



# Local focus. Global impact.

The universal reach of Rady Children's Hospital-San Diego

**2017**  
**IMPACT**  
**REPORT**



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# Local focus. Global impact.

**T**ransforming pediatric medicine at Rady Children's Hospital-San Diego started with an idea: a seed planted by a small group of inspired physicians and nurtured by a passionate community of supporters. What began as a local enterprise quickly blossomed into a greater vision, dedicated to making a difference on a grander scale. Today, the impact of the work underway on our campus and in our clinics—by our researchers, practitioners, staff and donors—inspires a chain reaction and an unwavering commitment to the greater good.

From shining a light on mental and behavioral health needs to making the promise of genomic medicine a reality, and from revolutionizing care for the tiniest of hearts to making monumental strides in cancer treatment, this report celebrates the far-reaching impact you, our generous donors, have had in changing the face of pediatric medicine—not just in San Diego and Southern California, but across the country and around the world. The power is in your hands to make a difference; we commend you for putting that power to work for pediatric medicine.



# Brain Biology and Behavioral Health



*"There can be no health without mental health."*

Benjamin Maxwell, MD  
Medical Director, Inpatient Psychiatry





**Gabi Burkholz**

*"Rady Children's has been fundamental in shaping who I am. When I entered the toddler school (later renamed Alexa's PLAYC), I was barely speaking and severely developmentally delayed. Doctors at Rady Children's and the experts in the toddler school helped me to take the first steps to communicating and socializing with my peers and others. This fall I began a study abroad program in London under the auspices of Brandeis University to study health policy and politics, two majors that were inspired by my experience at Rady Children's. I'm driven to help children with autism and other neurological needs achieve the same opportunities that I did. There is no way I would be where I am today without the dedication and care that everyone at Rady Children's devoted to me."*

**Gabi Burkholz**

Graduate, Autism Discovery Institute,  
Pacific Ridge High School, and freshman at Brandeis University

*"As traumatizing as a moderate to severe autism diagnosis for your child can be, I learned that you have to celebrate every little achievement and continue to move forward. Rady Children's gave me the tools to do that. Experts saw Gabi's potential and never wavered; they remained devoted to us throughout her education and treatment, and for many years after."*

**Pam Burkholz**

Gabi's mom  
and Autism Discovery Institute donor



*"The power of the mind cannot be underestimated. That's why Rady Children's has devoted years to developing cutting-edge facilities and forward-thinking programs to identify and treat brain and behavioral health conditions. This system-wide initiative is a priority in our efforts to transform pediatric healthcare through a holistic approach that treats both mind and body equally."*

**Donald Kearns, MD, MMM**  
President and CEO, Rady Children's Hospital-San Diego

**W**ith an estimated 1 in 5 children in the United States experiencing a behavioral health disorder—including a wide spectrum of concerns ranging from autism to developmental delays and from eating disorders to psychiatric conditions—the impact on families, communities and pediatric mental health practitioners is tremendous. Those numbers amount to roughly 190,000 children in the greater San Diego region whose lives will be affected by

conditions that are often attached to a stigma, leaving families frightened, vulnerable and in crisis.

That's why Rady Children's has committed to rethinking pediatric healthcare to incorporate mental, emotional and behavioral conditions in the overall health landscape. This ambitious undertaking includes the life-changing work at the Autism Discovery Institute, which

provides world-class, cutting-edge research and evidence-based, comprehensive care to improve the lives of children with autism spectrum disorders. It includes a hospital-wide focus on crisis intervention for patients experiencing psychiatric emergencies. And it includes an overall commitment to treating the whole child—considering physical, emotional and mental health as intertwined parts of a complete picture.

## Helping Kids in Crisis

When a child experiences a mental or behavioral health emergency, families are often turned upside down, and the fear that takes hold can be paralyzing. Where do they turn? Who can they trust? How can they get the immediate care they need to keep their child—and family—safe? Those questions are being answered. In 2017, Rady Children's received a \$5 million grant from the David C. Copley Foundation to establish the Copley Psychiatric Emergency Department, one of the nation's first and only programs dedicated to responding to the mental and behavioral health emergencies of children and adolescents. Recognizing that early intervention can save lives and support patients and families at the most critical point in a mental health crisis, the Copley Psychiatric Emergency Department will serve the unique needs of patients requiring immediate and long-term care for mental and behavioral health challenges.

