



making a world of difference

THE CAMPAIGN FOR CHILDRENS HOSPITAL LOS ANGELES

John Stauffer Charitable Trust gives \$3 million to New Hospital Building



Carl M. Franklin, JSD (left), Michael R. Whalen, Esq., and H. Jess Senecal, Esq., trustees of the John Stauffer Charitable Trust.

When the New Hospital Building at Childrens Hospital Los Angeles opens in 2008, it will feature the spacious, state-of-the-art John Stauffer Conference Room, made possible by a \$3 million gift from the John Stauffer Charitable Trust.

Michael R. Whalen, Esq., a cur-

rent trustee of the John Stauffer Charitable Trust, member of the Childrens Hospital Los Angeles Board of Trustees and co-chair with Marcia Wilson Hobbs of the Foundation Giving Campaign Committee for the Living Proof Campaign, graciously shepherded the gift. Over the past five years, he

has consistently helped nurture the longstanding partnership between the two institutions. "John Stauffer wanted to encourage scientific research and support cutting edge medical technology," says Mr. Whalen. "Childrens Hospital does both with an unsurpassed commitment to excellence. I am certain that Mr. Stauffer would have been proud to support its remarkable efforts."

The centerpiece of a planned five-room, ground floor Conference and Education Center, the John Stauffer Conference Room will accommodate up to 150 people. Fully equipped with the latest audio-visual systems, it will provide a space where in-house researchers and clinical staff can share findings with the many scientists and physicians from around the world who visit Childrens Hospital. With its adjoining lobby, pantry and direct entrance into the hospital's kitchen, it will be an ideal space for professional lectures, symposia, in-service training and public events.

"This is our thank-you gift to the medical staff," Mr. Whalen says. "It's also a thank-you to the hospital's Board of Trustees — dynamic, successful people with very crowded calendars who never fail to keep the

hospital a major focus of their attention." The Stauffer Conference Room will create a comfortable environment in which the Board and staff can come together to plan for the institution's future.

Mr. Whalen believes that future is best ensured by the Board's continuing efforts to sustain and build new relationships between the hospital and a broad spectrum of individuals, families, corporations and foundations throughout the city and beyond. People volunteer their time and make gifts, he says, when they see that lives are made better by an organization's work.

"Cutting-edge medicine is practiced here every day. So we should invite the public in to learn about it," Mr. Whalen says. "When people see what this staff can do, and hear about the research being done to develop even better therapies, they realize that genuine miracles are just around the corner. That's one way that the hospital gains friends and partners for tomorrow."

John Stauffer was an officer and director of the Stauffer Chemical Company. Until his death in 1972, he supported many charitable organizations in Southern California. The trust that bears his name has generously supported Childrens

Hospital for nearly three decades. To date, its pledges total \$6.4 million, including funds for a radiology suite and the John Stauffer Lobby, which serves as the grand entrance to the Marion and John E. Anderson Building and Burtie Green Bettingen Surgery Center.

Michael Whalen is an attorney specializing in estate planning. He is a partner in Davis and Whalen, a law firm he established in 1999 with his long-time colleague, Edmond R. Davis. An avid photography collector and historian, he sits on the Board of Fellows for the Center for Creative Photography at the University of Arizona in Tucson. He lives in Pasadena with his son Eric, 14, who attends Oakwood School in North Hollywood, and his daughter Christina, 12, a student at Crestview Preparatory School in La Cañada.

"It takes time and patience to develop the many relationships that Childrens Hospital will need in order to continue providing the finest care possible to kids who need it," says Mr. Whalen. "And, ultimately, it's all about the kids." ●



FIGHTING AN EPIDEMIC

W. M. Keck Foundation gives \$2 million to create the USC and CHLA Keck Diabetes Prevention Initiative



Francine R. Kaufman, MD (left), and Ann Peters Harmel, MD, direct the Keck Diabetes Prevention Initiative. Valerie Ruelas (right) is the project administrator for the program.

To strengthen efforts to combat the nation's diabetes and obesity epidemic, the Keck School of Medicine of the University of Southern California (USC) and Childrens Hospital Los Angeles are partnering with community leaders in East Los Angeles and South Los

Angeles to identify and address the interrelated factors that lead to diabetes and obesity.

The Keck Diabetes Prevention Initiative (KDPI) began with a generous \$2 million grant from the W. M. Keck Foundation to support an initial two-year planning process to identify the fac-

tors contributing to diet, physical activity and health care within these communities. The KDPI, also supported by the LA County Department of Health Services, will develop strategies to prevent diabetes and promote healthy lifestyle choices.

