



innovation  
belongs in every moment

DEVELOPMENT REPORT  
to the  
ACADEMIC COMMUNITY

FISCAL YEAR 2013

Rady Children's Hospital Foundation



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# THE TURNING TIDE OF PHILANTHROPY

From transactional to transformational giving



When a benefactor makes an investment in philanthropy at Rady Children's Hospital-San Diego, a chain of events is set in motion that changes the lives of children. As physicians and researchers, you understand the importance of this investment – for what it can do today and how it can shape the future of pediatric medicine.

As someone who has raised money for more than 15 years, I understand the real impact that philanthropy makes on your work. An investment in philanthropy is an investment in you. You rely on support from Rady Children's Hospital Foundation to provide the best possible care to our patients, and to continue to pursue groundbreaking research with the goal of finding cures for some of the most debilitating childhood diseases. But reductions in NIH funding are leaving you scrambling for alternative funding sources and are threatening important scientific investigations. That's why the Foundation is pursuing new avenues for philanthropic support. We understand your challenges and are committed to finding new solutions.

The information presented in this report is a reflection of the past but is not necessarily reflective of our future. Traditionally, the Foundation has raised money for capital projects and, at times, operational enhancements. But we are moving from a transactional form of philanthropy to a more transformational one and toward funding revolutionary research and big ideas. The Foundation is working to refocus our business model and acquire more directed funding from major donors. With these transformational gifts, we will work with you to invest in innovative ideas that set specific, measurable goals, aimed at achieving the best patient outcomes. We will support the development of areas of excellence and we will work together to make Rady Children's a world-class academic research institute.

We find that donors set out to achieve philanthropic goals, just as you set out to achieve benchmarks for research and treatment. Therefore, when donors are matched with projects that inspire them, the mutually beneficial arrangement means we can accomplish more than we ever imagined. It is only when we have a clear vision of our future that we will be able to achieve it. Through philanthropic investment, we have the opportunity, and the duty, to profoundly change and improve the quality of life and health for children locally, nationally and around the world.

The role of philanthropy is integral to your success at Rady Children's, and in this report, we highlight just a small number of important projects that have come to fruition thanks to the generosity of our donors.



**Steve Jennings**

*Senior Vice President & Executive Director  
Rady Children's Hospital Foundation*

# JOHN G. DAVIES ENDOWED FELLOWSHIP IN PANCREATIC RESEARCH

Making an impact for generations to come



When John G. Davies, Esq., succumbed to pancreatic cancer, his wife, Ann, and his cherished friend Martin Dickinson – along with Martin’s family – were driven to honor John’s memory in a meaningful, lasting way. John, who was a prominent attorney and civic leader, was Chair of the Rady Children’s Hospital and Health Center Board of Trustees and Rady Children’s Hospital-San Diego Board of Directors, a Rady Children’s Hospital Foundation trustee, former University of California regent and UC San Diego Foundation trustee.

Together with UC San Diego School of Medicine and Rady Children’s Hospital-San Diego, Ann and Martin established a \$1.4 million Endowed Fellowship in Pancreatic Research. A qualified candidate wishing to learn about pancreatic diseases will be awarded a one-year fellowship, which will rotate annually in perpetuity.

Rady Children’s and UC San Diego’s fellowship program, accredited by the Accreditation Council for Graduate Medical Education (ACGME), will train the next generation of physicians specializing in diseases of the pancreas. The John G. Davies Endowed Fellowship in Pancreatic Research will work towards advancing knowledge of pancreatic health and disease—and toward sharing these findings—in order to discover better treatments and cures.

# BIOINFORMATICISTS

## Philanthropy-funded position paves way for genetic sequencing of every Rady Children's patient

It was a strong belief in the power of philanthropy and in pursuing groundbreaking therapies that led to a \$500,000 investment from an anonymous donor. The gift enabled a major collaboration between Rady Children's and UC San Diego that resulted in the recruitment of two bioinformaticists.

Through the techniques of genomic research, these faculty members will be exposed to innovative ways to design DNA diagnostic tests and develop new drugs and vaccines. They will oversee all aspects of bioinformatics service, strategy development, operations, planning, tool development, and collaborative development functions in the Division of Genome Information Science in Pediatrics housed at UC San Diego.

### **This gift will help us fulfill our vision of translational medicine to:**

- Create a comprehensive analysis of each child's DNA.
- Make the child's information available to authorized health care providers in order to provide an integrated view of a child's health status, risk factors for disease, and ways to modify the predicated course.
- Use the information gathered to develop unique treatment plans that are personalized and include innovative treatments at the cutting edge of health sciences.
- Assess the effectiveness of new technologies and application to a large pediatric population.

### **Investment in philanthropy also has made possible the following:**

- Research to isolate antibiotic combinations that look promising for successfully treating methicillin-resistant *Staphylococcus aureus* (MRSA) infections, which can be fatal in children.
- Research to deepen understanding of the natural history, pathogenesis, genetics and treatment of eosinophilic esophagitis, made possible by a gift from the Hearst Foundation.
- Support for an orthopedic fellowship, made possible by the Clark Foundation.

