



ChildrensHospitalLosAngeles
International Leader in Pediatrics

October 2007

making a world of difference

THE CAMPAIGN FOR CHILDRENS HOSPITAL LOS ANGELES

“Communities That Care” launches with \$1 million gift from Dona and Gordon Crawford

On the first of July, La Cañada Flintridge kicked off the “Communities That Care” campaign with a generous \$1 million gift supporting the New Hospital Building at Childrens Hospital Los Angeles from residents Dona and Gordon Crawford. “It’s extremely important for our community to have a world-class facility to treat our children,” says Mr. Crawford. “We wanted to play our part in making that happen.”

By demonstrating their commitment to the highest-quality health care for all children, the Crawfords hope to inspire other residents and businesses in their community to support Childrens Hospital.

“The Communities That Care campaign is a great way to build a broader base for the hospital,” says Mr. Crawford, senior vice president and portfolio manager at Capital Research and Management Company. “Even if you don’t have children, you want a first-rate children’s hospital in your community—it is part of having a strong community.”

Communities That Care is an innovative, volunteer-driven effort that raises awareness and financial support for the New

Hospital Building. During a targeted six-month campaign period, community volunteers will host events featuring Childrens Hospital physicians and programs to encourage and inspire their neighbors and friends to support the hospital. La Cañada Flintridge is the first community to participate, with efforts beginning in Beverly Hills and Los Feliz in the coming months.

“We are thrilled to involve communities around Southern California because Childrens Hospital Los Angeles belongs to them,” says Richard D. Cordova, FACHE, president and chief executive officer of Childrens Hospital. “We are most grateful that people like the Crawfords are reaching out to support one of the best children’s hospitals in the country, right in their own backyard.”

The New Hospital Building, scheduled to open in 2010, will be one of the finest medical and surgical environments in the United States. The 317-bed hospital demonstrates a commitment to enhancing family-centered care in an environment that promotes healing and health for the sickest, most seriously injured children.



Dona and Gordon Crawford

As grateful parents, Mr. and Mrs. Crawford know this all too well. When their son, Brett Russell, was just two days old, he became critically ill and was rushed to Childrens Hospital. Fortunately, his illness turned out to be an allergy, and he quickly recovered. The Crawfords never forgot the exceptional care they received. In addition to their recent challenge gift, they also made a \$250,000 gift to the Newborn and Infant Critical Care Unit in the New Hospital Building in honor of Brett, who died in a hiking accident in 1993.

In addition to their support for Childrens Hospital, Mr. Crawford is Chairman of the Board of Southern California Public Radio and Vice Chairman of the Board of the Nature Conservancy and the Paley Center for Media. Mrs. Crawford is involved with the Assistance League of Flintridge and the Women’s Council of Verdugo Hills Hospital.

“One of our philanthropic priorities is the medical field, including Childrens Hospital Los Angeles, Huntington Hospital and Verdugo Hills Hospital,” says Mrs. Crawford. “Health care is

such a critical need, and we can’t just expect the sick to pay for it.”

“The Crawfords exemplify what Communities That Care is all about,” says Mr. Cordova. “Our hospital exists because members of the community built it, and have supported it since our doors opened in 1901.”

To learn more about Communities That Care and how you and your community can participate, contact Kristina Pipkin at 323-361-1793 or kpipkin@chla.usc.edu.

CONSTRUCTION ZONE

Living Proof: Building for our Children



PHOTO BY WIMI HADDON

The Annenberg Foundation makes \$1 Million Grant to Childrens Hospital

The Annenberg Foundation, one of the largest private foundations in the United States, has made a \$1 million grant to Childrens Hospital Los Angeles.

The gift is unrestricted to the hospital's capital campaign, which includes construction of the New Hospital Building.

"We are grateful to Wallis Annenberg and the Annenberg Foundation for this generous support," says Richard D. Cordova, FACHE, president and CEO of Childrens Hospital Los Angeles. "This commitment allows us to fulfill our mission to care for the sickest of the sick and the most critically injured children."

Established in 1989 by publisher, diplomat and philanthropist Walter H. Annenberg, the Annenberg Foundation provides funding and support to nonprofit organizations nationally and globally. The foundation has offices in Radnor, PA, and Los Angeles, CA. Its major program areas are education and youth development; arts and culture; civic, community and environmental causes; and health and human services. The foundation also operates a number of initiatives that expand and complement those program areas.

Its overall goal is to advance the public well-being through improved communication. As the principal means of achieving this goal, the foundation encourages the development of more effective ways to share ideas and knowledge.

The organization's Los Angeles office was opened five years ago by Wallis Annenberg, vice president and trustee of the Annenberg Foundation.

"Childrens Hospital is an important part of our community," Ms. Annenberg explains. "We are pleased to help the hospital build capacity through Phase II of *Living Proof: the Campaign for Childrens Hospital Los Angeles*. We hope our grant will spark additional support throughout the region."

Ms. Annenberg has spent much of her life focused on philanthropy, and is dedicated to education, communications, arts and culture, medical research, animal welfare, social justice and environmental stewardship. Under her leadership, the Los Angeles office has already awarded more than a quarter of a billion dollars in grants to more than 500 organizations.

