



ChildrensHospitalLosAngeles
International Leader in Pediatrics

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making a world of difference

THE CAMPAIGN FOR CHILDRENS HOSPITAL LOS ANGELES

The Children's Fund: The heart and soul of Childrens Hospital Los Angeles

Close friends Bruce Meyer and Kathy Rose have been raising money for Childrens Hospital Los Angeles since childhood—and they've joined forces once again. As the story goes, the long-time friends hosted circuses in Kathy's backyard over 50 years ago, charging their neighbors and parents five or 10 cents admission. When next-door neighbor Mrs. Joseph Brent (Katharine) Banning brought a check for \$100, the kids thought they had hit the jackpot. Kathy's mother, Kate Ridgway Luppen, suggested that they give the proceeds to Childrens Hospital Los Angeles. With that, two dedicated philanthropists were born.

Flash forward a few years, when Kathy joined the Childrens Hospital Board of Trustees in June 2007, stepping up to launch the Children's Fund, the hospital's new mission-based giving program. "What I love about the Children's Fund is that it supports the more than 100 subspecialty services provided by Childrens Hospital—the things

that make it so vital to the community," says Kathy. "I feel very lucky to co-chair this mission-based effort."

Kathy's ties to Childrens Hospital date back four generations to her great grandmother, Mrs. Edwin S. (Kate) Rowley, who served as corresponding secretary for the hospital for 30 years. Her husband, Walt, is the former co-chair of the Childrens Hospital Board of Trustees and of *Living Proof: the Campaign for Childrens Hospital Los Angeles*.

Bruce and his wife, Raylene, have been engaged with Childrens Hospital Los Angeles for decades as well, inspired by their very personal connection to the hospital as grateful parents. Raylene is quite active in Las Madrinas and the Children's Chain, Associate and Affiliate fund-raising groups for Childrens Hospital. Significant philanthropic leaders in the Los Angeles community at large, the Meyers owned Geary's of Beverly Hills, a fine tabletop and jewelry store, until 1997 when they turned over the reins to their nephew, Thomas Blumenthal,



Left: Bruce Meyer as a child, entertaining neighbors at one of the circuses that he and Kathy Rose put on to benefit Childrens Hospital Los Angeles. Right: Kathy (left) and Bruce accept a check from Mrs. Joseph Brent (Katharine) Banning, which they gave to Childrens Hospital.

who is now carrying on the family tradition.

"My involvement with the Children's Fund started when Kathy came to me for some conceptual help, about involving the passionate automotive community," says Bruce. This led Kathy to ask him to join her as co-chair. "We have been great friends for more than 50 years, and she's an outstanding person. You just can't say no to her!"

And with that, Bruce and Kathy joined forces once again to raise funds to support the mission of Childrens Hospital Los

Angeles—and inspire their friends to do the same. As co-chairs of the Children's Fund, they've just launched the "Children's Fund 100"—a core group of donors who pledge \$100,000 or more over a one- to five-year period to sustain the mission of the hospital. The Roses and Meyers have themselves become Children's Fund 100 members.

"By introducing new people to Childrens Hospital, we hope they will be inspired to get involved with the hospital beyond their first gift," says Bruce.

As members of the Children's Fund 100, donors receive a variety of benefits, including invitations to annual "lifestyle" events for members only; recognition on the Donor Wall, website and *Imagine* magazine donor honor roll; and recognition on the Children's Fund stationery for the first 50 donors.

The first Children's Fund 100 event will be a private tour and dinner at the famed Nethercutt Collection of automobiles, automobilia and mechanical musical instruments, led by Mr. and Mrs. Jack Nethercutt themselves. ●

CONSTRUCTION ZONE

Living Proof: Building for our Children



PHOTO BY MIMI HADDON

MISSION-BASED GIVING

Joan and John Delfino: building a future through the Children's Fund



Joan and John Delfino

After taking her first tour of Childrens Hospital Los Angeles last year, Joan Delfino couldn't stop thinking about it. She was moved by the faces of the sick children and their families—and even more so by the caring and dedication of the staff around them.

It wasn't long before she called her friend, Childrens Hospital Los Angeles Trustee Dayle Roath, to ask how she could get involved.

"I was struck by the deep compassion from everyone on the staff, and by the tremendous level of care that was provided," Mrs. Delfino explains. "It was just miraculous. I was blown away."

