What it means to you.
What it means for kids.
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- Bob Ross

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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](http://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 Incrlex 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.

David F. Hale
Chair
Rady Children’s Hospital and Health Center
Rady Children’s Hospital-San Diego

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,

Kathleen A. Selleck
President and Chief Executive Officer
Honorary Chairman
Ernest S. Rady

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and Dean School of Medicine
UC San Diego

Marye Anne Fox, PhD
Chancellor
UC San Diego

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Rady Children’s Hospital-San Diego

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Rady Children’s Specialists of San Diego

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William B. Sailer, Esq.
Vice Chair, Rady Children’s Hospital Foundation

Kathleen A. Sellick
President and CEO
Rady Children’s Hospital-San Diego

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Rady Children’s Hospital Foundation

Irvin A. Kaufman, MD
Sr. Vice President and Chief Medical Officer
Rady Children’s Hospital-San Diego

Belinda Santos, Assistant Secretary

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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<td>General Manager and Area Manager, San Diego</td>
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<td>President and Co-Founder, Youreekief!</td>
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**Honorary Trustees**

Jean E. Hahn Hardy
Civic Leader and Philanthropist

Paul D. Harter
Philanthropist

Joyce F. Klein
Philanthropist

Joan Waltz
Philanthropist
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.

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 physician-scientists, 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-the-art 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 kid-friendly, 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.

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 encephalocoeles 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

Rady 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.rchs.org/YourVisit > Patient Stories.
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.

**CHILDREN’S CIRCLE OF CARE MEMBERS**
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.

Dr. Donald B. Kearns and Dr. Jean Wickensham
Mr. Mark Kersey
Dr. and Mrs. Herbert C. Kimmons
Barbara G. Kips
Mrs. Joyce F. Klein
Mr. Brian Koss
Mr. and Mrs. Robert and Karen Kohn
Betty and Dr. Leonard M. Kornreich
Stephanie and Leslie Kourie
Mr. and Mrs. Dave Lede
Cindy and Steve Leonard
Mr. and Mrs. Richard M. Libenson
Linden Root Dickinson Foundation
Ms. Elaine Lipinsky*
Mrs. E.G. Lovech
Mr. and Mrs. Thomas J. Lofaro
Ms. Mary Macchiarioli
Ms. Michelle Goodes MacDonald
Anthony E. Magt, MD and Regina Fleming, MD
Mr. and Mrs. Jeff McCain
Mr. and Mrs. Colin F. McDonal
Mr. and Mrs. Greg McGaughart
Mr. and Mrs. Jerry McGaughart
Mr. Maria Medina
Neil and Anna Mintz
William and Patricia Moises
Ms. Rebecca Moores
Mr. and Mrs. Chad Morse
Sandra and Scott Mubarak, MD
Virginia Napierskie
Robert O. Newbury, MD
Dr. and Mrs. Peter Newton
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Mr. and Mrs. Ken K. Nolen
Mr. and Mrs. Bradley K. Norris
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Mr. Griffin Ordway and Ms. Yulia Vasilieva
Mr. and Mrs. Michael Peckham
Mrs. Peter Peckham
Mr. and Mrs. Matthew A. Peterson
Maureen and Patrick Pierce
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Mr. and Mrs. Ken Polk
Dr. Judith Posnikoff
Mr. and Mrs. Robert E. Price
Mr. and Mrs. Ernest S. Rady
Mr. and Mrs. Harry M. Rady
Shirley and Sam Richter and Family
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Mr. and Mrs. Peter A. Rubenacker
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Mrs. John M. Sachs
Blair and Georgia Sadler
Mr. and Mrs. William Sailer
T. Denny Sanford
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. 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 Swanwood
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. Martin J. Wygod
Mr. and Mrs. Dale Yahnke
Mr. and Mrs. Donald M. Young
Mr. and Mrs. Irwin M. Zaitkin
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