For example, the foundation is expanding its environmental commitment in Greater Los Angeles and beyond through a new initiative called Blue Planet. Its dedication to building community space can be seen through the creation of the Annenberg Community Beach Club on the grounds of the former Marion Davies estate on Pacific Coast Highway, and through the innovative Universally Accessible Treehouse project in Torrance.

Ms. Annenberg is the longest-serving trustee of the University of Southern California. She serves on a number of local boards, including the USC Shoah Foundation Institute for Visual History and Education, the California Science Center, the Performing Arts Center of Los Angeles County, the Los Angeles Philharmonic Orchestra, the Los Angeles County Museum of Art and the Natural History Museum of Los Angeles County. ●



Wallis Annenberg, vice president and trustee of the Annenberg Foundation

'THE GODMOTHERS'

Las Madrinas begins \$5 million project to fund autism research, interventions and outcomes



Michele Kipke, PhD, director of the Community, Health Outcomes and Intervention Research Program

Las Madrinas, Childrens Hospital Los Angeles' first affiliate fund-raising group, has raised millions of dollars in support of pediatric research. But it was a "magic moment" which led to their latest project - a \$5 million endowment for autism research.

"We were looking to focus on a larger project and the hospital came to us with autism. It was a magical moment, it was kismet," says Las Madrinas President Victoria Seaver Dean.

Currently, there is no cure for autism spectrum disorders (ASD), but early diagnosis is crucial for a good prognosis. The Las Madrinas Endowment for Autism Research, Interventions and Outcomes will help to develop tools and technologies for early diagnosis of ASD, under the leadership of Michele Kipke, PhD.

"This is a very exciting time for Childrens Hospital Los Angeles," says Dr. Kipke, director of the Community, Health Outcomes and Intervention Research Program. "We know we can make many contributions to the lives of so many children and families affected by ASD."

A key part of the work will involve distributing those tools and technologies in the community where they can have the most benefit, a unique approach that particularly excites Mrs. Dean.

"It's not just understanding meaningful programs or therapies, but spreading the word to families that don't necessarily have the opportunities to find out about them," says Mrs. Dean. "We're thrilled to be involved in a project that has meaning to so many people."

Since 1939, Las Madrinas has honored families who have made significant philanthropic contributions to the Los Angeles community by presenting their daughters at an annual ball. The family donations made in honor of these young women, along with the annual gifts of Las Madrinas members and friends, create the group's endowments. This December, 42 girls will be presented at the Las Madrinas Ball.

"We have a wonderful membership that is incredibly supportive," says Mrs. Dean, a former debutante herself. "The families of our debutantes also are very supportive of

the community and really take to our projects."

This is Las Madrinas' seventh endowment, and at \$5 million is almost twice the size of their previous gifts. Mrs. Dean attributes that to the fact that so many Las Madrinas members and donors have been affected by autism.

"Autism really spoke to a lot of people. I would say easily 60 percent of our members' families, and this year's debutante families, have been touched by autism," says Mrs. Dean. "It's a crisis."

So far, Las Madrinas has raised an incredible \$16.5 million in endowments for the hospital. Previous endowments have supported Gene, Immune and Stem Cell Therapy Research (\$2.3 million) and Experimental Therapeutics for Ophthalmology (\$2.7 million), among others. An additional gift of \$1 million also was made for the Las Madrinas Family Lounge on the Cardiovascular Floor of the New Hospital Building. ●

Dodgers establish ThinkCure to support Childrens Hospital Los Angeles and City of Hope

The Los Angeles Dodgers, the McCourt Family, Childrens Hospital Los Angeles and City of Hope have jointly announced the launch of ThinkCure, a non-profit organization dedicated to raising funds for critical cancer research at these two hospitals. ThinkCure is now the official charity of the Los Angeles Dodgers.

“With ThinkCure, we are creating a civic entity dedicated to raising the funds necessary to find a cure for cancer,” said Dodger Owner and Chairman Frank McCourt. “Ideally, like the Dodgers, ThinkCure will become the property and concern, not of its founding sponsors alone, but rather the entire Los Angeles community.”



The “Think Blue” sign in the hills outside of Dodger Stadium was temporarily changed to “ThinkCure.”

“The physician-scientists, nurses and other caregivers at the Childrens Center for Cancer and Blood Diseases at Childrens Hospital Los Angeles are absolutely thrilled to join City of Hope and the Los Angeles Dodgers in working together to extend the hope of a cure to all children and adults battling cancer,” said Stuart E. Siegel, MD, head of the Division of Hematology-Oncology and director of the Childrens Center for Cancer and Blood Diseases.

Childrens Hospital Los Angeles and City of Hope are actively working together to develop new approaches to treat cancer. Scientists at both institutions are collaborating to better understand and treat brain tumors, leukemia, neuroblastoma and other cancers.

Both hospitals are founding members of the Children’s Oncology Group, a network of top institutions that evaluate new drugs and treatments throughout the nation. Childrens Hospital Los Angeles and City of Hope are members

of Therapeutic Advances for Childhood Leukemia, a group of cancer centers headquartered at Childrens Hospital Los Angeles that rapidly develop and open early clinical trials of new therapies for children whose cancer has returned despite treatment.

