



Everything can change...
in a moment.





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MOMENTS THAT MATTER

Highlights from 2014; Opportunities for the future.

RADY CHILDREN'S HOSPITAL-SAN DIEGO **2014 IMPACT REPORT**



Rady Children's is at a unique moment in history, when discoveries made in the lab can be translated into treatments for sick children faster than ever before.

We are at the forefront of pediatric research and innovation, and it is your investments – your decision to join us in this moment – that will help transform the lives of children.

2014 has been a year of historic impact.

And it is only the beginning...



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innovation
belongs in every moment

Innovation is at the very core of Rady Children's. It drives all we do. It determines how we invest our time and resources. It fuels our vision for pediatric healthcare.

It is a complex quest with a simple goal: To do what's right for kids.

Innovation can happen in a moment – the spark of an idea, the instant when the pieces fit together and research becomes reality, the flash of inspiration that creates excellence in care.

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We celebrate those pivotal moments of 2014 and how your investment in Rady Children's has helped change the face of pediatric healthcare.

And we continue to explore each new opportunity to learn more, help more, do more.

Change can happen in a moment. Together, we can make each moment matter.



"We have the power to change lives. To save lives. To make fundamental changes in the way we provide treatment to children."

DR. DONALD KEARNS

PRESIDENT, RADY CHILDREN'S HOSPITAL-SAN DIEGO

CHANGING THE FUTURE | Moments of...Discovery

Rady Pediatric Genomics and Systems Medicine Institute at Rady Children's

6 The most important step forward in the history of Rady Children's.

July 2014 marked a turning point for Rady Children's – one that was ultimately made possible through philanthropy – and one which will profoundly impact the health of children now and for generations to come.

The Rady Pediatric Genomics and Systems Medicine Institute is bringing together a team of world-class scientists, researchers and clinicians who will

focus their talents on preventing, diagnosing, treating and curing childhood disease through genomics and systems medicine research.

This matters.

Despite significant medical advances, children continue to suffer and die from diseases that we are only beginning to truly understand.

Genomics and systems medicine research holds the power to bring new understanding. New hope. We have the ability – and the duty – to save the lives of millions of children worldwide through the scientific advancements made here in San Diego.

The astounding – and very real – science of genomics.

Genomics is, in its most basic form, the study of our DNA. We know now that almost every disease has a genetic component. With new sequencing technology, we can know every letter of a patient's DNA, all six billion of them, within hours. Once we know all of the letters, we can understand the disease mechanisms and make breakthroughs that will allow us to prevent, treat and cure disease.

We plan to, in the future, sequence the genome of every newborn and child who come to Rady Children's, to develop a personalized treatment approach.

Those who invest in this vision with us will help us see a world that gives children what they deserve the most: the chance to live their lives to their fullest potential.

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What is systems medicine?

An important part of our new Institute, systems medicine is a comprehensive approach that considers the various systems of the body as a whole. For example, how our biology, behavior and environmental factors all have an impact on an individual's health. Genomics and epigenomics are a part of the systemic approach.

The Institute's goal is to translate discoveries from the lab into improved care that will benefit children around the world.

CHANGING THE FUTURE *(continued)*

Transformative Giving

Ernest Rady and family have made yet another extraordinary investment in the health and well-being of children by pledging \$120 million to support pediatric research and innovation at the Institute. The gift is the largest donation ever made to Rady Children's Hospital Foundation.

And the transformation is just beginning.

Philanthropy will play an integral role in the ongoing recruitment of world-class scientists; cutting-edge equipment and technology; and the infrastructure needed to accelerate the translation of research into treatments.

Why Rady Children's?

Very few children's hospitals in the country have invested in the type of institute we have created. Our large and diverse patient population, university research collaborations, and strong ties to an innovative local biotech community make Rady Children's uniquely poised to produce unprecedented results.

Over the next five years, we seek to become one of the top five pediatric programs in the country – and we offer you the opportunity to join us on this journey.

How will you help transform the future?

There are opportunities on every level, and the ability to have an impact on pediatric care – now and in the future – has never been so obtainable. Through gifts and estate planning, you can choose a program that is meaningful to your family or ask that your gift be applied to the greatest and most urgent needs of the Institute.