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<td>Anonymous-Mabel Jessop Endowment Fund (2)</td>
<td>Sue and Dan Carter</td>
<td><strong>Marcela Eck</strong></td>
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<td>Geraldine Adams</td>
<td>Leslie and Shlomo Caspi</td>
<td><strong>Joelle Ecland and Family</strong></td>
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<td>Edward and Georgette Alvarez</td>
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<td>Jill and Dr. Hank Chambers</td>
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<td><strong>Mary A. Crowley</strong></td>
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<td>The Honorable Walter L. Blackwell III and Maureen Blackwell</td>
<td><strong>Michael F. Crowley</strong></td>
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**Mary Sue Hyatt**  
Nikki and David Jackson - Mabel Jessop Endowment Fund  
CDR Daniel W. and Martha Addalee Jacobson USNR (Ret.)  
James and Susan Jenkins  
Carol D. and Ronald L. Johnson  
J. Monroe Jones - Mabel Jessop Endowment Fund  
**John and Deborah Joyce**  
**Barbara Berman Katz**  
Drs. Nancy and J.A. “Buzz” Kaufman  
Mr. and Mrs. John Keilmann - Mabel Jessop Endowment Fund  
**Quinella P. Kimbrough**  
Gordon and Nancy Kinley  
**Joyce F. Klein**  
**Jeffrey B. and Bonny Knight**  
**Jeri L. Kroosz**  
**Stephen and Carrie Lansker**  
Jean M. Larsen  
Ted and Marilyn Lawson  
**Richard F. Le Blanc**  
Theo Lewis  
**Dr. Victor Y. and Thelma K. Lindblade**  
MRS. E.G. Loesch  
**Dr. Elizabeth Lynn**  
Minnie M. Maloof, Family Endowment Fund  
Mike and Dennis Maslak - Mabel Jessop Endowment Fund  
Mrs. Kyoko Matsuda  
**Lee E. and Ruth S. Mattei**  
**Colin F. and Kitty I. McDonald**  
**Patrick McDougall**  
**Curtis R. and Virginia A. McKenzie**  
**Rod A. and Shirley B. McLennan**  
The Meadows  
Catherine L. Meyer - Mabel Jessop Endowment Fund  
Elizabeth and Louis Meyer  
Neil and Anna Mintz  
**Charles H. and Carole S. Mitchell**  
**Bent S. and Rita Moller**  
Sam and Mona Morebello - Mabel Jessop Endowment Fund  
**Richard and Klementyna Newkirk**  
Ron Neuhauser  
Robin and James Olson – Mabel Jessop Endowment Fund  
Jere and Joyce Oren  
**Louis C. and Sylvia Pema - Mabel Jessop Endowment Fund**  
Wayne R. Perry  
**Joan L. Peterson**  
**Paul A. and Barbara J. Peterson**  
Gilbert and Renee Peyton  
**Jean C. Phillips**  
**Hans D. and Doris W. Pieper**  
**Virginia M. and Donald R. Pierce**  
Sandy and John Price - Mabel Jessop Endowment Fund  
**Drs. Romeo A. and Milagros Y. Quini**  
Evelyn and Ernest Rady  
Martina Reed  
Lyn and Philip J. Rice  
Martha Rodriguez  
Lucianna Lynn Rosecrans in Celebration of Nicholas Owen Rosecrans  
Albert Roth  
The Peter and Ingrid Rubenacker Family  
Blair and Georgia Sadler  
Jodi and Terry Savage - Mabel Jessop Endowment Fund  
Bonnie and Josef Sedivec - Mabel Jessop Endowment Fund  
**John Russell Slater**  
**Spencer A. “Jay” Smith, Jr.**  
Phyllis and David Snyder  
**Jack D. and Dorothy E. Spencer-Jones**  
Mr. and Mrs. Joseph Strazerri  
**Ruth R. Steiner**  
**Donald K. and Mabel G. Sullivan**  
Tim and Marcia Swanson  
The Thiemann Family  
**Josephine Thomas**  
Ken Treshow in Celebration of Kaaren Louise Treshow  
**Pauline Travis Smith**  
Marie Tuthill  
Lisa and Paul Van Dolah  
James F. and Fran Vargas  
Angela and Kirk Wachtmann - Mabel Jessop Endowment Fund  
Susan and Jim Wade - Mabel Jessop Endowment Fund  
Eric T. Wagner  
Mike and Terri Wahl - Mabel Jessop Endowment Fund  
Andrea Naverson Wait and Dwight Wait  
John and Bettie Walsh  
Julie and Kenneth Warren  
James and Jean Waters  
Elise and Mike Webster  
The Wetlaufer Family  
Juanita Whear  
Scott and Cissy Wolfe  
Douglas N. Young  
John Zathas  
Elizabeth Ziliakoff  
Doris A. Zylstra  
**Charter Members**
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.

