

FALL 2017

# HOPES & DREAMS

PHOENIX CHILDREN'S  
HOSPITAL FOUNDATION

## Breaking New Ground

Phoenix Children's  
new Emergency  
Department and  
Trauma Center and  
Center for Cancer  
and Blood Disorders

## LETTER FROM STEVE

### Dear Friends:

We have so many milestones to celebrate as 2017 comes to a close. This fall, Phoenix Children's Hospital opened the doors of its new Emergency Department and Level 1 Pediatric Trauma Center, as well as its new Center for Cancer and Blood Disorders. Both are state-of-the-art facilities with the space, resources and systems to provide more children in need with the best possible care.

These centers are so much more than the sum of their parts. They are the new homes of two of Phoenix Children's nationally recognized programs. They are the homes away from home for the thousands of children who are already receiving the best emergency care and cancer treatment available in Arizona. And they represent another step forward on our journey to becoming a world-class, destination hospital — for Arizona, the Southwest and the entire nation.



These milestones simply would not have been possible without your incredible generosity. Not only have you helped Phoenix Children's up its game for children, over the past 12 months you have gone above and beyond for so many of the programs that our patients rely on — programs that exist because of your philanthropy.

As you know, at Phoenix Children's, we are always striving to do more for children. We see these milestones as opportunities — to foster innovation and discovery; to bring cutting-edge therapies to our patients; and to attract the highest-caliber physicians to our hospital — and in so doing, give every child that passes through our doors the best chance in life.

As we approach the holiday season, I want to extend our sincere thanks to each of you for everything you do for our patients. Your support is what makes this journey possible.

Sincerely,

A handwritten signature in black ink that reads "Steve".

STEVE SCHNALL

*Senior Vice President & Chief Development Officer*

*Hopes and Dreams* is published by the Phoenix Children's Hospital Foundation.  
To share your comments or if you wish to unsubscribe,  
call (602) 933-2668 or email [jbraner@phoenixchildrens.com](mailto:jbraner@phoenixchildrens.com).



## PHOENIX CHILDREN'S HOSPITAL FOUNDATION BOARD MEMBERS

**CHAIRMAN:**

**Scott Rehorn,**  
RED Development, LLC

**CHAIRMAN-ELECT:**

**Kevin Czerwinski,**  
Merit Partners, Inc.

**IMMEDIATE PAST CHAIRMAN:**

**Larry Clemmensen,**  
Community Volunteer

**VICE CHAIR, BOARD SECRETARY:**

**Sheila Zuieback,**  
Halle Family Foundation

**PHOENIX CHILDREN'S HOSPITAL  
PRESIDENT AND CEO:**

**Robert L. Meyer**

**PHOENIX CHILDREN'S HOSPITAL  
SENIOR VICE PRESIDENT,  
CHIEF DEVELOPMENT OFFICER,  
FOUNDATION:**

**Steven S. Schnall**

**Michael Bill,** MJ Insurance

**Scott Bindley,** Screenwriter

**Taylor Burke,** Rainy Partners

**Jeff King,** Pete King  
Construction

**Mark Love,** LKL Partners, LLC

**Jonathan Pinkus,** Arizona  
Nutritional Supplements

**J. Paul Rhodes,** Vestar

**Alexa Schneider,** Kimbell, Inc.

**Chris Stamets,** Western  
Retail Advisors

**Ryanne Tezanos,** Mobile Mini



“The Trauma  
Center saved my  
life and all of  
my limbs.”

PAGE 6

## CONTENTS

- 2 **In Brief**  
Highlights from Phoenix Children's Hospital Foundation
- 6 **Breaking New Ground**  
Phoenix Children's Hospital Opens the New Emergency  
Department and Level 1 Trauma Center
- 14 **Hope Has A New Home**  
Introducing the new Center for Cancer and Blood Disorders
- 22 **Doc Talk**  
Dr. Cynthia Wetmore on her journey to Phoenix Children's  
and vision for the Center for Cancer and Blood Disorders
- 26 **Your Donations Matter**  
Stories demonstrating the impact of your donations
- 37 **Upcoming Events**  
Dates you won't want to miss

# in BRIEF

HIGHLIGHTS FROM PHOENIX CHILDREN'S HOSPITAL FOUNDATION



## The Valley Shines for Pediatric Cancer

In September, Phoenix Children's Hospital kicked off Childhood Cancer Awareness Month by calling on the entire valley to shine for our sickest patients. On Sept. 1, Phoenix Mayor Greg Stanton and Sammy Cibulka, a patient at the Center for Cancer and Blood Disorders, launched the Time to Shine Campaign in a special ceremony at the hospital.

Throughout the month, corporate partners, individual donors and our community came together to bring focus to pediatric cancer, ultimately raising more than \$900,000 for the Center for Cancer and Blood Disorders. Retailers sold Time to Shine bracelets, created Time to Shine displays, held special promotions and collected donations for the campaign. At the game on Sept. 23, the Arizona Diamondbacks Foundation presented a \$200,000 check to Phoenix Children's for the Center for Cancer and Blood Disorders. On Sept. 25, at the Arizona Cardinals home opener, Westgate Entertainment District and participating restaurants hosted Touchdown Tailgate, where proceeds were donated to Time to Shine and the Center for Cancer and Blood Disorders.

**Special thanks to our leading corporate sponsors:** Arizona Diamondbacks Foundation, Camelback Volkswagen Subaru Mazda, Fiesta Bowl Charities, CobbleStone Auto Spa, Coulter Cadillac Phoenix, Vestar, RED Development, Outfront Media, Massage Envy, Arizona Foothills Magazine, Plexus, Independent Newsmedia Inc., Jason's Deli, Morning Squeeze, Papa John's and Sauce Pizza and Wine.



## FOSTERING DISCOVERY AND INNOVATION AT PHOENIX CHILDREN'S

The 14th Annual Leadership Circle Grant Luncheon took place on April 19 at the Arizona Country Club. Carey Peña, Emmy Award winning news anchor and host, served as the Master of Ceremonies, with 175 Leadership Circle members in attendance. Phoenix Children's physicians, researchers and administrators presented cases for support and afterwards, Leadership Circle members voted to determine which grant proposals to fund.

In May, the 2017 Leadership Circle Grant recipients were revealed at a special reception at Phoenix Children's Hospital hosted by Leadership Circle Board Chair Jen DeStefano and 10-year-old Ethan, a kidney transplant recipient. Four grant proposals were awarded a total of \$522,700. The top vote getter was a gait and balance system for the Rehabilitation Clinic, which will minimize the risk of patient falls, promote faster recovery and reduce patient length of stay during rehabilitation.

Founded in 2004, the Phoenix Children's Hospital Leadership Circle is a committed and compassionate group of community leaders who care deeply about ill and injured children and act together on that shared passion. Each Leadership Circle member gives a minimum donation of \$1,000, with many members giving more. The annual gifts are pooled and used to fund specific programs and projects that make a profound difference in the delivery of world-class care at Phoenix Children's.



For more information, visit [PCHLC.org](http://PCHLC.org).



# Champions of Hope

The 17th annual Give-A-Thon for Phoenix Children's Hospital, held Aug. 16-17 and presented by Valley Hyundai Dealers, raised more than \$1.66 million in donations during a 19-hour radio simulcast on Bonneville's KTAR News 92.3 FM and Arizona Sports 98.7 FM. For the second year running, the radiothon was the largest radio fundraising effort for a children's hospital in the country. The proceeds will fund new clinical programs and cutting-edge technology for pediatric care and research.