She and her husband, John Delfino, soon were brainstorming ideas for ways to help the hospital. Recently, they joined the "Children's Fund 100"—a group of founding donors supporting the Children's Fund campaign. The Delfinos committed a five-year pledge of \$100,000 to the Fund, which supports such areas as family-centered care, surgical excellence, expert patient care,

research, education and training. (See story on page 1.)

In addition, Mrs. Delfino has signed on to serve as a Children's Fund volunteer and is helping to plan future fund-raising events to support the campaign.

"Childrens Hospital is such a wonderful place," says Mr. Delfino, president of Concorde Capital Corp., a holding company for several financial ventures. "Once we learned about it, we knew we had to get involved. It would be pretty difficult to walk away from such a great cause."

Although the Delfinos are new to Childrens Hospital, they have a long history of community involvement. Mr. Delfino serves on the board of directors and executive committee for The Wellness Community—West Los Angeles, a nonprofit organization dedicated to providing free support, education and hope to people with cancer and their loved ones.

Mrs. Delfino founded and ran a consulting and training company for 11 years, emphasizing professional decorum, customer service and

executive leadership. She also was an active volunteer for several years with the Assistance League of Capistrano Valley and is an ad-hoc member of The Women's Communication Forum in Washington, DC.

The Delfinos have made major donations to both Eisenhower Medical Center in Rancho Mirage, Calif., and UCLA's Jonsson Comprehensive Cancer Center.

The couple, who were married in 2006, both have grown children, and John has two grandchildren. They split their time between Los Angeles and Indian Wells, Calif., and enjoy golf, travel and music. John is a former professional trumpet player and spent the first 12 years of his working life as the lead trumpet player and arranger for several well known big bands.

They both are excited about their involvement with the Children's Fund—and about spreading the word about Childrens Hospital.

"We've been so impressed with Childrens Hospital," Mrs. Delfino says. "I want to make sure everyone knows about this incredible place." ●

ENCOURAGING PHILANTHROPY

Frank Lee inspires others to give to Childrens Hospital

Frank Lee is the son of Holocaust survivors who came to Los Angeles in 1959 with virtually nothing. In spite of his poor origins, Frank, who was raised as and is a practicing Orthodox Jew, was taught by his parents that giving back to the community is good, and it also makes you feel good. Years later he

Frank Lee



would learn that encouraging others to give also feels good. As a certified public accountant and attorney who helps families with their charitable contributions and estate planning, he has secured more than \$10 million for Childrens Hospital Los Angeles through his clients.

"In my career, I've learned that people are willing to give to a good cause if they're asked," says Mr. Lee, who is a principal at Schwartz, Kales Accountancy Corp. in Los Angeles. "Childrens Hospital is worthy of support because it is helping children deal with their existing issues and illnesses and doing exciting research to come up with new cures."

Mr. Lee was introduced to the hospital 15 years ago through his volunteer work at Yavneh Hebrew Academy. Upon meeting a young student with juvenile diabetes, he learned that the only summer camp specifically for diabetic children was available through Childrens Hospital.

He shared this information with clients Paul and Monica Lester, siblings afflicted with diabetes. "They loved the idea of helping kids go to a camp—something

that was not available when they were growing up," Mr. Lee says. The Lesters and their mother, Mrs. Hedwig Lester, have given approximately \$750,000 to the hospital and are creating the Lester Family Fellowship to fund a fellow in the Center for Endocrinology, Diabetes and Metabolism (CEDM), headed by Francine R. Kaufman, MD, director of the CEDM and Distinguished Professor of Pediatrics at the Keck School of Medicine of the University of Southern California.

Mr. Lee helped another client, Genevieve Atol, give more than \$160,000 to the hospital. One of her gifts for \$25,000 supported the development of an innovative machine that helps assess the level of iron in the blood of children afflicted with thalassemia. That gift led to a \$2.2 million grant from the National Heart, Lung and Blood Institute of the National Institutes of Health. Prior to her passing in 2007, Mrs. Atol established a two-year fellowship in gastroenterology.

Another client of his firm, Doris Helms, left one-third of her estate to Childrens Hospital, totaling approxi-

mately \$6 million. Part of the funds will be used to support KidsCare, the Emergency Department's urgent care facility, in the New Hospital Building. Before she died in 2000, Mrs. Helms also gave \$2 million for an endowment in the Childrens Center for Cancer and Blood Diseases and to support construction of The Saban Research Building, and \$500,000 to support the CEDM.