**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](http://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](http://www.radychildrensaux.org).

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**One Dollar. One Paper. One Day.**

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

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 Bernady 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

President* Vellet Wyatt Finley
Past President Michele Prescott
Secretary* Ann Desmond
Treasurer* Marilyn Tobin
Advocacy/Education VP* Bobbie Minton
Membership VP* Heidi DeBerry
Unit Council VP* Harriet Bossenbroek
Ways & Means VP* Rowena Tretter
Ways & Means Committee Member Karin Whiteley
Miracle Makers VP* Pam Caldwell
Advocacy/Education Committee Member & Director of Technology Paula Cook
Membership Committee Member Cordelia Mendoza
Management Committee Member Karen Haak
Fund Development Dir. Elise Molin
Special Events Coordinator Elizabeth Goodman
Kids NewsDay Co-Chair Nada Markley
Kids NewsDay Co-Chair Cheryl Steinholt
Miracle Maker Committee Member Peggy Webb
Finance Committee Joyce Seyffert
Finance Committee Sharia Coyle
Chaux Talk Editor Annette Fargo
Fantasy On Ice Co-Chair Kathleen Caffo
Fantasy On Ice Co-Chair Heather Wolff
Historian Natalie Emerson
Publicity/Public Relations Dir. Sherry Beckhart

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

President* Vellet Wyatt Finley
Past President Michele Prescott
President-Elect* Harriet Bossenbroek
Secretary* Ann Desmond
Treasurer* Marilyn Tobin
Advocacy/Education VP* Nada Markley
Membership VP* Natalie Emerson
Unit Council VP* Pam Caldwell
Ways & Means VP* Karin Whiteley
Fund Development, VP* Rowena Tretter
Director of Technology Paula Cook
New Unit Coordinator Karen Haak
Hospital Liaison Kimberly King
Special Events Director Elizabeth Goodman
Kids NewsDay Co-Chair Cheryl Steinholt
Kids NewsDay Co-Chair Dana Walters
Finance Committee Joyce Seyffert
Finance Committee Sharia Coyle
Finance Committee Pat Wise
Finance Committee Annette Fargo
Chaux Talk Editor Kathleen Caffo
Fantasy On Ice Chair Heather Wolff
Fantasy On Ice Co-Chair Jenn Comeaux
Historian Sherry Beckhart

* Executive Committee Member

Vellet Wyatt Finley
2010-2012 President

Fantasy on Ice is one of Auxiliary’s coolest traditions.
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.
Sixteen-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.”

Jan 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.”

Spunky 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.

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 Institute (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 best-selling authors.
Charity Ball

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.

2011 Charity Ball Committee Members

- Lisa Hamlin Vieira - Chairman
- Mari Hamlin Fink - Co-Chairman
- Dulie Ahlering
- Barbara Andrade
- Betty Brayshaw
- Barbara Brown
- Carol Chang
- Liz Copley
- Marilyn Cornwell
- Carol Damon-Scherer
- Darlene Davies
- Fran Dolan
- Susanne Duffy
- Marjo Dyer
- Joy Frye
- Nancie Geller
- Alison Gildred
- David Gillig
- Bonnie Hage
- Jane Hamlin
- Lori Haynes
- Rosalyn Herbert
- Susan Houser
- Dawn Ivy
- Kathy Kim
- Roxi Link
- Kimberly Miller
- Tammy Miller
- Lynn Mooney
- Ellen Moxham
- Noreen Mulliken
- David Nelson
- Chris Ong
- Christy Pasela-Bitlings
- Michele Prescott
- Lauren Root
- John Rush
- Mary Schrubbe
- Marilen Sedlock
- Marleen Shook
- David Siccardi
- Janie Smith
- Phyllis Snyder
- Joan Stevens
- Lisa Stevenson
- Sandy Waidrod
- Cathy Webster
- Jane Wilson
- Jean Yap

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.