Scientists at Childrens Hospital Los Angeles and City of Hope are leveraging their expertise in the fields that are crucial to modern cancer research, including immunotherapy, T-cell therapy, and new customized drugs and targets to better treat a variety of cancers, among many others.

ThinkCure was announced to the public on July 31, before the first game in a three-game series against the San Francisco Giants at Dodger Stadium. For the announcement, the “Think Blue” sign at Dodger Stadium was temporarily changed to “ThinkCure.” As part of the pre-game festivities, Ventura County Firefighter Jeff Maurer, a former cancer patient at City of Hope; 14-year-old Emily Buelow of Calabasas, a former cancer



Rachel Maurer (left), former City of Hope patient Jeff Maurer, Stuart E. Siegel, MD, director of the Childrens Center for Cancer and Blood Diseases at Childrens Hospital Los Angeles, former Childrens Hospital patient Emily Buelow, Dodgers Owners Jamie and Frank McCourt, former Childrens Hospital patient Amy Dilbeck, and Stephen J. Foreman, MD, of City of Hope.

patient of Childrens Hospital Los Angeles; and Amy Dilbeck, a former Childrens Hospital cancer patient and now law student at Pepperdine University, threw pitches to Dr. Siegel and Stephen J. Foreman, MD, of City of Hope, two doctors who helped them win their battles against cancer, and Nomar Garciaparra, first baseman for the Dodgers.

Fund-raising efforts for ThinkCure began with Dodger,

Childrens Hospital and City of Hope volunteers manning booths on all levels at Dodger Stadium to accept donations to the ThinkCure fund. Jamie and Frank McCourt have announced they will match donations up to \$1 million to launch the fund. Additional fund-raising events will be held throughout the year and a complete schedule of events will be announced in the near future. ●

VISION AND ACTION

Childrens Hospital launches Institute for the Developing Mind

Two years ago, Nancy Daly Riordan called her friends together to discuss the opportunity to provide a comprehensive resource for children with developmental, behavioral and neurological disorders. “In this great city with millions of children, we should have a place for these families to find the full spectrum of care required for children with these complex needs,” said Mrs. Daly Riordan. She challenged her friends to come up with a solution to bring together as many resources as possible under one umbrella, for the benefit of children and families. One of those friends was Childrens Hospital Los Angeles Trustee Cheryl Saban, PhD, who knew that a similar idea was taking shape at Childrens Hospital.

Lynda Boone Fetter, also a member of the hospital’s Board of Trustees, was developing a similar vision with program leaders at Childrens Hospital as co-chair of the Childrens Brain Center campaign. She could clearly recall being the young mother of a son with dyslexia and the difficulties they encountered in navigating the system to get the right diagnosis and treatment. “We have the opportunity at Childrens Hospital to bring together outstanding resources within the local and national pediatric community,” says Mrs. Boone Fetter.

Childrens Hospital responded to this need by establishing the Institute for the Developing Mind (IDM), which will bring together expanded research and services focused on a wide range of neurological and cognitive developmental issues, and will incorporate the full range

of expertise in the clinical fields of neurology, child development, psychology, psychiatry, and neuroimaging.

“The Institute will help us make connections between the exciting advances in neuroscience and the children who need them,” says Floyd H. Gilles, MD, head of the Division of Neurology and Neuropathology and director of the Childrens Brain Center at Childrens Hospital Los Angeles, and professor of pathology (neuropathology), neurosurgery and neurology at the Keck School of Medicine of the University of Southern California (USC).

When fully developed, the Institute will provide innovative ways to diagnose and treat a wide spectrum of pediatric neurodevelopmental disorders, which include difficulties with motor development, speech and language delays and a range of cognitive disabilities. In addition, the Institute also will be actively involved in research to understand the origins of these disorders, develop novel therapies for young children and assess treatment outcomes.

The IDM will foster collaboration between scientists at Childrens Hospital, USC and the California Institute of Technology, as well as local policy makers and community advocacy groups. “Being part of a larger concept strengthens each individual piece,” says Roberta A. Williams, MD, vice president of pediatrics and academic affairs at Childrens Hospital and chair of the Department of Pediatrics at the Keck School of Medicine.

Based on Mrs. Boone Fetter’s recommendation, her family, led by MaryLou and George Boone, has recently



George Boone (left), Lynda Boone Fetter and MaryLou Boone

made a \$1 million inaugural gift to the Institute. The first set of clinical services is being developed and will be forthcoming at the Boone Fetter Clinic for Development and Learning. More resources will be needed to provide the expansive range of services that are planned. “I have learned from my parents that giving back to your community is much more than just giving money. It’s about giving your time and your enthusiasm,” says Mrs. Boone Fetter. “One great idea can bring so much change.”

For more information about giving opportunities for the Institute for the Developing Mind, please contact Melany Duval at 323-361-1705 or mduval@chla.usc.edu. ●

The New Hospital Building – A Construction Update

Following months of demolition and excavation, the New Hospital Building at Childrens Hospital Los Angeles now has an exciting street presence. Construction of the building is on schedule with the vast majority of the structural steel scheduled to be completed this spring.

