

Fall 2018 | Phoenix Children's Hospital Foundation

HOPES & DREAMS

PURSUING THE FUTURE
With our community of champions



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DEAR FRIENDS:

Phoenix Children's Hospital has come a long way over the past 35 years — from entering the scene as the new children's hospital on the block in 1983, to ranking among the country's top pediatric medical centers in 2018. Today, our pursuit of excellence and culture of innovation are propelling us toward an extraordinary future.

Just this past year, Phoenix Children's made tremendous gains on *U.S. News and World Report's* top children's hospital list, improving its standings in every single specialty. Our Center for Cancer and Blood Disorders' ranking rose from 29th in 2017 to among the top 20 in 2018. And our Heart Center is now among the 10 best pediatric cardiac programs in the country.

These achievements are a credit to you. It is thanks to your support that Phoenix Children's is poised to become recognized as one of the top children's hospitals in the nation. And with much left to accomplish, we need you with us to chart the course.

Over the next five years, Phoenix Children's will accelerate investments in the people, research, technologies and programs that will solidify its position as a world-class hospital for decades to come. That means recruiting physician-scientists with the experience and vision to break new ground in pediatric medicine; fostering discoveries that lead to the development of novel therapies and treatments; driving innovations that advance pediatric medicine into the future; and establishing destination programs that give hope to patients from the Southwest and around the world.

Together we will make Phoenix Children's Hospital the best-in-class organization that we know it can be — a hospital arriving on the cutting-edge of medicine, with the people and the resources to give children in need the highest possible level of care. This future is within reach. Let's get there, together.

Sincerely,



STEVE SCHNALL

Senior Vice President & Chief Development Officer



THE FUTURE IS WITHIN REACH

At Phoenix Children's Hospital, we are always working to elevate our game for children in need. Thanks to your support, Phoenix Children's now stands on the precipice of becoming one of the top-10 pediatric hospitals in the country. Here's how we plan to get there.



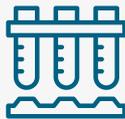
Recruiting visionary **physician-scientists** who will change the shape of medicine



Fostering **discovery** that will improve the quality and length of children's lives



Establishing **destination programs** that will serve young patients from the Southwest and around the world



Driving **innovations** that will give ill and injured children hope beyond their wildest dreams

Read more about how Phoenix Children's Hospital is pursuing the future by visiting phoenixchildrensfoundation.org/withinreach.

MRS. DORIS NORTON

Following Her Heart to a Transformational Gift

Last fall, at the dedication ceremony for the new Center for Cancer and Blood Disorders, Mrs. Doris Norton took it all in. The expansive new facility was awash in light and color. Young patients beamed with pride, eager to show off their new space. And glowing hospital staff ticked off a list of new features, from state-of-the-art exam rooms to the new rapid lab system and on-site pharmacy.

Mrs. Norton was impressed, particularly by the remarks made by Cynthia Wetmore, MD, PhD, the incoming Division Chief of Hematology and Oncology and Director of the Center for Cancer and Blood Disorders. Dr. Wetmore described her ambitious vision for the Center — to lead cutting-edge clinical trials and translate promising discoveries in the lab into life-saving therapies for her patients. And to turn an up-and-coming pediatric cancer program into one of the nation's best.

Mrs. Norton already knew she wanted to support Phoenix Children's Hospital. She and her late husband John had given to Phoenix Children's before, and hospital causes were dear to her heart. Not long after John passed, Mrs. Norton decided to make her first major gift to the Center for Cancer and Blood Disorders — an \$800,000 program endowment. But after hearing Dr. Wetmore describe her plans and meeting her in person, Mrs. Norton knew she wanted to do more. In August, she pledged another \$800,000 toward endowing Dr. Wetmore's position.

"Just meeting her, I had confidence in her," Mrs. Norton says. "I knew in my heart that this was something that I wanted to do. I told my family and they were so happy about it."

Dr. Wetmore says that Mrs. Norton's contribution — a total of \$1.6 million toward the \$2.5 million endowment — will give her the flexibility and resources to pursue innovative research and develop novel treatments, all while giving patients and families the best possible experiences.

"Mrs. Norton is so inspiring," says Dr. Wetmore. "It means so much that she would have that level of confidence in me and believe in my vision. She is going to help me make a powerful difference in children's lives."

