

SPRING 2018

HOPES & DREAMS

PHOENIX CHILDREN'S
HOSPITAL FOUNDATION

MOVED TO ACTION

Inspiring Stories,
Remarkable People



LETTER FROM STEVE

Dear Friends:

As some of you know, I have spent my entire career with Phoenix Children's Hospital. In all of those years, I have never lost sight of why I'm here.

I am still deeply touched by the stories that come out of this Hospital—of children, families, doctors and staff striving to beat the odds. I am moved every time I look into a parent's eyes and see the pain and strength that they carry with them as they battle for their child's life.

The thing is, this is personal work for me. I was one of those parents. And I remember that even on the worst days, my battle was made less lonely—less frightening—by knowing that there was a community of support out there fighting with me.

We parents are warriors, and so are the incredible people who support this hospital. Our donors come from every walk of life. They are business leaders and educators; year-round and seasonal residents; some are parents and others have no children of their own. Yet they all come together for the same reasons: to fight for every child who may one day need a 'best-in-class' hospital

to come to the rescue; and to fight for every parent who may one day need to feel the strength of an entire community behind them.

This issue of *Hopes & Dreams* is from the heart—not only as the Foundation's Chief Development Officer, but also as a Phoenix Children's parent. That's because this issue is about you—our donors—and the movement that you have built to give our kids better facilities, better experiences and a better chance at life.

It is my hope that by introducing you to a few of our champions, that you will see yourself in these stories, feel our gratitude for your support and maybe even discover a new way to further our movement.

Sincerely,

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.

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The Newmans at the new Adaptive Playground, which features specialized equipment and a spongy rubber ground for easy wheelchair access. The playground gives the rehabilitation department a powerful tool for engaging children in new play therapies while giving them fresh air, sunshine and exercise.





Margie & Pete Newman

Finding Their Cause *in* Phoenix

The memory of her oldest son battling spina bifida as a boy is still fresh in Margie Newman's mind.

"I remember the struggles," Margie says. "Going to the hospital was a depressing experience for him. He would go in with this sense of dread because there wasn't a special place to make him smile... there wasn't a special place for him to play."

The experience inspired Margie and her husband Pete to become active supporters of the children's hospital in Colorado where their son had been treated years earlier. When the Newmans became "snowbirds" in 2011—wintering in Phoenix to escape the Colorado cold—they decided to connect with their new community by reaching out to Phoenix Children's Hospital.

Things snowballed from there.

"We learned about all the cutting-edge things they're doing at Phoenix Children's—everything they're doing to give kids like ours a better experience," says Margie. "It just made my heart warm. We wanted to be a part of that."

In addition to funding computer upgrades for the Child Life Zone, a state-of-the-art play area, and books for the Emily Center Family Health Library, the Newmans responded immediately when they learned that the current playground was being renovated into an Adaptive Playground that would be fully accessible to all children.

The Newmans say that their involvement with Phoenix Children's Hospital has not only helped them stay active with a cause dear to their hearts, it has also strengthened their connection with their second home. And they're finding that many in their snowbird community are also eager to get involved.

"We're all in what we call the 'sweet spot' of our lives—we're still healthy, financially stable, and eager to give back... and we realize that we can truly make a difference."

“We learned about all the cutting-edge things they’re doing at Phoenix Children’s. It just made my heart warm. We wanted to be a part of that.”

Cindy Todare

My Calling Found Me

Cindy Todare always knew she wanted to work with children. She majored in early childhood education at Arizona State University and over the course of her career, worked in special education, provided child care and even ran a preschool in Scottsdale.

For Cindy, becoming a member of WINGS, the women's board at Phoenix Children's Hospital, felt like an opportunity to pursue these interests in her retirement. Since joining WINGS in 2017, Cindy has delivered gifts to patient rooms, helped out with the trivia program, and decorated wreaths for the board's holiday fundraiser. The "easy things" she says.

