



Spring 2021 | Phoenix Children's Hospital Foundation

HOPES & DREAMS

REACHING FOR THE FUTURE
Driving excellence in pediatric health care



Read about how Valley Toyota Dealers have helped Phoenix Children's build a leading car safety program on page 8.

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Cover: Alicia Rosenfield-Layton and Duane Layton of Jersey Mike's. Read their story on page 16.

Hopes & Dreams is published by the Phoenix Children's Hospital Foundation.
To share your comments or if you wish to unsubscribe, call **(602) 933-4483**.

DEAR FRIENDS:

The new year brings a renewed sense of optimism and hopefulness.

While the past year certainly was challenging, I am reminded about the importance of looking forward and the excitement of taking bold steps toward realizing our vision of building a world-class children's hospital.

When we launched the Within Reach campaign—which you will read about in the coming pages—we set out to build a best-in-class children's hospital by recruiting top physicians, establishing destination programs and fostering groundbreaking innovations and discoveries. Today, thanks to your generosity and these targeted investments, we are closer than ever to realizing our vision of world-class stature.

At the end of the day, we are here because of you. We are here because you recognize the essential nature of the work we do at Phoenix Children's. And you continue to listen to your hearts and come through for our kids—even under the most challenging circumstances.

I know that through our enduring partnership, there's no ceiling to what we will be able to accomplish. And that our commitment to each other is what makes this hospital great.

Thank you for always showing up for Phoenix Children's. Let's continue to reach for the future, together.

Sincerely,



STEVE SCHNALL

Senior Vice President & Chief Development Officer



THE FUTURE IS WITHIN REACH

In 2017, we launched one of the most ambitious undertakings in our history: Within Reach, a campaign to build a world-class children's hospital. Within Reach is grounded in our commitment to bringing the very best in pediatric medicine to Arizona's children. And in the final year of the campaign, we are more committed than ever to advancing its four critical priorities:



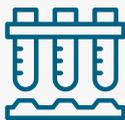
Recruiting visionary physician leaders who will change the shape of medicine from right here in Arizona



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



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

Read more about our plan to build world-class programs at Phoenix Children's Hospital in the pages ahead.

WITHIN REACH

CHARTING A COURSE FOR THE YEAR AHEAD

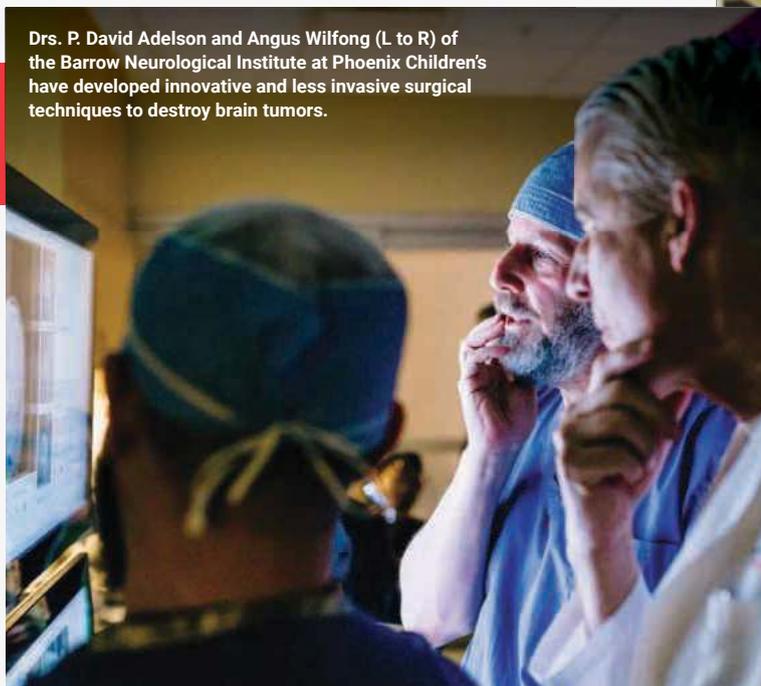
The journey toward excellence doesn't have an endpoint. It is an unwavering commitment to stay at the forefront of cutting-edge medicine. It is a promise to keep striving, and to keep pursuing the absolute best for our children. That's what Within Reach is all about. Here's how we plan to achieve our goals in 2021.

