the best. The best medicine. The best support. The best care.

For more information on becoming a Children’s Circle of Care Member, contact Jean Larsen at jlarsen@rchsd.org or 858-966-7584
Rady Children’s gratefully recognizes these 2010 North American Leadership Conference sponsors:

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- Golden Eagle Foundation
- The Oki Foundation
- Robert & Anne Burton Foundation

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- Mr. and Mrs. Eric Thode
- Ray and Linda Thomas
- Marie Tuttle
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- Mr. Ted Waitt
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- Mr. and Mrs. Frank R. Warren
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- Mr. Ralph V. Whitworth
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- Mr. and Mrs. Donald M. Young
- Mr. and Mrs. Emad Zawaideh
- Mr. and Mrs. Peter S. Zouvas

*Deceased

**On October 5, our Children’s Circle of Care members joined together at the 2010 Fall Reception with the band, America. Here, the Peckham Family and President and CEO Kathleen Sellick and her husband, Phil Sellick, meet with band members.**
Rady Children’s Legacy Circle recognizes and honors – today – individuals who have generously planned for Rady Children’s in their wills or trusts or have made other forms of planned or deferred gifts. The funds we receive from our Legacy Circle members help provide excellent clinical care, support programs and services that will never be reimbursed by insurance, purchase the latest technology and best equipment, and build new facilities.

Gifts in any amount are meaningful and important to our future.

For more information on including Rady Children’s in your estate plans or other life income gifts, please contact Elise Webster at ewebster@rchsd.org or 858-966-7537.

### 2010 Rady Children’s Hospital Legacy Circle Members

“W e believe that we must give to society,” says Bonnie Sedivec. And Bonnie and her husband, Josef, are doing more than their share.

A teacher who has always loved working with younger kids, Bonnie feels that giving to Rady Children’s is “the natural choice for us. We want to make a difference in children’s lives.”

When they moved to San Diego in 1973, the Sedivecs might never have imagined how important the Hospital would be to them. In 1982, their second son was born with a heart defect, so Rady Children’s Heart Institute is especially near and dear to their hearts. “We care and have deep respect for the level of quality care which Rady Children’s provides,” Bonnie explains.

Bonnie and Josef have encouraged volunteering and philanthropy to be a family affair. “My involvement with Rady Children’s Hospital Auxiliary has been very rewarding and important part of our family’s life,” she says. “Both of our boys have helped over the years and support our work and giving.”

Now, by supporting the Mabel Jessop Endowment through their estate plan and becoming members of Rady Children’s Legacy Circle, the Sedivecs are ensuring that future families will receive the same excellent care.

It is this type of generosity and selflessness that is truly heartwarming.
It’s finally here! Our 279,000-square-foot Acute Care Pavilion opened October 10 – ahead of schedule and several million dollars under budget.

Without your support, we could not have created this amazing building, which will contribute to the practice and science of pediatric medicine worldwide. The Pavilion’s incredible healing environment, magical gardens and state-of-the-art technology and facilities – including the first MRI center for pediatric patients – will be a place of hope and healing for children and families in our community for years to come.

Most important, with 154 new beds to address the critical shortage of pediatric beds in our region – making Rady Children’s the largest pediatric acute-care hospital in California – we will never have to turn a child away because our beds are filled.
Ernest and Evelyn Rady and Family
Rady Children’s Hospital-San Diego

Frank and Joanne Warren and Family
Warren Family Surgical Center

R.L. “Dick” and Eloise Johnston
R.L. “Dick” and Eloise Johnston
Surgical Care Unit

The Rady Family

LEDCOR Construction
NICU Patient Room

The Peckham Family
Peckham Center for Cancer and Blood Disorders

Doug and Patti Holmes and Family
Stephanie and Mackenzie Holmes
Playroom and Classroom

The Holmes Family

The Viterbi Family
Viterbi Family Outpatient Clinic for Cancer and Blood Disorders

Hervey Family Fund
at The San Diego Foundation
Hervey Family Reception Area

The Charity Ball
Spring of Life

The Hervey Family

Not Pictured:
GIFTS THAT INSPIRE

ACUTE CARE PAVILION LEADERSHIP GIFTS

Rady Children’s Hospital Auxiliary Board

Joan and Fabian Gutierrez with son, Liam

From left: James Vargas, 2009 Chair, Rady Children’s Hospital Foundation Board of Trustees; Penny Byrd, President and CEO, Ledcor Construction.