Setting aside their primetime programming schedules, the two radio stations featured stories told by children and families whose lives were forever changed by the care they received at the hospital. Listeners called in and became "Champions of Hope" for a monthly donation of \$20 or a single gift of \$240 or more. For every such donation, a hospital patient received a teddy bear named for their donor Champion.



**Special thanks to our leading corporate sponsors:** Bonneville, Panda Express, Valley Hyundai Dealers, CDW, Earnhardt Hyundai Dealers, Walgreens, Carl's Jr., Walmart, Papa John's, American Textile Recycling Services, Fry's Food Stores, Chico's FAS, Earnhardt Hyundai North Scottsdale, Phoenix Suns, San Tan Hyundai, Earnhardt Hyundai Avondale, Ace Hardware, Arizona Cardinals, Chapman BMW on Camelback, Desert Schools Federal Credit Union, Gila River Casinos, Harley Davidson of Scottsdale, Ideas Collide, IHOP, Jason's Deli, Massage Envy, R&K Building Supplies, San Tan Ford, Stunning Homes Realty, UPS Stores, Howard Air, Just Sports, Stream Logistics, Alaska USA Credit Union, Arizona Central Credit Union, Arizona Coyotes, Arizona Diamondbacks Foundation, Direct Energy, Fiesta Bowl, Hard Rock, Interstate Batteries, Mr. Glassworks, R3EWaste, Sagikor, Sam's Club, Taylor Morrison, TRANE, Valley of the Sun Active 20-30 Club, Wells Fargo and Dave Ramsey.



## HEROES FOR HOPE

On April 18, ABC15 broadcast live from Phoenix Children’s Hospital to raise money for patients. The 6th annual telethon — which featured a superhero theme — accepted donations continuously for more than 13 hours and raised more than \$740,000. ABC15 anchors and reporters were joined by valley celebrities and character appearances, a phone bank staffed by sponsors and volunteers, “wonder dogs” from the Pet Therapy Program and the real heroes — patients and families — sharing their stories.

ABC15 viewers had the option of becoming “Heroes for Hope” by giving a superhero teddy bear, monkey or panda to a child when they made a monthly pledge of \$20 or a single gift of \$240 or more. All donations help save young lives by supporting innovative research, cutting-edge technology, the recruitment of leading physicians and child-friendly programs and services.

### **Special thanks to our leading corporate sponsors:**

*Scripps, Jersey Mike’s Subs, Mazda Dealers of Phoenix, Panda Express, Dutch Bros. Coffee, All American Classics, American Textile Recycling Services, Walmart, Chipotle, Z’ Tejas, Dolce Salon & Spa, Papa John’s, Ace Hardware, Arizona Lottery, Big O Tires, Chapman BMW on Camelback, Fry’s Food Stores, Hungry Howie’s, IHOP, Kurush Motorsports, Macy’s, Sanderson Ford, VIP Mortgage, Smashburger, Stream Logistics, Benjamin Franklin Plumbing, Debbie Gaby Charities, Desert Schools Federal Credit Union, Fiesta Bowl Charities, Harley Davidson, Sagicor, Sam’s Club, Scripps Media, Valley of the Sun Active 20-30 Club, Whataburger, Your Home Team Pros at Uptown Realty, Zerorez, Altier Credit Union and Charleston’s.*



**“I honestly don’t think I could have asked for better people to care for me during such a difficult time. My experience at Phoenix Children’s Hospital was excellent in every way. And despite how I got here, I’m so happy to be a part of the Phoenix Children’s family.” —Chance**

**O**N AN EARLY SPRING MORNING IN 2013, Chance and her mother were driving to Sky Harbor Airport from their home in Cottonwood, Arizona. Chance, 14, was on her way to Washington, D.C. for a class trip. She remembers falling asleep and waking up to the sound of her mother's screams.

Their car was struck head on by a drunk driver. Chance and her mother suffered life-threatening injuries. Chance's wrists and right leg were shattered and she had lost a lot of blood. When the ambulance arrived, there was no question as to where they would take her — to Phoenix Children's Pediatric Trauma Center.

"The Trauma Center saved my life — and all of my limbs," Chance says. "I had to learn to re-walk, and I still use a cane, but I am walking and I am alive."

---

# BREAKING NEW GROUND

Phoenix Children's Hospital Opens  
the New Emergency Department and  
Level 1 Pediatric Trauma Center

Chance was lucky. She was within 100 miles of the only Level 1 Pediatric Trauma Center in the state — a designation that means better patient outcomes and lower mortality rates. Patients at Level 1 facilities are less likely to lose a limb, undergo unnecessary surgeries or suffer permanent damage. At Phoenix Children’s Emergency Department and Trauma Center, the mortality rate is among the lowest in the country.

Chance was also lucky that Phoenix Children’s had a bed for her that morning. At the time, the Trauma Center could only accommodate four trauma patients at one time.

“We just didn’t have the space,” says Dr. David M. Notrica, M.D., Trauma Center Medical Director. “If there was a multi-car accident, with more than four children involved, the first responder had to make a very difficult decision — which child would be taken to Phoenix Children’s and which child would not.”

All of that changed in September.

On Sept. 20, Phoenix Children’s opened the doors to its brand new \$40 million Emergency Department and Trauma Center. The expansive and colorful state-of-the-art facility features double the square footage, three times the number of patient exam rooms, and can now accommodate nine trauma cases — nine patients with injuries as severe as those that Chance suffered — at the same time.

“Patients at Phoenix Children’s Trauma Center were already receiving the best care in the state, with 24/7 access to our board-certified emergency medicine doctors, pediatric trauma surgeons, and physicians in more than 75 specialties,” says Robert Meyer, President and CEO of Phoenix Children’s Hospital. “Now, thanks to this incredible outpouring of support from the community, we can bring that level of care to even more kids.”

The new facility was designed to accommodate the growing need for emergency

## INTRODUCING THE BASE COMMAND SYSTEM

In 2016, Phoenix Children’s Emergency Department and Level 1 Trauma Team received a \$62,000 Leadership Circle grant to purchase the Base Hospital Medical Command Communication System. The equipment has allowed Phoenix Children’s to become certified as an Advanced Life Support (ALS) Base Hospital, making it the first children’s hospital in the state to earn this designation.

An ALS Base Hospital is a centralized medical direction communications center that provides phone and online pediatric medical expertise and direction to certified Emergency Medical Technicians and paramedics in the field. This allows Phoenix Children’s staff of specialists to advise first responders on how to administer the best possible care, whether the child’s destination is Phoenix Children’s or another hospital, giving every patient the very best chance of recovery.

pediatric care in the state of Arizona, where traumatic injuries are the leading cause of death among children. The pediatric population in Phoenix alone is currently 1 million and expected to reach 1.5 million by 2030. In 2016, the Emergency Department and Trauma Center treated 87,000 patients in a space built to serve 22,000. Projections indicate that the number of patient visits will increase to 100,000 by 2020.

“In the former Emergency Department, we suffered growing pains,” says Dr. Blake Bulloch, M.D., Division Chief of Emergency Medicine at Phoenix Children’s Hospital. “We made do with what we had but it always felt like we were putting a band-aid on things to serve the community. That’s just not the case anymore.”



Cooper was rushed to the Phoenix Children's Trauma Center after being thrown from an off-road vehicle. After four days at Phoenix Children's, he was discharged and ultimately made a full recovery.