The planning process for the KDPI will advance an eight-year intervention in partnership with the Edward R. Roybal Comprehensive Health Center in East Los Angeles and the Hubert H. Humphrey Comprehensive Health Center in South Los Angeles. Both centers serve some of the poorest and most medically underserved populations in LA County. This initiative will draw upon the expertise of local nonprofits, faith-based organizations and other community stakeholders.

"In the past 25 years, the percentage of children, ages 6-11, who are overweight has doubled and the percentage of overweight adolescents, ages 12-19, has tripled," says Francine R. Kaufman, MD, director of the Center for

Endocrinology, Diabetes and Metabolism at Childrens Hospital Los Angeles.

The increase in obesity is associated with higher mortality rates and increased risk for numerous medical conditions, including type 2 diabetes, stroke, arthritis, coronary heart disease and certain types of cancer. Obese adults are five times more likely to develop type 2 diabetes. Diabetes afflicts 18.2 million people in the United States and has become the sixth leading cause of death nationwide.

"Sixty-five percent of the nation's adult population and 15 percent of its youth are overweight, with nearly one in three Americans considered obese," says Anne Peters Harmel, MD, professor of medicine at the Keck School of Medicine and director of the USC Clinical Diabetes Program.

Indeed, studies indicate that LA County is at the epicenter of the obesity problem, with 55 percent of its adult population overweight or obese. The highest rates of adult obesity were found in East

Los Angeles, South Los Angeles and the Antelope Valley.

A recent study by the Centers for Disease Control and Prevention predicts that one in three children born in 2000 will develop diabetes during their lifetime.

"Diabetes is now among the most common chronic diseases of childhood," says Dr. Kaufman, professor of pediatrics at the Keck School of Medicine and a past president of the American Diabetes Association.

The Keck School of Medicine and Childrens Hospital Los Angeles both have nationally recognized diabetes programs. Drs. Harmel and Kaufman are directing the KDPI.

"This bold initiative will give us the knowledge and experience we need to improve the health and well-being of all residents in East Los Angeles and South Los Angeles," says Dr. Kaufman. "The KDPI also will enable us to design a sustainable approach that can be replicated in high-risk communities nationwide." ●

FIRST FAMILIES

Lucy and Don Crumrine: continuing a legacy of care

Lucy Crumrine has actively supported Childrens Hospital Los Angeles for more than three decades. During the late 1960s, she was a volunteer Toy Lady. "It was my job to drop in and visit patients," she recalls. "Sometimes I'd bring them a toy or a book. Other times, I'd just sit and visit for a while. Either way, what I remember most are the smiles on their faces. Those smiles went straight to my heart, and I was hooked."

Mrs. Crumrine and her husband, Don, have a history of giving. Beginning with their own three children — two sons and a daughter, they have devoted untold hours to many youngsters in their community. Mr. Crumrine has coached more basketball and baseball teams than he can count, both for his children's schools and for the South Pasadena/San Marino YMCA. He is chairman of the Board of Directors for a Pasadena-based investment firm that he co-founded, and he also is a member of the Board of Directors of Goodwill Industries.

In 2004, Mrs. Crumrine followed in the footsteps of her mother, Ruth Harbour, and now serves as president of the Pasadena Guild, a valued Affiliate group since 1947. Recently elected to a second one-year term, she leads this volunteer force of more than 250 dynamic women in its fund-raising efforts for Childrens Hospital.

Last year, the Crumrines' generosity found new expression when they became Charter Members of the First Families Legacy Program. One component of this program recognizes Associate and Affiliate benefactors who designate their gift to the New Hospital Building campaign, qualifying them for a dollar for dollar matching gift to support their current guild project.

The Crumrines' gift will benefit the Pasadena Guild's current \$3 million fund-raising effort, the Pasadena Guild Endowment for Developmental Biology. Today, Mrs. Crumrine admits that when the Pasadena Guild took on this five-year project, they were a little nervous about such a large endeavor. They needn't have worried — the new matching gift program has already helped the Guild reach 80 percent of its fund-raising goal in less than two years. "We want this



Mr. and Mrs. Crumrine with their children.

project to help ensure ongoing research into the origins of childhood illnesses," Mrs. Crumrine explains. "Our hope is that by learning how and why human development sometimes goes wrong, the doctors of Childrens Hospital will be able to prevent as well as cure diseases."

Mr. Crumrine is particularly pleased that their gift automatically generates a matching gift. "In a sense, the funds do double-duty," he says. "By supporting the New Hospital Building, we also have the chance to support the Guild's work. It just makes great economic sense."

"We have been so fortunate," Mrs. Crumrine adds. "While raising our children, we never needed the specialized care that the hospital offers. Still, if we had, we know we could have trusted this special place to help make them well." ●

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, and those joining prior to its groundbreaking will be honored as Charter Members.

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.

If you are an Associate or Affiliate group member, your gift of \$100,000 or more to the New Hospital Building Campaign will be matched and designated to your group's current fund-raising project.