Learn more! Discover more about this invaluable community resources – including facts about the Warren Family Surgical Center, the Peckham Center for Cancer and Blood Disorders, and our Neonatal Intensive Care Unit – on our website at www.rchsd.org.

Letitia Swortwood
L. Swortwood Family Surgical Waiting Center
Price Charities
David L. Collins, MD Surgical Suites

Rady Children’s Magazine | 17
An amazing day, an incredible team and a wonderful new chapter in Rady Children’s history!

Long before the sun came up on October 10, 2010, Rady Children’s team members were ready — checking the final census list, double-checking equipment, making sure everything was in place. There had been months — years — of preparation for this day. And now it had come. The first patients moved into our new Acute Care Pavilion.

It began exactly on time, at 7:30 a.m., as little Kylie Ortega-Lewis (page 1), only 44 days old, made history as the first child to be admitted into the new building.

As NICU and Ortho/Rehab patients were moved one by one, every detail was managed by an outstanding team of caregivers and an ever-vigilant Command Center.

At 9:30 a.m., Nathan Huerta became the first surgery patient in the Warren Family Surgical Center, as Dr. Eric Edmonds cut the ribbon on the operating suite and performed a closed reduction of the fracture on Nathan’s right elbow.

As some patients were settling into their new rooms, those who were in our Rose Pavilion also got special gifts. President and CEO Kathleen Sellick helped deliver beautifully embroidered blankets to all of our 10-10-10 patients.

Shortly before 11 a.m., the Hematology/Oncology patients began their journey, led by Victor Serrano.

By the end of the morning, 64 patients were safely in their beautiful new rooms — finishing the move within two minutes of the original schedule!

Our heartfelt thanks to each of you who helped make this day possible.
The Acute Care Pavilion is the first Leadership in Energy Efficiency Design (LEED)-certified acute-care hospital in California. As a LEED-certified building, the Pavilion is energy efficient and environmentally friendly in every possible way – from the materials used in the construction to how energy is used and released into the environment. Here are just a few of the ways our new building is great for the environment and our patients:

- The building exceeds the state’s energy-efficiency requirements by 15 percent; Rady Children’s received a rebate of more than $330,000 from San Diego Gas & Electric.
- Advanced filtration and air flow throughout the facility provide an exceptionally clean environment for our young patients.
- All of the surgical suites have cooling units above the operating tables, keeping the temperature in the room at an optimal level while saving energy.
Miracle Makers are just that – individuals, corporations and community groups who fundraise for Rady Children’s and make miracles happen every day. Each year, we honor those who have raised more than $500 annually for the Hospital, giving special mention to one Miracle Maker in each of the following four categories.

The 2010 honorees are:

Rite Aid: Outstanding Corporate Miracle Maker.
For the last 16 years, Rite Aid has supported Rady Children’s by selling Children’s Miracle Balloons. This year, Rite Aid’s 10th annual golf tournament raised more than $200,000. In all, Rite Aid has donated more than $1.9 million to Rady Children’s.

Friends of Scott: Outstanding Community Miracle Maker.
This nonprofit, founded in memory of Scott Delgadillo, fundraises for the Peckham Center for Cancer and Blood Disorders. They hold several charity events and host an annual Prom Night for teens with cancer and their siblings.

Sunshine Horton: Most Creative Miracle Maker.
Sunshine Horton has been a Miracle Maker for Rady Children’s for the last 16 years. Her 2010 fundraisers included her second 21-hour Dance-A-Thon and a fashion show to celebrate her 65th birthday and to make a difference in the lives of patients at Rady Children’s.

San Elijo Middle School: Top Youth Miracle Maker.
These middle school students make a difference through a “Penny Wars” fundraiser. The winning homeroom gets an ice cream party, but the real winners are the patients at Rady Children’s. Since 2007, San Elijo has raised $9,000 for the Hospital.