But even with so many ways to be involved, Cindy still felt that she hadn't found her purpose at Phoenix Children's.

Then one day her purpose found her.

Through her involvement in the women's board, Cindy learned that a patient waiting to undergo a bone marrow transplant needed something more: a cutting-edge virtual classroom webcam system—a robot—that would allow him to attend school remotely and see and hear what happens in the classroom. Realizing this was a chance to pursue her passion for learning, Cindy decided to take action.

Cindy's contribution not only helped a patient continue his education, it allowed the Hospital to pilot a cutting-edge approach to patient care. It also helped Cindy find her niche as a donor. She says that the experience of visiting the classroom and seeing her gift in action was deeply moving.

"I don't even know how to describe it," says Cindy. "It's just this simple little robot, like an iPad, but it keeps him connected and helps him feel like he is a part of his class even though he isn't physically there. It's really the coolest thing."

Cindy and her husband Steve plan to continue to support the program and help Phoenix Children's place similar technology in classrooms around the valley.

“Cindy learned that a patient waiting to undergo a transplant needed something more: a cutting-edge virtual classroom. Realizing this was a chance to pursue her passion for learning, she decided to take action.”



Carol & Steven Simpson

Coping with Tragedy by Giving Back

Carol and Steven Simpson lost their daughter after only having her in their lives for a year.

Isabella “Izzy” Rose was diagnosed with a rare liver disease when she was only two months old. The treatment seemed to be working until just after her first birthday, when she contracted valley fever and suffered a stroke. In March 2016, after 40 days in the hospital, Izzy’s life ended at Phoenix Children’s with her parents at her bedside.

Carol and Steven were devastated. They had fought an excruciating battle for their daughter’s life and now they would never hear her laugh or hold her close again. The pain and sadness were unimaginable.

But even in the days after Izzy’s death, the couple also felt profound gratitude for the remarkable men and women who had fought so hard to save their daughter’s life; and deep compassion for the children and families going through the same experience. **They decided that the best way to honor Izzy’s memory was to channel those emotions into action.**

“That’s how it started,” Steven reflects. “We wanted to help other families with chronically sick kids. We didn’t want other parents to feel the way we felt. That was the driving force.”

The couple became active members of the Hospital’s community, volunteering their time and experience to a range of fundraising efforts such as the Emerging Leaders giving group and patient activities like bingo in the Child Life Zone.

In August, during the final hours of the annual radio Arizona Sports and KTAR Give-A-Thon, Steven told Izzy’s story and made an impassioned on-air appeal to listeners to fund research, new clinical programs and family-friendly services at Phoenix Children’s. His words had a tremendous impact. Listeners from around the valley immediately began dialing in and pledging their support.

“You never want your kids to have to go to the hospital, but if they do, you want them to be at a place where they are treated like family,” says Steven. “That’s how we feel about this Hospital. And our daughter’s death opened our eyes to how much we actually have to give. We feel blessed that we’re able to do this.”

“You never want your kids to have to go to the hospital, but if they do, you want them to be at a place where they are treated like family.”





Carol and Steven with a portrait of Izzy and their "rainbow baby" Steven II, born in April 2017.

Nancy Hanley

Creating a Lasting Legacy

During 48 years of marriage, Nancy and Lee Hanley were known as pillars of the Phoenix philanthropic, business and faith communities. After Lee passed away in 2012, Nancy was committed to continuing the spirit of giving that had always been so important to them.

When Nancy learned that Phoenix Children's Hospital Pastoral Program needed support that included a major chapel renovation and funds to pay for an additional chaplain's salary, **she knew she wanted to provide that support.** Nancy also knew Lee would have wholeheartedly agreed with the decision.

With Nancy's support, the chapel was taken down to its studs and completely renovated, with new wall coverings, carpeting, alter design, lighting and a beautiful stained glass wall installation. An etching by the door reads "Chapel Renovation in Celebration of Lee T. Hanley", and another etching in the chapel quotes a passage from Matthew 11:28, "Come to me all who are weary and heavy laden and I will give you rest."