PREPARING THE NEXT GENERATION OF MEDICAL LEADERS

Over the next few years, Phoenix Children's will launch a series of fellowship programs in neonatology, gastroenterology, pulmonology, and blood and marrow transplants. These fellowships will be designed to produce a caliber of physician and a pipeline of talent that will be critical to our future growth. The Neonatology Fellowship Program will build on Phoenix Children's new partnership with Dignity Health and serve both Phoenix Children's Main and East Valley campuses, while establishing a foundation for future expansion into the West Valley.



Dr. Gregory Martin, the new Division Chief of Neonatology, will lead Phoenix Children's neonatology program in the East Valley and develop neonatology education and research.



Drs. P. David Adelson and Angus Wilfong (L to R) of the Barrow Neurological Institute at Phoenix Children's have developed innovative and less invasive surgical techniques to destroy brain tumors.

INVESTING IN PHOENIX CHILDREN'S CENTERS OF EXCELLENCE

Investments in Phoenix Children's centers of excellence have established new capacities and capabilities that are attracting patients from around the world. In 2021, the Heart Center will add a Cardiac Leadership Development Program; the Herbert J. Louis Center for Pediatric Orthopedics will establish an Orthopedic Hand Program; the Center for Cancer and Blood Disorders will bring top talent on board; and the Barrow Neurological Institute will expand its services in epilepsy, neurosurgery and movement disorders.

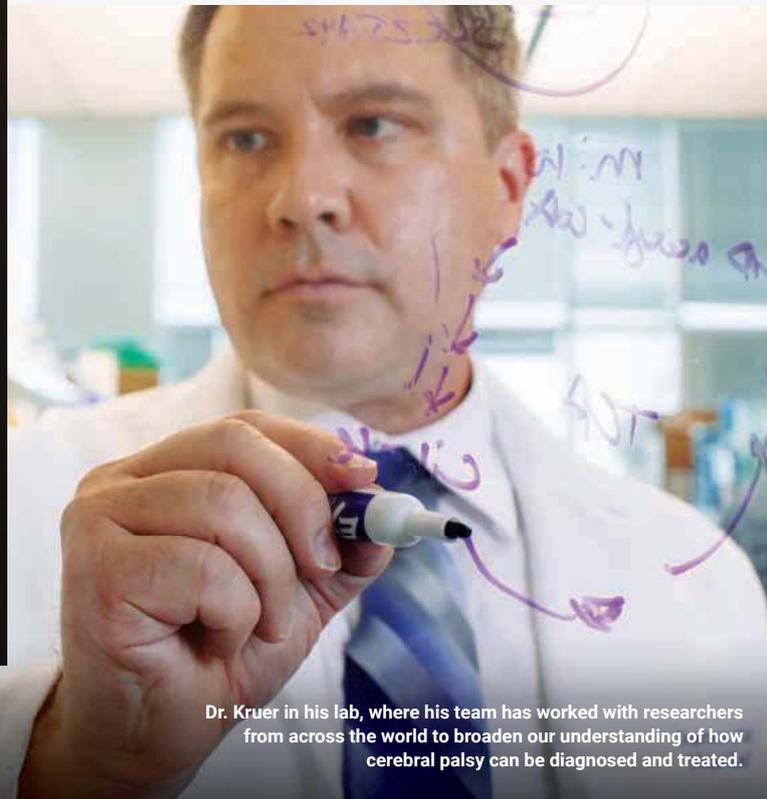
USING TECHNOLOGY TO ENHANCE PATIENT-CENTERED CARE

The COVID-19 pandemic has demonstrated how technology and innovation can enhance the patient experience. The advancements made in the past year in telemedicine and virtual visits, as well as the continued growth of digital platforms, are augmenting the way we work

and creating a safer, more streamlined, more comfortable experience for patients and families. Next up: developing the E-ICU Care Co-Pilot program, which will scan the medical data of every patient in the hospital in real time and alert doctors when an urgent intervention is needed.



Drs. Vinay Vaidya and Daxa Clarke (L to R) at a data center at Phoenix Children's discussing how improvements in data processing can help more patients.