Mr. Lee, who lives in Los Angeles with his wife, Kerri, an optometrist, is a member of the hospital's Red Wagon Society. He has served on the boards for Yavneh Hebrew Academy and Yeshiva University of Los Angeles, and is on the boards of numerous foundations. The Lees, who have two children, were honored in 2000 as Persons of the Year by Yavneh Hebrew Academy.

While Mr. Lee encourages clients to take tours of Childrens Hospital, "many rely on my judgment and research to make sure their money is utilized wisely," he says. "It's easy to give to Childrens Hospital because of the outstanding work they do." ●

INNOVATIVE SUPPORT

Joseph B. Gould Foundation gives \$2 million for robotic surgery

The Joseph B. Gould Foundation has donated \$2 million to Childrens Hospital Los Angeles to purchase the da Vinci® Surgical System, a state-of-the-art robot which gives patients a less invasive surgical treatment option.

The da Vinci robot provides surgeons with an alternative to both traditional open surgery and conventional laparoscopy, enabling them to perform complex and delicate procedures through very small incisions with extreme precision. “This is an extraordinary gift that will help children recover faster from surgery, experience less pain and scarring, reduce the risk of infection and decrease blood loss,” says Henri R. Ford, MD, vice president and chief of surgery at Childrens Hospital and professor and vice chair for Clinical Affairs in the Department of Surgery at the Keck School of Medicine of the University of Southern California. “We are extremely grateful to the Foundation.”

“The Joseph B. Gould Foundation’s gift will bring to Childrens Hospital the only surgical robot dedicated to children in the Southern California region and in the Southwestern United States,” says Chester J. Koh, MD, attending surgeon in the Division of Pediatric Urology at Childrens Hospital and assistant professor of Urology at the Keck School of Medicine. “The da Vinci robot also gives the surgeon better visualization and improved surgical handling that allows complex surgical procedures, such as kidney reconstruction for

children with blocked or obstructed kidneys, to be done in a minimally invasive fashion.”

The Joseph B. Gould Foundation has been a generous supporter of Childrens Hospital since 2000, when they gave the pediatric medical facility an unrestricted \$15,000 grant. Since then, they have pledged \$1 million toward the New Hospital Building; funded three hydraulic cots for use in the hospital’s emergency transport helicopter and ambulance through a \$30,000 grant; and guaranteed the purchase of new FAA-required helicopter equipment. In addition, the Foundation has supported various other hospital programs including cleft lip and palate surgeries, the Amerman Family Foundation Animal Assisted Therapy Program and AIDS treatment.

“Childrens Hospital is a wonderful place and we want to see it grow and continue in its marvelous work,” says Carolyn Dirks, president of the Foundation and Joseph Gould’s daughter. “The da Vinci robot is a fantastic machine and it is a very needed piece of equipment.”

Mr. Gould, who passed away seven years ago, was an investor in oil, gas and real estate. He established the Foundation in 1991. “He was a very giving person who wanted the world to be a better place,” explains Mrs. Dirks, a Bel-Air resident. “He always felt that if you are lucky to have good fortune, you should give back and help others.”

Following the legacy established by its founder, the Foundation supports a broad spectrum of organiza-



David D. Watts (right), trustee of the Joseph B. Gould Foundation and associate vice president of Major and Planned Gifts at Childrens Hospital, presents the Gould Foundation’s gift to Henri R. Ford, MD, vice president and chief of surgery at Childrens Hospital.

tions including St. John’s Health Center, and various other medical facilities and museums. They also have been a generous supporter of Stanford University, and the ski and swim teams of the United States Olympics.

“We believe that in order to make the world a better place, you need healthy people. That means your body needs to be healthy, which is why we need great medical facilities, and your mind needs to be healthy through the arts,” says Mrs. Dirks. “We need a well-rounded world.” ●

FIRST FAMILIES

James Family starts legacy at Childrens Hospital

As the parents of two young boys, Tatiana Blackington James and Todd James are keenly aware of the importance of a hospital dedicated exclusively to the health of children. The couple, along with their two sons, Nicholas, age 6, and Luke, age 3, recently joined the hospital’s First Families Legacy Program,

which celebrates families who create a legacy of giving by providing generous support to the New Hospital Building Campaign.

“Having children definitely made us sympathetic to the plight of Childrens Hospital patients and their families,” says Ms. James. “Every parent has moments when they think their

children are in danger, either in the second before a fall, or during a sudden allergic reaction. Even though our children are healthy, we’ve had these moments of dread, when you think ‘Nothing matters except that my child is alright.’”

