Rady Children's Magazine

Hospital San Diego

Annual Report Edition 2011

Rady Childrens

Hospital San Diego

What it means to you. What it means for kids. **SDE**RADY CHILDREN'S MAGAZINE

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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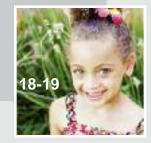
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On the Cover

Zara Brazel joined our Rady Children's family as a patient. Today, she is an Honorary Chair for The Campaign for Rady Children's. Find her story on page 19.

Go to our website at www.rchsd.org to learn more about programs and services at Rady Children's.

Mykenzi: A True Miracle Girl

Any parent will tell you that their baby is a miracle, but few can know the true meaning of the word more than Trish and Matt Jankowski.

Watching their daughter, Mykenzi, grow is a special joy, made possible by the care of a whole team of Rady Children's physicians and scientists – and by the courage of an amazing little girl determined to beat the odds from the very beginning.

Even before Mykenzi was born, there were complications. She was diagnosed in utero with Turner syndrome, a chromosomal abnormality which manifests in every patient differently – including

short stature, swelling, low hairline, low set ears, congenital heart disease, hypothyroidism, diabetes, vision problems, hearing concerns, many different autoimmune diseases, and, in some cases cognitive impairment.

It also meant that Mykenzi only had a one in 100 chance of making it full term.

But Mykenzi was a fighter. Although affected by almost all the possible complications, her spirit is an inspiration to her family.

Her diagnosis was confirmed when she was 2 days old, and because there is no cure for Turner's syndrome, her treatments began. Mykenzi had heart surgery when she was 2 weeks old and has had a dozen other surgical procedures since. She also receives a steady regimen of growth hormones.

Many of the treatments that are helping Mykenzi are made possible through innovative research conducted at Rady Children's





and UC San Diego (see box). The amazing discoveries in heart surgeries and hormone therapies will help children here in San Diego and around the world.

Today, Mykenzi is a whirlwind of energy -a bright and happy 5-year-old. She faces challenges ahead, such as a future aortic valve replacement, but continues to grow and thrive -a miracle, in every sense of the word.

Clinical trials currently underway by doctors at Rady Children's and UC San Diego can help children with Turner syndrome, including some of the following studies:

- Dr. John Moore, Rady Children's Cardiology Division Chief and Professor of Clinical Pediatrics at UC San Diego, is studying new stents used in surgeries for coarctation of the aorta.
- Dr. John Lamberti, the Eugene and Joyce Klein Director of the Heart Institute at Rady Children's and Professor of Surgery at UC San Diego, is studying the possible benefits of using the CryoValve SGAV as an aortic valve replacement.
- Dr. Michael Gottschalk, Rady Children's Endocrinology Division Chief and Clinical Professor at UC San Diego, is conducting research involving the drug Increlex for growth failure.
- Dr. Ron Newfield, Rady Children's Endocrinologist; Associate Clinical Professor of Pediatrics, UC San Diego, is studying a hormone therapy called Genotropin in short-stature patients.

For more information about Discovery at Rady Children's, visit www.rchsd.org.



Making Our Community Proud A Message from the Board Chairs

This last fiscal year marked an amazing milestone in our history: Rady Children's became the largest children's hospital in California – and the sixth largest in the country. As Chairs for the governing boards, we have never been so proud to be a part of the Rady Children's family.

Our pride, though, is not so much that we are the biggest; it comes from our commitment to being the best at providing healthcare to the children in our community.

We take our obligation to our community very seriously, and we believe that shows in our financial management (page 10), increased access to programs and services (pages 5-6), and our dedication to Discovery (page 19). There is pride for all to see in the amazing advances and superior care that happen within Rady Children's, knowing that we are helping children here and across the nation.

For those of you who volunteer your time and talents or give so generously to us, we thank you. This report is dedicated to you – and all you do for children. Your dedication and commitment makes us all proud every day.



And 242

David F. Hale *Chair*

Rady Children's Hospital and Health Center Rady Children's Hospital-San Diego

Cathy Polk

Cathy C. Polk *Chair Rady Children's Hospital Foundation*

2011: A Year of Growth and Innovation A Message from the CEO

Looking back over the last 12 months, I have seen our Hospital and its extraordinary physicians, nurses and staff excel in so many ways. In May, that excellence was prominently recognized when Rady Children's was ranked among the nation's best children's hospitals in all 10 pediatric specialties surveyed by U.S. News & World Report (page 8).

Our growth has been marked not just by size and recognition, but by our hallmark dedication to delivering the best care, technology and innovation to our region's children.

Collaboration has long been important to our Hospital. Our partnerships with the region's major healthcare systems, along with the UC San Diego School of Medicine, enable us to always put children first. In April, with our new partner Sanford Health, we began serving the families of North County through our new "Castle of Care" in Oceanside (page 5).

Another milestone was our launch of The Campaign for Rady Children's (page 18), the public phase of our effort to raise \$220 million by 2012. Kids are at the center of everything we do at Rady Children's, and the Campaign is no different. Three former patients – Kassidy, Ian and Zara – are the Campaign's Honorary Chairs and represent its three main components: care, lifesaving technology and discovery. These children are joined by another two important Honorary Chairs: Tracy and Trevor Hoffman, who are longtime supporters of Rady Children's.

Thank you for your support of Rady Children's. We can look back at the growth and innovations of the last year with satisfaction, and, because of your compassion and support, look forward to a future filled with promise..



With Warmest Regards,

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Kathleen A. Sellick President and Chief Executive Officer

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Leaps forward...

Last year, Rady Children's cared for 154,418 children, up nearly 5 percent from last year.

There were **70,878** visits to the Sam S. and Rose Stein Emergency Care Center, up 4 percent, and **38,737** visits to our Urgent Care Centers, up 15 percent. *Learn more on page 9*.

This Annual Report highlights the many achievements of the past year; we invite you to learn even more by visiting our website at **www.rchsd.org**.

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Milestones 2011: The Fiscal Year in Review

Expansion

More facilities to help more children.

Rady Children's began the year by reaching new heights – in every way – with the opening of our new Acute Care Pavilion (ACP) on 10-10-10. Completed ahead of schedule and under budget, the 279,000-square-foot building is now home to the Peckham Center for Cancer and Blood Disorders, the largest pediatric hematology/oncology program serving San Diego, Riverside and Imperial counties; a Neonatal Intensive Care Unit with home-like private rooms; and the Warren Family Surgical Center with advanced surgical suites.

The ACP added 154 beds to Rady Children's, making our Hospital the largest children's hospital in California.