## Making Miracles Happen

In June, the community gathered in support of "Miracles of the Mind and Beyond" at Rady Children's annual Miracle Makers Gala. Thanks to the dedication of generous supporters, the gala raised \$443,000 for the Hospital's brain biology and behavioral health initiatives—inspiring greater awareness of the need for pediatric mental and behavioral health services and the impact of the power of philanthropy to transform pediatric medicine.



# Genomic Medicine



*"We have, beyond a doubt, saved children's lives and saved children from neurological devastation. We have taken the most advanced science in the world and offered it to every child in need, and we are helping to bring this technology to children's hospitals across the country."*

Lauge Farnaes, MD, PhD  
Fellow, Rady Children's Institute for Genomic Medicine





Rady Children's leapt to the forefront of pediatric medicine in 2014, establishing the Rady Children's Institute for Genomic Medicine, a groundbreaking research facility dedicated to transforming pediatric healthcare through a combination of predictive science, clinical trials and education. Led by Stephen Kingsmore, MD, DSc, a pioneer in rapid whole genome sequencing for childhood diseases, the revolutionary Institute is paving the way to a world free of suffering from genetic disease. In 2017, the Institute continued its trajectory toward global leadership in the uncharted field of genomic medicine, making great strides in incorporating genome sequencing into patient care and extending its reach far beyond the San Diego region.

"Over the past year, genomics has become integrated into general care for many

of the primary services in the Hospital," says Lauge Farnaes, MD, PhD. "We have transitioned from being thought of as a test of last resort to a service that works actively with clinical teams to provide the fastest diagnosis possible, leading to change in the management of more than 80 percent of the children who get diagnosed through genomics."

### Extending the Reach of Genomic Medicine

What began in San Diego has made its way to Minneapolis and St. Paul, thanks to a partnership between Rady Children's Institute for Genomic Medicine and Children's Minnesota to provide rapid whole genome sequencing to more effectively treat critically ill patients in Children's Minnesota's neonatal intensive care unit. The hospitals' shared vision of revolutionizing pediatric medicine through innovation inspired a collaboration that will rapidly decode the genomes of the most fragile newborns in order to quickly diagnose and treat life-threatening conditions.

"This is the beginning of our long-term vision to save babies with rare, life-threatening diseases by extending rapid whole genome sequencing to NICUs nationwide," says Dr. Kingsmore.

*"Four years ago, at 6 weeks old, my grandson was hospitalized in the Rady Children's NICU for seizures resulting from a stroke in utero. We were there every day for at least two weeks and were so impressed with the care and the people. That was our big motivation to support the Hospital. We chose the genomics institute because it's so unique. This is going to be an amazing breakthrough in pediatric healthcare in a lot of ways; we are really lucky to have it here in San Diego."*

Sharon Arbelaez  
Rady Children's Institute for  
Genomic Medicine donor



# Heart Health



*"Philanthropists have guided our mission to transform pediatric healthcare. Our visionary programs and discoveries would not be possible without the support of our donors. Our generous community has invested in launching new initiatives and new technology that Rady Children's will use to save lives and make an impact that's felt far beyond the San Diego region."*

**Steve Jennings**

Executive Director, Rady Children's Hospital Foundation



## The Heart of Children

More than 40,000 children in the United States are born with congenital heart disease each year. Most require treatment. Rady Children's Heart Institute, through the Cardiology and Cardiovascular Surgery divisions, cares for infants, children and adults with congenital heart defects from San Diego, Imperial, Riverside and Orange counties and is a primary referral center for Hawaii and the Pacific Rim islands. This extended reach demonstrates Rady Children's reputation for excellence in these critical areas that are a life source for these communities' most vulnerable patients.

## The Gift of Image Guidance

Working toward making cardiac care safer and less invasive for patients around the world, Rady Children's has established the Dickinson Family Image-Guided Intervention Center. Thanks to The Donald C. & Elizabeth M. Dickinson Foundation's \$2 million lead gift, this center will be the nation's first pediatric image-guided intervention center of excellence, utilizing radiation-free magnetic resonance imaging to diagnose and treat heart disease more safely and efficiently, reducing risks, improving interventions and effectively transforming cardiovascular care in pediatric patients.