“I’ve seen the process from step to step and it’s flawless. It truly is. Phoenix Children’s is awesome.”

—Bubba, Cooper’s Dad,  
a local firefighter

“In the former Emergency Department, we suffered growing pains,” says Dr. Blake Bulloch, M.D., Division Chief of Emergency Medicine at Phoenix Children’s Hospital. “We made do with what we had but it always felt like we were putting a band-aid on things to serve the community. That’s just not the case anymore.”

The new facility not only accommodates more than four times as many patients, it also affords better access to critical hospital features, including the helicopter landing pad, imaging center, intensive care unit and operating rooms. Now a first responder can rush a patient from the helipad to the trauma bay in just 90 seconds, compared to almost 5 minutes in the previous facility. For patients with life-threatening injuries, those three and a half minutes can mean the difference between life and death.

The time it takes to assess a case in the Emergency Department has decreased as well. The more logical floorplan, dedicated space for triage and 52 additional exam rooms mean that staff are able to assess and transfer patients to the appropriate room more quickly. The time from arrival to provider is anticipated to decrease by more than 30 minutes.

Physicians and nurses are also benefiting from state-of-the-art equipment: the

LED lighting system increases visibility for doctors performing sensitive procedures; glass enclosed physician areas decrease noise, enhance privacy and give full line of sight on patients; and a CT scanner located within the Emergency Department will enable more rapid diagnoses.

Patients are enjoying greater privacy and safety in new spaces dedicated to meeting their unique needs. These include procedure rooms for stitching and casting, isolation rooms for immunocompromised children, and safe rooms for behavioral health cases.

“To now have what I consider to be a state-of-the-art emergency department, with everything that goes with that, it’s a very exciting time,” Dr. Bulloch says.

For Chance, while the old facility was half the size and lacked these new features, it still provided the superior pediatric trauma care that Phoenix Children’s is known for and that ultimately saved her life. Today, the hospital is equipped to reach even more patients whose lives are on the line with that same high level of care.

“For most of these children, the care in the Trauma Center will be a life-changing event,” Dr. Notrica says. “Our job is to make sure it is the best experience and outcome possible.”

Robert Meyer, President and CEO of Phoenix Children’s Hospital, Nancy Ball, CFO and Board Member of the Kemper and Ethel Marley Foundation, and Susan Pepin, President and CEO of the Virginia G. Piper Charitable Trust, cut the ribbon at the dedication ceremony for the new Emergency Department and Trauma Center.



## HONORING OUR DONORS

The new Emergency Department and Trauma Center were made possible by the generosity of our donors, who together contributed more than \$40 million. Every single donation mattered, and many of our donors went above and beyond.

The **Kemper and Ethel Marley Foundation** and the **Virginia G. Piper Charitable Trust**, after which the facilities are named, led the way by making significant gifts to support this critical expansion. Their visions and early support sent an important message to the community and paved the way for a groundbreaking fundraising campaign.



---

“To now have what I consider to be a state-of-the-art emergency department, with everything that goes with that, it’s a very exciting time,” Dr. Bulloch says.



First responders immediately began CPR on 2-year-old Brycen after his teenage brother pulled him from the bottom of the family pool. Once his pulse was restored, the toddler was transported to Phoenix Children's, where doctors worked around the clock to stabilize him and minimize the likelihood of permanent damage. After two days in a coma, Brycen came back to his family. He eventually made a full recovery.



“Our experience was terrifying. We knew he was going to fight, but we were so grateful that he had a whole team fighting with him.”

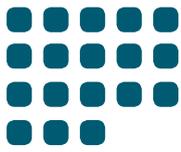
—Autumn, Brycen’s Mom

# BY THE NUMBERS: THE NEW EMERGENCY DEPARTMENT & TRAUMA CENTER

ARIZONA'S PEDIATRIC PATIENT POPULATION  
2017: 1 MILLION → 2030: 1.5 MILLION

## BEFORE

Square footage:



18,600

Trauma bays:



4

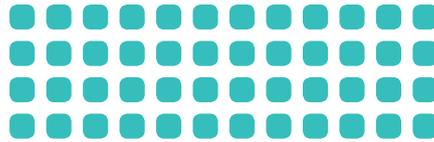
Private exam rooms:



23

## AFTER

Square footage:



42,302

Trauma bays:



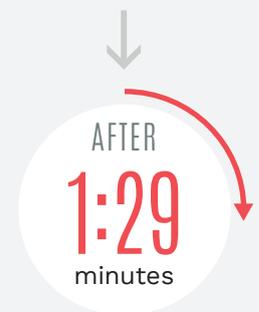
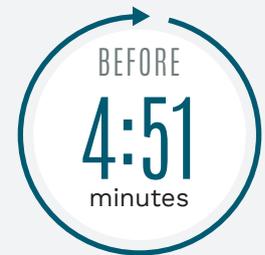
9

Private exam rooms:



75

TIME FROM HELIPAD  
TO TRAUMA ROOM:



Annual patient  
capacity:

BEFORE  
22,000

(87,000 served  
in 2016)

AFTER  
100,000+

# HOPE HAS A NEW HOME

## Introducing the new Center for Cancer and Blood Disorders

**W**hen Bruce was only 5 years old, he was diagnosed with leukemia. Kindergarten and everything that went with it — the new friends, the classroom learning and even recess — had to be put on hold.

After a series of hospitalizations at Phoenix Children's, Bruce returned home to Yuma, Arizona, but only part time. Every Wednesday, Bruce, now 7, and his mother Christine wake up before the rest of the household stirs, pile into the car with enough clothes to last a few days, and drive the 200 miles east to Phoenix Children's Center for Cancer and Blood Disorders, where Bruce receives treatment. For the past two years,

Bruce has spent as much time at the Center as he has in his own home.

"We're literally here half the month," says Christine. "We're missing a whole lot of life."

For Bruce and Christine, the clinic staff have come to feel like family. On a given day, Christine exchanges personal updates with the support team and Bruce's doctor greets her son with a big bear hug. After Bruce gets his blood drawn, Miss Kim, the Child Life Specialist, leads him to the toy closet to nab a Batman action figure. Nurse Chris does silly voices and cracks bad dad jokes while he sets Bruce up for his chemotherapy infusions. When Bruce is ready for a snack, Christine gets him an otter pop — a patient favorite — from the "family" freezer.



“These people  
really have become our  
families. I know that they  
would never let anything  
happen to Bruce.”

— Christine, Bruce’s Mom

“He gets frustrated. But oddly enough, I will say he smiles more than the rest of us.”

— Christine, Bruce’s Mom

Even amidst so much warmth and compassion, there are difficult days. Sometimes Bruce waits for hours to receive his infusions because there are so many other children ahead of him. When Bruce needs services that are provided elsewhere in the hospital, the long walk from the clinic to the main building and back again, with toys, snacks and a weary Bruce in tow, leaves Christine exhausted beyond words. There are times when the distance from Bruce’s father and siblings becomes overwhelming, and yet mother and son can’t find a private space to curl up and cry.

“He gets frustrated,” Christine says. “But oddly enough, I will say he smiles more than any of us.”

In October, Bruce’s home away from home — and that of thousands of other cancer and blood disorder patients — underwent a massive upgrade.

On Oct. 18, Phoenix Children’s Hospital opened the new Center for Cancer and Blood Disorders, a state-of-the-art facility that has vastly enhanced the patient experience. The new Center — which was made possible by the generous support of Phoenix Children’s donors — has the space, resources and systems to provide not only cutting-edge care, but world-class comfort, for those who need it most.