Castle of Care

Frost Street

In March, we celebrated the opening of the North Coastal Center in Oceanside, an amazing "Castle of Care," made possible by a partnership between Rady Children's and Sanford Children's Health. The new Center provides primary care, urgent care and various medical specialties, as well as developmental services, outpatient psychiatry services, and child abuse prevention and treatment services.



On our Kearny Mesa campus, we expanded as well, purchasing two new buildings at 7910 and 7920 Frost Street, providing critically needed space for pediatric research, expanded outpatient services and meeting rooms.

Our planned research institute next to the Hospital campus will house all patient-based research, including clinical trials. The top physicianscientists, clinicians, statisticians, epidemiologists and bioinformaticists will be in one location, sharing information and collaborating to find treatments and cures. Currently, more than 160 clinical trials and 250 other research projects are underway at Rady Children's/UC San Diego School of Medicine.

For more information on Rady Children's locations and services throughout our region, visit www.rchsd.org and click on Our Care.



Milestones 2011: The Year in Review

New Programs and Services

Medical West

Continuing to meet the needs of children and adolescents, Rady Children's opened our Medical West unit, an inpatient treatment unit for patients with eating disorders. Before the advent of this unit, San Diego did not have an organized pediatric inpatient program for patients in need of treatment for anorexia and bulimia. Patients were treated on an outpatient basis or referred out of the area to receive services.



New MRI

Another innovative service that Rady Children's now offers families is a kid-friendly MRI.

Sharp and Children's MRI Center features a state-of-theart GE Discovery MR450 with the CinemaVision system that allows children to watch a movie or listen to music while being scanned. To make the process even more kidfriendly, the entire MRI suite – including the MRI itself – is decorated in a cartoon sea creature theme.

Providing the most advanced technology is crucial in fulfilling our Mission – and philanthropy plays a critical role in providing new equipment and services. Ledcor Construction Inc., for instance, provided a leadership gift in funding our new child-friendly MRI. To learn more about technology, see page 19.

Our Epic Journey

EPIC – our electronic medical records system – also took a major step forward with the implementation of its inpatient services phase. And MyChart, a secure online health connection for patient families, continues to expand, offering a convenient way for parents to access their children's medical records online and through their smartphone.



Dr. Ariel Feldstein

Welcome to Dr. Feldstein

In August, Rady Children's was pleased to announce that Ariel Feldstein, MD joined the Hospital staff as the new Chief of the Pediatric Division of Gastroenterology, Hepatology and Nutrition. Dr. Feldstein is regarded as a leading physician-scientist in the field of pediatric hepatology. "My vision is to continue to strengthen the work that is being done at Rady Children's and in the next several years become one of the top five programs in the country," says Feldstein.

Awards and Honors

Rady Children's Earns Green Globe Award

In June, Rady Children's received a Green Leadership Award from BD (Becton, Dickinson and Company) at its World Environment Day celebration. Rady Children's was recognized for its commitment to sustainable healthcare by implementing innovative programs to reduce its environmental impact. "We are pleased to acknowledge Rady Children's for its commitment and leadership to a more sustainable healthcare environment," said Alberto Mas, President, BD – Medical Surgical Systems.

2011 San Diego Magazine Top Doctors

The October issue of *San Diego Magazine* honored 98 Rady Children's physicians named as 2011 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.



Kathleen Sellick: Woman of the Year

Rady Children's President and CEO, Kathleen Sellick, was named 2011 Woman of the Year by *San Diego Magazine*. This prestigious award is given to women who are providing exceptional leadership for the San Diego region. More than 140 women were nominated this year, and Kathleen joins an extraordinary group of past honorees.



Three different injuries nearly shattered Kevin Grendell's dreams to be a pro baseball player. Today he is 100 percent! Learn more at www.rchsd.org/YourVisit > Patient Stories.



U.S. News & World Report Honors

In its August 2011 issue, U.S. News & World Report ranked Rady Children's among the top children's hospitals in the nation in all 10 pediatric specialties it surveyed. 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.



Our Ranked Specialties – Behind the Numbers:

Orthopedics, #4 Of all Rady Children's ranked specialties, Orthopedics had the highest reputation score by far: Close to 50 percent of orthopedic specialists surveyed named Rady Children's as one of the best. Orthopedics also ranked among the highest in patient volume and scored in the "superior" range for nurse/patient ratio.

Urology, **#13** Based on patient volume, Rady Children's Urology tied for #4 in the nation, as well as earning high marks for success in preventing surgical complications.

Neonatology, **#21** Neonatology ranked #1 in nurse-patient ratio, outscoring every other children's hospital in the survey, and moved up five places from last year's ranking.

Diabetes and Endocrinology, **#24** We are among the top eight hospitals in Diabetes Management and tied for #7 for Overall Infection Prevention, outscoring the number one ranked hospital in this category (Children's Philadelphia).

Cancer #25 Rady Children's achieved the highest possible score for five-year survival rates from acute lymphoblastic leukemia and outscored Children's Hospital Boston (the number one ranked hospital in this specialty) for Overall Infection Prevention.

Pulmonology, **#28** Pulmonology received the maximum score (10 out of 10) for Asthma inpatient care, which is based on survival, length of stay and readmissions.

Nephrology #29 We achieved the highest possible score for preventing kidney biopsy complications.

Cardiology #30 Cardiology is ranked among the top seven children's hospitals with the highest possible score for surgical survival. We also scored among the top 14 with the highest rankings for success in preventing ICU bloodstream infections.

Gastroenterology #31 Gastroenterology scored among the top nine hospitals for Overall Infection Prevention.

Neurology and Neurosurgery #37 Rady Children's scored among the top 25 in surgical survival, epilepsy management and surgical volume.



Care and Services

In fiscal year 2011, Rady Children's:

- Provided care to 154,418 children.
- Coordinated 109, 615 visits to the Sam S. and Rose Stein Emergency Care and our Urgent Care Centers.
- Helped 1,053 trauma patients.
- Performed 21,450 surgeries at the Warren Family Surgical Center.
- Made important discoveries at our Autism Discovery Institute, which have been published in prominent medical journals.
- Provided trauma counseling to more than 1,400 children and parents involved in child abuse, domestic violence or other forms of trauma at our Chadwick Center for Children & Families.
- Hosted more than 2,000 people from the United States and around the world at The San Diego International Conference on Child and Family Maltreatment.
- Treated 370 patients at the Peckham Center for Cancer and Blood Disorders. There were 15,444 outpatient clinic visits, 192 newly diagnosed cancer patients and 22 blood and marrow transplants.
- Performed 287 open-heart surgeries, 241 closed-heart surgeries and 15,000 electrodiagnostic studies at our Heart Institute.
- Saw more than 2,200 patients at our Eczema and Inflammatory Skin Disease Center.
- Cared for more than 748 infants at Rady Children's Neonatal Intensive Care Unit, an average of 41 babies every day.
- Performed 86 craniofacial surgeries, 64 surgeries for skull tumors and three surgeries for complex developmental encephaloceles through our Neuro-Craniofacial Program.
- Coordinated 56,527 visits to Rady Children's orthopedic clinics. The Orthopedics Division was ranked No. 4 by U.S. News & World Report for the third year in a row (see page 8).