DRIVING DISCOVERIES THAT CHANGE HOW MEDICINE IS PRACTICED

Discovery at Phoenix Children's won't stop when the Within Reach campaign concludes. Our physician leaders are driven by an insatiable curiosity, and we consider that curiosity the hallmark of excellence. In 2021 and beyond, Phoenix Children's will continue to unlock remarkable discoveries in a range of fields. In neurology, Dr. Michael Kruer is leading an international collaborative to uncover the specific genetic abnormalities that lead to cerebral palsy. Read about the future of his groundbreaking work on page 10.

WHY THEY GIVE

VALLEY TOYOTA DEALERS ASSOCIATION

A local hero's legacy for children

In 2004, John O'Malley's life changed forever.

He received a frantic call from his daughter. His 3-and-a-half-year-old grandson had spent several minutes underwater in a local swimming pool and had been rushed to Phoenix Children's Hospital. The boy survived and made a full recovery, but John would never forget what happened that day and how Phoenix Children's came to the rescue.

Then the president of the Valley Toyota Dealers Association, John established a relationship with Phoenix Children's that has continued to this day. With Valley Toyota Dealers' support, Phoenix Children's has been able to build an innovative injury prevention program and a Level 1 Pediatric Trauma Center that have become destinations for families across the state.

In November 2020, John died due to complications of COVID-19. But his legacy of giving will endure for years to come.

"John was such a caring person," says Wally Henkel, also a past president of the Valley Toyota Dealers and a close personal friend of John's. "He cared about people and he cared about Phoenix Children's—it's just an incredible organization."

Over the years, the Valley Toyota Dealers Association—under John's leadership—helped Phoenix Children's develop a water safety program that has become a leader in drowning prevention. Valley Toyota Dealers' support for the hospital's home and car safety services has been instrumental to their growth. And with its \$250,000 contribution to the Level 1 Pediatric Trauma Center, Valley Toyota Dealers helped Phoenix Children's fill a pressing need for children across the state of Arizona.

According to Angelica Baker, Manager for Phoenix Children's Center for Family Health and Safety, Valley Toyota Dealers' flexibility as a partner has allowed the Center to grow and innovate to prevent child injuries wherever they may be. Since the program's inception, Phoenix Children's has used real-time data on child injuries to generate insight into the community's most pressing needs and adapt its services accordingly—always with Valley Toyota Dealers' unwavering support.

For Phoenix Children's, Valley Toyota Dealers' partnership has been invaluable. For John, it was personal. In 2017, he told *Toyota Today*, "Those people gave my grandson a new life."



At right: Blanca Villaseñor, Sr. Injury Prevention Specialist with Phoenix Children's Center for Family Health and Safety, leading a car seat demonstration supported by Valley Toyota Dealers Association. At left: John O'Malley.





DR. MICHAEL KRUER

Leading discovery through innovation

When the pandemic hit and the world shut down, Dr. Michael Krueer knew that his research would be affected. But he had no idea that these devastating events would open the door to extraordinary discoveries.

Krueer leads an international effort to understand the genetic underpinnings of cerebral palsy—a disabling, incurable brain disorder that affects thousands of children in the United States every year. In September 2020, Krueer’s team published their astonishing findings in *Nature Genetics*: 14 percent of cerebral palsy cases may be tied to genetics, a discovery that could help improve treatment and give new hope to children with cerebral palsy.

The Krueer lab was about to expand the study when COVID-19 forced it to shut down. But Krueer was determined to find a way to forge ahead. Working with the Cerebral Palsy Research Network, his team created an innovative electronic application that allows cerebral palsy patients from around the country to enroll in the study from the comfort of their own homes. It also gives local doctors the tools to securely upload patient data directly from their record system as they treat patients in real time. By adapting to a digital platform, Krueer’s team has vastly expanded the study’s reach beyond Phoenix Children’s, giving hundreds of additional patients the opportunity to participate in cutting-edge research.