For more information, please contact Leslie Nafie at 323-669-4146 or lnafie@chla.usc.edu. ●

The Heart Institute — an entire floor of high-tech healing



PHOTO BY WALTER URIE

The Heart Institute cares for even the smallest children affected by heart diseases and defects.

“When a child is critically ill with heart or lung failure, every second counts,” says Mary Dee Hacker, RN, MBA, chief nursing officer and vice president of Patient Care Services at Childrens Hospital Los Angeles. As an internationally recognized leader in the treatment of pediatric heart disease, the Heart Institute at Childrens Hospital offers life-saving treatments and nurturing care for our patients and their families.

Each year, 8,000 patients — from fetus to young adult — benefit from the most advanced care in cardiology, cardiothoracic surgery, transplantation and intensive care, as well as innovations in cardiac research. The Institute performs more than 600 open-heart surgeries and 960 cardiothoracic surgical procedures annually.

“Families often come to us after they’ve been told that nothing can be done for their child,” says Vaughn Starnes, MD, director of the Heart Institute and head of the Division of Cardiothoracic Surgery. His team of experts sets the standard of care for pediatric cardiovascular disease. Dr. Starnes, who is the Hastings Distinguished Professor and chair of the Department of Cardiothoracic Surgery at the Keck School of Medicine of the University of Southern California, is an innovator in adult and pediatric heart, heart/lung and lung transplantation and treatment of congenital heart disease. He is credited with several firsts in the field of pediatric transplantation, including transplanting a heart and lung into a four-month-old baby — the youngest transplant recipient ever at the time.

The Heart Institute’s ability to meet the critical needs of its patients and families will be enhanced in the New Hospital Building. The entire second floor of the new facility will be devoted to the Institute, consolidating services that are currently dispersed across several floors. This will minimize the time needed for physicians to reach patients and strengthen coordination of care for cardiothoracic and cardiology patients.

The 15-bed Cardiothoracic Intensive Care Unit (CTICU) — already the largest of its kind on the West Coast — will expand to 24 beds in private rooms. Every CTICU room will be equipped with an innovative device called a “boom,” which is mounted on the ceiling and equipped with an array of medical gas outlets. The boom arms swing in a way that allows the bed and equipment to be moved within seconds so the patient room can be set up for emergency surgery. This affords surgeons, anesthesiologists and nurses a full 360 degrees to perform surgical procedures at the bedside.

“The booms will save critical time in an emergency because beds and equipment can be moved around more quickly and easily to set up for surgery,” says Anne Marie Dazé Floyd, RN, MSN, clinical administrator for the New Hospital Building.

In addition, the new facility will have two catheterization labs, doubling the space needed for diagnosis and procedures such as eliminating arrhythmia or closing small holes inside the heart. It also will have a cardiac clinic for outpatient services, two heart/lung transplant rooms and a 21-bed cardiovascular acute care unit, composed of 15 single rooms and three double rooms.

All patient rooms in the New Hospital Building will include a pull-out bed, allowing parents to stay overnight. The Heart Institute also will house a Chase Place playroom staffed with child life specialists, who offer therapeutic play in an “ouch-free” environment. A family lounge will offer families a restful environment with comfortable seating and a play area. ●



PHOTO BY WALTER URIE

Stephanie Lawrence, RN, checks the cardiopulmonary status of newborn Katherine Soto, who was born with a heart defect.

Luisa Acosta-Franco and Farmers Insurance Group: a passion for helping children grow up healthy

Luisa Acosta-Franco, director of community affairs and sponsorship at Farmers Insurance Group, has fond childhood memories of Childrens Hospital Los Angeles, where both of her parents and her younger brother have worked at one time. She grew up six blocks from the hospital and recalls meeting her mother at the McDonald's located at Childrens Hospital, where her mom would order broccoli and cheese soup and tell Luisa heartwarming stories about the hospital and its young patients.

When Ms. Acosta-Franco heard about the "Noche de Niños" gala to benefit Childrens Hospital, she knew she had to help. She was the driving force behind Farmers Insurance Group's \$100,000 sponsorship of "Noche de Niños."

"Childrens Hospital was a special part of my family's life," says Ms. Acosta-Franco, who also is a member of the hospital's Corporate Committee for Living Proof: The

Campaign for Childrens Hospital Los Angeles.

Ms. Acosta-Franco's mother, Luisa T. Acosta, was a Spanish-language interpreter in General Pediatrics for more than 13 years. Alfredo Acosta, Ms. Acosta-Franco's father, worked at the hospital for 10 years as a service representative and financial counselor in various departments, and while finishing school, Manny, her brother, worked at the hospital as a clerk.