At Rady Children's, we are committed to discovering cures and treatments for childhood disease and injury – through the most advanced research, the finest teaching, and innovation in everything we do.

With our esteemed research partner, the University of California, San Diego (UC San Diego) School of Medicine, we are poised to take our research to the next level. This will involve studying the genome – the complete set of DNA – of pediatric patients (genomics research), and how environmental and other factors influence genes (epigenomics research).

Our teaching program helped train:

- 230 medical students
- 26 pediatrics interns (Navy and UC San Diego programs)
- 310 residents in 16 specialties
- 107 fellows in 24 specialties



Financial Responsibility

R ady Children's is dedicated to fulfilling its commitment to the community to provide accessible, high-quality pediatric healthcare by investing in patient care programs, cutting-edge equipment and technology, and modernizing and expanding facilities.

In fiscal year 2011, Rady Children's operating income was \$53.2 million. Total operating revenue and expenses increased by approximately 16 percent and 13 percent in 2011, respectively. Rady Children's experienced record volumes in 2011, with patient days increasing approximately 8 percent.

In 2011, Rady Children's provided \$6.8 million in charity care through its Financial Assistance Program to patients eligible for assistance. Management has worked to steadily improve this program, which has contributed to the total number of accounts approved for charity care increasing by approximately fourfold since 2006. In addition, the Financial Assistance Program has contributed, in part, to the \$6 million reduction in provision for bad debts from \$12.7 million in 2010 to \$6.7 million in 2011.

The strong financial performance enables Rady Children's to re-invest in patient care programs and services to advance our mission.

Rady Children's credit ratings:

- Moody's has affirmed its existing credit rating of "A2" with a stable outlook.
- Fitch has provided a rating of "A+" with a stable outlook.



Anna Bowen has blossomed through programs offered at Rady Children's Autism Discovery Institute. Learn her story at www.rchsd.org/YourVisit > Patient Stories.

Five-year-old Cristian Serrano is one of 100 local children with Kawasaki disease. Learn more at www.rchsd.org/YourVisit > Patient Stories.

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Children's Circle of Care

In 1995, our 12 founding San Diego members of Children's Circle of Care set out to support pediatric healthcare in a very meaningful and profound way. With annual gifts of \$10,000 or more, those first members joined with Children's Circle of Care members from 19 prominent children's hospitals in the country and started a national movement to improve pediatric healthcare across the nation and around the globe.

Today, the impact of Children's Circle of Care is greater than ever. Since 2007, our 1,035 San Diego members have raised more than \$166 million – and every dollar has helped kids right here at home.

To learn more, please contact Jean Larsen at 858-966-7584 or jlarsen@rchsd.org.

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GIFTS THAT INSPIRE Kris Dickinson

For the Dickinson Family, helping the children and families at Rady Children's is a proud tradition. "It all started with many of my family members volunteering and serving on various boards," says Kris Dickinson. "My grandparents made their first gift in the 70s. Having quality education and the best medical care available right here in San Diego was very important to them."

Kris is now the Executive Director of The Donald C. & Elizabeth M. Dickinson Foundation, generous Circle of Care donors. He helps in another important way, too, donating his time and leadership as Trustee for Rady Children's Hospital Foundation.

Our Children's Circle of Care members share in the satisfaction of helping children in a profoundly meaningful way. They also share in the fun of exclusive events, like our fall celebration with a private performance by Three Dog Night, and a chance to meet physicians and learn more about care, technology and discovery at Rady Children's.



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Mr. and Mrs. Roger G. Roux Mr. and Mrs. Peter A. Rubenacker Mr. and Mrs. David Ryan Mr. and Mrs. Jean-Claude Saada Mrs. John M. Sachs Blair and Georgia Sadler Mr. and Georgia Sadler Mr. and Mrs. William Sailer T. Denny Sanford Mr. and Mrs. Troy A. Sears Mr. and Mrs. Troy A. Sears Mr. and Mrs. Phillip G. Sellick Ms. Nathalie Sherman Mr. and Mrs. John Simon Sara and Tom Singer Mr. and Mrs. John Simon Sara and Tom Singer Mr. and Mrs. David R. Snyder Mr. and Mrs. David R. Snyder Mr. and Mrs. Steven Sourapas Mr. and Mrs. Jerome P. Stein Mrs. Donna Strazzeri Mr. and Mrs. Joseph J. Strazzeri, Esq. Gaby and Rich Sulpizio Marcia Hart Swanson and Tim Swanson Ms. Letitia Swortwood Mr. Kevin Tang and Dr. Hae-Young Tang Ray and Linda Thomas Mr. and Mrs. Stephen L. Tomlin Mr. and Mrs. James F. Vargas Lisa and Glen Vieira Dr. and Mrs. Andrew Viterbi Ms. Joan Waitt Mr. Ted Waitt Ken and Julie Warren Mr. and Mrs. Frank R. Warren Mr. and Mrs. Ralph V. Whitworth Mr. and Mrs. Scott N. Wolfe Mr. and Mrs. Brent Woods Mr. and Mrs. Dale Yahnke Mr. and Mrs. Dale Yahnke Mr. and Mrs. Donald M. Young Mr. and Mrs. Irwin M. Zalkin Mr. and Mrs. Peter S. Zouvas

*Deceased

**Membership is based on calendar year giving.



Your legacy. A child's future.

Legacy Circle members help us create a healthier future for new generations of children – helping us keep our covenant with our community to be there for families – now and for years to come – through wills, trusts, and other types of planned or deferred gifts.

Including Rady Children's in your estate is a natural – and surprisingly easy – way to continue to support our community's children. You will be leaving a legacy that will be rediscovered by thousands of families every year, for generations to come.

For more information, please contact Elise Webster at 858-966-5804 or ewebster@rchsd.org.