Mr. and Ms. James were introduced to the hospital through a lunch at Capital Guardian Trust, where Mr. James works as a Portfolio Manager. The lunch was hosted by colleagues and Childrens Hospital Trustees Ted Samuels, Bill Hurt and Alan Wilson, who encouraged the Jameses to get involved. Inspired by that meeting, they took tours of the hospital and decided to make a gift. Two other gifts followed in support of the New Hospital Building.

“We were both bowled over by the passion the doctors we

met had for their work,” says Ms. James.

Originally from Washington, DC, Ms. James moved to Los Angeles 15 years ago to complete a master’s degree in professional writing at the University of Southern California, where her husband had studied several years earlier. A screenwriter and former ballet dancer, Ms. James recently finished the script for *The Narrows*, based on a novel written by Tim McLoughlin and starring Vincent d’Onofrio, which will be released later this year. Mr. James moved to Los Angeles right after college to work at the 1984 Olympics. He has been with the Capital Group for over 20 years.

“My friends were shocked when I moved from New York. They thought of me as incurably East Coast. But I’ll never

move back. I think California is paradise on earth,” says Ms. James.

The First Families Program enables families to begin a legacy of philanthropy at the hospital through a gift of \$100,000 or more to the New Hospital Building Campaign. Commitments may be made over five years, and all First Families will receive special recognition in the new building.

When it comes to the James family support of the hospital, Ms. James is very clear about its purpose. “A gravely ill child puts a halt to any semblance of normal family life. The stress must be all-consuming,” she says. “We want to help cure as many children as possible.”

What finer kind of family legacy exists? ●

Left: Tatiana Blackington James. Right: Todd James.



TURNING THE TIDE

Cindi and Hank Yost make gift to support “the most capable hands in the world”

When Cindi and Hank Yost’s sons played high school football, they were shorter than other boys on the team—so the Yosts took them to specialists at Childrens Hospital Los Angeles. The doctors’ advice was simple: do nothing; they’ll grow. Today, both Douglas and David are well over six feet tall.

“We laugh about it now,” Mrs. Yost says, “but quite honestly, the experience showed us what an incredible

gift the hospital offers. The doctors there are among the best anywhere, which means our children are in the most capable hands in the world.”

Longtime Childrens Hospital benefactors, the Yosts are members of the Children’s Circle of Care, a prestigious recognition society of leading philanthropists from children’s hospitals throughout North America. The Children’s Circle of Care honors individuals and couples who support their children’s hospital with annual gifts of \$10,000 or more. The Yosts regularly attend the organization’s North American Leadership Conference, joining other notable benefactors as they celebrate the impact of philanthropy.

Mrs. Yost is a member of the Pasadena Guild, one of the largest of the Associate and Affiliate groups that raise funds for Childrens Hospital. The Guild hosts a lavish June Ball each year, and the Yosts’ daughter, Deborah, participated as one of its debutantes several years ago. Mrs. Yost also has worked as a volunteer with the hospital’s organ transplant patients. Having undergone a kidney transplant herself in 1986, she feels a particular affinity for these families. “Transplants work,” she says.

“I’m living proof of that. If my presence can offer reassurance, I’m delighted to be involved.”

Recently, the Yosts made still another generous donation to Childrens Hospital. Their gift made them eligible for membership in the First Families Legacy Program, which is helping to build and equip the 317-bed New Hospital Building that will open in 2010.

Along with good friends (and generous Childrens Hospital donors) Linda and John Seiter, the Yosts are planning an event in Montecito this spring, to introduce the hospital and its programs to interested members of the Santa Barbara community. “Without committed donors, disease and injury will continue to claim young lives,” says Mr. Yost. “The scientists and doctors at Childrens Hospital can turn the tide. And they deserve our help.”

Mr. Yost is a restaurateur and chairman of the board of California Banquet. His son, David, and son-in-law, Randy Hoffman, serve as co-presidents, supervising Pasadena’s Central Park, Beckham Grill, Wild Thyme Café and Bakery and Shaker’s classic coffee shop. “We have so much to be thankful for,” he says. “We give, and still have gratitude left over.” ●

Hank and Cindi Yost



A LEGACY OF CARE

Judy and Ben Reiling join First Families

An avid vintage race car collector, Ben Reiling says that he admires anything built well enough to stand the test of time and still move fast.

That may help explain why he and his wife, Judy, support Childrens Hospital Los Angeles. Established in 1901, and now a national leader in pediatric care as well as cutting edge research, Childrens Hospital complements the Reilings’ affinity for established excellence combined with rapid forward movement.