As a mother to four-year-old Melina and two-year-old Joaquin, Ms. Acosta-Franco says that the well-being of children resonates strongly with her. In addition to her work with Childrens Hospital, she will be the 2005 Southern California Chair of the March of Dimes WalkAmerica Campaign, which supports programs that promote the birth of healthy babies.

"Both of my children were born premature," she says. "I have a personal passion for contributing to

organizations that help children grow up healthy."

Farmers, the country's third-largest writer of both automobile and homeowners insurance, has a long history of philanthropy. In 2000 alone, 15,000 of its employees donated 75,000 volunteer hours and raised more than \$1.5 million for worthy causes, above and beyond Farmers' corporate giving of \$2.1 million. In addition to its contribution to "Noche de Niños," Farmers will generously donate bilingual home safety guides and child identification kits to the hospital.

Ms. Acosta-Franco not only encourages her company to support Childrens Hospital; she also introduced Ricardo Valencia, senior vice president of emerging markets for ING U.S. Financial Services, to the hospital. With thanks to Ms. Acosta-Franco, ING generously supported "Noche de Niños" with a gift of \$25,000.

Ms. Acosta-Franco says that



Luisa Acosta-Franco

she and her husband, Victor Franco, Jr., senior vice president at Central City Association, find community involvement uniquely fulfilling. She is a member of the Board of Directors of The Getty House Foundation and Mariachi USA Foundation, an advisor to Girls Today, Women Tomorrow

Leadership Mentoring Program, and a former executive board member of Hispanas Organized for Political Equality (HOPE). Mr. Franco, who also is very active in the community, was instrumental in organizing a City Hall ceremony to honor Childrens Hospital Los Angeles and "Noche de Niños." ●



RENDERING OF THE NEW HOSPITAL BUILDING

The New Hospital Building

The New Hospital Building is the centerpiece of the Campaign for Childrens Hospital Los Angeles. We are seeking \$200 million in philanthropy to build and equip a seven-floor, 460,000-square-foot hospital that will provide a model healing environment.

When the 280-bed patient facility is complete in 2008, it will be the finest medical and surgical environment for seriously ill and injured children in the United States. The new facility also will improve seismic performance to not only withstand a major earthquake, but also be fully operational after a major seismic event to meet the standard mandated by law.

The visionary design of the New Hospital Building will significantly enhance our ability to provide family-centered care, optimize the latest medical technologies and advance pediatric medicine.

UPDATE

Living Proof: The Campaign for Childrens Hospital Los Angeles

We are grateful to our donors who have committed an incredible \$427.6 million to Living Proof between January 1, 2000, and December 31, 2004. We look forward to their continued enthusiasm and support during the Campaign for Childrens Hospital Los Angeles.

	total raised in millions	campaign goal in millions
Facilities		
New Hospital Building	\$ 26.3	\$ 200
The Saban Research Institute Building	22.6	50
Endowment and Program Support		
The Saban Research Institute	\$ 73.8	\$ 25
Childrens Center for Cancer and Blood Diseases	75.7	50
Heart Institute	7.3	20
Center for Endocrinology, Diabetes and Metabolism	11.7	11
Childrens Orthopaedic Center	4.9	10
Childrens Brain Center	3.5	10
Center for Learning	10.1	10
Emerging Programs	51.7	20
Undesignated Campaign Support	\$ 31.2	—
Annual Support	\$ 108.7	\$ 94
Total	\$427.6	\$500



NIGHT OF THE CHILDREN

Star-studded “Noche de Niños” gala raises nearly \$2 million in unrestricted funds



The inaugural “Noche de Niños” (Night of the Children) raised nearly \$2 million for Childrens Hospital Los Angeles. The October 2, 2004, gala, held in the International Ballroom of the Beverly Hilton Hotel, was attended by 1,200 of Southern California’s most influential corporate leaders, and some of Hollywood’s top entertainers and executives.

Childrens Hospital Los Angeles trustee, philanthropist and child advocate Cheryl Saban, and MGM Chairman and CEO Alex Yemenidjian joined forces to chair the unforgettable evening of Latin music and dance. Giselle Fernandez-Farrand, award-winning

television journalist and member of the Childrens Hospital Los Angeles Board of Trustees, was the Gala Organizing Chair and Executive Producer of the remarkable event. The gala featured dazzling décor by Edgar Zamora and the sumptuous cuisine of master chef Julian Serrano.