2011 Rady Children's Hospital Legacy Circle Members

Anonymous (58)

- Anonymous-Mabel Jessop Endowment Fund (2)
- Geraldine Adams
- Edward and Georgette Alvarez
- Taryl Andersen
- Maria and John Assaraf
- **Susan Barnes
- Marvin M. Barofsky
- Peggy Barrett
- Berger Mulligan Revocable Family Trust
- Mary C. Bishop
- The Honorable Walter L. Blackwell III and Maureen Blackwell
- Jim and Betsy Boaz Mabel Jessop Endowment Fund
- **John R. Bogaert

**Vince and Camilla Borchers

- **John L. and E. Lynn Bown
- **James M. and Gladys R. Brower
- Barbara J. Brown Mabel Jessop Endowment Fund
- Cathy and Michael Brown Mabel Jessop Endowment Fund
- **M.T. "Terry" Bucknum
- Spencer and Pamela Burkholz
- Terry J. Butler
- Phillip D. Campbell
- Dr. and Mrs. Edgar D. Canada

- Angelica Camargo & Frank Lowthers -Mabel Jessop Endowment Fund
- Sue and Dan Carter
- Leslie and Shlomo Caspi Lynn F. Cassidy - Mabel Jessop
- Endowment Fund
- Jill and Dr. Hank Chambers
- **Jack and Joy Charney
- Rosea Lynn Churchill in Celebration of Dalice Lee Churchill
- Kevin and Cindy Clark Mabel Jessop Endowment Fund
- Michael C. and Elizabeth A. Copley
- **Virgil and Virginia Cowan
- **Mary A. Crowley
- **Michael F. Crowley
- **Dan and Mary Dahl
- Charles and Darlyn Davenport Mabel Jessop Endowment Fund
- **William A. and Kathy Davidson
- Mimi Groom Davis Mabel Jessop Endowment Fund
- Paula H. and Charles E. Day Mabel Jessop Endowment Fund
- Carmen Delgadillo in Memory of Scott Delgadillo - Mabel Jessop Endowment Fund
- Francoise Demerson-Baker
- Penny and Harold Dokmo
- **Richard W. and Frieda E. Dunn

- Leslie and Scott Dupree Mabel Jessop Endowment Fund
- **Marcela Eck
- Jolene Elconin and Family
- Greg and Judy Ervice
- **James F. and Masako Falk
- Helen Farschon
- Ted and Ruby Ferrell
- Robert and Norma Fethler
- Bernice and Harry Fingerman in Memory of Peter Fingerman
- Mari and Michael Fink Mabel Jessop Endowment Fund
- **Stephen and Alva Fiorentino
- Sue and Dean Fledderjohn Mabel Jessop Endowment Fund
- **Frank L. and Genevieve E. Fogg
- **Erwin and Anna Mae Forman
- George E. Francis
- Alexandria K. Franciscan
- **Robert B. and Shirley S. Fromm
- **Greg, Norma and Bryan Gaertner
- **Dr. and Mrs. Allan D. Gale
- Elaine and Murray Galinson
- Anne and John Gilchrist, Jr.
- Mr. and Mrs. John M. Gilchrist, Sr.
- **Hugh R. and Gladys R. Gildow
- David and Paula Gillig Mabel Jessop Endowment Fund
- **John and Joyce Green Vicente and Alicia Guarner **Gregory A. and Barbara S. Haefele Jeridean J. Hafter - Mabel Jessop Endowment Fund Mr. and Mrs. J. Scofield Hage - Mabel Jessop Endowment Fund Elizabeth Halouzka, DC Phil and Angee Hansen - Mabel Jessop Endowment Fund **John I. and Jean E. Hardy Carlee and Rick Harmonson **Paul D. Harter **Allen C. and Georgia F. Hartsock Stephen A. Hebert, M.D. Murray and Jackie Helm Bruce and Nancy Henderson William and Diana Herron **Karla J. Hertzog John W. and Margaret D. Holl Jim and Tammy Hollins **Herbert E. and Anne M. Hopkins Mrs. Aubrey J. Hopkins Patricia Houchins Jean Hunt **John Huth

Cammie and Jon Glaze - Mabel Jessop

Endowment Fund

GIFTS THAT INSPIRE Joyce and Jere Oren

For Rancho Santa Fe residents Joyce and Jere Oren, philanthropy isn't just a word; it's a way of life. "My idea of philanthropy is to give it all away," says Jere. "I feel like if I can do something to help someone else, then that's what I should do."

The Orens recently established a charitable gift annuity in the amount of \$100,000 designated for the Peckham Center for Cancer and Blood Disorders at Rady Children's. By establishing a charitable gift annuity, the Orens receive income from the gift for the rest of their lives, after which the remainder of the annuity transfers to Rady Children's.

When the Oren's daughter was little, she was treated for a staph infection at Boston Children's, and Jere recalls how impressed he was by the hospital's dedication to children. His gift to Rady Children's is his way of giving back to pediatric medicine, and through their generosity, the Orens are doing their part to take care of things for San Diego's children - and leaving a rich legacy for the future.

"I wanted to do it now," he says, "and enjoy the thrill of seeing others enjoy the fruits of my labor."

**Mary Sue Hyatt	**Colin F. and Kitty I. McDonald	Martha Rodriguez	John and Bettie Walsh
Nikki and David Jackson - Mabel Jessop	**Patrick McDougall	Lucianna Lynn Rosecrans in Celebration	Julie and Kenneth Warre
Endowment Fund	**Curtis R. and Virginia A. McKenzie	of Nicholas Owen Rosecrans	James and Jean Waters
CDR Daniel W. and Martha Addalee	**Rod A. and Shirley B. McLennan	Albert Roth	Elise and Mike Webster
Jacobson USNR (Ret.)	The Meadors	The Peter and Ingrid Rubenacker Family	The Wettlaufer Family
James and Susan Jenkins	Catherine L. Meyer - Mabel Jessop	Blair and Georgia Sadler	Juanita Whear
Carol D. and Ronald L. Johnson	Endowment Fund	Jodi and Terry Savage - Mabel Jessop Endowment Fund	Scott and Cissy Wolfe
J. Monroe Jones - Mabel Jessop Endowment Fund	Elizabeth and Louis Meyer	Bonnie and Josef Sedivec - Mabel Jessop	Douglas N. Young
	Neil and Anna Mintz	Endowment Fund	John Zathas
**John and Deborah Joyce	**Charles H. and Carole S. Mitchell	**John Russell Slater	Elizabeth Ziliankoff
**Barbara Berman Katz	**Bent S. and Rita Moller	**Spencer A. "Jay" Smith, Jr.	Doris A. Zylstra
Drs. Nancy and I.A. "Buzz" Kaufman Mr. and Mrs. John Keilman - Mabel	Sam and Mona Morebello - Mabel Jessop Endowment Fund	Phyllis and David Snyder	-
Jessop Endowment Fund	**Richard and Klementyna Newkirk	**Jack D. and Dorothy E. Spencer-Jones	**Charter Members
**Quincella P. Kimbrough	Ron Neuhauser	Mr. and Mrs. Joseph Strazerri	
Gordon and Nancy Kinley	Robin and James Olson – Mabel Jessop	**Ruth R. Steiner	
**Joyce F. Klein	Endowment Fund	**Donald K. and Mabel G. Sullivan	
**Jeffrey B. and Bonny Knight	Jere and Joyce Oren	Tim and Marcia Swanson	
**Jeri L. Kroosz	**Louis C. and Sylvia Perna - Mabel	The Thiemann Family	
**Stephen and Carrie Lansker	Jessop Endowment Fund	**Josephine Thomas	
Jean M. Larsen	Wayne R. Perry	Ken Treshow in Celebration of Kaaren	
Ted and Marlyn Lawson	**Joan L. Peterson	Louise Treshow	
**Richard F. Le Blanc	**Paul A. and Barbara J. Peterson	**Pauline Travis Smith	
Theo Lewis	Gilbert and Renee Peyton	Marie Tuthill	
**Dr. Victor Y. and Thelma K. Lindblade	**Jean C. Phillips	Lisa and Paul Van Dolah	
Mrs. E.G. Loesch	**Hans D. and Doris W. Pieper	James F. and Fran Vargas	
**Dr. Elizabeth Lynn	**Virginia M. and Donald R. Pierce	Angela and Kirk Wachtmann - Mabel Jessop Endowment Fund	
Minnie M. Maloof, Family Endowment Fund	Sandy and John Price - Mabel Jessop Endowment Fund	' Susan and Jim Wade - Mabel Jessop	
Mike and Dennie Maslak - Mabel Jessop	**Drs. Romeo A. and Milagros Y. Quini	Endowment Fund	
Endowment Fund	Evelyn and Ernest Rady	Eric T. Wagner	
Mrs. Kyoko Matsuda	Martina Reed	Mike and Terri Wahl - Mabel Jessop Endowment Fund	
**Lee E. and Ruth S. Mattei	Lyn and Philip J. Rice	Andrea Naverson Wait and Dwight Wait	
		•	•