Nancy also funded an endowment that will support the chaplain position in perpetuity and ensure that Phoenix Children's Hospital patients and families will always have access to spiritual support. "I feel very strongly that Phoenix Children's Hospital should always have a chaplain and provide a comforting, peaceful and prayerful chapel where those who enter can pray, reflect and meditate," says Nancy.

Nancy's decision to invest in the Pastoral Program was inspired by the faith she shared with Lee, and she feels she was honoring the Lord with this gift. "Our faith gives our family such comfort and meaning and I know Lee would have wanted this legacy of faith to be available to families at Phoenix Children's Hospital."

“I feel very strongly that Phoenix Children's Hospital should always have a chaplain and provide a comforting, peaceful and prayerful chapel where those who enter can pray, reflect and meditate.”



Nancy at the newly renovated Phoenix Children's Hospital interfaith chapel. The chaplains minister to people of all faiths by providing spiritual care and support to the patients, their families and the health care team. The chapel is always open for prayer and meditation.





Sheila Zuieback

Bringing Energy to Philanthropy

Sheila Zuieback's passion for health care began when she was just a little girl. Her father was a physician, and she has fond memories of accompanying him on house calls in their Midwestern community. She says her love of hospitals began with her dad.

In the early 2000s, when Sheila and her husband moved to Phoenix with their young children, she was immediately drawn to the Phoenix Children's Hospital mission. "They had this vision and they were dreaming big!" she says.

In the years since, Sheila has harnessed her incredible passion, persistence and positivity to become one of the Hospital's most prolific and dynamic supporters. **Her dedication has helped Phoenix Children's grow in so many ways.**

"I have a lot of energy," she says with a laugh. "And it does take a lot of energy and a lot of people... But together there is no stopping us!"

As a Phoenix Children's Hospital Foundation Board Member, Sheila is known for her ability to marshal the resources—both personally and within the community—to make just about anything happen.

An avid supporter of the Phoenix Children's Barrow Neurological Institute, Sheila has contributed to expanding translational research in neuro trauma and funding an endowment for the Chair of Pediatric Neurosciences.

When she's not driving best-in-class science and care at Phoenix Children's, Sheila is cultivating the next generation of philanthropists through her involvement in the Teen Board—a giving group that offers teens the opportunity to advocate, create community awareness and fundraise for the Hospital. Daughter Sydney has served as the Board President, and son Brendan hopes to follow in his sister's footsteps.

"I always think to myself if we had stayed in Chicago, I would not have had the same opportunity to get involved, to have a seat at the table," Sheila says. "In Phoenix, I've been able to focus my energy and passion and make a difference."

“In Phoenix, I've been able to focus my energy and passion and make a difference.”



Valerie & Bill Spata

Paying It Forward

Fifteen years ago, Valerie's baby daughter Christine was diagnosed with acute lymphoblastic leukemia and began treatment at another hospital. When Christine's condition worsened, a family friend encouraged Valerie to transfer her to Phoenix Children's Hospital. Christine's new doctors discovered that she had been misdiagnosed. She was actually cancer free and suffering from a treatable autoimmune disorder.

"It was the most horrible experience," Valerie says, choking back tears. "But when Phoenix Children's stepped in, it was like life started again."

With Christine healthy, Valerie decided it was time to find a way to give back to the hospital that had given them so much. She began staging "fun

The Spatas (from left: Bill, Billy, Valerie, Christine and Nevaeh).



run” events and scavenger hunts to raise money for Phoenix Children’s.

When Valerie and Bill got married a few years later, they had an idea. **What if they combined his business expertise and Valerie’s passion for raising funds for the Hospital and built a business?** And just like that, CoolEvents was born.