The difference is already evident. Just one year after Dr. Wetmore started her position, and nearly a year after Mrs. Norton made her initial gift, the Phoenix Children's Center for Cancer and Blood Disorders rose nine places on the 2018 *U.S. News and World Report* ranking, making it number 20 among pediatric cancer centers in the country.

In 2018, Phoenix Children's also became the first hospital in Arizona and one of only a few hospitals in the nation where patients with leukemia can receive the CAR-T cellular therapy — an innovative new treatment that involves genetically modifying cancer cells when chemotherapy has failed to work.

For Dr. Wetmore, this is just the beginning. "I want to get us to the point where we are developing more of these new therapies right here in Phoenix," she says. "But we can't get there without Mrs. Norton and people like her."

Mrs. Norton is thrilled to be a part of these exciting times, and cherishes the personal connection that she and Dr. Wetmore have developed. "I'm just so happy to be in a position to help," she says.

Creating a Lasting Legacy

Conducting ground-breaking research requires investments in talent and resources. Endowment funds create sustainable sources of income for the Hospital to take into the future. Gifted funds are invested and yield returns based on market conditions, and the annual payouts support the designated program or chaired position permanently. Often investors create deep and lasting relationships with the physicians their funds support. These thriving partnerships build foundations for today's innovations and tomorrow's cures.







THE NEW CENTER FOR CANCER AND BLOOD DISORDERS CELEBRATING ONE YEAR

Phoenix Children's Hospital opened the doors to its new Center for Cancer and Blood Disorders on October 18, 2017. The state-of-the-art facility – which was made possible by the generous support of our donors – has the space, resources and systems to deliver world-class care to patients and families, and foster the cutting-edge discovery and innovation that will lead us to a cure. With the new Center for Cancer and Blood Disorders, Phoenix Children's has raised the bar for pediatric cancer care in the United States – and we couldn't have done it without you.

"The new space has transformed the patient experience. We can see more patients than we could before, and do more for them every day, especially with the private infusion spaces, and dedicated play areas. And we can provide hope to every single family that walks through those doors."

– Amanda Yant, Clinical Nurse, Hematology and Oncology

Beating Cancer, Together

Just one year ago, doctors at Phoenix Children's Hospital diagnosed Scarlett, a bubbly four-year-old (pictured on the left), with a rare and fast-growing type of blood cancer. Grandmother Dana says that while the experience of accepting Scarlett's diagnosis was extremely difficult, the dedication of Scarlett's doctors and nurses at the Center for Cancer and Blood Disorders made all the difference. "They go above and beyond," says Dana. "They have been so good to us." Today, Scarlett is in remission, and her care team intends to keep it that way.





THE NEW EMERGENCY DEPARTMENT AND LEVEL 1 TRAUMA CENTER CELEBRATING ONE YEAR

On September 20, 2017, Phoenix Children's opened its new Emergency Department and Level 1 Pediatric Trauma Center – a milestone that was made possible by the generosity of our donors, who together contributed more than \$40 million. The new facility has delivered on its promise of a safer and more efficient, private and comfortable experience for patients, families and first responders. When a serious or sudden injury occurs, our world-class pediatric emergency and trauma center is here for you.

"The new facility has revolutionized the way we deliver emergency medicine. Having a larger, better-equipped space, with state-of-the-art equipment and closer proximity to hospital services, we can deliver the best care to more patients at one time than ever before."

– Kasie Berry-Sisneros, Emergency Department Clinical Manager

From the Trauma Center to Graduation

Colton, 18, was driving home when the back tire on his car blew out. The car flipped 10 times and Colton was ejected through the windshield. He sustained multiple injuries, including two aortic tears, broken ribs, a broken scapula and a broken back, and was left partially paralyzed. Doctors at the Phoenix Children's Level 1 Pediatric Trauma Center fought to keep Colton alive, and in the following months, he underwent numerous surgeries and regained movement and strength through rigorous physical therapy. "I made a goal to walk across the stage at my graduation," said Colton at the ABC15 Telethon in March. In May, he did just that.





WHY THEY GIVE

DR. SCOTT MEYER

Give-A-Thon's Hometown Hero

In the summer of 2004, Scott Meyer had just graduated from Colorado State University with a doctorate in veterinary medicine. He was driving from Colorado to Southern California to start a new job, and had made a detour to his hometown of Gilbert, Arizona to pay his parents a visit before getting back on the road.