Kenneth Warren nd Jean Waters d Mike Webster tlaufer Family Nhear d Cissy Wolfe N. Young thas n Ziliankoff



R ady 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.

How You Can Get Involved There are three fun and satisfying ways to support the Auxiliary:

CELEBRATE!

Make a gift to the Honoring, Remembrance and Celebration Fund to express gratitude or commemorate those people who have touched and enriched our lives. Those being honored will have their names beautifully handwritten in the *Book of Honoring* or *Book of Remembrance*, displayed in the Rose Pavilion. Celebration Tiles are tribute gifts that are also available for contributions totaling \$5,000 or more. These 8" x 8" tiles are designed by the donor and displayed in the Rady Children's Rose Pavilion for patients and their families to see every day.

ATTEND!

Auxiliary Units hold many events throughout the year in addition to Kids' NewsDay and Fantasy on Ice *(see box below)*. Go to **www.radychildrensaux.org** to check out the event calendar.

JOIN!

The one thing that all members of Rady Children's Hospital Auxiliary share is a sincere desire to help ensure the health and well-being of the children in our community. Our members are committed to supporting a worthy cause – and having fun doing it.

The Auxiliary welcomes your involvement. If you would like to join this talented and dedicated group, please call **858-966-5887** or visit our website at **www.radychildrensaux.org**.



One Dollar. One Paper. One Day.

This year, the special edition of the daily paper, featuruing heartwarming and inspiring stories about our patients, raised more than \$105,000 for Rady Children's.

Rady Children's Hospital Auxiliary MBC 7 SAN DIEGO This year, on October 25, thousands of volunteers hit the streets, selling 46,500 papers and collecting more than \$100,000 in donations. New records were set this year with

papers sold at more than 350 locations - including nearly every Starbucks in San Diego - by more than 1,600 volunteers.

Fantasy on Ice

More than 35,000 people skated through the holidays last year, with all proceeds benefitting the Peckham Center for Cancer and Blood Disorders. Now in its 15th year, Rady Children's Hospital Fantasy on Ice has become San Diego's most celebrated winter tradition.

The Auxiliary Makes a Difference!

In fiscal year 2011, the Auxiliary raised more the \$1.38 million! These funds were meaningfully used to help children and their families in these areas:

- Autism Development Institute/Developmental Disabilities
- Chadwick Center for Children & Families
- Chaplaincy/Bereavement Services
- Craniofacial Services
- Dermatology
- Diabetes/Endocrinology
- Ernest Hahn Critical Care
- Heart Institute
- Healing Environment
- Helen Bernardy Center (Rady Children's Convalescent Hospital)
- Infectious Disease
- NICU
- Orthopedics
- · Peckham Center for Cancer and Blood Disorders
- Psychosocial Programs
- Sam S. and Rose Stein Emergency Care Center
- Speech/Hearing
- Trauma Center

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

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Vellet Wyatt Finley **Michele Prescott** Ann Desmond Marilyn Tobin **Bobbie Minton** Heidi DeBerry Harriet Bossenbroek **Rowena Treitler**

Karin Whiteley Pam Caldwell

Paula Cook Cordelia Mendoza Karen Haak Elise Molin Elizabeth Goodman Nada Marklev **Cheryl Steinholt** Peggy Webb Joyce Seyffert Sharla Coyle Annette Fargo Kathleen Caffo Heather Wolff Natalie Emerson Sherry Beckhart



Rady Children's Hospital Auxiliary Board of Directors 2011-2012

President* Past President President-Elect* Secretary* Treasurer* Advocacy/Education VP* Membership VP* Unit Council VP* Ways & Means VP* Fund Development, VP* Director of Technology New Unit Coordinator **Hospital Liaison** Special Events Director Kids NewsDay Co-Chair Kids' NewsDay Co-Chair **Finance Committee Finance Committee Finance Committee** Chaux Talk Editor Fantasy On Ice Chair Fantasy On Ice Co-Chair Historian

Vellet Wyatt Finley **Michele Prescott** Harriet Bossenbroek Ann Desmond Marilyn Tobin Nada Markley Natalie Emerson Pam Caldwell Karin Whitelev **Rowena Treitler** Paula Cook Karen Haak **Kimberly King** Elizabeth Goodman **Cheryl Steinholt Dana Walters** Joyce Seyffert Sharla Coyle Pat Wise Annette Fargo Kathleen Caffo Heather Wolff Jenn Comeaux Public Relations and Marketing Dir. Sherry Beckhart

* Executive Committee Member



Vellet Wyatt Finley 2010-2012 President





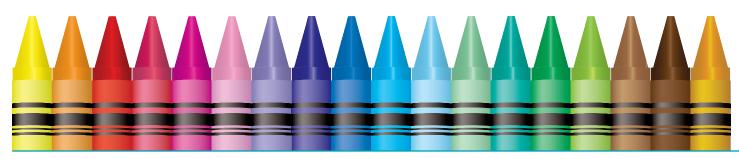
In 2007, Rady Children's set an ambitious goal to raise \$220 million by December 2012 to fund four critical areas. One of these priorities was the completion of our Acute Care Pavilion (see page 5), that now, thanks to your support, is home to the Peckham Center for Cancer and Blood Disorders, the Warren Family Surgical Center, the Viterbi Outpatient Clinic and Carley's Magical Gardens.