“The extraordinary gathering of entertainment and business leaders at ‘Noche de Niños’ reflects the passionate support Childrens Hospital has within the community,” says Marion Anderson, co-chair of the hospital’s Board of Trustees. ●

1. “Noche de Niños” honoree Jennifer Lopez (third from left) poses with current and former patients of Childrens Hospital. With her: Daniella Fortuna (left), Andrea Edoria, Paige Peterson, Sarah Lynch and Leiana Valenzuela.
2. International Flamenco dance star Joaquin Cortez performed a dance entitled “Zapatos Blancos,” which means “White Shoes.”
3. Special guest Cheech Marin.
4. Leonardo DiCaprio presented the Courage to Care Award to Trisha Meraz (left) and her family. Trisha’s son, Dusty, suffered from neuroblastoma, a deadly form of cancer that attacks the nervous system.
5. Comedian George Lopez was the evening’s master of ceremonies.
6. Spanish pop star Carlos Baute opened the evening with his hit song, “Chiki-Chiki.”
7. CEO of Patrón Tequila Bill Shaffer (left), and Eloise and John Paul DeJoria of John Paul Mitchell Systems.

8. Musician Matt Goss and TV personality/model Daisy Fuentes.
9. Latin Grammy winner Alejandro Sanz entertained the crowd with two songs: “Corazon Partio” and “¿Lo Ves?”
10. Childrens Hospital Trustee Dayle Roath and her husband, Ken.
11. Gala Co-chair and MGM Chairman and CEO Alex Yemenidjian (left), Childrens Hospital Trustee, Gala Organizing Chair and Executive Producer Giselle Fernandez-Farrand, Childrens Hospital Trustee and Gala Co-chair Cheryl Saban, Childrens Hospital President and CEO Walter W. Noce, Jr., and Childrens Hospital Board of Trustees Co-chairs Marion Anderson and Walter B. Rose.
12. Pop star (and Jennifer Lopez’s husband) Marc Anthony closed the show with two dazzling songs.

PHOTOS 1, 2, 10, 11, AND 12 BY BOB RIHA, JR.
PHOTOS 3, 4, 5, 6 AND 9 BY ALEX BERLINER/BERLINER STUDIO
PHOTOS 7 AND 8 BY STEVE GRANITZ



New Hospital Building Campaign Committee leadership: Chris Albrecht (left), Mary Hart, Marion Anderson, J. Kristoffer Popovich, Walter B. Rose, Paul M. Schaeffer, Esther Wachtell.

COMMITTED TO A FUTURE OF CARE

Extraordinary leadership for Living Proof: the Campaign for Childrens Hospital Los Angeles

New Hospital Building Campaign Committee

Chris Albrecht – Leadership Chair
Mary Hart – Leadership Chair
J. Kristoffer Popovich – Steering Committee Co-chair
Paul M. Schaeffer – Steering Committee Co-chair
Esther Wachtell – Steering Committee Co-chair
Marion Anderson – Steering Committee
Walter B. Rose – Steering Committee

Lead Gifts Committee

Allan Alexander
Kathleen Brown
Peggy Tsiang Cherng, PhD
Jamie Lee Curtis
Margaret D. Eberhardt
Giselle Fernandez-Farrand
Herbert Gelfand
Bambi Holzer
Dayle Roath
Stuart Siegel, MD
Russell K. Snow, Jr.
Ed Wirtz

Associates and Affiliates Lead Gift Committee for the Campaign

Bonnie McClure – Chair
Brooke Anderson
Nancy Birdwell
Terry Durham
Peggy Galbraith
Rosemary Hill
Sally Kelly
Mary Luck
Carolyn Ludwig
Jan Starnes

First Families Legacy Program Committee

Kathy and Walter B. Rose – Co-chairs
CeCe Baise
June Banta
Lynn Brengel
Peggy Galbraith
Sally Kelly
Patricia MacLaren and Philip A. Swan
Tally Mingst
Mary Adams O'Connell
Jane and J. Kristoffer Popovich

Corporate Campaign Committee

Arnold J. Kleiner – Co-chair
Alan J. Wilson – Co-chair
Luisa Acosta-Franco
Robert H. Kerrigan, Jr.
Carla and Brendan McLoughlin
W. Scott Sanford
John Theuer
Ricardo Lopez Valencia
Peter Villegas
Maxine Ransom von Phul

Entertainment Committee

Melissa Gilbert – Chair
Marcia Strassman

Foundation Giving Campaign Committee

Marcia Wilson Hobbs – Co-chair
Michael R. Whalen – Co-chair
Patricia A. Brown
Ronald E. Gother
Franklin E. Ulf, III
Esther Wachtell
William A. Wilson

The Planned Gifts Campaign Committee

John D. ("Jack") Pettker – Chair
Ronald E. Gother
Robert H. Kerrigan, Jr.