The radio was tuned to a local station that was hosting the Phoenix Children's Hospital annual Give-A-Thon. A child's voice came over the airwaves and Scott found himself engrossed in her story. It was a story about how a child's life had changed when she had received a harrowing diagnosis. How her family brought her to Phoenix Children's for treatment, and doctors battled for her life. And how she's alive now to tell her story, thanks to the incredible community of support that had rallied behind her.

Scott was broke. He only had \$240 to his name and he owed more than \$100,000 in student debt. But he was inspired. He called in and pledged half of his bank account — \$120 — to Phoenix Children's Hospital.

"It just clicked for me," Scott says. "I couldn't imagine going through that kind of struggle with a child. And I just felt like, if I have the opportunity to help someone, I should. I decided that every year I would try to do more."

Fifteen years later, Scott has stayed true to his promise. He started a veterinary practice in Queen Creek, Arizona, where he treats performance horses. And every year, when the Give-A-Thon comes on the air, Scott calls in and makes a contribution. Since that first gift, Scott has donated nearly \$37,000 to Phoenix Children's. Now a husband and father of two small children, Scott says that having a family has made the cause even more important to him.

"It sounds weird to say this, but I feel good about giving!" Scott says. "It's just that we hear so many difficult things on the news every day, so to have communities come together to give to the Hospital... I think that's awesome."

WHY THEY GIVE

RON AMSTUTZ

Desert Financial's Champion Dad

It was Memorial Day weekend, 1998. Ron Amstutz and his young family had just relocated from Indiana to Arizona when Ron's five-year-old son, Trevor, suddenly became extremely ill.

After an agonizing week in intensive care at Phoenix Children's Hospital, doctors diagnosed Trevor with Guillain-Barré syndrome, a rare immune disorder that can result in paralysis. Trevor was able to return home, but it would be months before he could walk again.

Two decades later, the emotions remain close to the surface. The words catch in Ron's throat as he recalls carrying his little boy on his back during a family hike up Thunderbird Mountain; and the day that Trevor finally took his first steps into his grandmother's outstretched arms.

"You never know when it's going to be your kid," Ron says.

Trevor ultimately made a full recovery, but the experience changed Ron's life. In his new position as Executive Vice President at Desert Financial Credit Union, where charitable giving is ingrained in the company culture, Ron found the perfect outlet for his new passion: giving back to the hospital that had saved his son's life.

"When I first got here, Desert Financial supported a lot of different charities," Ron says. "But we wanted to make a bigger impact, so we decided to make Children's Miracle Network Hospitals and Phoenix Children's our charity of choice."

Over the past 20 years, Desert Financial has raised more than \$5.7 million for Phoenix Children's Hospital, and Ron has been a leader in the effort. His fundraising ideas — from employee BBQs to member change drives and the highly successful Children's Miracle Network Charity Golf Tournament — have inspired Desert Financial employees, members and vendors to join the cause. In February 2018, Desert Financial pledged to raise \$2 million over three years to support the Phoenix Children's "1 Darn Cool School" — one of the few dedicated schools for hospitalized children in the nation.

"It's easy if you've had an experience like ours," Ron says about staying motivated to give 20 years after Trevor's illness. "Everybody thinks that hospitals make enough money to run on their own but that's just not the case. The school and programs like it are funded on donations."









WHY THEY GIVE

PETER VOLNY AND
LINDA GODDARD-VOLNY

From Pastime to Purpose

As soon as Peter Volny and Linda Goddard-Volny set foot in Phoenix Children's Hospital, they knew they had found their cause.

They were there for a friend's event — a dedication ceremony for a family waiting room at the Center for Cancer and Blood Disorders — and were deeply moved by the children they met, their innocence in the face of adversity, and the strength of the parents and staff who rallied around them.

"Just being there was a very emotional experience," says Peter. "Seeing children suffering so terribly and yet so full of hope. It was heart-wrenching."

That visit was all it took for Peter and Linda to decide to get involved. The couple began making personal donations to support research and family-centered care, and in 2016, they pledged half of their estate to Phoenix Children's in a planned gift.

But Peter didn't stop there.

An avid car enthusiast and former race car driver originally from Australia, Peter had found an outlet for his love of automobiles when he moved to Phoenix, which he calls "a mecca of exotic and collector cars." In 2016, he joined the board of Scuderia Southwest — an organization that puts on events featuring high-performance, classic and collector cars — and started Scuderia's Concours in the Hills, a car show that donates all proceeds to charity. As Concours began to grow, Peter realized that Phoenix Children's Hospital would be the ideal partner for Scuderia's signature charity event.