“We are so excited about this beautiful new facility,” says Dr. Cynthia Wetmore, M.D., Ph.D., the new Division Chief of Hematology and Oncology and Director of the Phoenix Children’s Center for Cancer and Blood Disorders. “It’s going to be a nicer, brighter, more comfortable, more functional space for our patients, and for our staff.”

The move came at a critical time. Nationwide, the number of children diagnosed with cancer is growing each year. In Arizona, population growth, particularly among children, has meant

a rising need for pediatric cancer services. In 2016, 320 children were newly diagnosed with cancer at Phoenix Children’s, representing a 25 percent increase since 2011.

The Phoenix Children’s Center for Cancer and Blood Disorders is the largest pediatric program of its kind in Arizona, providing comprehensive, personalized care to every hematology and oncology patient that comes through its doors. Seventy percent of children diagnosed with cancer in Arizona come to Phoenix Children’s for its cutting-edge care, and 80% of those children will survive.

**Bruce and Toni, a medical assistant at the Center for Cancer and Blood Disorders, in 2016.**



# BY THE NUMBERS: THE CENTER FOR CANCER & BLOOD DISORDERS

PATIENT  
APPOINTMENTS:  
2007: 8,900 → 2016: 22,380

**25%**  
growth in the number  
of new cancer patients  
from 2011 to 2016

AN AVERAGE OF  
**95 CHILDREN VISIT  
OUR OUTPATIENT  
CLINIC EVERY DAY**

## BEFORE

Square footage:



14,015

Infusion chairs:



13

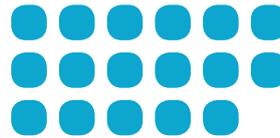
Exam rooms:



12

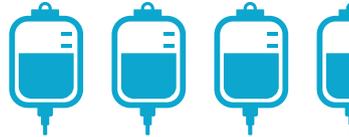
## AFTER

Square footage:



17,256

Infusion chairs:



21

Exam rooms:



18

## NEW FEATURES:

Treatment and  
recovery rooms



Private  
infusion rooms



Child life  
playroom

## NEXT STEP:

**\$15**  
MILLION

needed to invest in  
physician/scientists  
and staff, as well as  
infrastructure and  
resources to conduct  
groundbreaking  
research and realize  
the vision of becoming  
a top 10 cancer center  
in the United States

The Center's patient caseload has more than doubled over the past decade, from 8,900 patient visits in 2007 to 22,380 in 2016, and patient numbers are expected to continue to rise. The increasing demand had stretched the capacity of the former facilities and left patients like Bruce to face extended wait times for treatment, long walks to services provided elsewhere in the hospital and limited space for privacy and play.

"If you're getting treatment, and you're not feeling well, to walk all the way across campus, and to do it once, twice a week, it's a lot of movement," says Carol Inman, Practice

Manager at the Center for Cancer and Blood Disorders. "Now they can come here and it's a one-stop shop. There's no reason for them to go anywhere else."

Now located in the main hospital building, the new facility consolidates patient care needs into one space, with on-site treatment and recovery rooms, so high-acuity patients don't have to transfer to operating rooms for simple procedures. A pharmacy is now located on-site so medications can be mixed and delivered quickly. And the laboratory on the floor above the Center means quicker turnarounds — and less time waiting — for test results.

"We are so excited about this beautiful new facility," says Dr. Cynthia Wetmore, M.D., Ph.D., the new Division Chief of Hematology and Oncology and Director of the Phoenix Children's Center for Cancer and Blood Disorders. "It's going to be a nicer, brighter, more comfortable, more functional space for our patients, and for our staff."





Kaitlin has spent the past 18 months making regular trips to the Phoenix Children's Center for Cancer and Blood Disorders. Today, she is a freshman at the University of Arizona, where she is majoring in psychology. Kaitlin hopes to follow in Miss Kim's footsteps and become a Child Life Specialist.

**“Phoenix Children’s Hospital has been my home throughout this. I almost don’t think of coming here as an appointment. It’s just like coming to hang out with people that really care about me.”**

**—Kaitlin, 18, who was diagnosed with differentiated pediatric chordoma in the spring of 2016, with her Mom, Laurie.**



Sammy, 17, was diagnosed with rhabdomyosarcoma, a rare form of cancer, in March 2016. After 10 months of chemotherapy, Sammy no longer shows evidence of the disease. In addition to taking an active part in the September "Time to Shine" Campaign, Sammy is staying on top of his physical therapy, enjoying his junior year in high school and learning to drive.

"We met a lot of compassionate people that we never would have met. Phoenix Children's was always there with open arms, they were always there with the most encouraging words that they could give you. I pray to God that you never have to go to Phoenix Children's but if you do, you're in the best hands possible."

—Theresa, Sammy's Mom

**“Our lives came to a screeching halt. Nothing else mattered. We cried countless times. But I just knew in my heart and soul that our daughter was going to live to tell her story.”**

**—Crystal, Chelsey’s Mom**

Chelsey was diagnosed with a heart tumor at 6 months and has spent more than half of her young life receiving treatment at the Phoenix Children’s Center for Cancer and Blood Disorders.



Patients also have access to more comfortable personal space. Private infusion rooms, where patients undergo their hours-long therapies, feature heated and massage-equipped infusion chairs, space for the family to sit, a TV and iPad, and a view of the mountains. Patients can even see the gold “HOPE” sign that decorates the fire station roof next door. The new child life playroom, designed to reduce anxiety and distract from treatment, gives Miss Kim a dedicated space to organize activities.

“These children are going through very difficult care — it’s painful, it’s exhausting, it’s draining, and it can last for years,” says Steve Schnall, Senior Vice President and Chief Development Officer of the Phoenix Children’s Hospital Foundation. “So what we’ve built isn’t just a new facility. We have built a new home for them. A place that will embrace these families and help them heal.”

For children like Bruce, the new space holds tremendous promise — not only of the high quality care he and his mother have come to expect at Phoenix Children’s, but also that life can get better. Christine says, “Our greatest hope is that there is another side to this. That we can have treatment and get better.”

## CLINICAL TRIALS: CREATING HOPE THROUGH CUTTING-EDGE RESEARCH



When Lily was five months old, her mother Heather noticed that her eyes would shake slightly when she looked to the side. After a few doctor’s visits, the family was referred to Phoenix Children’s Hospital, where an MRI revealed that Lily was suffering from a high grade brain tumor.

After years of treatment, Lily’s tumor continued to grow. Her parents were faced with a decision: continue traditional treatment or enroll their daughter in a clinical trial for Trametinib, a therapy used to treat adult malignant melanoma. The choice was difficult, but with the tumor growing, Heather and her husband knew it was the right thing to do. Lily’s clinical trial began in February 2017 and today her tumor is stable. She is now a spunky first grader who loves Lady Gaga.

The remarkable achievements made toward curing pediatric cancer are made possible by a robust culture of clinical research. Clinical trials help determine the safety and efficacy of emerging therapies, and ultimately improve survival rates, reduce side effects and curb the long-term effects of therapy. Continued investment in clinical research at Phoenix Children’s will not only touch the futures of children like Lily, but also ensure that we can sustain this critical area of work for years to come.