Today, we are proud to report that a total of \$208 million has been raised, which helped us bring the new Pavilion to life, provide the most comprehensive care and advanced technology, and support discovery through research and teaching. These three core components — Care, Technology and Discovery — define The Campaign for Rady Children's.

We still must raise \$12 million to reach our goal. Helping us to the finish line are The Campaign for Rady Children's Honorary Chairs Tracy and Trevor Hoffman, who are longtime supporters of Rady Children's and advocates for

children. The Hoffmans are joined by three more Honorary Chairs, former patients who survived life-threatening conditions and who represent Care, Technology and Discovery. Kassidy, Ian and Zara are the faces of The Campaign for Rady Children's.





S ixteen-year-old Kassidy Brewer represents Care. With the help of teams of doctors, nurses and therapists, Kassidy is making a remarkable comeback from a massive brain hemorrhage that left her in a coma for three months. When she regained consciousness, Kassidy spent five weeks working with physical and speech therapists at Rady Children's, relearning how to walk, speak and eat. Multiple surgeries followed, including an 11-hour procedure to cut off blood flow to the abnormal mass of blood vessels that caused the hemorrhage. Kassidy still receives follow-up care and recently teamed up with a service dog named Chase that helps her keep her balance. Kassidy continues to impress with her recovery, recently earning a second-degree black belt in Tae Kwon Do.



"There's one word for the doctors at Rady Children's... amazing!" Kassidy says. "They will forever be in my heart, and, hopefully, we'll keep in touch for a very long time."

TECHNOLOGY

an Quinones, 14, represents Technology. Ian's heart stopped while in gym class. He was rushed to Rady Children's where doctors induced a coma, and placed him on an ECMO machine to stabilize his heart. ECMO, or extracorporeal membrane oxygenation, is advanced technology that circulates blood outside the body. When Ian was stable, Rady Children's cardiologists performed a radiofrequency catheter ablation procedure in which a catheter was threaded up through Ian's leg and into the heart. Radiofrequency energy was targeted to the pathways causing the abnormal heart rhythm, destroying those pathways. In Ian's case, technology truly saved his life.

"When I woke up in the Hospital I was surrounded by machines and cords were plugged in my nose and attached to my arms," Ian says. "But the doctors and nurses were so nice and welcoming that they made it easier. They saved my life."

DISCOVERY

S punky 4-year-old Zara Brazel represents Discovery. In 2009 Zara was diagnosed with a deadly form of childhood cancer and spent seven months receiving chemotherapy as part of a clinical trial to treat her form of leukemia. Rady Children's, UC San Diego Medical School, and a network of hospitals worldwide are members of the Children's Oncology Group (COG). This elite group discovers lifesaving treatments and improves outcomes for children with cancer by sharing critical information gathered through clinical trials. By actively participating in this network of shared knowledge, Rady Children's is fulfilling its obligation to provide access to the very latest research for every child. Thanks to the treatment she received during her clinical trial, Zara is thriving with no signs of cancer.

"I think research is very important because without doing more research and developing new treatments for children, who knows where Zara would have been today," says Zara's mother, Colette.

For more information on how you can be a part of the Campaign, visit www.HelpSDkids.org or call 858-966-5804.

Our Community Making Miracles

Corporate Support: Making compassion company policy.

San Diego businesses have always had a heart for children – and for Rady Children's. And for good reason. Companies find that supporting Rady Children's increases employee morale, enriches business opportunities and strengthens community awareness.

Community Involvement: Friends helping friends.

It feels so good to know you've made a difference in the life of a child. That's why it's no surprise that individuals, clubs and groups of friends help raise money for Rady Children's.

Miracle Makers Rady Children's Hospital

Making Fundraising... FUN!

The impact of support on the Hospital is serious, but getting there is the fun part! Events range from bake sales and dance marathons to toy drives. Best of all, businesses and community groups love the way events bring everyone closer together, joined in a new spirit of philanthropy that makes everyone feel good! By raising at least \$500 a year for Rady Children's, individuals, community groups and businesses/corporation also become members of our Miracle Makers Program, and those contributing \$5,000 or more annually are honored as members of our Miracle Makers Council (see pages 21-22).

For more information about how your business can take part, call 858-966-5988.

2011 Miracle Maker Honorees

Outstanding Corporate Miracle Maker: Tower Glass

Since 2006, Tower Glass has raised money for Rady Children's through the annual "The Steve Open" golf tournament. Inviting vendors and partners to play, the tournament has grown from small to truly impressive. Over the years, Tower Glass has raised \$186,950.

Outstanding Community Miracle Maker: San Diego Professionals Against Cancer

The San Diego Professionals Against Cancer is dedicated to generating monies for cancer research, patient treatment and services through events such as their flagship San Diego Festival of Beer. Over the years, the group has provided funds to purchase such important equipment as remote patient cardiac monitors and five Alaris Patient Controlled Pumps. Most recently, the group donated \$100,000 to our MRI Center (see page 6).

Most Creative Miracle Maker: Mike Esparza

Every year, disc jockey Mike Esparza and team host the annual *"MikeyThon,"* a 28-hour, commercial-free version of their hit

morning show to support Rady Children's Autism Discovery Institure (ADI). Mike was inspired to give back to the ADI after his son, Jake, now 4 years old, was diagnosed with autism. Over the years, listeners have helped to raise more than \$95,000 to help Rady Children's find better treatments for autism spectrum disorder with the goal of finding a cure.

Junior Miracle Maker: Ryan O'Neill

In 2005, when he was 9 years old, Ryan O'Neill had a great idea: He would sell handmade pencil toppers at craft fairs, making homework more fun for kids – and donate a portion of the proceeds to help other children. In 2008, he began making those donations to Rady Children's, purchasing toys, games, goods, stuffed animals and his Pencil Bug products. This past December, he raised \$5,130 to purchase 1,800 teddy bears for patients. This little boy with a dream to help kids and make homework fun is now 15 and has had his story included in three books by bestselling authors.