CoolEvents puts on family-friendly experiences—such as glow runs and blacklight slides—that are dedicated to childhood cancer awareness and provide valuable fundraising opportunities for Phoenix Children’s. The Spatas also recently made a significant gift to the Phoenix Children’s Hospital

“Kindness and philanthropy are contagious. Sometimes it’s the smallest gestures that create the biggest impact.”

Center for Cancer and Blood Disorders that will bring even greater hope to children facing frightening diagnoses.

Now 18, Christine has also caught the family’s giving bug. Before leaving for college, she started a sock drive for the Family Care Cart, which provides families spending extended periods of time in the hospital with essential and comfort items.

“Giving back feels like Christmas all the time,” says Valerie. “We love doing it. Kindness and philanthropy are contagious. Sometimes it’s the smallest gestures that create the biggest impact. We’re just fortunate that our small gesture turned into something big.”

TAKE ACTION FOR PHOENIX CHILDREN'S

There are so many ways to take action on behalf of Phoenix Children's Hospital, from attending a fabulous event, to joining a giving group or finding an inspiring hospital program to support. These donor stories illustrate a few of the many ways that you can get involved, contribute to a meaningful cause and make a real impact on a child's life.

MARGIE & PETE NEWMAN

Support family-centered care

Families are deeply impacted by the hospitalization of a child, often spending more time at Phoenix Children's than at home for weeks or even months. Like Margie and Pete Newman, many of our donors choose to support programs that make it possible for Phoenix Children's Hospital to offer essential family-centered services that bring comfort and healing to the entire family.



VALERIE & BILL SPATA

Start your own fundraiser or attend an event

Every month, Phoenix Children's Hospital hosts events to benefit our patients (see pages 18-19 for more on past and upcoming events). Many of our amazing supporters also host their own events and fundraisers, with proceeds benefiting various hospital programs. Since Valerie and Bill Spata formed CoolEvents, they have used their business to provide valuable fundraising opportunities for the Hospital and draw thousands of new champions to the Phoenix Children's cause.

NANCY HANLEY

Fund an endowment

Endowments allow us to bring world-class physicians, researchers and other programs to Phoenix Children's Hospital, and create life-long funding sources for essential areas of work. By endowing the chaplain position at Phoenix Children's, Nancy Hanley made an enduring gift for patients and their families.



JOIN A GIVING GROUP

Are you an emerging business or community leader? Giving groups such as WINGS, Leaderships Circle, Emerging Leaders and the Teen Board are among the ways to get involved with teams of likeminded people to benefit Phoenix Children's Hospital.

CINDY TODARE

WINGS

When In Need Grandmas Serve—or WINGS—is the women's board for Phoenix Children's Hospital. WINGS members are committed to helping the Hospital provide world-class care to its young and vulnerable population. For Cindy Todare, joining WINGS served as a powerful entry point to her involvement at the Hospital.



CAROL & STEVEN SIMPSON

Emerging Leaders

Emerging Leaders is a group of young professionals who are dedicated to advancing the Phoenix Children's Hospital mission through community engagement and philanthropy. In just five years, Emerging Leaders has generated more than 120 volunteer opportunities and raised more than \$250,000. As a Board Member and the current Marketing Director of Emerging Leaders, Steven Simpson has contributed his professional expertise to mobilizing support for the Hospital.



SHEILA ZUIEBACK

Leadership Circle

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. Members' annual gifts are pooled and used to fund programs that support the delivery of world-class care at Phoenix Children's. Among her many ways of being involved, Sheila Zuieback has been an active member of Leadership Circle since its early years.



SIGNATURE EVENTS

EVERYONE WHO PARTICIPATES MAKES AN IMPACT



Golf Tournament

On November 17th, the 19th Annual Phoenix Children’s Hospital Golf Tournament brought together local leaders to enjoy a day on the course and fundraise for the patients at Phoenix Children’s. More than 270 golfers kicked off the event at the Evening BeFORE party and on tournament day were treated to breakfast, tee prizes and a 19th hole celebration. **The \$410,000 raised will help the hospital launch critical new programs**, purchase essential equipment, conduct cutting-edge research, provide charitable care and much more.