# PHYSICIAN PARTNERSHIP INVESTING IN RADY CHILDREN'S

## Urology group joins forces to achieve greater good

When urologist George Chiang, MD, heard about the matching funds program through the Physician Partnership, he knew it was an opportunity too good to pass up.

"I saw the matching funds as an opportunity to perpetuate our program's presence as a national leader in pediatric urology and to create something that would further our own research efforts," Dr. Chiang explains. "And from there, perhaps we move on to create an endowed professorship."

Dr. Chiang proposed to his colleagues a group gift to help advance two key initiatives: comparative effectiveness research, which compares how different treatments, tests or procedures for specific conditions have worked for others, and evidence-generating medicine, which utilizes clinical work as a method for determining best possible practices moving forward rather than relying on retrospective research. His colleagues agreed to the gift and put together a \$50,000 pledge.

In the future, Dr. Chiang hopes to leverage philanthropy enough to create an endowed fellowship in honor of George Kaplan, MD, the department's first pediatric urologist.

The matching fund program was made possible by a generous member of Rady Children's Legacy Circle, a group of individuals who have included Rady Children's in their estate plans. Every dollar given through the program is matched and directed to the area of the donor's choosing, doubling its impact.

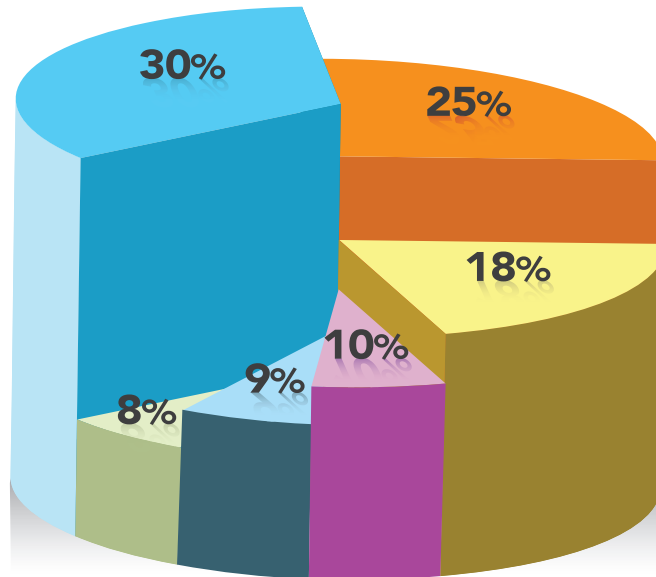
To learn more about the Physician Partnership, contact Jared Blakley at [jblakley@rchsd.org](mailto:jblakley@rchsd.org) or 858-966-7975.

### Maria Middaugh Assaraf, supporter of spine research

*"I was born with scoliosis and spent the first four years of my life in the hospital. Back then, I was unable to be helped in San Diego and had to go to UCLA for treatment. I wanted to be sure that San Diego will always be at the forefront of medical technology and continuously provide the very best medical care for kids. That's why I've chosen to support spine research at Rady Children's Hospital."*



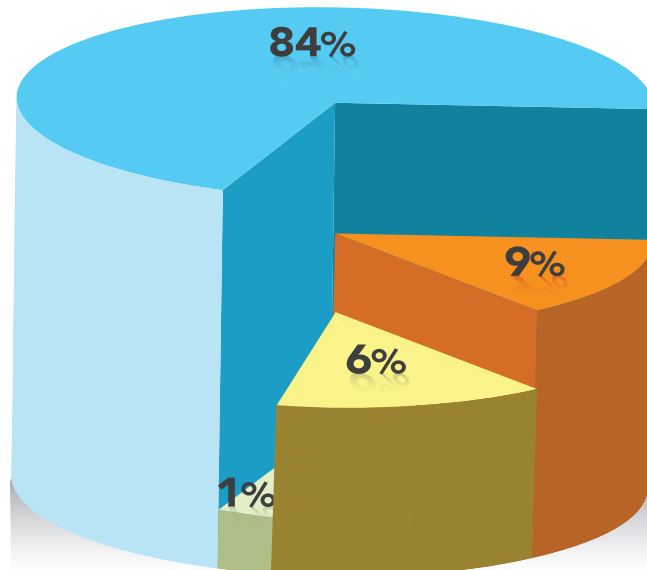
# INVESTMENT IN PHILANTHROPY



- Corporations/Businesses: \$4,554,128
- Estate Distributions: \$3,694,995
- Individual Donors: \$2,767,256
- Rady Children's Hospital Auxiliary: \$1,530,316
- Foundations: \$1,319,645
- Other Organizations and Community Groups: \$1,248,339

**TOTAL: \$15,114,679**

- Patient Care: \$12,586,551
  - Research and Education: \$1,392,362
  - Endowment: \$973,684
  - Technology/Capital: \$162,082
- 
- TOTAL: \$15,114,679**





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