# Doc Talk: **Dr. Cynthia Wetmore**

**D**r. Cynthia Wetmore, M.D., Ph.D., became the Division Chief of Hematology and Oncology and the Director of the Center for Cancer and Blood Disorders at Phoenix Children's Hospital in July 2017. She is being lauded as the visionary leader that Phoenix Children's needs to revolutionize its approach to pediatric cancer research and treatment.

Dr. Wetmore earned her Bachelor of Arts from Harvard University, her Medical Degree from the University of Minnesota Medical School, and her Doctorate in neurobiology from the Karolinska Institute in Stockholm, Sweden. She completed her residency training in pediatrics at the University of Minnesota and Mayo Clinic and fellowship training in hematology/oncology and neuro-oncology at St. Jude's Children's Research Hospital. She has played a leading role at some of the nation's most prominent institutions for pediatric cancer care.

In September, the Phoenix Children's Hospital Foundation sat down with Dr. Wetmore to learn more about her vision for the future of the Center for Cancer and Blood Disorders and her journey to becoming a leader in her field.

**Your background is so impressive. Did you always want to be a doctor?**

When I was in high school, I wanted to be a musician! I played the clarinet, I was in the orchestra, I was kind of a geek and even student council president. I'm from Minnesota, and the summer between my junior and senior years I went to the Berkshire mountains to do a youth program with the Boston Symphony. It was competitive but I got in, and I played symphony music all day and I loved it.

**Did that time spent in the Berkshires influence your decision to go to Harvard?**

Yes! I remember I asked my teacher from the Boston Symphony, what is the best college in Boston? And he said Harvard, and I said ok that's where I want to go! So I went back to Minnesota, focused on my studies and my after school job

at Poppin' Fresh Pies, worked on my application to Harvard and sent it in and ... I was accepted!

I'm from a middle class family, so when I showed my parents the acceptance letter, they said no, you're not going, it's too far, too expensive. But I was determined to go anyway. It wasn't easy. I would go for a year and then take a year off and work my tail off to pay for the next year and then do it all again. I worked as a cocktail waitress, a security guard, a legal secretary, even knitting sweaters. It was incredibly difficult. I almost quit. After paying for three full years of Harvard room and board tuition on my own I was going to take another year off when they finally came through with a scholarship.

**That must have been an incredible moment. What did that mean to you?**

I remember I received this little sticky note on my board, that I should go see the Provost, and she gave me the scholarship check and she said to me, you go forward in this world and do good. And that's what I've tried to do. I've had to make some sacrifices in my life, but ever since that day, I knew I could do anything that I wanted to do if I set my mind to it.

**When did your professional aspirations change from orchestra musician to medical doctor?**

I was a history and philosophy major at Harvard but I decided I loved the brain and I wanted

to go to med school to learn more about the nervous system — it's the seat of the soul and makes us who we are!

At first, I wanted to be a neurosurgeon. But I decided not to pursue that course for a few reasons. At the time I had a son who was three years old and I decided I couldn't do a neurosurgery residency and be as present as I wanted to be in his life growing up. I also wanted to work with patients, and surgeons don't have the same opportunities for prolonged contact with patients.

Pediatric oncology ended up being such a good fit, because I like developing relationships and watching the children grow and coming to know the family and knowing the names of their pets and the grandparents. It's such a fulfilling part of my life. It's funny though because my son is now in his third year of medical school and wants to be a surgeon!

“For me, medicine is a very personal thing. I care deeply about my patients and their families. I try to help them in any way possible. I try to create hope where there isn't much, and I'm determined never to give up.”



Dr. Wetmore with Damien, a patient at the Center for Cancer and Blood Disorders.

**You must encounter some difficult days, working with kids with cancer and blood disorders. How do you stay the course?**

For me, medicine is a very personal thing. I care deeply about my patients and their families. I try to help them in any way possible. I try to create hope where there isn't much, and I'm determined never to give up. Even if the tumor is getting bigger and the child is getting weaker, you still don't give up.

You keep fighting and you decide what you're fighting for. If you want to see the sun every day and watch the birds in your backyard, then that's what you fight for.

**Your career has taken you to so many places. What made you decide to bring your life's work to Phoenix?**

I came to Phoenix Children's because I saw an opportunity to build a top 10 center for pediatric cancer and blood disorders. We have excellent physicians

here, excellent care, the leadership is so committed, and the program is young. There's not much research going on yet though, and we don't lead our own clinical trials or develop our own therapies. Phoenix is one of the fastest growing cities in the United States, and I saw an opportunity to grow this program, to make it into a world class facility for Arizona, and a destination center for children across the country.

**Why is it so important for Phoenix Children's to invest in research on cancer and blood disorders?**

We want to develop our own novel, innovative therapies here at the Center for Cancer and Blood Disorders so that our children can access the latest treatments for cancer and blood disorders right here in the valley, without having to travel out of state. We want to take promising discoveries in the lab and translate those discoveries into smarter drug selections for our patients — therapies that not only save lives but also improve quality of life. I want to get us to the point where we are doing that kind of innovative clinical and translational research right here. Where we are pioneering the new therapies. Where we are the first center to do the things that have never been done before.



Dr. Wetmore with her son, Stefan, a third-year medical student at the University of Minnesota.

“We want to develop our own novel, innovative therapies here at the Center for Cancer and Blood Disorders so that our children can access the latest treatments for cancer and blood disorders right here in the valley.”



Dr. Wetmore examines Damien at the Center for Cancer and Blood Disorders.

**What is it going to take for Phoenix Children's to get to a point where it is conducting that kind of research?**

We need to invest in the research infrastructure — the basic science laboratories, the people that know how to run clinical studies. Part of the reason that I wanted to come here is that I know we can build that infrastructure. I know we can do studies here because we have large enough patient numbers to do them right. And there's such good philanthropy in this community and there are so many good people ready to support this work.

**Your team has just moved to the new Center for Cancer and Blood Disorders. How is that space going to help you realize your vision?**

The new facility is so beautiful. We have almost double the infusion chairs now, comfortable waiting space for our families, treatment and recovery spaces we didn't have before. We have the heartscape! Now we just need to tend the

garden. We need the people. We need the patient care technicians, the medical assistants and the research personnel.

**With so much happening at the hospital, are you finding time to settle in to your new life in Phoenix?**

Yes! We have had such a warm welcome. I've never lived out west before and I really like it. There's something spiritual about this place. It's very laid back and you can be who you are here. And you can hike! I remember this joke from my time in Georgia at Emory University. People in Atlanta ask you where you went to school; people in Macon ask you where you go to church; and people in Savannah ask you what your favorite drink is. Here, everyone I meet asks me what my favorite hike is ... how cool!

**Is it hard to put work aside and enjoy life outside of the Hospital when you're faced with such challenging cases?**

It's really hard. One of the things

I aspire to at Phoenix Children's is having a good work life balance, for myself, my faculty and for my patient families. I need to be able to have the space to have a weekend off and do my hike and go kayaking and spend time with my family and my dog. I couldn't do this job if I didn't take breaks, read books, enjoy a nice restaurant and a glass of wine and spend time with friends. I want to model that way of life for my faculty and my patient families. You're on this cancer journey but your whole day can't be about cancer.

**Everyone I speak to at Phoenix Children's is so excited to have you here. You're the leader that's going to revolutionize how the Hospital treats cancer and blood disorders! What does that mean to you?**

I feel so grateful for the goodwill and the warmth at my reception and arrival. I am incredibly humbled. And I'm so excited and eager to move forward and find new and better ways of taking care of our kids.