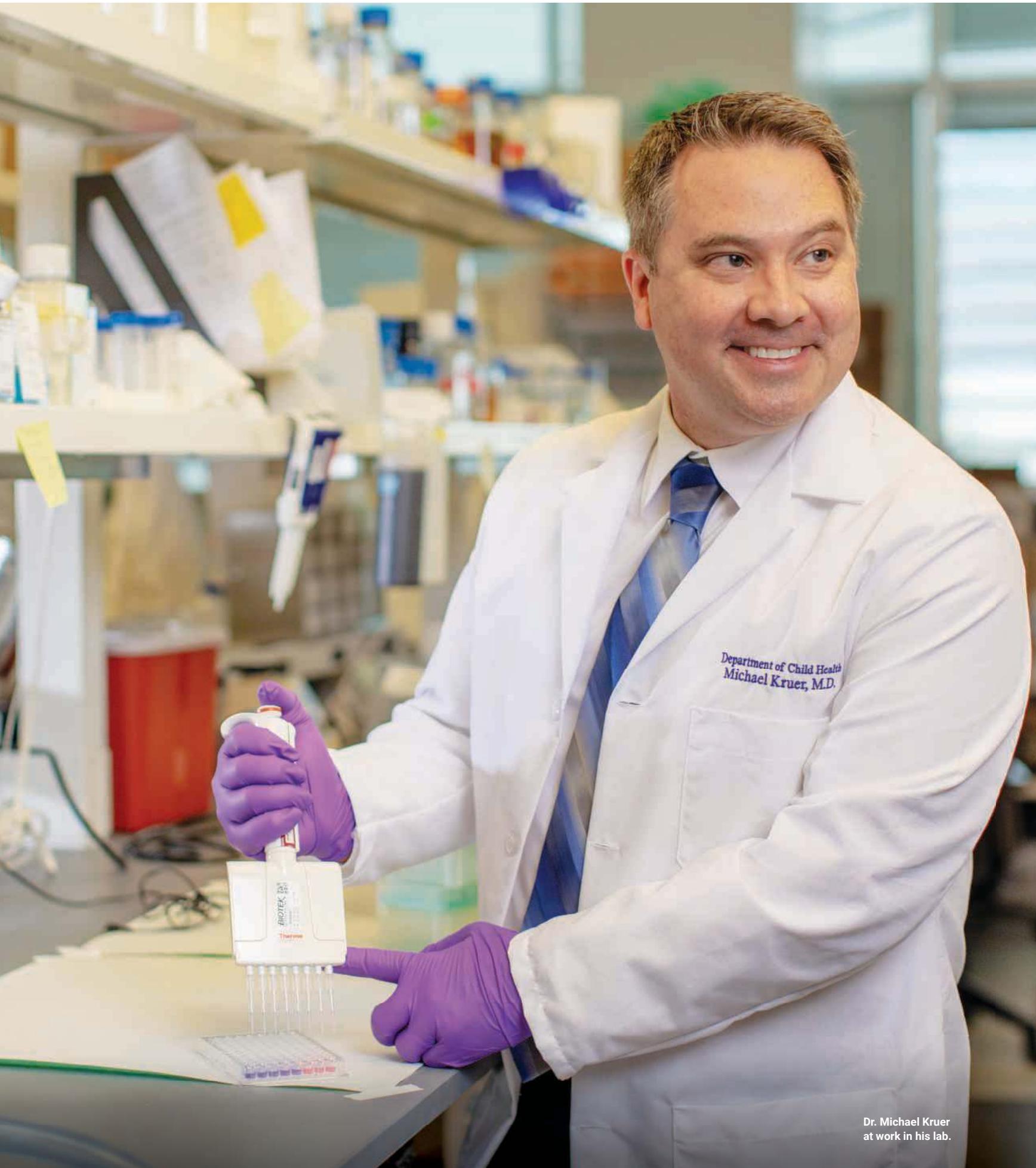
“When we were building the movement disorder program at Phoenix Children’s, we wanted to be able to offer kids and families the best treatments available right now,” says Krueer. “We also wanted to continuously push the envelope, which means innovating and improving, and that became the core of our work. In the end I think we are going to have something we are very proud of.”

The implications are significant. By expanding the study’s reach across the U.S., the team will be able to assemble a much more complete picture of the genetics of cerebral palsy, and begin to apply these insights to improve diagnosis and treatment on a national level.

“It’s all about contributing to a tomorrow where things are better than they are today,” Krueer says. “I’m so humbled to play a small part in giving the kids we serve a chance for a better future.”

“It’s all about contributing to a tomorrow where things are better than they are today.”





Dr. Michael Krueer
at work in his lab.

WHY THEY GIVE

PHYSICIAN LEADERS

GIVING BACK

For all of us at Phoenix Children's Hospital, supporting children's health is more than a job—it's a lifestyle. And for some of our physician leaders, that means taking their commitment to kids to a whole new level. These doctors not only have dedicated their careers to building best-in-class programs from the inside, but they also have joined our incredible community of donors to support these programs through philanthropy.