“It is very exciting to watch the changes,” says Anne Marie Dazé Floyd, RN, MSN, director of transition planning and occupancy. “We have diligently planned for a building that will be the best children’s hospital anywhere, and it is starting to really take shape.”

An average of 45 beams and columns of steel have been placed each day, with many of the steel columns weighing 29,000 pounds. Construction crews are beginning work on the interior stud wall framing. The outside of the building will eventually feature the same red stones used for the façade of The Saban Research Building on Sunset Boulevard, to create a consistent look between the two structures.

There are 15 architects and engineers involved with the project, as well as a staff of 35 for the general contractor, 10 inspectors and more than 100 construction workers—and collaborative teamwork is crucial to ensuring a timely process. The team working on the complex construction



PHOTO BY WALTER URE

Construction of the New Hospital Building is well underway, as this photograph from September 11, 2007 illustrates.

and engineering of the New Hospital Building includes representatives from Rudolph and Sletten, CLEO Enterprises, the design team at Zimmer Gunsul Frasca Architects and KPFF Consulting Engineers, as well as various consultants, subcontractors, carpenters, cement masons, electricians, ironworkers, laborers and plumbers.

In addition to those working on the site, professionals from the hospital provide clinical and technical support. “This is a great team that really works well together. We talk openly in weekly meetings with all the representatives,” says Jeff Fyffe of CLEO Enterprises, the construction management firm overseeing the project. “This is truly a collaborative effort.”

Interior work on the building, which began in September 2007, includes pouring concrete floors, creating interior walls, plumbing, electrical wiring, flooring and painting. This phase of the construction will continue until the summer of 2009.

The New Hospital Building will have 317 beds. The state-of-the-art facility, scheduled to open in 2010, will include a new Emergency Department, an inpatient Imaging Department, a 48-bed acute care Oncology Unit, a 14-bed Bone Marrow Transplant Unit, a 24-bed Pediatric Intensive Care Unit, a 24-bed Cardiothoracic Intensive Care Unit, a 21-bed acute Heart Unit, a 58-bed Newborn and Infant Critical Care Unit and 128 additional medical and surgical acute care beds.

According to Mr. Fyffe, one of the key components of the success of the construction thus far is the fact that everyone is focused on the original vision of the project—to create the finest medical and surgical environment for patients and their families, as well as the physicians, nurses and support staff that take on the daily challenge of caring for very ill children. “Everyone is focused on resolving any issues that come up, supporting the construction, providing whatever is necessary,” says Mr. Fyffe. ●



PHOTOS BY KEATS ELLIOTT

Top: The tower crane rises high above the growing structure. Bottom: More than 100 construction workers are involved in the structural steel phase of the project.

Gail and Joe Boskovich join First Families

Gail and Joe Boskovich, both third generation Angelenos, grew up knowing about Childrens Hospital Los Angeles. In fact, Mrs. Boskovich was once a patient at Childrens Hospital when she developed a childhood ear problem. Her parents knew to trust the hospital because her mother was a longtime volunteer.

"I've always respected Childrens Hospital," says Mr. Boskovich, Vice Chairman of Aletheia Research & Management, a money management firm based in Santa Monica. Nevertheless, two particular experiences motivated him to become personally involved. One has been a friendship with Bill and Ludie Driscoll, whose son, Brian, received a heart transplant at the hospital more than a decade ago. "Their dedication to the institution, during Brian's illness and even since losing him, remains a major motivator."

Then, of course, there is his wife's passion for the hospital.

Gail Boskovich is a member of the Centennial Guild, one of thirty Associates and Affiliates—dynamic fund-raising groups that have supported the hospital since 1935. Mrs. Boskovich served as co-chair of her group's 2006 gala. Held at the Ronald Reagan Library in Simi Valley, it was the guild's first evening event. "We hoped that with a night-time celebration, we could get our husbands more involved," says Mrs. Boskovich. "And it proved to be a wonderful evening."

It certainly did. With Master of Ceremonies Chris Harrison, host of ABC's hit romance-reality series *The Bachelor* and *The Bachelorette*, the night generated nearly ten times the philanthropic support of prior Centennial Guild events. Inspired by their success, the mostly Westlake Village residents who make up the Guild have decided to mount

evening galas biannually. The next one, again to be co-chaired by Mrs. Boskovich, is slated for spring 2008.

"It's important for people throughout the widest sweep of Southern California to support the hospital," she says. "We all benefit from its presence in the community, so we all should work to preserve it."

For Gail and Joe Boskovich, that protective impulse was recently given new expression when they joined the First Families Legacy Program with a \$100,000 gift to the New Hospital Building. Their generosity will support construction and services in the 317-bed, state-of-the-art facility scheduled to open in 2010.

The Boskoviches have five children: Joe, Jr. (recently married to Dianne Abbott), Katie, Ann Marie, Anthony and Christina. In addition to their involvement with Childrens Hospital, they actively support the University



Katie (left), Anthony, and Gail Boskovich, Joe Boskovich, Jr., and Dianne (Abbott) Boskovich, Joe, Anne Marie and Christina Boskovich

of Southern California (USC), with Mr. Boskovich serving as a member of the Board of Trustees and president of the USC Associates.