"The whole idea is to put on a fun show that's based around automobiles and raise money for an exceptional cause," Peter says. "I really liked the work they were doing at Phoenix Children's, so I brought the idea to the Scuderia Board and they unanimously agreed."

In February 2018, Concours in the Hills raised more than \$117,000 for Phoenix Children's and Scuderia Southwest has pledged to raise \$500,000 for the Hospital over the next three years. In recognition of Scuderia's pledge, the Center for Cancer and Blood Disorders will name its 7th floor playroom in the organization's honor.

"We just want to help the Hospital provide the best possible services to its patients," Peter says about why he and his fellow board members at Scuderia feel so committed to the cause. "Everyone I've met at Phoenix Children's — from the doctors to the administrative staff — they are all just so dedicated. I guess it's infectious."

SIGNATURE EVENTS

EVERYONE WHO PARTICIPATES MAKES AN IMPACT

Phoenix Children’s Hospital Foundation signature events represent an opportunity to participate in fun, inspiring and unique experiences with our vast community of supporters. The proceeds from every event are used to give children and their families the best possible care.

2018 Telethon and Radiothon Events

Every year, Phoenix Children’s Hospital partners with local television and radio stations to raise funds for critical programs and services that benefit patients and families. The events feature on-air personalities, phone banks staffed by sponsors and community volunteers, celebrity cameos and inspirational stories shared by the Hospital’s superhero patients. Viewers and listeners are asked to become “miracle makers” by donating \$20 a month and having a cuddly teddy bear given to a Phoenix Children’s patient in their name. In 2018, these marathon fundraising events raised **more than \$2.6 million** for Phoenix Children’s.

- ABC15 Telethon** | \$811,000
- KTAR and Arizona Sports Give-A-Thon** | \$1.7 million
- Telemundo Telethon** | \$125,000



MARK YOUR CALENDAR NOW! YOU CAN MAKE AN IMPACT AT THESE

<p style="color: #00a6c9; font-weight: bold;">NOVEMBER 4, 2018</p> <p style="font-weight: bold;">Downright Beautiful</p> <p>Dsfashionshow.com</p>	<p style="color: #00a6c9; font-weight: bold;">NOVEMBER 16, 2018</p> <p style="font-weight: bold;">Phoenix Children’s Hospital Golf Tournament</p> <p>PCHGolf.com</p>	<p style="color: #00a6c9; font-weight: bold;">DECEMBER 8, 2018</p> <p style="font-weight: bold;">Ignite Hope</p> <p>PCHigniteHope.com</p>	<p style="color: white; font-weight: bold;">FEBRUARY 9, 2019</p> <p style="color: white;">Scuderia Southwest Presents</p> <p style="font-weight: bold; color: white;">Concours in the Hills</p> <div style="background-color: #e91e63; color: white; text-align: center; padding: 5px; margin-top: 10px; font-weight: bold;">FEATURED EVENT</div>
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Día del Niño

In April, Phoenix Children's celebrated children and Hispanic culture during the second annual Día del Niño festival — a fun-filled day with live entertainment, face painting, prizes, interactive booths and much more. The **\$37,000** raised will benefit the Phoenix Children's Hospital Hope Fund.



Step up. Step in. Stop cancer.

In September, thousands of community members stepped up, stepped in and joined together to stop cancer, and raised **\$1.8 million** to support the Phoenix Children's Hospital Center for Cancer and Blood Disorders.



Phoenix Children's Hospital 5K

In October, the Phoenix Children's Hospital 5K took runners through downtown Phoenix for a family-friendly 3.1 mile run/walk. The **\$300,000** raised went to helping Phoenix Children's provide the best possible care to critically ill and injured children.

UPCOMING EVENTS



Join thousands of spectators for Concours in the Hills, a fun automotive event featuring high-performance, sports, classic, race, muscle and hot-rod vehicles.

To display a car, register online at givetopchf.org/concoursinthehills.

To sponsor and/or set up a display, contact Peter Volny at concoursinthehills@cox.net.

FEBRUARY 9, 2019

Dine With Your Dog

DineWithYourDog.org

MARCH 2, 2019

Beach Ball

PCHBeachBall.com

MARCH 30, 2019

Dance Marathon

ASUDM.com



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pchstar.com.

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

Phoenix Children's Hospital Foundation

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