DR. GREGORY WHITE
DIVISION CHIEF, ORTHOPEDICS

A Phoenix native, Dr. Greg White has seen Phoenix Children's grow from a few floors in Good Samaritan Hospital to the world-class organization that it is today. And in his time as division chief of the Herbert J. Louis Center for Pediatric Orthopedics, he and his team have transformed the department into a nationally recognized center of excellence. But White hasn't stopped there. He has spent the past 15 years bringing his passion for music to bear on his professional life. White's band of physicians, Central Line, has played local gigs, headlined charity events, and even participated in a battle of the bands against a group of lawyers—all to raise funds for Phoenix Children's programs, wherever they are most needed. As a division chief, he knows that even a few thousand dollars in donated ticket sales can make a real difference. "It has been so rewarding to use my hobby for the good of the people in this community," he says.

"Philanthropy is the lifeblood of this hospital."



DR. ROBERTA ADAMS

INTERIM CHIEF, CENTER FOR CANCER AND BLOOD DISORDERS

As the director of the Center for Cancer and Blood Disorders—one of the country's largest pediatric cancer programs—Dr. Roberta Adams knows how vital research is to treating childhood cancer. "It's not enough to simply tread water when it comes to cancer," she says. "You have to be constantly striving to improve." To that end, under Dr. Adams' leadership, Phoenix Children's is now treating one of the country's largest cohorts of leukemia patients receiving CAR-T

therapy—a cutting-edge form of immunotherapy that genetically alters a patient's own cells to recognize, target and destroy only

the cancerous cells, leaving the healthy cells intact. But delivering this innovative care is not enough for Adams—she also supports cancer research philanthropically, both at Phoenix Children's and nationwide. "Support is manifested in so many ways: as mentoring people, as teaching, as volunteering. And it is manifested as financial support that can help this organization to continue to grow."

"It is so important to support the causes you believe in."



DR. DANIEL VELEZ

DIVISION CHIEF, CARDIOTHORACIC SURGERY

For Dr. Daniel Velez, the division chief of Cardiothoracic Surgery in Phoenix Children's nationally recognized Heart Center, his work is simple: "I fix broken baby hearts," he says. "I get to give families more time together. It's pretty darn cool." But as if that wasn't enough, Velez has also dedicated himself to raising additional resources for his team. Early in his career, he came to realize how vital philanthropy is to any hospital's ability to provide the best possible care to its patients. He resolved that when he had the

financial means, he would do his part. In 2020, Velez established the Cardiothoracic Surgery Fund to give members of his division access to the resources they need to pursue training and learning opportunities across the country and bring cutting-edge techniques into their practices at Phoenix Children's. "I want to support them to do the best possible job that they can for our kids."

"Our cause is kids."

WHY THEY GIVE

THE LUTTRELL FAMILY

Turning tragedy into triumph

The night that Jeff Luttrell, then 5, received his cancer diagnosis, he fell asleep on the couch. His parents, Patti and Steve Luttrell, laid down on the floor next to him, overcome with fear.

"There were so many emotions at once," Steve recalls. "Your whole world changes. You wonder who is going to care for your child, how is your other child going to handle it, will insurance cover his treatment. But the main emotion was, 'Is he going to stay alive? How long will he be with us?'"

The Luttrells felt some relief after meeting with Jeff's doctors at Phoenix Children's Hospital and agreeing on a plan of action. But life never returned to normal. Over the next three decades, Jeff went through multiple rounds of treatment, numerous surgeries and several relapses. They call it their "double life": when Jeff was doing well, it was school and Cub Scouts; when the cancer returned, it was debilitating sickness and hospital visits.

But one night, sitting by her brother's hospital bed, Jeff's older sister, Jenny, then 14, reflected on how lucky she was. Her family had been through so much, but they had each other, and they had the means to meet most of the challenges that cancer had thrown their way. She knew that not every family affected by cancer was as fortunate.

"I think it was our strength, the four of us together—that was how we survived," says Patti. "That was how we found a way to turn everything we learned into something positive."