"Children are the future," says Mr. Boskovich. "Our involvement in the hospital makes us part of that future in a very rewarding way." ●

GRATEFUL PARENTS

Kim and Bob Rollo make gift through First Families Program

First Families Legacy Program

The First Families Legacy Program celebrates families who provide generous support for the New Hospital Building. All First Families will receive special recognition in the New Hospital Building.

To begin a legacy of family philanthropy through First Families, we invite you to join by making a contribution of \$100,000 or more to the New Hospital Building Campaign. Commitments may be made over five years.

If you are an Associate or Affiliate group member, your gift of \$100,000 or more to the New Hospital Building Campaign may qualify your group to receive additional credit toward its current fund-raising project.

Associate and Affiliate members inquiring about First Families may contact Bonnie McClure, chairman of the Associates and Affiliates, at 323-361-5431 or bmcclure@chla.usc.edu. For more information about First Families, please contact Leslie Nafie, assistant vice president of Major and Planned Gifts, at 323-361-4146 or lnafie@chla.usc.edu. ●

Kim and Bob Rollo might qualify as experts when it comes to assessing hospitals. Mrs. Rollo holds a master's degree in hospital administration, and her husband is a partner in Heidrick & Struggles, one of the most prestigious executive search firms in the country. Together, they know how to take a discriminating look at the staff and operational sophistication of any medical institution.

That makes their thirty-year commitment to Childrens Hospital Los Angeles all the more impressive.

At one time or another, all four of the Rollos' children (Robert, Jonathan, Katheryn and Patrick) were Childrens Hospital patients. "Immediately, we saw that this institution was pulling in some of the finest physicians in the nation," recalls Mrs. Rollo. "Dr. Seymour Cohen not only took exceptional care of the children, he also seemed to know exactly when we, as parents, needed reassurance. He was amazing, and truly turned us into dedicated fans of Childrens Hospital."

Having recently joined the First Families Legacy Program with a six-figure gift to the New Hospital Building, the Rollos look forward to continued involvement in the life of the institution.

Seeing the new architecture on Sunset Boulevard take shape and learning that the hospital will expand its outreach to even more families throughout Southern California—these are sources of excitement for the Rollos. However, they ultimately view their gift as an investment in the long-term future.

"Even in today's health-care environment, there are staggering obstacles to providing superior care," says Mr. Rollo. "Yet despite all that, Childrens Hospital has built a solid platform of excellence. It's a unique achievement. Kim and I want to help protect it, for countless children who haven't even been born yet but who will need services down the line."



Kim and Bob Rollo

In addition to their philanthropic support of Childrens Hospital, the Rollos have been instrumental in the leadership of Huntington Hospital in Pasadena. They co-chaired the hospital's capital campaign during the 1990s and Mr. Rollo is a past member of its Board of Trustees. He also is a former member of the Board of Trustees of the University of Southern California (USC), and a former president of the USC Alumni Association.

"You know, the first of our children got married in the fall," adds Mrs. Rollo. "If down the line our growing family again needed Childrens Hospital, we would want it to be every bit as extraordinary a place as it was the first day we walked in looking for help."

Thanks to the generosity of benefactors like the Rollos, that future is already taking shape. ●

FOUNDATION GIVING

Joseph Drown Foundation gives \$100,000 to Childrens Hospital

A quarter of a century after his death, the philanthropic legacy of Joseph Warford Drown continues to make an impact, with a \$100,000 unrestricted grant to Childrens Hospital Los Angeles from the Joseph Drown Foundation.

“Joseph Drown was an astute businessman who had an interest in philanthropy throughout his life. He cared deeply about children, education and medical research and the Foundation’s giving to Childrens Hospital is a natural continuation of his personal values,” says Norman Obrow, chairman and president of the Foundation.

Mr. Drown was active in the hotel industry from his early 20s until the end of his career. He started his career working with Conrad Hilton, before striking out on his own through his purchase of the Hollywood Plaza Hotel near Hollywood and Vine. The Hotel Bel Air was his most beloved property, and he also owned the U.S. Grant Hotel in San Diego and the El Rancho Vegas in Las Vegas. He passed away in 1982 at the age of 76.