# YOUR DONATIONS MATTER



## 24th Annual Beach Ball

In March, nautical themed décor and seaside cuisine transformed Scottsdale Hangar One into Cape Cod for the 24th Annual Beach Ball. Nearly 900 guests joined event chairs Susan Menchaca and Cristina St. Clair to raise more than \$1.1 million for the Phoenix Children's Hospital Department of Surgery.

Guests arrived to a white plank boardwalk and were greeted with a classic Cape Cod cocktail. The event commenced with an official welcome from Robert Meyer, President and CEO of Phoenix Children's. Jon Hulburd, a Phoenix Children's Board Member, took the time to commemorate his late father-in-law, Dr. Tim Louis. During dinner, guests had the opportunity to meet Carter, who during his infancy underwent a life-changing surgery at Phoenix Children's Hospital and today is a healthy and cheerful toddler. After the live auction, the party continued in the Red Room, where guests were welcomed to the Discount Tire After Party.

**Special thanks to our leading corporate sponsors: Bank of Arizona, BHE Renewables, BHE U.S. Transmission, Long Realty, University of Phoenix, APS, Ensemble, Discount Tire, Republic Services, HKS/CCRD, MRA Associates and Red Development.**



## TEERING OFF FOR CHILDREN

In November 2016, the Phoenix Children's Hospital's 18th Annual Golf Tournament set a fundraising record of \$440,000. The event is one of the premier charity golf tournaments in Arizona, attracting more than 300 of the community's most active and affluent business leaders. Over the past 17 years, the tournament has raised more than \$5.3 million in funding to support the outstanding medical care provided by Phoenix Children's.

**Special thanks to our leading corporate sponsors:** MJ Insurance, CBRE, Troon Golf, PING, Troon North Golf Club, Casino Arizona Talking Stick Resort, Infiniti of Scottsdale, Ensemble Real Estate Solutions, Bell Steel, Brown & Brown Insurance, Delta Diversified Enterprises, Blue Cross Blue Shield AZ, Billing Tree, Cresa, Kitchell and Stewart Title.



A photograph of a woman with long brown hair, smiling broadly, holding a lit candle. A young child with light brown hair is looking off to the side. The background is dark with out-of-focus lights in various colors (yellow, red, blue).

## Igniting Hope

In December 2016, more than 2,000 people joined together to experience an evening of heartfelt support and inspiration at Phoenix Children's 5th Annual Ignite Hope Walk. The event raised more than \$370,000 for patient care and research.

Hosted by Vanessa Ruiz from 12 News, the night began at North High School, where participants enjoyed refreshments, engaged in family-friendly activities and snapped photos with superheroes and Santa Claus. Walkers of all ages then turned on their battery-lit candles — complete with realistic flickering — and began the one mile walk to Phoenix Children's. Current patients and their families were able to watch the walkers arrive and view the program from the hospital.

**Special thanks to our leading corporate sponsors:** 12 News, CoolEvents, Bell Honda, Dutch Bros. Coffee, 4 Sons, Odyssey Services Corporation, Univision, Gila River Casinos, Bank of Arizona, Pizza Hut, Raising Cane's, HMS Host, AmTrust Bank, Cable One, AlphaConnect, Big O Tires, Billing Tree, Elements Massage, GKN Aerospace, Peter Piper Pizza, Statistics & Data Corporation, The Ross Team - Nova Home Loans, Valley of the Sun Active 20-30 Club/Valley Kids Foundation, SSP America, American Textile Recycling Services, Danzeisen Dairy, Desert Schools FCU, H & R Block, Pizza Hut, Wells Fargo, Pepsi (Gatorade), Rubio's, Melting Pot, Uhaul and Sam's Club.

## DINE WITH YOUR DOG

In March, more than 300 dog lovers and 225 canine companions came together for the 10th Annual Dine With Your Dog celebration presented by PetSmart Charities to support Animal Assisted Therapy at Phoenix Children's Hospital. Green Bone Bakery provided a delicious champagne brunch, followed by a program that featured Barney Bidwell, a Saint Bernard Canine Pet Therapy dog at Phoenix Children's. Guests mingled with fellow animal lovers, explored pet play areas and participated in a silent auction. The canine-friendly affair raised \$75,000 for the PetSmart Charities Paws Can Heal Animal Assisted Therapy Program at Phoenix Children's.

**Special thanks to our leading corporate sponsors:**  
The Arizona Diamondbacks Foundation, PetSmart and PetSmart Charities.



## PROGRAMS THAT PARTNERS MAKE POSSIBLE

Phoenix Children's Hospital has more than 60 programs and services that are funded solely or significantly through philanthropy. This is why the Hospital's donors, corporate partners and volunteers are so important. Here are just a few examples:

### **The Valley Toyota Dealers Association | Injury Prevention**

So many lives can be saved through strong injury prevention programming, which is at the heart of Phoenix Children's Center for Family Health and Safety. Sustained support from the Valley Toyota Dealers Association has allowed the Center to pursue its mission of keeping kids out of the hospital. In 2017, the Valley Toyota Dealers Association also contributed \$250,000 as a corporate matching partner to the new Emergency Department and Trauma Center.

### **Spirit Halloween | Child Life programs**

Phoenix Children's Child Life Program helps patients of all ages — and their families — develop ways to cope with fear, anxiety and separation from home and school. Spirit of Children, a program by Spirit Halloween retail stores, helps make hospitals less scary for kids and their families.

### **Kohl's | Mental Health**

Children's mental health has become a growing concern for kids not only in Arizona but across the country. The new Kohl's Mindful Me program will provide educators and parents with the necessary tools to pass on mindful and healthy techniques to children.

### **Harkins Theatres | Childhood Cancer and Blood Disorders**

Using a family-centered approach, the Center for Cancer and Blood Disorders provides comprehensive, personalized care to every hematology and oncology patient that comes through its doors. Harkins Theatres' annual contributions to the Center are indispensable.

### **PetSmart Charities and PetSmart Inc. | Animal Assisted Therapy**

Research shows that a patient's interaction with an animal can provide positive physical and emotional benefits. Phoenix Children's Animal Assisted Therapy program, sponsored by PetSmart Charities and PetSmart Inc., includes both group events and individual bedside visits.

### **Western Refining | Kids Ride Safe**

The Ride Safe Program, sponsored by Western Refining, reaches out to parents about the importance and correct use of car seats, booster seats and restraints.

### **SRP | Water Safety**

Drownings are a top cause of injury-related death for Arizona children. As a recognized leader in the field of drowning prevention, Phoenix Children's Injury Prevention Center provides comprehensive and innovative programs to reduce child and teen drownings, with support from sponsors including SRP.

## PARTNERS THAT ANSWER THE CALL YEAR-ROUND

**Valley Hyundai Dealers** support Phoenix Children's through the year-round Hope on Wheels campaign, which includes a generous grant and donations for every test drive.

**Jersey Mike's Subs** encouraged customers to donate to Phoenix Children's throughout March and gave every penny back to the Hospital. Over the past five years, Jersey Mike's has contributed nearly \$400,000 to Phoenix Children's.

**Earnhardt Hyundai Dealers** held the Cars for a Cause campaign in May, June and July, and made a donation to Phoenix Children's for every car sold or serviced. Additional funds were collected through donations from customers, employees and vendors. **Earnhardt Auto Centers** also donated a new Ford Transit to the Hospital.

**CoolEvents** sponsors meals for patient families on holidays and raises funds for Phoenix Children's at their events, including Blacklight War, Foam Glow and Blacklight Slide, as well as the Ignite Hope Phoenix Children's event.