Through the Reiling Family Foundation, Mr. and Mrs. Reiling (along with their daughter, Carolee, and son, Michael) recently joined the hospital’s First Families Legacy Program with a gift of \$100,000. Their generosity will equip one of 20 private patient rooms in the New Hospital Building’s Cardiothoracic Intensive Care Unit, set to open in 2010.

This remarkable room will include a state-of-the-science ceiling-mounted “boom” that can instantly transform the space into a surgical area for emergency interventions that would otherwise require transfer to an operating room. By not wasting valuable minutes in transit, these rooms will help save precious lives.

“Helping children is our real motivation,” says Mrs. Reiling. A member of the Pasadena Guild—one of the invaluable Associates and Affiliates groups that support the hospital through legendary fund-raising campaigns—Mrs. Reiling also served on the board of Pasadena’s Hillside Education Center for troubled youth and is a former member of the President’s Circle Committee of Huntington Hospital. “If our gift helps Childrens Hospital accomplish its very special mission, then we’ll reap exactly the reward we’re hoping for.”

Mr. Reiling is Chairman and Chief Executive Officer of Zelman Development Company, a privately owned commercial real estate development company headquartered in Los Angeles. Under his direction, the company has developed retail, industrial and office properties worth more than \$1 billion. Last



Judy and Ben Reiling

year Mr. Reiling was a finalist for the Association of Fundraising Professionals’ annual Outstanding Philanthropist Award. He is a member of the board of directors of the Los Angeles Council of Boy Scouts of America, overseeing all its fund-raising efforts. He also is former Chairman of the Board and a current executive committee member of Hillside in Pasadena, a 17-acre residential facility for high-need, unplaced foster children.

Ultimately, it is an abiding concern for underserved youngsters that links all the Reilings’ charitable giving and volunteer involvements. At Childrens Hospital the goal is to ensure that every child can benefit from the finest possible pediatric care, regardless of their family’s ability to cover its cost. “In partnership with organizations like Childrens Hospital and Hillside,” says Mr. Reiling, “Judy and I want to help build a strong safety net—so no child falls through.” ●

First Families Legacy Program

The First Families Legacy Program celebrates families who provide generous support for the New Hospital Building. All First Families 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.

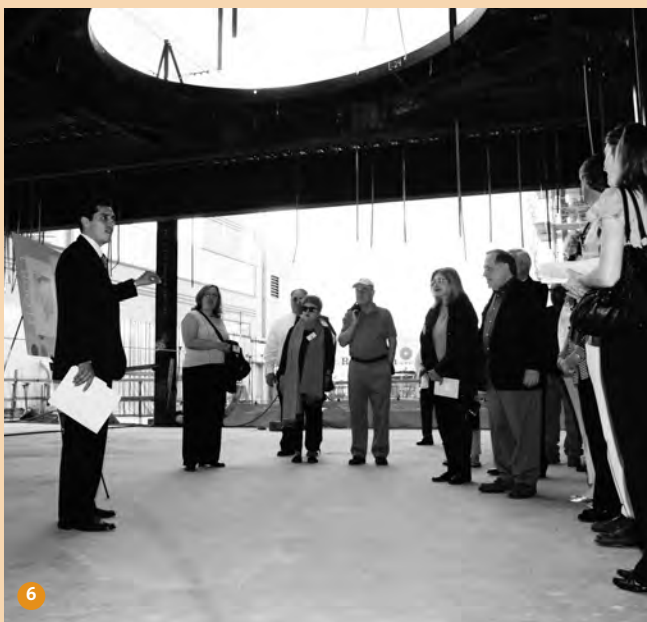
If you are an Associate or Affiliate group member, your gift of \$100,000 or more to the New Hospital Building Campaign may qualify your group to receive additional credit.

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, associate vice president of Major and Planned Gifts, at 323-361-4146 or lnafie@chla.usc.edu. ●

BUILDING FOR OUR FUTURE

New Hospital Building—structural steel tops off!

On March 9, 2008, Childrens Hospital Los Angeles trustees, supporters, volunteers and staff gathered to mark completion of the structural steel phase of construction of the New Hospital Building. Trustee, New Hospital Building Campaign Co-Chair and *Entertainment Tonight* host Mary Hart emceed as the final steel beam was raised into place.