Ignite Hope

More than 2,000 people lit up Phoenix Children’s Hospital during the December 9th Ignite Hope candlelight walk. Walkers held battery-lit candles and were greeted by patients at Phoenix Children’s Hospital, who peered down from their rooms while holding candles of their own. The inspirational program featured carolers, live entertainment, “thank yous” from patients and a tree-lighting ceremony. **The event raised \$410,000** for Phoenix Children’s—a record for Ignite Hope.



COMING SOON

MARK YOUR CALENDAR NOW!

You can make an impact at these 2018 events.

APRIL
10

ABC15 Telethon
PCHHeroes.com

APRIL
29

Día Del Niño
PCHDiaDelNino.com

MAY
9

Telemundo Telethon
UnidosParaPCH.com

AUGUST
15-16

Arizona Sports and KTAR Give-A-Thon
GiveAThonforPCH.com

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 of every event are used to provide hope, healing and the best health care for children and their families.



Beach Ball

In March, guests had a ball for a great cause at the Havana-themed 25th Annual Beach Ball, which featured a cocktail reception, live entertainment, a Cuban-style feast and auction. **The event raised more than \$1.3 million** with all proceeds benefiting the Newborn Intensive Care Unit at Phoenix Children’s, which provides the highest level of care to the most critically ill babies.

Dine with Your Dog

The 11th annual Phoenix Children’s Hospital Dine With Your Dog event was held on February 11th at Heritage Square in Downtown Phoenix. Dog lovers were treated to a champagne brunch, while their dog companions enjoyed a dog-friendly gourmet meal and pet play areas. **The event raised \$55,000 to support the Animal-Assisted Therapy program** at Phoenix Children’s, which helps motivate, soothe and lift the spirits of patients, many of whom are fighting for their lives.



SEPTEMBER

1-30

**Time to Shine
Childhood Cancer
Awareness Month**

PCHTimetoShine.com

OCTOBER

6

**Phoenix Children’s
Hospital 5K**

PCH5K.com

NOVEMBER

4

**Downright
Beautiful
Fashion Show**

dsfashionshow.com

NOVEMBER

16

**Phoenix Children’s
Hospital Golf
Tournament**

PCHGolf.com

DECEMBER

8

Ignite Hope
PCHIgniteHope.com



Bob's Biker Blast

More than 10,000 bikers, motorcycle enthusiasts and music lovers gathered for the 6th Annual Bob's Biker Blast in November, raising \$500,000 for the Phoenix Children's Hospital Hope Fund.

COMMUNITY EVENTS

REMARKABLE PEOPLE MAKING A DIFFERENCE

Whether hosting entertaining events, or joining the cause as participants, Phoenix Children's Hospital's community of supporters help us raise the funds we need to provide 'best-in-class' care to our young patients.

Off the Record

PCH50, the Phoenix Children's Hospital Foundation's Men's Group, hosted its first major event in November — a concert featuring gourmet food, drinks and music that raised more than \$80,000 for the Hospital.



Children's Fight For Life

In September, the 12th Annual Children's Fight For Life event featured a reception, silent auction, dinner and entertainment. The event raised nearly \$50,000 for the Phoenix Children's Hospital Center for Cancer and Blood Disorders.



Concours in the Hills

Concours in the Hills, Scuderia Southwest's largest high performance, exotic and collector car event, raised more than \$115,000 for Phoenix Children's Hospital during its February show.

A Breathtaking Holiday Event

In November, the WINGS Women's Board hosted A Breathtaking Holiday Event, where donations and proceeds from the purchase of unique holiday wreaths, ornaments and tree tags helped raise nearly \$50,000 for crucial hospital programs.





Phoenix Children's Hospital Foundation

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Remember to check out the ABC15 Telethon on April 10th.
For more information, visit PCHHeroes.com

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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.

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(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