The Luttrells had come to realize that cancer takes a complex toll on the entire family—in physical, emotional and financial costs that can be as debilitating as the disease itself. And they knew from experience that even an excellent hospital like Phoenix Children's could only do so much—beyond the medicine—to cover those costs.

In 2005, the Luttrells founded Children's Cancer Network, an organization that helps children and families affected by cancer navigate the experience through financial assistance and education—from food and gas vouchers to school supplies and mental health support. To date, CCN has raised over \$1.3 million for Phoenix Children's Center for Cancer and Blood Disorders—funds that have helped the Center grow into a destination program serving Arizona children of all means and backgrounds.

Nearly three decades after his first diagnosis, Jeff, now 32, has been cancer free for four years. "Phoenix Children's is so special to me," he says. "Knowing that my family's experience with cancer is now making a positive impact on children there means everything."





Steve, Patti and Jeff Luttrell (L to R) together at home. Daughter Jenny, who lives in California, stays close with regular video chats.

WHY THEY GIVE

HEROES TAKE ACTION

Jersey Mike's and the collective power of giving

When Alicia Rosenfield-Layton and Duane Layton decided to join Jersey Mike's as franchise owners more than a decade ago, they did it because they loved the food and the company culture. But in 2020, as they grappled with the effects of the global shutdown, they found that their business had become so much more than that. It was a community.

Alicia and Duane realized that their staff had become a family, so they did everything they could to keep everyone on board. And they realized that their community of partners—including Phoenix Children's Hospital—would need their support now more than ever.

It wasn't going to be easy. Jersey Mike's annual day of giving campaign—where the restaurant gives every dollar earned on the last Wednesday in March to the Hospital—wouldn't be feasible during a global pandemic. So they changed course and did what they knew best. They donated meals and meal vouchers to the health care workers and first responders showing up every day to bring hope and healing to patients at Phoenix Children's.

"Food is comfort, and in an unknown situation, people want to eat," says Duane. "We wanted to get our food in the hands of the people who couldn't stay home, the people that needed it most."

In 2020, Jersey Mike's franchise owners, including the Laytons, the Barton family, the Linz family and the Mapes family, came together to deliver 700 subs and 5,000 meal vouchers—valued at \$58,000—to Phoenix Children's employees and first responders. In total, during 2020, Phoenix Children's received more than \$186,000 worth of food for health care workers and first responders from a range of food service partners across the state, including Papa John's, Whataburger, Chop Shop, Pizza Hut, Smashburger, Raising Cane's and Spinato's Pizzeria.

For the staff at Phoenix Children's, these meal donations made a real difference in the early months of the pandemic—when even stopping to eat seemed like more trouble than it was worth.

"It was such a treat to receive these meals when it was a busy shift and not knowing if there was going to be time to go grab lunch for ourselves," says Josienne Prinz, Clinical Services Manager, Cardiovascular Intensive Care Unit. "The fact that the community recognized our hard work—we just appreciated it so much."

"I could not imagine running my business without giving back to Phoenix Children's," says Alicia. "It's part of our culture. It's part of our growth. And it's a partnership we never see going away. I am so grateful to my customers and employees for helping us keep it alive—even in times like these."





Alicia and Duane, making subs at Jersey Mike's.