We are currently focusing on diseases where we have a strong foundation for future discoveries, and we are happy to discuss your areas of interest, as well:

Asthma and Food Allergies | Autism Spectrum Disorders | Cancer | Congenital Heart Disease

Type 1 Diabetes | Epilepsy | Fetal Alcohol Syndrome | Rare Undiagnosed Disorders

A photograph of Ernest Rady, an older man with a balding head, wearing a grey suit, white shirt, and a patterned tie. He is standing behind a wooden podium with two microphones, looking slightly to his left. The background is a blue wall with a faint molecular structure pattern. A semi-transparent teal box is overlaid on the left side of the image, containing text.

AN INSPIRING INVESTMENT

"Now we have the opportunity – and I believe the responsibility – to encourage this ambitious research and innovation."

ERNEST RADY

JULY 2014

"Given the right research support and clinical resources, the future for children with brain cancer is bright, and a future where one day childhood brain cancer is eradicated for good is within our grasp."

DR. JOHN CRAWFORD

DIRECTOR, NEURO-ONCOLOGY PROGRAM

ASSISTANT PROFESSOR OF NEUROSCIENCES AND PEDIATRICS,
UC SAN DIEGO AND RADY CHILDREN'S HOSPITAL-SAN DIEGO

PRECISION IN CARE | Moments of...Insight

Neuro-Oncology at Rady Children's

Remarkable treatment for children with brain cancer.

- 10 Pediatric brain tumors are the leading cause of death among all children diagnosed with cancer. In San Diego County, 40 to 50 children are diagnosed with brain tumors every year. For these children, research is – quite literally – lifesaving.

Rady Children's is steadfast in our commitment to fund the discoveries and implementations of new therapies for patients with brain cancer.

We are already reaching medical milestones.

Rady Children's, in conjunction with Scripps, is the only center in California to comprehensively treat pediatric tumors with proton beam therapy. The precisely targeted treatment is particularly beneficial for children because there is less damage to healthy tissue and offers a greater chance for overall improvement, health and longevity.

Rady Children's is one of only 15 centers in the country to offer the therapy, and we will serve as a neuro-oncology referral center for the western U.S.

A thoughtful investment.

You can support ongoing work yielding incredible progress. As co-founders of the Neuroblastoma and Medulloblastoma Translational Research Consortium, Rady Children's /UC San Diego are dedicated to developing more effective therapies for these two childhood cancers.

Critical investments in infrastructure, research, technology and expertly trained clinical staff will have the greatest impact on our patients. Your support of Rady Children's, now more than ever, will make an incalculable difference.

LOGAN'S STORY

Logan Green was just five when he was diagnosed with a brain tumor. His parents were told that he had three days to live.

And that was just not long enough for his family. They chose to leave their home in Arizona to come to San Diego for proton beam therapy.

Every weekday for six weeks, Logan was treated with a highly accurate beam of protons to target a golf-ball-sized tumor on his brain stem. Within the first few weeks, he went from learning to walk and talk again to running – and his prognosis looks good.

At the time of his treatment, Logan was the youngest patient in San Diego to receive proton beam therapy.



When Rady Children's opened for our first 12 patients, we had a vision of what we could become. Over the last 60 years, millions of people have shared in that vision with gifts large and small.

Every gift matters. Each dollar is important.

For a special few, investing in Rady Children's has provided an opportunity to make an extraordinary impact – to partner with our world-renowned caregivers and scientists to create profound change.

We are honored to recognize these investments in this Report – and in the names of the buildings and programs that benefit our patient families every day.



60 YEARS OF EXCELLENCE IN PHILANTHROPY

Beyond Bricks and Mortar

Where lives are saved – and visions come to life.

Jean E. Hahn Surgical Pavilion: **1982**

The Warren Surgical Center: **1983**

The Sam S. and Rose Stein Emergency and Trauma Center and Sam S. and Rose Stein Ambulatory Center: **1993**

The Nelson Pavilion: **1997**

The Rose Pavilion (in honor of Pam and Marty Wygod): **2001**

Rady Children's Hospital-San Diego: **2006**

Warren Family Surgical: **2007**

The Peckham Center for Cancer and Blood Disorders: **2008**

Ledcor Medical/Surgical Care Center South (in appreciation of a MRI leadership gift): **2008**

The Rady Genomics and Systems Medicine Institute at Rady Children's: **2014**

Creating a Healing Environment

Setting Rady Children's apart in holistic care.