**Camelback Volkswagen Subaru Mazda** supports the Center for Cancer and Blood Disorders not only through funding, but also by providing special experiences for cancer patients.

**Fry's Food Stores** collected change throughout the month of June to benefit the Give-A-Thon and contributed sponsorship and volunteers to both the Give-A-Thon and the ABC15 Telethon.

**Chapman BMW on Camelback** sponsored the Give-A-Thon, the ABC15 Telethon and Beach Ball 2017. At Beach Ball, Chapman donated a 2017 BMW (below), which was auctioned off for more than \$40,000.



## Festival of Trees

In November 2016, Phoenix Children's Hospital, AmeriPark and BillingTree hosted the Festival of Trees at Scottsdale Fashion Square Mall. The Festival kicked off with a cocktail reception attended by 300 WINGS (When In Need Grandmas Serve) members and Phoenix Children's Hospital Foundation guests. Visitors bid on one-of-a-kind Christmas trees and wreaths in the Neiman Marcus/Dillard's Court, as well as a beautiful selection of ornaments. Mall patrons could donate directly to the fund and help with purchases such as car seats, helmets, swim lessons and childproofing supplies. Proceeds from the event went to the Hope Fund and Injury Prevention.



## Un Millón Para Los Niños

In August, Phoenix Extravision stations aired “Para Los Niños”, a nationally broadcast Spanish-language radiothon. Listeners pledged more than \$147,000 to Phoenix Children’s Hospital over the course of three days.

## TELEMUNDO TELETHON

In June, the Second Annual Telemundo Telethon raised over \$104,000 to benefit patients and families receiving care at Phoenix Children’s Hospital. Throughout the day, Telemundo on-air personalities broadcast live from the Hospital and patients shared stories of how Phoenix Children’s Hospital has impacted their lives. When donors called in, they were given the opportunity to unite for Phoenix Children’s by committing to a monthly pledge of \$20 or a single gift of \$240 — an action that would also give a patient a Superhero Sidekick stuffed animal in the donor’s name. Every dollar raised will have a direct impact on patients and life-saving programs.



**Special thanks to our leading corporate sponsors: Los Altos, Filimex (filibertos), Panda Express, Lin’s Grand Buffet, Jarritos, APS and El Sol Foods.**

## CHILDREN'S MIRACLE NETWORK HOSPITALS

Across the country, more than 10 million kids enter children's hospitals every year. These hospitals, including Phoenix Children's, rely on donations and community support to provide the best care for kids. Since 1983, Children's Miracle Network Hospitals has helped to fill those funding gaps by raising more than \$5 billion.

Phoenix Children's is celebrating 20 years as a Children's Miracle Network Hospital. Over the past 20 years, Network partners have raised more than \$62 million — funds that have enabled Phoenix Children's to reach more children with better quality care.

A number of our Network Partners reached impressive giving milestones this year. Phoenix Children's is taking the opportunity to celebrate those lifetime giving milestones, and every partner that contributes through Children's Miracle Network Hospitals.

### LIFETIME GIVING MILESTONES

**Costco** | \$12 million

**Walmart** | \$10 million

**Arizona Credit Unions for Kids** | \$7 million

**Desert Schools Federal Credit Union** | \$5 million

**Ace Hardware** | \$1 million

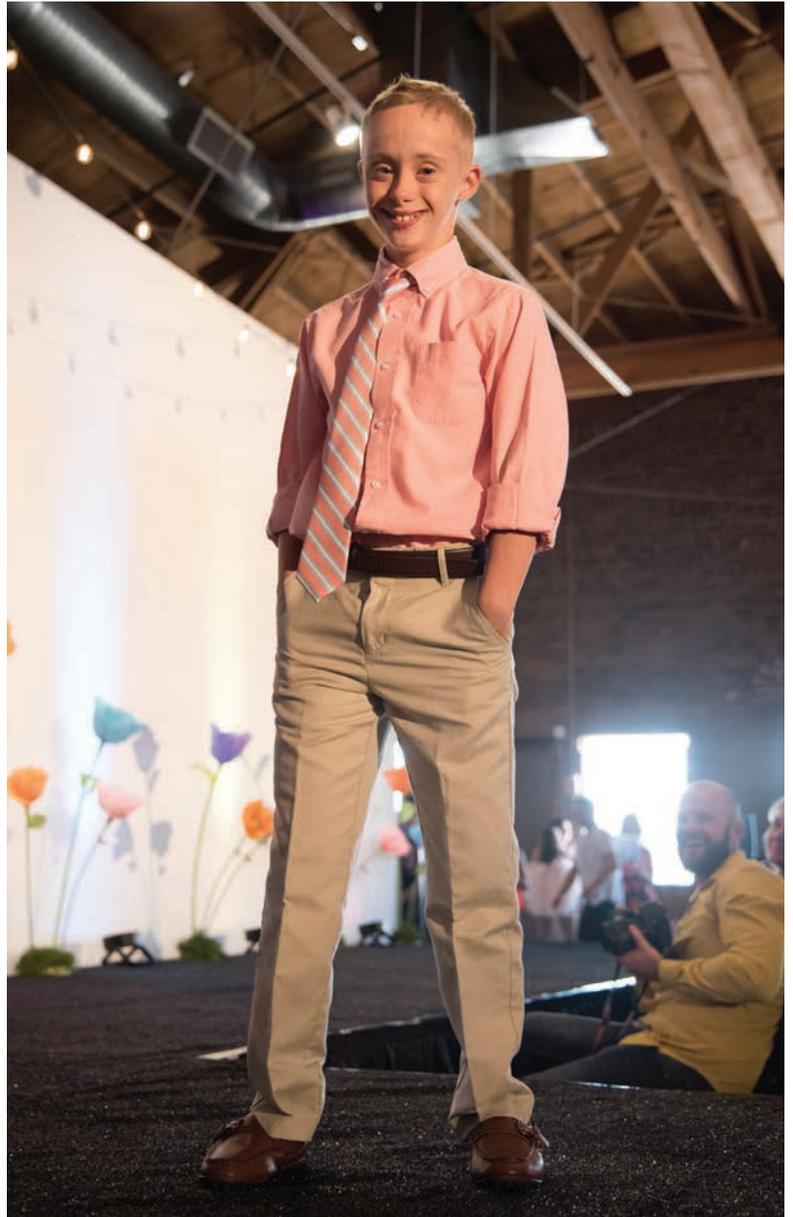
**Sam's Club** | \$1 million

**TruWest Credit Union** | \$500,000

**IHOP** | \$500,000

Phoenix Children's also thanks Children's Miracle Network Hospitals partners CDW, Corner Store, Dairy Queen, Direct Energy Services, Love's, Marriott, McLane, Miss Arizona Organization, Panda Express and RE/MAX for their generous support over the years.





## Downright Beautiful

On a beautiful day in March, 23 children walked the runway at the 4th Annual Downright Beautiful Fashion Show presented by Hastings & Hastings at Warehouse 215 @ Bentley Projects in Phoenix. Models wore the latest spring styles featured from Dillard's children's and juniors departments and had their hair and makeup done by stylists from Rolf's Salon. Each model was a current or former patient of the Pediatric Down Syndrome Clinic at Phoenix Children's Hospital. Their participation in Downright Beautiful helped raise over \$34,000 for the Clinic.