MAKE YOUR IMPACT

OUR COMMUNITY IN ACTION

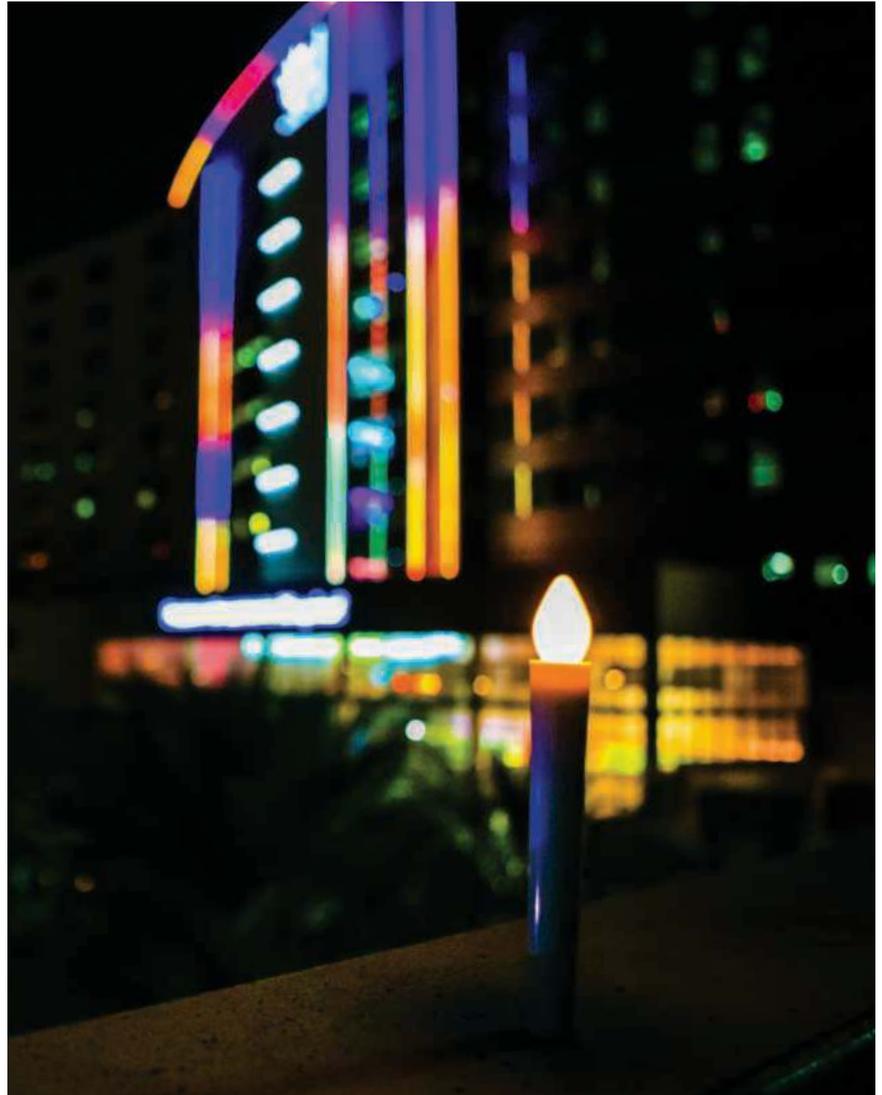
Whether you're calling in, logging on or joining at a distance, Phoenix Children's Hospital Foundation is creating fun, inspiring and unique opportunities for our community to get involved and stay engaged. The proceeds of every event are used to give children and their families the best possible experiences and outcomes.

EVENT

Ignite Hope

Why it matters: In 2020, Ignite Hope went virtual to spread light and love to patients during a difficult year. Participants showed their support by making donations, fundraising and purchasing special packets of Ignite Hope candles and luminarias that they used to shine light and to spark conversation about Phoenix Children's philanthropic needs.

Total raised: \$275,000



UPCOMING EVENTS

Look for updates by visiting these event websites.

APRIL 14, 2021

ABC15 Telethon

TelethonForPCH.org

FEATURED EVENT





 **EVENT**

Hit the Green

Why it matters: Golf enthusiasts from across the state made their game count for patients and families at Phoenix Children’s. Between October and December, golfers Hit the Green at Troon-affiliated facilities in Arizona. Participants made \$10 donations for critical new programs, essential equipment, charitable care and more.

Total raised: \$224,837



 **EVENT**

Power Play

Why it matters: Children are more powerful than they know—especially when fighting for their lives. In November, Phoenix Children’s patients and ASU student fashion designers came together to create superhero personas that represent the children’s personal journeys, complete with custom-designed superhero suits revealed in a must-see video.

Total raised: \$223,959

ABC15 will broadcast live from Phoenix Children’s during the 9th Annual ABC15 Telethon.

APRIL 16, 2021

Power Play

PowerPlayPCH.org

MAY 14, 2021

Beach Day

PCHBeachBall.org

JULY 2021

eSports Tournament

ExtraLife4PCH.org

AUGUST 2021

KTAR and Arizona Sports Give-A-Thon

GiveAThonforPCH.org

OCTOBER 2021

PCH5K

PCH5K.org



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Help transform pediatric health care by making a planned gift to Phoenix Children's. A thoughtfully planned charitable gift not only helps the children of the future but can also provide benefits to you.

Learn More at [GiveToPCH.org/Legacy](https://www.givetopch.org/legacy)

Phoenix Children's Hospital Foundation

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