Rady Children's Hospital Auxiliary: **1953-present.**

- The Auxiliary Courtyard
- The Auxiliary Garden

The Auxiliary began raising funds in 1953, one year before opening, and has played an integral part in our ability to offer compassionate care and the latest technology ever since.

The Leichtag Family Healing Garden: **1997**

Carley's Magical Gardens – Nelson Pavilion (in memory of Carley Copley): **1999**

New Carley's Magical Gardens – Acute Care Pavilion: **2010**

Matching Purpose to Passion

Supporting programs and services significant to our investors.

Sam S. and Rose Stein Endowed Chair in Child Protection: **1996**

Albert Anderson Center for Dental Care: **1996**

Crowley Family Medical/Surgical Care Center North: **1999**

The Ernest Hahn Critical Care Center: **1999**

The Eugene and Joyce Klein Directorship in Cardiovascular Surgery: **2000**

The Swortwood Family Surgical Waiting Center: **2006**

The Jean-Claude Saada Family Computerized Tomography Suite: **2006**

The Judith and Thomas Carter Center for Speech and Hearing: **2007**

The Viterbi Family Outpatient Clinic for Cancer and Blood Disorders: **2008**

Alexa's PLAYC (in honor of Dr. and Mrs. Ariel Ortiz): **2009**

Hervey Family Hem/Onc Outpatient Waiting Room: **2008**

Henry's Fund Infusion Suites: **2011**

Symbols of Gratitude

Meaningful tributes to unrestricted gifts.

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Max and Rose Rady Rose Pavilion Lobby Drum: **1993**

The Norman and Jane Neely Rehabilitation Center: **1994**

Kiwanis Courtyard and Medical Office Building Conference Room: **1993**

The Blair L. Sadler Inspiration Plaza: **2006**

Dr. David Collins Surgical Consult Rooms (a gift from Price Family Charities): **2007**

The Lena Sefton Clark Endowed Fellowship in Pediatric Orthopedics (in honor of Mary and Dallas Clark): **2007**

R.L. "Dick" and Eloise Johnston Surgical Care Center: **2008**

The Carlson Family Neonatal Intensive Care Unit East Pod: **2010**

"Our program also will bring to San Diego another level of clinical expertise, medical education and research, and as a result, will assist us in attracting even more of the best and brightest physicians."

JOHN J. LAMBERTI, JR., M.D., F.A.C.S.
DIVISION CHIEF, DIRECTOR, HEART INSTITUTE,
EUGENE AND JOYCE KLEIN DIRECTOR OF CARDIOVASCULAR SURGERY
PROFESSOR OF SURGERY, UC SAN DIEGO

YOUR HEART'S CONTENT | Moments of...Hope

Rady Children's Heart Transplant Program

The final step in becoming a comprehensive Heart Institute.

14 **A new heart: A lifetime of possibilities.**

Until now, parents with a child who needed a heart transplant faced the incredible burden of – not just waiting the three months to a year for a heart to become available – but doing so while uprooting their families and relocating to a city where pediatric heart transplantation is available.

In recent years, 44 children have been referred to other hospitals in locations such as Los Angeles or Northern California to receive heart transplants. Bringing a Heart Transplant Program here to Rady Children's is critically important.

Bringing hope home.

Your efforts have already been instrumental in the development of the program. Investments from our donors have funded the more than \$1.7 million needed for infrastructure, equipment and start-up costs.

Rady Children's recently received UNOS Transplant Center Certification approval required to initiate our transplant program and begin surgeries and have a complete team of nationally distinguished transplant physicians.

We are ready.

A living investment.

Donations to our Heart Transplant Program will directly fund transplants for our first 14 patients. Those transplants (seven successful outcomes in each of two successive years) are required for Rady Children's to achieve Center of Excellence (COE) status and help obtain the MediCal COE certification required for reimbursement.