**Platinum**
Henry G. Chambers, MD
Steven R. Cohen, MD
Marilyn Jones, MD and Kenneth Lyons Jones, MD
Irvin A. Kaufman, MD
Donald B. Kearns, MD, MMM
Herbert C. Kimmons, MD, MMM
Leonard M. Kornreich, MD
Cynthia Kuelbs, MD
Paul S. Kurtin, MD and Ilona Szer, MD
Anthony E. Magit, MD and Regina Fleming, MD
Scott J. Mubarak, MD
Robert O. Newbury, MD
Peter O. Newton, MD
San Diego Imaging Medical Group
Michael L. Segall, MD

**Gold, Silver, Bronze**
Raymond M. Peterson MD
Wendy K. Wright, MD
Edgar D. Canada, MD
Jim R. Harley, MD
Mark P. Nespeca, MD
Dennis R. Wenger, MD
Paul J. Zlotnik, MD
Madhu Alagiri, MD
Lynne M. Bird, MD
Children's Primary Dental Care
Nathaniel A. Chuang, MD
Alvin H. Faierman, MD
George W. Kaplan, MD
Stanley E. Kirkpatrick, MD
John J. Lamberti, MD
Hal S. Meltzer, MD
Daniel A. Ness, MD
Thomas E. Page, MD
Sheila F. Friedlander, MD
Marvin L. Gale, MD
Sivathilaka S. Ganesh, MD
Paul Grossfeld, MD
James Hagoob, MD
Elizabeth A. Hicks, MD
Cynthia Hoecker, MD
Brett Johnson, MD
Patricia P. Juarez, MD
Marilyn Kaufhold, MD
Lauren Kearney, MD
Leah Kern, MD
Ajai Khanna, MD
Karen M. Kling, MD
Gail R. Knight, MD
Hilary B. Krause, MD
Henry F. Krous, MD
John A. Leake, MD
Saul Levine, MD
Michael J. Levy, MD
Meerana Lim, MD
Amy E. Lovejoy, MD
Denise M. Malicki, MD
Ingrid L. Martinez-Andree, MD
Sidney Merritt, MD
Genevieve M. Minka, MD
Chetan Mistry, MD
Kenneth H. Morris, MD
Asa Dan Morton, M.D
Georjeta Muntean, MD
Ron S. Newfield, MD
Christine C. Nieman, MD
William L. Nyhan, MD
Mary O'Conner, DDS
Genevieve N. Parsons, MD
Peter Pastuszko, MD
Mark Pian, MD
Bretten D. Pickering, MD
Robert J. Prager, MD
Maya E. Pring, MD
Matilda Remba, MD
William D. Roberts, MD and Deborah Schiff, MD
Alexander Rodarte, MD
Nicholas C. Saenz, MD
Anthony J. Scoma, MD, DDS
Rayburn R. Skoglund, MD
Mark Speziale, MD
Philip D. Szold, MD
Howard Taras, MD
Wynnis L. Tom, MD
Doris A. Trauner, MD
William S. Umansky, MD
Thomas R. Vecchione, MD
Myloan T. Vu, MD
Evelyne H. Vu-Tien, DDS
Joanne Wong, MD
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!

LEARN MORE!

Visit www.rchsd.org, click on Support Rady Children’s Hospital and then click on Volunteering.
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.twitter.com/radychildrens
Flickr:  www.flickr.com/photos/rchsd
YouTube: www.youtube.com/radychildrens