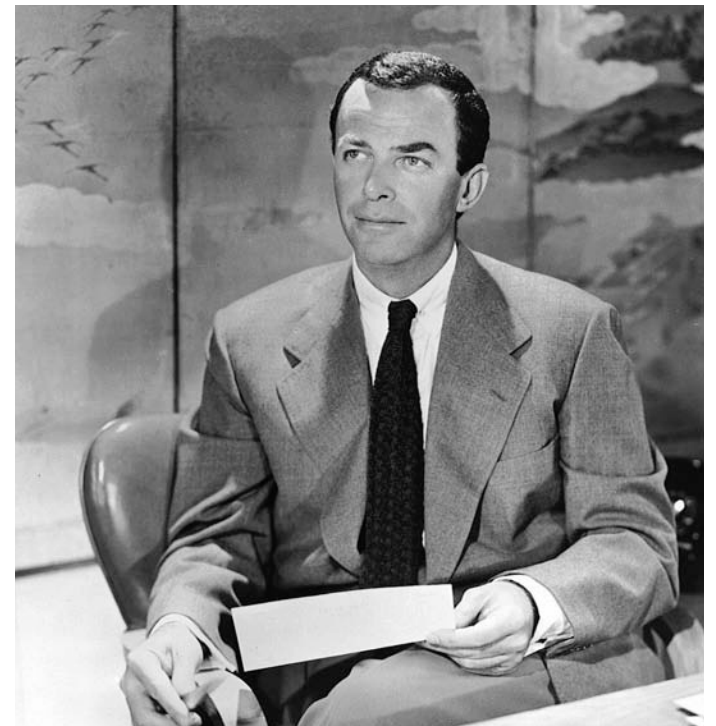
The hotel entrepreneur established the Joseph Drown Foundation in 1953 as a way to make charitable gifts during his lifetime and beyond. The foundation’s mission is to assist individuals in becoming “successful, self-sustaining and contributing citizens” by focusing resources on the areas

which were of particular concern to Mr. Drown. These include: education; medical and scientific research; community, health and social services; and, to a lesser degree, the arts and humanities.

“Joseph Drown always respected excellence and applied his keen business acumen to his philanthropy. The same kind of probing questions and thoughtful assessment went into his giving. He spent considerable time and effort seeking the best advice and striving to use his wealth to make our world a better place,” says Mr. Obrow, who has been president of the Foundation since 1982.

“The hospital’s reputation for being the best, the quality of its medical care and research, the excellence of the staff and the passion of the hospital’s supporters all would have appealed to him,” he adds.

The Foundation awarded its first grant to Childrens Hospital in 1990, although Mr. Drown had been a personal contributor since 1959. This latest gift brings the Foundation’s total contributions to Childrens Hospital to more than \$640,000. Previous grants have supported the Division of Adolescent Medicine, and hematology and leukemia research at the Childrens Center for Cancer and Blood Diseases.



Joseph Drown

“Childrens Hospital integrates medical care, research and education to provide the highest quality of service to the community, and we are proud to support the hospital’s efforts to make a world of difference in the lives of children, adolescents and their families,” says Mr. Obrow. ●

CORPORATE CARING

RUSNAK Auto Group Children’s Cup raises nearly \$285,000 for Childrens Hospital

The RUSNAK Auto Group Children’s Cup Golf Tournament, presented by Farmers Insurance, raised nearly \$285,000 in unrestricted funds for Childrens Hospital Los Angeles. Nearly 100 golfers competed in the event, a successful partnership between RUSNAK Auto Group and Childrens Hospital Los Angeles.

Held at the prestigious Sherwood Country Club on June 25, 2007, the “shotgun” start was at 11:00 am, after players competed in a putting contest, won by Scott Hardt. The scramble tournament also was a qualifier for the Audi Quattro Cup, held in September in Carlsbad, Calif.

“We felt this was a great opportunity for us to make a difference,” says Liz Rusnak-Arizmendi, vice president

of public relations for RUSNAK Auto Group. “Children are the future, and there is no better avenue for helping children than Childrens Hospital Los Angeles.”

“Paul Rusnak, founder of RUSNAK Auto Group, knows that Childrens Hospital Los Angeles provides superb care,” she says, “and many of our clients are associated with the hospital as members of the patient care team, as executives of the hospital and as patient families.”

During the tournament, players had the chance to win an Audi Q7, a Jaguar XJ8, a Bentley Continental GT, a premium electronics package and a Callaway Driver or X20 Irons if they shot a hole-in-one on various holes throughout the course. Though no one made the prize-winning shot this year, it added to the excitement of an

already thrilling day. Players also had the option to purchase a “survival kit,” including a mulligan, an opportunity to hit from a special tee, entry into the Longest Drive, Closest to the Pin and Putting contests and the chance to be one of two competitors in a \$100,000 Shootout hole-in-one contest.

The day’s winning teams were:

- First place: Farmers Insurance Group—Bill Walrath, Zoltan Nagy, Don Lee, Darren Zonnefeld
- Second place: Joseph B. Gould Foundation—Martin Dirks, Ron Kiracofe, Kevin Scott, David Walkey
- Third place: Pacific Western Bank—Scott Hardt, Ed Marinaro, Craig Miller, Matt Wagner

After the tournament concluded, guests enjoyed a cocktail reception, silent auction and awards banquet. ●

1. Liz Rusnak-Arizmendi, vice president of public relations for RUSNAK Auto Group. 2. The Farmers Insurance Group team took first place at the RUSNAK Children’s Cup: (seen here with Luisa Acosta-Franco, assistant vice president for Diversity and Emerging Markets at Farmer’s, center) - Bill Walrath (left), Zoltan Nagy, Darren Zonnefeld and Don Lee. 3. Todd James (left), Mark Hinkey, Childrens Hospital Trustee Ted Samuels and Jin Lee pose for a team picture.