But here's the thing:

It's more than 14 cases. It's 14 *children*, 14 *families*, 14 lives that hang in the balance.

Truly, there are few more compelling reasons to be a part of this new chapter in pediatric cardiology in San Diego.

Liliah's Story

It was not just a small hole in her heart. Liliah Campbell was born with a complete AV canal defect – the middle of her heart was missing, “like an apple without a core,” says Dr. Daniel DiBardino, Rady Children's Surgical Director of Pediatric Cardiac Surgery Critical Care.

Her complex surgery involved reconstruction of the interior of her heart, including the atrial and ventricular septums and both valves. It's a delicate surgery for a 3-month-old, like Liliah, but the success rate is high.

While the department prepares for its first heart transplant, renowned experts continue to provide comprehensive cardiology and cardiovascular services. The team performs more than 500 surgeries every year.



"I was still in pain, so when I saw it, it made me forget about it completely."

PECKHAM CENTER PATIENT
WATCHING SAN DIEGO ZOO KIDS
THE PECKHAM CENTER FOR CANCER
AND BLOOD DISORDERS AT RADY CHILDREN'S

CARE WITH COMPASSION | Moments of...**Comfort**



There is a certain kind of magic in the moment when a child who is in pain is able to forget that pain.

Innovations in research and treatment make recoveries possible; innovations in compassionate care make the recovery process right for kids.

Philanthropy makes compassionate care possible.

TV worth watching.

A great example is San Diego Zoo Kids, a television channel that's available in all patient rooms on Channel 19, 24 hours a day.

Funded by a generous gift by philanthropist Denny Sanford, the channel features video from the Zoo's famous panda cams, as well as other live cameras, fun and educational pieces about unique species and up-close video encounters of popular animals.

Rady Children's is proud to be the first children's hospital in the country to make this program available to our patients.

A healing investment.

Medical excellence is, of course, the expectation. At Rady Children's, that scientific excellence is enveloped in a comprehensive family-centered healing environment.

There are many special programs at Rady Children's that rely on philanthropy every year, programs vital to the healing process for children and families and for which little or no other funding is available. These programs — child life, social work, chaplaincy, child abuse prevention and treatment, parent liaison, sibling support, trauma counseling, art and music therapy, playrooms — are what make Rady Children's Hospital a *children's* hospital.

Those who visit Rady Children's for the first time are often struck by the positive energy that abounds here – through art and activities and, most profoundly, the smiles on faces of the children. That is an investment in compassionate care.

The Science of Healing Arts on display.

A new exhibit at the San Diego Airport display featuring Rady Children's has been on display throughout 2014.

The 2014 theme for the entire airport is the "convergence of art and science." Our Healing Arts Program fits this theme perfectly, as the art, music and storytelling we offer compliments the science of healing children.

The display was in the pre-security, baggage claim area of Terminal 2 just inside the hallway heading toward Terminal 1. More than two million visitors got the chance to learn what we already know: Rady Children's is the best place for kids.



"At Rady Children's, we hold ourselves to the highest standard in everything we do. That's why these rankings are so gratifying. They illustrate our enduring commitment to providing the best possible care to every child."

DAVID HALE

CHAIR, BOARD OF TRUSTEES
RADY CHILDREN'S HOSPITAL-SAN DIEGO

NATIONAL RECOGNITION | Moments of...Celebration

U.S. News & World Report

National rankings reflect excellence in care.

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For the fourth straight year, *U.S. News* has ranked Rady Children's among the nation's best children's hospitals in all 10 pediatric specialties the magazine surveyed.

Even more impressive, Rady Children's was one of only eight children's hospitals in the country ranked in the top 30 in every single specialty.

For those who support our Hospital, these rankings provide powerful proof of a significant return on investment: Excellence is a part of our culture, and that excellence is recognized and rewarded by physicians and scientists across the nation.

This type of recognition also aids in the recruitment of the best caregivers, men and women who come to Rady Children's because they know that our institution places value on providing the best care in an innovative environment.

But, most of all, these rankings matter because they reflect superior care for kids. We strive to be the best, because the children in our community deserve no less.