1. Richard D. Cordova, FACHE, (right), president and CEO of Childrens Hospital Los Angeles, explains the features of the New Hospital Building to (left to right) former heart patient Ryan Gates, 12, Mary Hart and Vaughn A. Starnes, MD, chief of cardiothoracic surgery.

2. Attendees walk down a corridor in the New Hospital Building, with a preview of what wayfinding and donor recognition walls will look like displayed on the left.

3. Childrens Hospital Trustee and chair of the Real Estate/Facilities Advisory Committee Jeff Worthe with Trustee and Committee member Cathy Siegel Weiss.

4. Members of “Champions for Children,” consisting of donors who have given \$5 million or more for construction of the New Hospital Building. Left-right: Jane Vruwink Palmer; Patricia M. Patti of The Sharon D. Lund Foundation; James Hunt, Childrens Hospital trustee and executive vice president and chief financial officer of Walt Disney Parks & Resorts; Joyce O’Gar Lilly; Arnold J. Kleiner, Childrens Hospital trustee and president and general manager of KABC-TV 7; and Dr. Charles B. Lilly. Not pictured: Cristi Catlin of HBO.

5. Marion Anderson and John D. “Jack” Pettker, co-chairs of the Childrens Hospital Board of Trustees and of Living Proof: the Campaign for Childrens Hospital Los Angeles, in front of the New Hospital Building.

6. Miguel Gonzalez (left), manager of Contract Services at Childrens Hospital, speaking to attendees during a tour of the building.

7. The New Hospital Building’s final steel beam soars over the Los Angeles skyline as it is flown into place. The beam was signed by hundreds of hospital employees and patient families.

8. Iron workers Ray Soto (right) and Ted Solis place the final beam.

9. Attendees at the Topping Off Ceremony gather at the edge of the parking structure to view the placement of the final steel beam.

10. Mary Hart and Ryan Gates give the “all clear” to construction workers placing the final beam.

11. Attendees sign a pillar in the New Hospital Building.

PHOTOS 1, 7 AND 8 BY BOB RIHA, JR.; PHOTOS 2-6, 9-11 BY KEATS ELLIOTT

CORPORATE CARING

Bluefield Associates, Inc. lends a helping hand

Childrens Hospital Los Angeles has received a \$100,000 gift to support the New Hospital Building from Bluefield Associates, Inc., the proud manufacturers of Clear Essence, Adure and Chimere skin care products specially formulated for people of color. With its long history of reaching out to the community, particularly in helping children, Bluefield Associates, Inc. believes in giving the children of today an opportunity to create a future of tomorrow.

Bluefield Associates, Inc. and its founder and CEO, Dr. Iheatu Obioha, were honored to seize the opportunity to support Childrens Hospital's efforts to provide care, medical aid and opportunities to children and families. Their gift will name one of the triage rooms in the Emergency Department of the New Hospital Building.

"We were impressed not only with the quality of care that Childrens Hospital provides, but also with the fact that it serves such a diverse population," Dr. Obioha explains. "Children and families from all walks of life and income levels are welcome there. It's an asset to the entire community."

The building blocks of Bluefield Associates, Inc. rest upon the philosophy of providing services and products of need for our globally diverse community. As a pioneer in ethnic skin care since 1989, Bluefield Associates, Inc. is a world leader in the development and manufacturing of high-quality ethnic skin care products. Its Clear Essence® Skin Care System was developed to address the skin care concerns of men and women of color. Today,

the company's products are distributed worldwide in the United States, Europe, Africa, South America, the Caribbean Islands and Canada. The products are manufactured at the company's FDA-approved, 40,000 square-foot facility in Ontario, Calif. The company is comprised of over 50 culturally diverse employees in offices in the United States, China, the United Kingdom and Ghana.

As a privately held company, Bluefield Associates, Inc. continues to bond as a family with the community with passion, respect and appreciation. It is the passion within the company that solidifies its core strengths. That passion is toward their products, the community, and the belief that the global future lies in our children.

"Children are our community, and they are reflections of ourselves and our future. They need a voice to advocate for them," says Dr. Obioha. "The people at Childrens Hospital do a tremendous job caring for children and families. Our company is proud to support them in their efforts."

In recent years, the company has extended its helping hand through numerous events and programs such as Hurricane Katrina relief efforts, a toy drive at Loma Linda University, Toys for Tots, Childrens Hospital's Holidays from the Heart program and more. Bluefield Associates, Inc. believes that with helping hands from everyone in the community, children of all races, religions and backgrounds will have an opportunity at life, an opportunity to grow and an opportunity to make a world of difference. ●



Dr. Iheatu Obioha, founder and CEO of Bluefield Associates, Inc.