LEARN MORE!
For more information, please call Rady Children’s Hospital Foundation at 858-966-5988 or email miraclemakers@rchsd.org.

Miracle Makers Council
Can you do more? Miracle Makers who raise $5,000 or more enjoy some extra-special complimentary benefits:

• Institutional membership in the Miracle Makers Council
• Invitations to Miracle Makers events and the Rady Children’s Annual Meeting
• Union-Tribune Kids’ NewsDay Recognition Ad
• Rady Children’s Annual Report Recognition
• Listing in the credits of the annual telethon broadcast
• Access to Internet fundraising technology

Most importantly you will help a child. And that is always a very special kind of miracle.
Rady Children’s Hospital Auxiliary has been making a difference in the health and well-being of children since 1953 – one full year before the Hospital first opened its doors.

Ever since, this dedicated group of volunteers has strived to help Rady Children’s meet each new challenge. Today more than 1,200 volunteers continue to support Rady Children’s through fundraising efforts, advocacy and education.

The Rady Children’s Hospital Auxiliary Garden, one of three Carley’s Magical Gardens in our new Acute Care Pavilion, welcomes our families with whimsical artwork in a peaceful and beautiful setting. It is a gift from the Auxiliary to the community, made possible through projects such as Kids’ NewsDay and Unit events.

2010 – 2011 Areas of Designation

- Acute Care Pavilion Equipment Fund
- Al Anderson Center for Dental Care
- Asthma and Allergies Clinics
- Chadwick Center for Children & Families
- Craniofacial Services
- Greatest Needs
- Heart Institute
- Neonatal Intensive Care Unit
- Peckham Center for Cancer and Blood Disorders
- Pediatric Chronic Dialysis
- Rheumatology Department
- Sam S. and Rose Stein Emergency Care Center
- Speech and Hearing Center

Rady Children’s Hospital Auxiliary Board of Directors 2009-2010

President: Michele Prescott
President Elect: Vellet Wyatt Finley
Secretary: Maureen Sage
Treasurer: Lynn Nunez
Advocacy/Education VP: Pam Caldwell
Membership VP: Sherry Beckhart
Miracle Maker VP: Amanda Eoff
Unit Council VP: Natalie Emerson
Ways & Means VP: Harriet Bossenbroek
Past President: Angela Wachtman
Special Events Coordinator: Rowena Treitler
Chaux Talk Editor: Annette Fargo
Fantasy on Ice Chairs Chair: Angela Wachtman & Kathleen Caffo
Kids’ NewsDay Chair: Nada Markley
Historian: Jo Evans
New Unit Coordinator: Elise Molin
Member-At-Large Chair: Heidi DeBerry
Finance Committee: Joyce Seyffert
Advocacy/Education Committee: Bobbie Minton
Ways and Means Committee: Cristen Lebsack
Miracle Maker Committee: Cheryl Steinholt

Rady Children’s Hospital Auxiliary Board of Directors 2010-2011

President: Vellet Wyatt Finley
President Elect: Ann Desmond
Secretary: Marilyn Tobin
Treasurer: Bobbie Minton
Advocacy/Education VP: Heidi DeBerry
Membership VP: Harriet Bossenbroek
Unit Council VP: Rowena Treitler
Ways & Means VP: Karin Whiteley
Ways & Means Committee Member: Pam Caldwell
Miracle Makers VP: Paula Cook
Advocacy/Education Committee Member: Cordelia Mendoza & Karen Haak
Membership Committee Members: Elise Molin
Fund Development Director: Elizabeth Goodman
Special Events Coordinator: Nada Markley & Cheryl Steinholt
Kids’ NewsDay Co-Chairs: Peggy Webb
Miracle Maker Committee Member: Joyce Seyffert & Sharla Coyle
Finance Committee: Annette Fargo
Chaux Talk Editor: Kathleen Caffo & Heather Wolff
Fantasy On Ice Co-Chairs: Kathleen Caffo & Heather Wolff
A Floral Fantasy helped our new Acute Care Pavilion grow and blossom, raising more than $247,000 to bring the new building to life. We are deeply grateful to the Charity Ball Committee, all of whom tended to the proud philanthropic tradition of Charity Ball with love and care.