Regional Outreach Campaign Committee

Desert
Ronald E. Gother
Douglas Martin
Michael Smith
Richard Ziegler

Las Vegas

Don Logan
Jennifer Arden Logan

Orange County

Dayle Roath

Santa Barbara and Ventura Counties

Esther Wachtell

The Childrens Brain Center Campaign Lead Gifts Committee

Lynda Boone Fetter – Co-chair
José Lozano – Co-chair
Charlene and John Barnes
Mary and Richard Genow
Floyd H. Gilles, MD
Dana and Brett Zatulove

The Childrens Center for Cancer and Blood Diseases Advisors Council

John D. ("Jack") Pettker – Co-chair
Paul M. Schaeffer – Co-chair
Roy Anderson
Sherry Barrat
Chris Bialek
Debbie Bohnett
Neil Carrey
John M. Coleman
Mattie and Steve Contopulos
The Honorable Marco Antonio Firebaugh
Steven Fletcher
Herbert Gelfand
Mary Lee Gilliland
Tom Heymann
Chris Hoefflin
B. Wayne Hughes
Allison Jackson
Mari and Steven Jaffe
Philip S. Magaram
John F. Marshall
Claudia Mirkin
Holly Palance
Beth Rickman
Mitch Rosenberg
Michael Siegel, MD
Stuart E. Siegel, MD
Victoria Simms, PhD
William Smith
Joyce Trabelus
Michael Velazquez
James Watkins
Lisa Weinstein
Tim Wilson

The Center for Endocrinology, Diabetes and Metabolism Campaign Lead Gifts Committee

Cathy Siegel Weiss – Chair
Brooke Anderson
Peggy Galbraith
Francine R. Kaufman, MD
Shelby Notkin
Jeff Singer

The Heart Institute Campaign Committee

Thomas E. Larkin, Jr. – Co-chair
Dierdre and Jeffrey Bronchick
Emily and Michael Chasalow
Ludie Driscoll
Wally Durham
Barbara Gross, RN, MSN
Alan B. Lewis, MD
Jill and Max Morris
Danni and Dallas Raines
Michael Silka, MD
Cheryl and Mark Slomann
Vaughn A. Starnes, MD
Debbi and Brian Stern
Danielle and Geoffrey Von Der Ahe
Winfield Wells, MD
Judy and Robert Winston

The Childrens Orthopaedic Center Campaign Lead Gifts Committee

Enrique Hernandez, Jr. – Co-chair
Art Ulene, MD – Co-chair
Anne Wilson – Honorary Chair
David Kohan
Henry Korn
Taryn Rose, MD
Burt Sugarman
Vernon T. Tolo, MD
Diane Zeoli

The Saban Research Institute Committee

Theodore R. Samuels – Chair
Brooke Anderson
Brian Berliner
Otis Booth, III
Peggy Tsiang Cherng, PhD
Yves A. DeClerck, MD
Marcia Wilson Hobbs
Linda J. Hodge
John Laco
Bonnie McClure
Joseph P. Miletich, MD, PhD
Walter W. Noce, Jr.
Mary Adams O'Connell
Walter B. Rose
Cheryl Saban
James Terrile
Sharon A. Tonetta, PhD

Physicians' Campaign Committee

Neena Kapoor, MD – Co-chair
Alan B. Lewis, MD – Co-chair
Wilbert H. Mason, MD – Co-chair
Philip Stanley, MB, BS – Co-chair
Winfield Wells, MD – Co-chair
Randall C. Wetzel, MB, BS – Co-chair
Robert Adler, MD
Marvin D. Belzer, MD
Joseph A. Church, MD
Kenneth Geller, MD
Floyd H. Gilles, MD
Carl M. Grushkin, MD
Andrew Hwang, MD
Robert A. Jacobs, MD, MPH
Kevin B. Kaiserman, MD
Francine R. Kaufman, MD
Donald Kohn, MD
Barbara Korsch, MD
J. Gordon McComb, MD
George Nakashima, MD
Marvin D. Nelson, Jr., MD
Robertson Parkman, MD
Nurka Rivero, MD
Istvan Seri, MD
Neil Sherman, MD
Stuart E. Siegel, MD
David L. Skaggs, MD
Danny Thomas, MD
Vernon T. Tolo, MD
Timothy Triche, MD, PhD
Vincent Wang, MD
Robert G. Williams, MD

Employee Giving Campaign Committee

Shirley Hammers, RN – Co-chair
Mike Stabile – Co-chair
Diane Zeoli – Co-chair
Jennifer Armstrong
Louise Brancale, RN
Sarah Brown
Shelley Conger
Stephanie Dansker
Candi Dupree
Hillary Freeman
Rina Jurado
Rosanna Kaufman
Marie Logan
Beth Maldonado
Robin Moore
Rene Morales
Barbara O'Flynn, RN
Stacy Rubin
Laura Wynne

OCTOBER 20, 2004

Campaign Leaders convene at New Hospital Building Summit

The New Hospital Building Volunteer Leadership Summit brought together an impressive group of individuals from across Southern California to refine its strategy for the final and critical phase of Living Proof: The Campaign for Childrens Hospital Los Angeles.