STEADFAST SUPPORT

William H. Hannon Foundation makes second grant to New Hospital Building

Fulfilling the legacy of its founder to provide children a brighter future, the William H. Hannon Foundation has pledged \$60,000 toward the New Hospital Building at Childrens Hospital Los Angeles. This is the second time the Hannon Foundation has supported the New Hospital Building—they awarded a grant of \$40,000 for the project in 2004. The Foundation's combined gift will name a private patient room in the Newborn and Infant Critical Care Unit (NICCU).

William H. Hannon, who passed away in November 1999, was a self-made businessman who developed residential communities and commercial shopping centers across Southern California. He also was a passionate advocate for providing children access to quality education and health care.

"My uncle truly believed in philanthropy and he really cared about children," says Mrs. Kathleen Hannon Aikenhead, president of the Foundation and Mr. Hannon's niece. Recalling how much her uncle enjoyed visiting the elementary schools he supported and sitting down to talk to the children, Mrs. Aikenhead says that her uncle "would have been very impressed by the New Hospital Building, and he would have been really touched by the service provided by Childrens Hospital."

Mr. Hannon formed the Foundation in 1983 and it continues to carry on his goals of supporting Catholic

churches and schools, as well as numerous other public and private nonprofit organizations that are focused on improving the lives of people in communities throughout Southern California. The Foundation, which gives 300 annual grants each year to approximately 250 organizations, also is a major benefactor of Loyola Marymount University, Mr. Hannon's alma mater.

After receiving his degree in philosophy from Loyola University, Mr. Hannon served as an intelligence officer in the Army. He received a special meritorious award for his work on the Manhattan Project, the group that designed and built the first atomic bomb.

In 1937, he began work with Fritz B. Burns & Associates. They subdivided thousands of acres in Westchester, then built and sold homes to GIs returning from World War II. Mr. Hannon and Fritz Burns then went on to develop Playa del Rey, Panorama City and Ontario in Southern California. Mr. Hannon continued in the real estate business independently of Fritz Burns, buying apartments and industrial buildings, and operating the popular San Fernando Swap Meet.

Mr. Hannon, whose Catholic faith was central to his life, also was very proud to be named a Knight of St. Gregory and to receive the 1994 Cardinal's Award from the leader of the Archdiocese of Los Angeles, Cardinal Roger M. Mahony.

Mrs. Aikenhead was first introduced to Childrens Hospital in 2004. "Following my first visit to the hospi-



William H. Hannon

tal, I left thinking what a phenomenal place this is," she says. "I remember seeing the tiny babies in the NICCU, seeing the other kids being wheeled around in red wagons; and speaking to the doctors about their research... it was an amazing experience."

In addition to the Foundation's support of the New Hospital Building, they also have given a \$10,000 unrestricted grant to Childrens Hospital in 2003. ●

Lillys make planned gift for New Hospital Building

Dr. Charles B. and Joyce O'Gar Lilly have been involved with several charitable organizations over the years, but Mrs. Lilly acknowledges that Childrens Hospital Los Angeles "is the one we're very close to." The couple recently made a generous planned gift to Childrens Hospital, directing the residue of their estate to fund construction of the New Hospital Building.

"Childrens Hospital is a wonderful facility that offers top-flight care to patients—even those without financial means," says Mrs. Lilly. "We knew our gift to the hospital would be put to good use."

Mrs. Lilly was introduced to Childrens Hospital more than 40 years ago when her two-year-old son became a patient. Impressed with the physicians, nurses and overall care he received, she later became a member of La Providencia Guild, one of Childrens Hospital's Associate fund-raising groups.

Dr. Lilly became involved with the hospital after he married Mrs. Lilly nearly three years ago. Following a hospital tour and a few fund-raising events, he soon shared his wife's enthusiasm for Childrens Hospital.

"I was very impressed by not only the quality of care, but also the dedication of everyone at the hospital, from the volunteers, to the people working in the lab, to the chief of staff," says Dr. Lilly, who worked as a dentist in Burbank for 45 years before retiring in 2006. "Everyone at Childrens Hospital is compassionate—you can really see it. You don't find that at a lot of other hospitals."

The Lillys are members of the Children's Circle of Care and the Emma Phillips Society. The couple attended the Children's Circle of Care 2007 North American Leadership Conference and Gala Dinner in Boston, and the 2006 conference in Chicago. Last year, the couple was pleased to enter into a charitable gift annuity agreement with Childrens Hospital.