The 101st Anniversary Charity Ball Committee

Marleen Shook - Chairman
Dulie Ahlering - Co-Chairman
Chris Andrews
Betty Brayshay
Barbara Brown
Carol Chang
Liz Copley
Marilyn Cornwell
Carol Damon-Scherer
Darlene Davies
Fran Dolan
Susanne Duffy
Gayle Eales

Kate Engler
Mari Fink
Cathy Frost
Joy Frye
Nancie Geller
Alison Gildred
David Gillig
Bonnie Hage
Lori Haynes
Rosalyn Herbert
Susan Houser
Dawn Ivy
Debi Kelly
Kathy Kim

Windie Knoth
Allyson Ledsam
Roxi Link
Debbie Malloy
Kari Martone
Kimberly Miller
Bernadette Miller
Lynn Mooney
Ellen Moxham
David Nelson
Charlotte Nielson
Chris Ong
JoEllen Parsons
Christy Pasela-Billings

Jean Purcell
Lauren Root
John Rush
Maureen Sage
Mary Schrubbe
Kathleen Sellick
Stephanie Shook
David Siccardi
Phyllis Snyder
Lisa Vieira
Sandy Walrod
Cathy Webster
Jane Wilson
Susan Wilson

The Charity Ball has always had a heart for children. At the 102nd Charity Ball on February 19, 2011, Chair Lisa Hamlin Vieira and her committee will keep that heartbeat strong. All proceeds will benefit the new Heart Transplant Program at Rady Children’s.

Did You KNOW?

SHAMU & YOU: WALKING FOR A GREAT CAUSE

It’s not unusual to see walkers, runners and strollers in the Mission Bay area. But nearly 3,500 of them all at once? They were out on Saturday, October 2, 2010, for the 4th Annual SeaWorld Shamu & You Family Walk presented by San Diego County Credit Union. This was a wonderful opportunity for San Diegans of all ages to enjoy a fun morning, all while fundraising for a great cause – sick and injured kids at Rady Children’s.

We would like to commend all of the teams that participated this year, but especially those with special mention:

Largest Team – Walmart (244 members) • Most Creative Team – Team Bonz • Most Spirited Team – One Crazy Grandma

All told, the 2010 Walk raised $292,000. The Top Fundraising Team was Brian’s Team, raising nearly $104,000.

The 2009 walk raised more than $200,000 for Rady Children’s. The Top Fundraising Team was Brian’s Team, and the Top Fundraiser was Nan Black.

MARK YOUR CALENDARS!

The 2011 Walk will be on October 1, 2011.
“I am fully committed to Rady Children’s – both professionally and personally,” explains Anthony Magit, M.D., on why he became part of the Physician Partnership. Dr. Magit, a pediatric otolaryngologist (ENT specialist), has worked at Rady Children’s for 17 years and is currently the hospital’s Chief of Staff.

Dr. Magit and his wife, Regina Fleming, M.D., Director of Student Health at UCSD, chose to designate their gift to the Integrative Medicine Program at the Peckham Center for Cancer and Blood Disorders. Dr. Magit was influenced in part by his father, an anesthesiologist who was interested in integrative medicine. Their choice of the Peckham Center also has a personal connection.

Drs. Magit and Fleming have two children, a 19-year-old daughter and a 20-year-old son. When their son Jacob (Jake) was 17, he was diagnosed with lymphoma and treated at Rady Children’s. “We are extremely grateful for the outstanding care Jake received,” says Dr. Magit. “We decided the Physician Partnership was a great way to give back.”

GOLD, SILVER, BRONZE

"PHYSICIANS HEALING HELPING AND GIVING"

For more than half a century, Rady Children’s physicians have been on the frontlines, caring for patients, doing research and helping families cope with illness and injuries. Our affiliated physicians work tirelessly to do everything they can for each child in their care. And now they are doing even more.

Rady Children’s physicians who have given generously in support of a variety of critical initiatives, research and equipment. Thanks to a 1:1 match, their generous gifts are working twice as hard to improve the quality of care for our patients. Through their generosity, the Physician Partnership has raised more than $365,000.