This dedicated group is the driving force behind the hospital's successful effort to raise funds for its new state-of-the-art inpatient facility. Volunteer leadership has already raised approximately \$26 million for the New Hospital Building, scheduled to open in 2008. A total of \$200 million in private philanthropy is needed for construction of the facility, which will double the current space available.

"The spirit of the meeting was one of pride and great joy in what we have already accomplished, as well as a great sense of purpose and energy for what still needs to be done," says Marion Anderson, co-chair of the hospital's Board of Trustees.

The New Hospital Campaign is led by Chris Albrecht, chairman and CEO of HBO,

and Mary Hart, host of the popular television show *Entertainment Tonight*. Both volunteer leaders have had their own children treated at Childrens Hospital.

"The New Hospital is so much more than a building — it's the physical expression of Childrens Hospital's mission, values, expertise and what makes them so special," says Ms. Hart, who also is a member of the hospital's Board of Trustees.

The tangible results of the group's efforts, as well as strategies for future fund raising, were highlighted during the Summit meeting, held at the hospital on October 20, 2004. Additionally, volunteers presented a detailed floor-by-floor explanation of the unique features of the New Hospital Building.

"I will be forever grateful for Childrens Hospital," says Mr. Albrecht, whose daughter was airlifted to the hospital after being hit by an SUV and has since fully recovered. "An investment in the future of Childrens Hospital is an investment in the future of all our children." ●



David Watts, assistant vice president of gift planning (left), and Terry Green, associate vice president of special gifts, discuss ways of giving with a donor.

PHOTO BY KEATS ELLIOTT

How an Endowment Works

Endowments are financial gifts designed to provide perpetual benefit to Childrens Hospital Los Angeles. Each year, only a portion of an endowment fund's value is used for current needs of the hospital; the balance remains invested for growth and increased income. The donor can specify the purposes for which the endowment fund is to be used.

How to Help

Endowed funds are named in accordance with the donor's wishes and may be established with a minimum of \$25,000 that can be paid over several years, if desired. Donors may choose to designate a portion of their estate, the remainder of their charitable trust, a charitable gift annuity or life insurance policy to create an endowment.

To learn more about endowments, please contact David Watts, assistant vice president of gift planning, at 323-671-1752, or giftplanning@chla.usc.edu.

LEAVING A LEGACY

Bequests: gifts for the future

Making a contribution to Childrens Hospital Los Angeles through your will gives you the chance to make a difference in the lives of children far into the future. This type of charitable giving is easy to set up and does not interfere with your current cash flow. It is one of the simplest ways to make a gift.

Childrens Hospital Los Angeles estate planning expert David Watts has more than 30 years of experience helping people meet their philanthropic goals through planned gifts. He often works with people who are interested in giving to Childrens Hospital through their will.

"I am always happy to help people give in a way that is meaningful and beneficial to them," Mr. Watts says. "We do this free of charge. Prospective donors aren't obligated to give to us in any way, and all inquiries are kept confidential."

How it works

You can choose from among several options for making a charitable bequest:

- Bequeath a specific dollar amount to the hospital (the most common method)
- Give a percentage of your estate's net value
- Bequeath part or all of your "residuary estate," which means the hospital will receive all or part of what remains in your estate after all other bequests and obligations are satisfied.

To learn more about charitable bequests, or to notify us of bequests you have already made, please contact David Watts, assistant vice president of gift planning, at 323-671-1752, or giftplanning@chla.usc.edu. ●

A VALUABLE LEGACY

Jane Vruwink Palmer makes bequest to support cancer research



Jane Vruwink Palmer

PHOTO BY KEATS ELLIOTT

Jane Vruwink Palmer has a penchant for bringing smiles to children's faces. Whether it's hosting an Easter egg hunt or introducing her 80-year-old desert tortoise to visitors, Mrs. Vruwink Palmer knows how to bring joy to youngsters.

Her affection and concern for children also translate into her generous support of Childrens Hospital Los Angeles. Recently, she made a bequest and established the Jane Vruwink Palmer Cancer Research Endowment, which will leave an indelible mark on the lives of countless children for generations to come.

"Physician-scientists at Childrens Hospital Los Angeles are pushing the boundaries of cancer research with innovative treatments," explains Mrs. Vruwink Palmer. "I know my contribution will fuel even more breakthroughs to help children fighting cancer."

Mrs. Vruwink Palmer, whose father was an obstetrician at Good Samaritan Hospital, had an early introduction to Childrens Hospital. Her mother, Mrs. John Vruwink, was an active member of Las Madrinas, one of the Associate and Affiliate groups which support the hospital. Jane Vruwink Palmer was a Las Madrinas debutante, and is currently a member of Children's Circle of Care.