In addition to the hospital, Dr. and Mrs. Lilly are involved with several other community and civic organizations. Mrs. Lilly serves on the boards of the Assistance League of Southern California and the Freedoms Foundation of Valley Forge, and is a member of KCET's Women's Council. She also previously served on the Los Angeles Philharmonic's International Committee, among other boards.

Dr. Lilly, who earned his undergraduate and graduate degrees from USC, is a member and past president of the Burbank Kiwanis Club and former chairman of the City of Burbank's Planning Board. He also is very active with the Freedoms Foundation of Valley Forge.

The Lillys, who are residents of Toluca Lake, say Childrens Hospital is important to the community because it provides quality health-care services to the most critically ill children.

"Childrens Hospital does wonderful work and we're very lucky to have it in our community," says Mrs. Lilly. ●



Joyce O'Gar Lilly and Dr. Charles B. Lilly

Bequests: gifts for the future

Making a contribution to Childrens Hospital Los Angeles through your will or living trust 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 estate planning expert David D. 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. Mr. Watts's colleague, Robert Weiner, also is assisting with wills, bequests, estates and other planned gifts.

"We are 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 or gift through your living trust:

- Give a specific dollar amount to the hospital (the most common method)
- Give a percentage of your estate's net value
- Give 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 gifts and obligations are satisfied.

To learn more about charitable bequests, or to notify us of a gift you have already made, please contact David D. Watts, associate vice president of Major and Planned Gifts, at 323-361-1752, or giftplanning@chla.usc.edu, or Robert Weiner, assistant vice president of Planned Gifts, at 323-361-1749. ●

Charitable Gift Annuity

A gift that gives back!

A Charitable Gift Annuity (CGA) is created by transferring a minimum of \$5,000 in cash or other assets to Childrens Hospital Los Angeles. The donor receives a steady, fixed amount for life that is partially tax-free. At the donor's death, the remaining balance goes to Childrens Hospital. CGAs offer excellent payment rates (up to 11.3 percent) and an income tax charitable deduction for the donor.

If you defer the payments from your CGA, the amount you eventually receive will increase significantly. With a deferred CGA, you make your contribution now and receive an immediate income tax charitable deduction, but you postpone the start of your income until a specified future date. Because payments are deferred, the rate is considerably higher than the rate for an immediate annuity.

To find out more about Charitable Gift Annuities, please contact David D. Watts, associate vice president of Major and Planned Gifts, at 323-361-1752 or giftplanning@chla.usc.edu, or Robert Weiner, assistant vice president of Planned Gifts, at 323-361-1749. ●



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The New Hospital Building: Progress and Promise

The New Hospital Building continues to rise at 4650 Sunset Boulevard. The 317-bed, 460,000 square foot medical facility is scheduled to open in 2010.



August 24, 2006

PHOTO BY TERRY GREEN



March 19, 2008

PHOTO BY SARAH BROWN

STEADFAST DEVOTION

Smigel family endows chair in stem cell research

Lance and Scott Smigel cannot remember a time before their mother, Sue, volunteered at Childrens Hospital Los Angeles.

“We grew up each night at dinner listening to her stories about the kids there and what she did,” says Lance. “When I picture my mother back when I was a young child, I see her in the uniform she used to wear. That uniform was a part of our life.”

The family was introduced to the hospital under difficult circumstances. Both Lance and Scott suffer from muscular dystrophy and spent time in the hospital when they were very young.

“She and our father got treatment for us beyond their means at the time,” says Lance.

But it is the joy that their mother has gotten as a hospital volunteer that has inspired their recent family gift to endow a chair in stem cell research.

“Childrens Hospital has given a lot to her and to our family,” says Scott. “It’s an exceptional gift to have something in life that you are so committed to, and in that respect we wanted to give something back on her behalf.”

Mrs. Smigel has been a volunteer at the hospital for over 53 years, including nearly 20 years in charge of the Volunteer Resources toy program, which she helped to create. The hospital’s toy room is even named in her honor. She also serves on the Board of Trustees.

“I can have the problems of the world on my shoulders, and I walk through those doors and completely forget about them. It’s a wonderful place,” says Mrs. Smigel.

Seeing their mother get so much from her volunteer work has also inspired the family in other ways.

“Watching mom and her dedication left us with a really nice philanthropic attitude about helping other people. That’s another great gift,” adds Lance. ●



Lance (left), Sue and Scott Smigel