Platinum

Henry G. Chambers, M.D.
Steven R. Cohen, M.D.
Kenneth L. Jones, M.D.
Marilyn C. Jones, M.D.
Irvin A. Kaufman, M.D.
Donald B. Kearns, M.D., MMM
Herbert C. Kimmons, M.D., MMM
Leonard M. Komreich, M.D.
Cynthia L. Kuelbs, M.D.
Paul S. Kurlin, M.D.
Anthony E. Magit, M.D.
Scott J. Mubarak, M.D.
Robert O. Newbury, M.D.
Peter O. Newton, M.D.
San Diego Imaging Medical Group
Michael L. Segall, M.D.
Iona S. Szer, M.D.

Gold, Silver, Bronze

Madhu Alagiri, M.D.
Lynne M. Bird, M.D.
Edgar D. Canada, M.D.
Nathaniel A. Chuang, M.D.
Alvin H. Faierman, M.D.
Jim R. Harley, M.D.
Jeanne Huang, M.D.
George W. Kaplan, M.D.
Stanley E. Kirkpatrick, M.D.
John J. Lamberti, M.D.
Safoura Masoumii, D.D.S.
Hal S. Meltzer, M.D.
Mark P. Nespeca, M.D.
Daniel A. Ness, M.D.
Thomas E. Page, M.D.
Raymond M. Peterson, M.D.
Dennis R. Wenger, M.D.
Wendy K. Wright, M.D.
Paul J. Zlotnick, M.D.

Partners

Joyce A. Adams, M.D.
Crystal Angelopoulous, D.M.D.
Nadine Benador, M.D.
Glenn F. Billman, M.D.
Bruce Bower, M.D.
John S. Bradley, M.D.
Edward W. Brown, M.D.
Jonathan D. Bui, M.D.
Dori N. Cage, M.D.
Elaine H. Cohen, M.D.
Dana Connolly, M.D.
John R. Crawford, M.D.
Marvalyn E. DeCambre, M.D.
John J. Dente, M.D.
Magdalene A. Dohil, M.D.
Susan E. Duthie, M.D.
Eric Edmonds, M.D.
Lawrence F. Eichenfield, M.D.
Michael A. Flynn, M.D.
Sheila F. Friedlander, M.D.
Marvin L. Gale, M.D.
Sivathilaka S. Ganesh, M.D.
Paul D. Grossfeld, M.D.
Elizabeth A. Hicks, M.D.
Misako Hirota, D.M.D.
Cynthia C. Hoecker, M.D.
Ralph E. Holmes, M.D.
Carlos F. Jimenez, M.D.
Brett L. Johnson, M.D.
Patricia P. Juarez, M.D.
Barbara J. Kabes, M.D.
Manilyn J. Kaufhold, M.D.
Michael A. Keefee, M.D.
Ajai Khanna, M.D.
Karen M. Kling, M.D.
Gail R. Knight, M.D.
Hilary B. Krause, M.D.
Henry F. Krous, M.D.
John A. Leake, M.D.
Michael J. Levy, M.D.
Guy C. Lichly II, D.D.S.
Meerana Lim, M.D.
Lester Machado, D.D.S.
Denise M. Malicki, M.D.
Ingrid L. Martinez-Andree, M.D.
Sidney K. Merritt, M.D.
Chetan Mistry, M.D.
Kenneth H. Morris, M.D.
Georgeta Muntean, M.D.

GIFTs THAT INSPIRE

Physician Leader Dr. Anthony Magit: Committed and Caring – and Giving Back

“I am fully committed to Rady Children’s – both professionally and personally,” explains Anthony Magit, M.D., on why he became part of the Physician Partnership. Dr. Magit, a pediatric otolaryngologist (ENT specialist), has worked at Rady Children’s for 17 years and is currently the hospital’s Chief of Staff.

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If you receive an extra copy of Rady Children’s Magazine, please call Donor Services at 858-966-7749 so we can reduce our mailing costs.

For more information on Rady Children’s Hospital-San Diego and a calendar of events:

Our website: www.rchsd.org
Facebook: www.facebook.com/radychildrens
Twitter: www.twitter.com/radychildrens
Flickr: www.flickr.com/photos/rchsd
YouTube: www.youtube.com/radychildrens