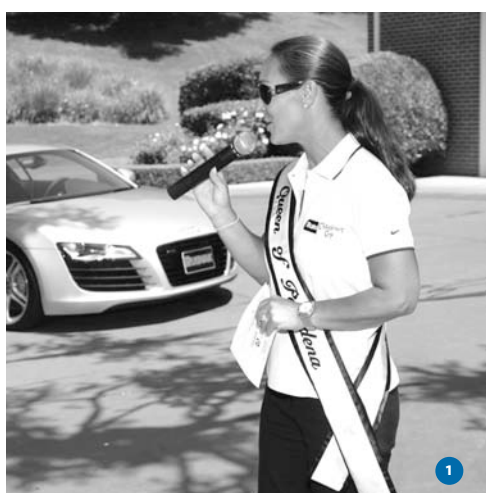


PHOTO BY NICK BOSWELL



PHOTO BY SARAH BREWER



PHOTO BY NICK BOSWELL

Remarks from Board Co-chair Jack Pettker

Why the New Hospital Building is so important

Childrens Hospital Los Angeles has been honored by the leadership of Marion Anderson since the beginning of Living Proof: the Campaign for Childrens Hospital Los Angeles in 2000. Last year she was joined by Co-Chair John D. “Jack” Pettker, who has been a dedicated Trustee since 1999. Mrs. Anderson and Mr. Pettker recently chaired a meeting of the Board of Trustees, at which Mr. Pettker shared some remarks about the importance of supporting the New Hospital Building at Childrens Hospital Los Angeles.

First, thank you for all you are doing in our campaign to build the New Hospital Building. You’re terrific!

I would like to use this opportunity to try to summarize some of the themes we have discussed today. What truths can be gleaned from our discussions that will assist us in our work on the campaign?

This I know to be true:

- No cause is more worthy than ours.
- No other hospital in Southern California has the resources and capacity, the depth and breadth, to do what we do in treating the sickest of the sick and the most critically injured children within our community.

This, also, I know to be true:

The New Hospital Building is essential to accomplishing our mission. It is essential if we are to continue delivering pediatric

care that is second to none. It is an essential resource and safety net for all of our community. In too many circumstances, it is the only place that can provide the necessary, life-saving care. Those of us within this community who are blessed with financial resources have a responsibility to support the New Hospital Building and to make sure that it gets done right and gets done on time.

This is a personal campaign. At any time, any one of us, and any one of our prospective donors, could need Childrens Hospital to save the life of a child, a grandchild or a great-grandchild. I hope this doesn’t happen to you, but if it does, you will be eternally grateful, in ways beyond words or dollars, that we have the New Hospital Building.

And, finally, this I know to be true: we will reach our campaign goal:

- Because we have the right people to do the job.
- Because we have the imaginative initiative and energy.
- Because we have the planning, discipline and organization.
- And because we have to.

And what is Childrens Hospital providing for you in return for your help in this campaign? We are giving you the opportunity to make a difference in the lives of hundreds of thousands of children—to do something that connects your life to their lives, to do something that connects your life to their future.

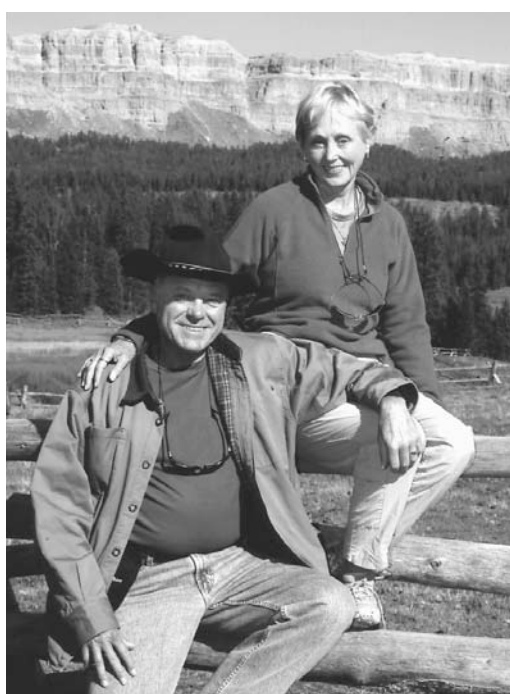
This is what it’s all about. This is what life is all about. ●



Jack Pettker

SUPPORT FOR THE FUTURE

Tom and Anne Muller give to Childrens Hospital through Charitable Remainder Trust



Tom and Anne Muller

For Tom and Anne Muller, retirement means playing golf, traveling, spending time with family and friends and giving back to the community. The couple, who split their time between their main residence in Jackson, Wyoming, and their winter home in Palm Desert, have made philanthropy a top priority and Childrens Hospital Los Angeles is a beneficiary of their generosity.

The Mullers have recently set up a charitable remainder trust through their private foundation which names Childrens Hospital as a beneficiary. The trust provides \$250,000 in support of a treatment room on the third floor of the New Hospital Building, which will house the Pediatric Intensive Care Unit and the Newborn and Infant Critical Care Unit.