"My mother instilled in me the value of helping others and being involved in the community," says Mrs. Vruwink

Palmer. "Every time I attend an event for Childrens Hospital or visit the facility, a new window opens up for me and I see what wonderful work is being done here."

In addition to her numerous volunteer projects with such organizations as the Pasadena Symphony, Haven House and the Pasadena Art Alliance, Mrs. Vruwink Palmer also hosts an annual Easter celebration at her Pasadena home for children from a local church, as well as friends and family. Youngsters are treated to pony rides, an Easter egg hunt, a piñata filled with candy and a giant bunny cake with ice cream. The biggest hit of the day is Mrs. Vruwink Palmer's 20-pound tortoise named "Palmer." The tortoise spends the fall and winter months in hibernation, but awakens just in time for Easter. He has been living with Mrs. Vruwink Palmer for 25 years and doesn't seem to mind sharing the house with Petunia, the cat that Mrs. Vruwink Palmer brought home from the Humane Society 13 years ago.

Known for her wit and spontaneity, Mrs. Vruwink Palmer also enjoys hosting dinner and cocktail parties at her house, where guests sample appetizers six feet off the ground in her tree house decorated with benches, colorful cushions, a blue lantern and wind chimes from Mexico.

The tree house is a great metaphor for how Mrs. Vruwink Palmer chooses to live — with humor, enthusiasm and conviction to share the richness of life. ●



Nonprofit Organization
 U.S. POSTAGE PAID
 Los Angeles, CA
 Permit No. 22460

Address Service Requested
 www.ChildrensHospitalLA.org
 323-669-2308
 Los Angeles, CA 90027
 4650 Sunset Blvd. MS #29
 ChildrensHospitalLosAngeles
 International Leader in Pediatrics



PHOTO BY WALTER LURIE

LIVING PROOF

THE CAMPAIGN FOR CHILDRENS HOSPITAL LOS ANGELES

For children, there is no time like the present. Remarkable advances in genetics, neuroscience and medical technology are redefining the possibilities for young lives. New cures, treatments, preventions and diagnostic techniques are revolutionizing medicine. We must take advantage of this age of discovery to do even more for children.

Childrens Hospital envisions a second century of incomparable care, outstanding research and hope for children and families everywhere. As part of this vision, we are constructing a New Hospital Building that will be as extraordinary as the children and families we serve.

Please give generously to Living Proof: The Campaign for Childrens Hospital Los Angeles.

CHILDREN'S CIRCLE OF CARE

2005 North American Leadership Conference

The team of Childrens Hospital Los Angeles physicians who successfully separated conjoined twins in a 24-hour landmark surgery will be among the featured presenters at the Children's Circle of Care North American Leadership Conference & Gala Dinner on May 4-6, 2005 in San Diego, CA.

Children's Circle of Care is a philanthropic society founded by a group of prominent pediatric hospitals to educate, inspire and recognize leading benefactors of participating pediatric hospitals. Twenty-two hospitals, including Childrens Hospital Los Angeles, participate in the group.

Individuals and family foundations who give a cumulative total of \$10,000 or more in a calendar year are invited to join Children's Circle of Care and attend the annual conference and gala dinner.

Actress and author of best-selling children's books Jamie Lee Curtis will serve as honorary chair for the 2005 conference. Ms. Curtis is an active volunteer leader for Childrens Hospital Los Angeles and Children's Hospital of Pittsburgh, and has been a powerful advocate for children for many years. She was featured in the campaign to support Proposition 61, the Children's Hospital

Bond Initiative, which passed and will provide much-needed financial assistance to California's 13 children's hospitals.

The presenters from Childrens Hospital Los Angeles include James Stein, MD, attending surgeon in the Division of Pediatric Surgery; John E. Gross, MD, attending surgeon in the Division of Plastic Surgery; William B. McIlvaine, MD, associate chair of the Department of Anesthesiology Critical Care Medicine; and Richard A.K. Reynolds, MD, attending surgeon in the Childrens Orthopaedic Center.

Drs. Stein and Gross are assistant professors of surgery, Dr. McIlvaine is associate professor of clinical anesthesiology, and Dr. Reynolds is associate professor of clinical orthopaedics, all at the Keck School of Medicine of the University of Southern California. They will discuss how their team of 60 health-care professionals separated the nine-month-old conjoined twin girls. ●

To join Children's Circle of Care and attend the North American Leadership Conference & Gala Dinner, please contact Stephanie Eversfield at 323-671-1710 or seversfield@chla.usc.edu.



PHOTO BY KEATS ELLIOTT



PHOTO BY BOB RINHA, JR.

Above: Dr. Richard A.K. Reynolds (left), Dr. James Stein, Dr. John Gross and Dr. William McIlvaine led the team that separated conjoined twins Baby A and Baby B (below).