Miracle Makers Council 3M - Home Care Division Ace Hardware ACTSCOM Aeropostale Inc. Aflac AJ's Kids Alliance Beverage - QV Division Alpine Girls Softball Association ALT Plumbing Alvarado Institute of Skin Care Ambulance Chasers American Camp Association American Technologies, Inc. Ametek Programmable Power Anheuser-Busch Companies, Inc. Anonymous (4) Applied Medical Resources Corp. Applied Trust Arise Waco Scaffolding & Equipment Ashford University Bridgepoint Education AT&T United Way Employee Giving Campaign Athleisure DBA Sun Diego Ayres Advisors Bacardi USA The Bahia Resort Hotel Banana Boat Sun Care Banfi Vintners Bank of America Bank of the West Barefoot Wine & Bubbly Barona Resort and Casino Biggs HOG Toy Store Invasion Bimbo Bakeries USA The Bishop's School Blubandoo Incorporated Bosa Development California, Inc. Bradford Renaissance Portraits The Brees Dream Foundation Brewer Crane & Rigging Brian's Team Brightpoint Brown-Forman Bumbleride. Inc. R.A. Burch Construction Byte Mobile C.A.T.C.H. Foundation Cabrillo Credit Union Cafe Valley Bakery Calico Brands California and Nevada Credit Union League California Coast Credit Union California Credit Union League, San Diego Chapter California Highway Patrol Casual Crafters CBS Radio Charity Ball Chicago Title Company Chick-Fil-A Sports Arena Children's Miracle Network Hospitals Chili's Grill & Bar Family & Friends of Brian Chrislock, Jr. Chula Vista Police Department City of Vista Clear Channel San Diego Coast Highway Photography Coca-Cola Bottling Company of San Diego Constellations Wines U.S. CO-OP Financial Services Costco Wholesale Covered with Love - Grobanites for Charity Covers With Love and Optimist Clubs of Southern California Cox Communications San Diego The Cox Kids Foundation Fund at The San Diego Foundation Credit Union Car Club Credit Unions for Kids Cricket Communications Croce's Crown Imports Custom Logos

Dairy Queen The Dannon Company, Inc. Del Mar Thoroughbred Club Dennv's Alan DeWeese Diageo North America-Arizona Diageo Divine Flavor DJO Global, Inc. Domino's Pizza of San Diego Don Miguel Mexican Food Dale Donnelly Memorial Golf Tournament Dreyer's Grand Ice Cream DS Action Duke Energy Foundation Element 79/Zocalo/TPN Entravision Communications Epic Systems Corporation Ericsson, Inc. F.P. Manufacturing Co. F5 Family Reach Foundation FBI Recreation Association Ford Motor Company Foresters Foster Farms Frank Toyota Friends & Family of Timothy J. Nguyen Friends of Scott Foundation Frito-Lay Galderma Laboratories, L.P. Arthur J. Gallagher & Company E. & J. Gallo Winery Arnel Garcia Photography Garden Fresh Restaurant Corp. F. Gavina & Sons. Inc. General Mills Gen-Probe, Inc. Georgia-Pacific Ghirardelli Chocolate Give Back to Impact Foundation Adrian and Betsy Gonzalez Foundation The Grand Del Mar Green Crop Co-Op H F Bar Ranch Hard Rock Café HD Supply HealthLine Systems, Inc. Heineken USA Heinz North America Helix Mechanical, Inc. Hennessy Industries (Westesco) Henry's Fund The Hershey Company Hewlett-Packard Employee Charitable Giving Hill Dermaceuticals, Inc. Holland America Line Hotel del Coronado House of Blues San Diego Huawei Technologies Humphrey's by the Bay Hurkes Harris Design Associates, Inc. Hyundai Motor America IHOP The Irvine Company Isabella's Gift Islands Restaurants Jaffe Estate Winery The Jel Sert Company Jersey Mike's Subs Johnny's Fine Foods Johnson & Jennings Johnson & Johnson Consumer Products Company JW Floor Covering, Inc. Kay Jewelers Kellogg's Kiwanis Clubs of San Diego County KLS Martin, L.P. Knightsbridge Asset Management, LLC Kobrand Corporation Kohl's Cares KPBS

KPRI 102.1 KSON-FM Kvocera America L-3 Communications Telemetry-West Landre's Sports Bar & Grill Lapides Asset Management, LLC Las Patronas Vickie Lavanty Salon Stan Lawrence Portrait Art Photography Ledcor Construction, Inc. LEGOLAND California. Inc. Les Plats du Chef LG Communications Liam's Fund for Neurosurgery Little Slugger Golf Classic Living for Giving Love's Travel Stops & Country Stores Macy's Inc. Magic Laundry Services, Inc. Maria Assaraf's No Matter What Marriott Businesses Massage Envy Max and Jake's Big Race MBE, A UPS Company McCarthy Building Companies, Inc. McQueen Kalligan Insurance Services Media Presentation Group Medifast Weight Control Centers-SD MedImpact Healthcare Systems, Inc. Meketa Investment Group The Mikey Show MillerCoors Mini of San Diego Mission Federal Credit Union Mossy Nissan Kearny Mesa Mossy Nissan Poway Motorola Mportal MVS Radio Emilio Nares Foundation National University Navy Federal Credit Union NBC San Diego Nestle USA Nestle Waters North America Neutrogena Corporation New Cars Inc. New Covenant Community Church Newman's Own Foundation Nevenesch Printers, Inc. No Fear Nordson Corporation North Island Credit Union Northern Trust Bank Olive Garden One Crazy Grandma One&Only Ocean Club, Bahamas Opanga Networks, Inc. Pacific Events Pacific Marine Credit Union Packer Insurance Services, Inc. Panda Restaurant Group, Inc. PCD Pechanga Resort & Casino Pencil Bugs Penske Automotive Group Escondido The Pepsi Bottling Group Performance Technologies Pernod Ricard Pfizer La Jolla PHD Phillip's Fine Jewelry Pinkberry Pioneer Porsche Port of San Diego Premier, Inc Pro Player Foundation Procopio Cory Hargreaves & Savitch LLP QUALCOMM, Incorporated Quattro Printing Quick-Dry Flood Services Radio Latina 104.5 FM Rady Children's Hospital Auxiliary