**Cancer | Cardiology & Heart Surgery | Diabetes and Endocrinology | Gastroenterology & GI Surgery | Neonatology
Nephrology | Neurology & Neurosurgery | Orthopedics | Pulmonology | Urology**

2014 By the Numbers

We provided care to 196,905 patients.

There were:

- **18,499** inpatient admissions.
- **68,947** visits to the Sam S. and Rose Stein Emergency Care Center.
- **973** trauma patients.
- **46,167** visits to our four Urgent Care centers.
- **20,713** surgeries performed.
- **213,221** outpatient visits.

More to celebrate.

For the sixth year in a row, *U.S. News & World Report* ranked the **Helen Bernardy Center for Medically Fragile Children** as one of the best nursing homes in the nation.

The Bernardy Center received perfect a five-star ratings in Quality Measures and Nurse Staffing, noting excellence in the average number of hours per day of care received per resident from nurses and physical therapists.



"We are at the cusp of great and significant change. There has never been a time in Rady Children's history when the power philanthropy can effect such a profound change for pediatric healthcare."

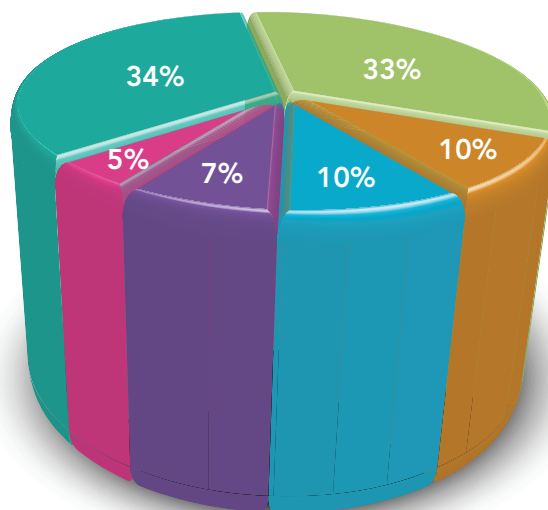
STEVE JENNINGS

SENIOR VICE PRESIDENT AND EXECUTIVE DIRECTOR
RADY CHILDREN'S HOSPITAL FOUNDATION

YOUR INVESTMENTS AT WORK | Moments of...**Accountability**

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OUR GENEROUS INVESTORS



- Corporations/Businesses: \$5,162,094
- Living Individuals: \$5,085,533
- Foundations: \$1,583,518
- Auxiliary: \$1,549,486
- Estate Distributions: \$1,141,998
- Other Organizations/Community Groups: \$1,141,998

TOTAL: \$15,322,182

In fiscal year 2014, Rady Children's Hospital Foundation received more than \$15.3 million in gifts.

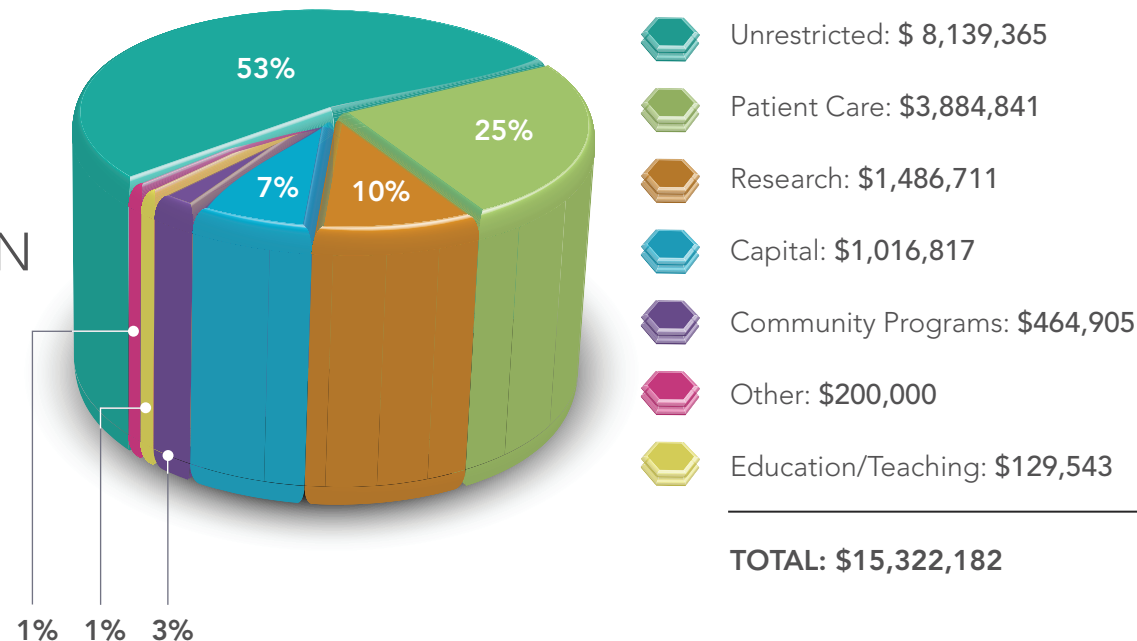
This support – your support – enabled us to create the growth you've seen in this Report.