## Beneficiary Events

Each year, nearly 100 companies, community groups and grateful families create and execute events to benefit Phoenix Children's Hospital. Together, these events generate an astounding \$1 million every year to provide hope, healing and the best health care for patients.

### **CARRE Foundation Golf Tournament | November 2016**

The Charitable Alliance of Restaurant and Retail Executives — or CARRE Foundation — raised more than \$138,000 for Phoenix Children's Hospital in their annual golf tournament. Abri, a Phoenix Children's patient, attended the dinner and golf outing to thank attendees for supporting Phoenix Children's.

### **Children's Fight for Life | November 2016**

In November 2016, the 11th annual Children's Fight For Life Casino Night at the JW Marriott at Desert Ridge featured a silent auction, dinner and casino games, and in September 2017, the 12th annual event was held at the Omni Scottsdale Resort and Spa at Montelucia. Over the past 11 years, the Children's Fight For Life Annual Fundraiser has contributed more than \$1 million to support the Phoenix Children's Hospital Center for Cancer and Blood Disorders.



### **5TH ANNUAL BOB'S BIKER BLAST | NOVEMBER 2016**

More than 8,000 bikers, bike enthusiasts and music lovers converged on Harley-Davidson of Scottsdale to have a blast for a good cause during the 5th Annual Bob's Biker Blast. Event proceeds totaled \$250,000, including a generous donation from the Bob and Renee Parsons Foundation. Over the past five years, Bob's Biker Blast has raised more than \$1.7 million for Phoenix Children's Hospital.



## **Festival of Speed | November 2016**

Collectors of high-performance, exotic and vintage cars came together to support Phoenix Children's Hospital at the Festival of Speed, the valley's premier automotive event. 2016 was the first year that entry fees benefited Phoenix Children's Hospital.

## **Arizona Coyotes | January 2017**

On Jan. 21, the Arizona Coyotes skated to a 5-3 victory while the Arizona Coyotes Foundation worked the phones and raised more than \$57,000 for Phoenix Children's Hospital's Center for Cancer and Blood Disorders. Patients were featured during a live telecast as they and their parents described their personal experiences with Phoenix Children's Hospital and how grateful they are for the services they have received.

## **Students Supporting Brain Tumor Research Walk-a-Thon | February 2017**

Students Supporting Brain Tumor Research — a student-led organization comprised of survivors, high school students and physicians — held its annual walk-a-thon, which also featured a silent auction, local eats and live bands. To date, the organization has raised more than \$2 million to fund brain tumor research.

## **McDowell Mountain Music Festival | March 2017**

Nearly 14,000 people gathered for the three-day McDowell Mountain

Music Festival — one of the biggest annual parties in Downtown Phoenix — at Margaret T. Hance Park to listen to a lineup featuring Flume, The Shins, Chromeo and Grouplove. In 2017, McDowell Mountain Music Festival donated \$75,000 to Phoenix Children's.

## **Tee It Up For Kids Golf Clinic | March 2017**

More than 50 children from Phoenix Children's — both current and former patients — participated in the Tee It Up For Kids golf clinic held at McCormick Ranch Golf Course by instructor Scott Sackett. In 2017, the event raised more than \$65,000 for the Hospital.

## **Run To Fight Children's Cancer | March 2017**

Nearly 2,000 participants ran, walked and rode in strollers in an annual race held at Grand Canyon University to raise awareness and funds for childhood cancer. In 2017, the Run to Fight Children's Cancer donated \$45,000 to support cancer patients at Phoenix Children's.

## **Desert Sands Chevrolet 8th Annual All American Car Show | March 2017**

Over the past few years, Desert Sands All American Car Show has raised more than \$170,000 for Phoenix Children's Hospital and the Center for Cancer and Blood Disorders at this annual event. The day includes local vendors, food trucks and a DJ.



## Going the Distance

In October 2017, devoted runners, weekend joggers and families joined the 2nd Annual Phoenix Children's Hospital 5K event presented by RSM US LLP. The 3.1 mile run or walk through downtown Phoenix helped raise awareness for Phoenix Children's, as well as over \$130,000 in funding. Proceeds from the event supported more than 60 of the Hospital's programs and services that are funded solely or significantly through philanthropy.

## DÍA DEL NIÑO

In April, Panda Express presented the inaugural Día Del Niño festival, a fun-filled day celebrating children and Hispanic culture. Held at Castles N' Coasters amusement park in Phoenix, families enjoyed live entertainment, prizes and interactive booths. The nearly \$53,000 raised benefited the Phoenix Children's Hospital Hope Fund.

**Special thanks to our leading corporate sponsor: Bar S Foods.**



# UPCOMING EVENTS



DEC.  
9

## IGNITE HOPE

North High School and Phoenix Children's Hospital  
[PCHigniteHope.com](http://PCHigniteHope.com)



FEBRUARY 11  
**DINE WITH YOUR DOG**

Heritage Square  
[DineWithYourDog.org](http://DineWithYourDog.org)



MARCH 25  
**5TH ANNUAL DOWNRIGHT BEAUTIFUL FASHION SHOW**

Warehouse 215 @ Bentley Projects  
[DSFashionShow.com](http://DSFashionShow.com)

MAR.  
3

## BEACH BALL

JW Marriott Camelback  
Inn Resort and Spa  
[PCHBeachBall.com](http://PCHBeachBall.com)





  
**BE THE  
STAR  
FOR  
PHOENIX  
CHILDREN'S  
GIVE TODAY**

Brighten a child's future  
with your year-end gift  
by donating today at  
[pchstar.com](http://pchstar.com).

Your gift may qualify you for a  
dollar-for-dollar **Arizona state  
tax credit** of up to \$800 when  
filing jointly or \$400 for those  
filing as individuals.

**Phoenix Children's Hospital Foundation**

(602) 933-4483  
foundation@phoenixchildrens.com  
GivetoPCHF.org

 [facebook.com/FriendsofPCH](https://www.facebook.com/FriendsofPCH)

 [twitter.com/FriendsofPCH](https://twitter.com/FriendsofPCH)

 [Instagram.com/FriendsofPCH](https://www.instagram.com/FriendsofPCH)

**Phoenix Children's Hospital Main Campus**

1919 E. Thomas Rd.  
Phoenix, AZ 85016  
(602) 933-1000  
(888) 908-KIDS (5437)  
[www.phoenixchildrens.org](http://www.phoenixchildrens.org)

**Pediatric Inpatient Unit – Mercy Gilbert**

3555 S. Val Vista Dr.  
Gilbert, AZ 85296  
(602) 933-4900

**Specialty and Urgent Care Center –  
East Valley**

5131 E. Southern Ave.  
Mesa, AZ 85206  
(602)-933-0002

**Specialty and Urgent Care Center –  
Northwest Valley**

20325 N. 51st Ave., Ste. 116  
Glendale, AZ 85308  
(602)-933-0003

**Specialty and Urgent Care Center –  
Scottsdale**

6990 E. Shea Blvd.  
Scottsdale, AZ 85254  
(602)-933-0004

**Specialty and Urgent Care Center –  
Southwest Valley**

1665 N. Avondale Blvd.  
Avondale, AZ 85392  
(602)-933-0005

**Specialty Care – Mercy Gilbert Center**

3420 S. Mercy Rd., Ste. 121  
Gilbert, AZ 85297  
(602) 933-3366 (Cardio)  
(602) 933-6262 (Neuro)

**Specialty Care – Yuma Center**

1501 W. 24th St., Ste. 203  
Yuma, AZ 85364  
(855) 372-0664