The Ralphs/Food 4 Less Foundation Raymert Press, Inc. RE/MAX LLC Reckitt Benckiser Regional Law Enforcement Teddy Bear Drive relaxx Dry Cleaning ResMed RFT Management and Development Rite Aid Corporation Roel Construction Co., Inc. Ropes & Gray LLP Rubio's Fresh Mexican Grill Samsung - The Vega Group San Diego 6, The CW San Diego Association of Health Underwriters San Diego Boardshops San Diego Chargers San Diego County Credit Union San Diego Ice Arena San Diego Imaging Medical Group San Diego Metropolitan Credit Union San Diego Padres/Padres Foundation The San Diego Union-Tribune San Diego Zoo-Wild Animal Park San Elijo Saints SanDisk Sandler Training San Diego Sara Lee Food and Beverage Mr. Gerald Schmidt Schreiber Foods Sears Home Improvements SeaWorld of California. Inc. Sempra Energy SENTRE Partners, Inc. Shattuck Hammond Partners LLC Sierra Nevada Brewing Company simpleview Inc. E.D. Smith Foods Southern Wine & Spirits of AZ/CA Spina Bifida San Diego Spirit Halloween Store Sport Clips StepStone Group, LLC Stiefel Laboratories, Inc. Stingaree Sullivan Moving and Storage Sun Products Corporation The Super Dentists Supercuts Superior SuperShuttle Sycuan Band of the Kumeyaay Nation Takeda San Diego, Inc. Talley TCI Team Bonz Team Loopholes Tehachapi Mountain Quilt Guild Tiffany & Co. Time Warner Cable Tower Glass, Inc. Toyota San Diego Trace 3 Trident Seafoods TriWest Healthcare Alliance Truist Tyson Foods UltraStar Cinemas Umansky Medical Center for Plastic Surgery Union Bank Foundation Union Bank United Way of San Diego County, #0105 Univision Radio 102.9 FM KLOVE US Bank Valero Energy Corporation ViaSat Victoria Packing Corp. Victory Pharma, Inc. Viejas Band of Kumeyaay Indians The Village Community Presbyterian Church Walmart Stores and Sam's Club of San Diego and Imperial Counties Warm Up America



Wawanesa Insurance WD-40 Company Welk Resort Wells Fargo Bank Private Client Services Wells Fargo Bank The Westin Gaslamp Quarter, San Diego White Wave Foods In Loving Memory of Marion and Russell Wollemann Wm. Wrigley Jr. Company ZTE Wireless

Miracle Makers

24-Hour Trot for Tots A Style Concierge AB Beach Cities AB Craft Beer Alliances AB Pomona AB Riverside AB Sylmar Ablantis Dental Ace Beverage ACI Apartments Adam's Angels Adobe Systems Incorporated-Matching Gifts Adopt Me 2000 Advanced Beverage Co. Advanced Medical Supply Advanced Network Inc. Aetna Foundation, Inc. Aetna Giving Campaign Affordable Air Charter Airman Memorial Chapel ROF Albert Einstein Academy Fusion Running Club Alessio Investment Company All Access Rentals. Inc. All California Mortgage All Hallows Academy Willis M. Allen Company AllianceBernstein Allianz Global Investors Capital Allied Distributing Co. Allstate Giving Campaign Alpine Squares Altrusa International, Inc. of San Diego American Assets, Inc. American Association of Critical Care Nurses American Bathtub Refinishers Ameriprise Ametek Shockers Ametek Steppers Amylin Pharmaceuticals, Inc. Foundation ANB Baby Anejo Bar & Grill Angelo's Towing Angels Baseball Foundation Aramco Arcadia Art With Larisse Artisan Partners **ARYA Cleaners** ASAP Towing Ascent Real Estate, Kensington Office ASICS Running Promotions Anesthesia Service Medical Group Children's Hospital Division Assistance League of Rancho San Dieguito Associated General Contractors Atmospheres Interior Design AT&T Services, Inc. Austrailian Battered Potatoes Aviara Oaks Middle School Aviva Chapter of Hadassah Awesome Baby Photos AXEON Water Technologies b2be Sports & Wellness Baby B **BAE Systems** Bank of America Matching Gifts Program Bank of America United Way Campaign Bank of Internet USA The Bar Method Barden Circulation, Inc. Barnes & Noble Beam Global

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Since 1909, the Charity Ball has been an integral part of the social and philanthropic fabric of San Diego. The 102nd Anniversary Charity Ball, Twilight in Tuscany, raised more than \$273,669 to benefit the Heart Transplant Program at Rady Children's.



Kathleen Sellick, President and CEO, Rady Children's Hospital-San Diego; Lisa Hamlin Vieira, Chairman, 102nd Anniversary Charity Ball; Penny Dokmo 2009-2010 Chair, Board of Trustees, Rady Children's Hospital-San Diego; and Cathy Polk, Chair, Board of Trustees, Rady Children's Hospital Foundation.

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The 103rd Anniversary Charity Ball "Spectacular San Diego" will be held on January 21, 2012 at the Hotel del Coronado to benefit the Trauma Care Center at the Sam S. and Rose Stein Emergency Care Center at Rady Children's.





For more than half a century, Rady Children's physicians have been on the front lines – caring for patients, doing research and helping families cope with illness and injuries. Our affiliated physicians – pediatric specialists and pediatricians – work tirelessly to do everything they can for each child in their care.

Through our Physician Partnership, they do even more. The following Rady Children's-affiliated physicians have given generously in support of a variety of critical initiatives, research and equipment. We give a special thank you to each and every one of the physicians who are a part of our Physician Partnership.

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Volunteer Services

The volunteer leadership who serve on our Boards (pages 3-4) inspire us with their 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.

The San Diego Union-Tribune readers ranked Rady Children's number 2 among the top places in the county to volunteer according to the Union-Tribune's "San Diego's Best 2011."

"We have volunteers that have been with us for more than 30 years and have given back thousands of hours of service to the Hospital; then we have young volunteers that are just starting out who want to explore the pediatric healthcare profession," says Volunteer Services Manager Sylvie Sneep. "There are programs, like our activity rooms, that we could not operate without the help of our dedicated volunteers."

Rady Children's volunteer program has more than 450 dedicated volunteers, some as young as 14 years old and reaching the age of 94.

Volunteers donated **45,880** hours of time in fiscal year 2011. That's the equivalent of an **\$979,997** gift to Rady Children's!





Visit www.rchsd.org, click on Support Rady Children's Hospital and then click on Volunteering.

Rady Childrens

San Diego

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

The 103rd Anniversary Charity Ball "Spectacular San Diego" January 21, 2012 • Hotel del Coronado Call 858-966-7793 for more information

14th Annual Mabel Jessop Women's Financial Symposium March 29 2012 • Hyatt Regency La Jolla 9 a.m.-1:30 p.m. Contact Vivienne Adibi at 858-966-8582 or vadibi@rchsd.org for more information.

2012 Miracle Makers Gala

Saturday, June 2, 2012 • 6:30 p.m.- Midnight – Manchester Grand Hyatt San Diego Call 858-966-5988 or visit www.helpSDkids.org/gala For sponsorship opportunities, please contact Mindy Collins at 858-966-8597 or mcollins@rchsd.org.

More events – right at your fingertips: Visit HelpSDKids.org and click on Events. You'll see what's coming up and view pictures of recent events.

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.facebook.com/radychildrens Flickr: www.flickr.com/photos/rchsd YouTube: www.youtube.com/radychildrens