The Mullers were first introduced to Childrens Hospital through Trustee Dick Zeigler, who urged them to take a tour. “We were blown away by what we saw,” recalls Mr. Muller. “The level of care that these children received and the great attitude of the doctors and nurses really showed us what a difference this hospital was making.”

Mr. Muller retired as vice chairman and senior vice president for Merrill Lynch International in February 2002. He began his career with Merrill Lynch as a young broker in 1966. After 12 years, he moved into management and began his rise through the company, where he eventually oversaw 7,500 employees.

In addition to their financial contribution, Mrs. Muller, a professional artist and photographer, volunteered her time to become entrenched in the daily lives of the hospital’s nurses. She spent a week at the hospital taking photographs from the early morning hours to the late afternoons, following nurses in various units and donning scrubs at one point to capture them in the operating room. Entitled “Love Through the Lens,” Mrs. Muller’s collection of black and white photographs pointedly captures the compassion, dedication and the joy of helping a child heal.

“Before I started, I wasn’t sure what type of feel I would get, but as I watched these nurses, it was so clear,” recalls Mrs. Muller. “This was an extraordinary place filled with compassion. The work of nurses is so important.”

The photographs were recently displayed at a hospital fund-raising event in Rancho Mirage and during Nurse Week celebrations at the hospital. The photos also will be used in various hospital publications.

For the past seven years, Mrs. Muller has turned her passion for art and photography into philanthropy with wide-ranging interests. She has volunteered to create documentary-style photo essays for various organizations including Hidden Harvest, which provides free produce to families in Coachella, California; and the elderly care unit of St. John’s Hospital in Wyoming. She has spent three weeks shooting in Bhutan, a country nestled in the eastern Himalayas, at the request of the Vice Chancellor of The Royal University of Bhutan, for a book about the country’s unique philosophy of “Gross National Happiness,” and she has traveled to Mexico City on behalf of the National Museum of Wildlife Art.

The Mullers have seven children and four grandchildren. “When our kids were young, we didn’t have very much,” says Mr. Muller. “We have been very fortunate and we just really want to give back.” ●



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RENDERING OF THE NEW HOSPITAL BUILDING

The New Hospital Building at Childrens Hospital Los Angeles

The New Hospital Building is the jewel in the crown of *Living Proof: the Campaign for Childrens Hospital Los Angeles*, and over the next three years, this seven-level, 460,000-square-foot hospital facility will rise at Childrens Hospital Los Angeles. When the New Hospital Building opens in 2010, it will provide one of the finest medical and surgical environments for seriously ill and injured children anywhere in the United States.

The New Hospital Building will be the physical expression of our mission, our values and our expertise—the things that make Childrens Hospital so unique. Childrens Hospital Los Angeles has attracted the very best pediatric physicians and surgeons, nurses and other caregivers. Now, the commitment is to improve and expand our facilities to meet our patient care responsibilities well into the future.

We are not just constructing a new building, we are building for the future—a future that holds great promise for advanced treatments and cures for diseases that ravage our children.

INSPIRED TO ACTION

Jeff and Kristin Worthe – helping make a better future for children

It is every parent’s nightmare: a child facing a life-threatening illness. Jeff and Kristin Worthe were in that position when their 18-month-old daughter, Loulou, had open-heart surgery at Childrens Hospital Los Angeles in May 2005.

Loulou had a ventricular septal defect (a hole in her heart), and surgery was required to repair it. As soon as Mrs. Worthe met cardiologist Alan Lewis, MD, and saw the facility, she knew Childrens Hospital Los Angeles was the right place for Loulou.

“We felt totally supported and respected at Childrens Hospital. It was a life-changing event,” says Mrs. Worthe. During Loulou’s hospitalization, they saw the impact Childrens Hospital had on critically ill children and their families.

The Worthes were so grateful for the successful operation and impressed with Childrens Hospital that they have personally committed more than \$600,000 to date. They also hosted their first fund raiser just one month after Loulou’s surgery. “Many families can’t afford the medical care they receive at Childrens Hospital, and the state provides limited funds. It is up to us to fund this world-class hospital,” says Mr. Worthe, who joined

the Childrens Hospital Los Angeles Board of Trustees in 2006. He serves on the Executive Committee, chairs the Real Estate/Facilities Advisory Committee and is co-chair of the Heart Institute Campaign Committee, of which Mrs. Worthe also is a member.

“Childrens Hospital doesn’t say no to our most critically ill children, which is amazing when today, the quality of the health care people receive is usually determined by their ability to pay,” says Mrs. Worthe.

The Worthes hosted their second fund raiser in March 2007. They have raised almost \$500,000 through these events and have helped increase awareness of Childrens Hospital in the community.

“Jeff never stops thinking of ways he can help Childrens Hospital,” says Trustee and Heart Institute Campaign Co-chair Thomas E. Larkin, Jr. “He’s a true asset to the institution.”

The couple lives in Pacific Palisades with their two daughters, Genevieve and Loulou. Mr. Worthe is a principal at M. David Paul Development, LLC, and Centurion Real Estate Partners. ●



Kristin and Jeff Worthe

PHOTO BY KENTIS ELLIOTT