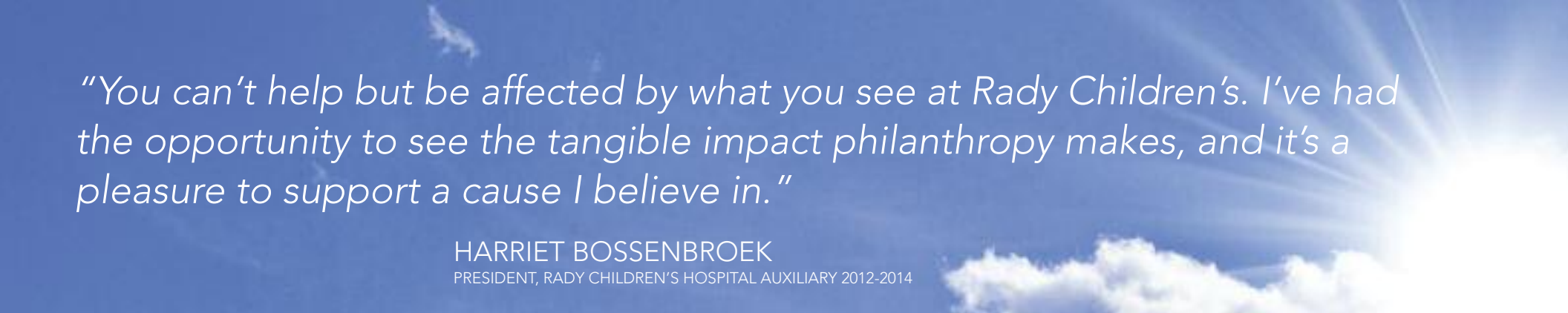
The Rady Family's extraordinary generosity in July 2014 has set the stage for a powerful new fiscal year.

We ask you to consider, as well, designating Rady Children's in your wills and estate plans. Estate gifts have made a multimillion dollar difference in care that helps kids now and research that will benefit future generations.

And we thank our Children's Circle of Care members for continuing to demonstrate profound generosity in helping us to change the future of pediatric healthcare.

GIFT DESIGNATION





"You can't help but be affected by what you see at Rady Children's. I've had the opportunity to see the tangible impact philanthropy makes, and it's a pleasure to support a cause I believe in."

HARRIET BOSSENBROEK
PRESIDENT, RADY CHILDREN'S HOSPITAL AUXILIARY 2012-2014

YOUR MOMENT | Moments of...Change

It's ***your*** time to make a difference.

22 A researcher unlocks the key to a rare disease.

A powerful beam helps destroy a brain tumor.

A new heart beats for the first time.

A child with cancer is able to simply be a child.

These are moments that matter – life-changing moments – moments of which you can be a part.

We have the opportunity to profoundly change and improve the quality of life and health for children locally, nationally and around the world.

Most importantly, we can give children what they most deserve and what every parent hopes most for their child: a chance to grow and learn and live their lives to their fullest potential.

On behalf of the physicians, caregivers, volunteers and leadership at Rady Children's – and in honor of the patients for whom we care – we thank you for your past support.

And, as we look forward to the opportunities available to us to impact the future, we ask:

What will your moment be?

For more information about philanthropic opportunities at Rady Children's, please call us at 858-966-5950.