## Joined at the Heart

All friendships share a unique bond, but the bond between Jerilyn Hammerstrom and Paula Cook comes straight from the heart – or hearts, more precisely: the hearts of their sons, Max and Jake. More than a decade ago, Jerilyn and Paula met as neighbors. A friendship that began out of proximity strengthened out of a shared ordeal: Max and Jake's heart surgeries at Rady Children's. Thankful for healthy outcomes, the two moms decided to join forces to support other families in similar situations and to give back to the Rady Children's Heart Institute. They created Max and Jake's Big Race, a 5K run, which raised more than \$250,000 over seven years. Jake's family has since moved to Los Angeles and the race has been renamed Run to the Max, but it will always be powered by Max and Jake's Big Race and a connection that's straight from the heart. In 2017, Run to the Max celebrated its 10th year and raised more than \$20,000 in support of the Heart Institute's Dickinson Family Image-Guided Intervention Center.

## Thanks to Frank Motors

Grateful donors come from all walks of life. Some are the families next door; others are more familiar names—like the Fornaca and Fenelli families behind Frank Motors, one of San Diego's oldest continuously run family-owned businesses. Driven by the personal passion of Monica Fenelli Salem, daughter of Frank Toyota President Gary Fenelli and a Rady Children's Hospital Foundation Board of Advisors member, Frank Motors supported the Heart Institute in honor of Monica's daughter, Isabel, by raising more than \$62,000 in 2017—demonstrating that when it comes to fundraising, there's nothing stronger than the heart of the family.



# Cancer Care



*"We never really knew much about childhood cancers or the harsh reality they force families to face daily prior to Ryan's diagnosis. It's sadly something our society doesn't want to talk about, perhaps because it's too hard to look at. But it's a reality that everyone needs to open their eyes to, because all of these kids deserve the hope of tomorrow."*

Kristal Raiger  
Mother of Ryan Melendez



## Two Families, One Disease

Cancer: One word, two syllables that pack a powerful punch and evoke fear in even the strongest of families. Families like that of Ryan Melendez, who was diagnosed with very high-risk acute lymphoblastic leukemia on Sept. 10, 2015, just days after suffering from what he thought was “just a virus.”

Melendez received numerous rounds of chemotherapy and was a patient in both the Peckham Center for Cancer and Blood Disorders and the pediatric intensive care unit, but he never dared to give up. Says Kristal, “Ryan has remained in treatment and, thank God, is currently in remission. But leukemia is a blood cancer and unfortunately likes to hide, lurking in the shadow to wait for the right moment to rear its beastly head. Throughout this battle, Ryan has shown an incredible amount of bravery, strength, courage and determination to make sure he wins the war.”

For the family of Kaylee Milkusky, strength and bravery come in a small package. Just over 2 years old when she was diagnosed with leukemia in 2016, Kaylee has been fighting the “yucky cells” at the Peckham Center for Cancer and Blood Disorders, where her mother, Kelly, is a nurse. Since Kaylee’s diagnosis, Kelly and her family have found themselves on the receiving end of her team’s compassionate and expert care, an unusual blending of work and home life that has provided comfort in challenging times.

“It’s great to have that trusting relationship with the nurses and the doctors,” Kelly says. “They’ve been amazing from day one.” Faced with an excellent prognosis, Kaylee continues to fight alongside her team of caregivers and her mother, who is extraordinarily grateful for the generosity of her coworkers. “Everyone has pulled together,” she says, “and that’s made this much easier.”



Kelly and Kaylee Milkusky

# Charity Ball *For the Love of a Child*

The grand tradition of giving in San Diego dates back more than a century—all the way back to 1909, when the Charity Ball began its legacy of philanthropy and social service to the San Diego community. Since 1953, the year before the Hospital opened its doors, the Charity Ball has exclusively benefited the programs and services of Rady Children's. In 2017, the 108th Anniversary Charity Ball raised more than \$500,000 in support of the Peckham Center for Cancer and Blood Disorders.



John Parrish, Phyllis Parrish, Phylcia Cicalo-Aiken, Joseph Aiken



## Padres Pedal the Cause

It takes a team effort to strike out cancer. Through efforts like Padres Pedal the Cause, a two-day cycling fundraiser, the San Diego Padres is an integral part of this team. The event's goal is to end cancer by raising money for pioneering, lifesaving research in San Diego. Now in its fifth year, the nonprofit has raised more than \$4.7 million and funded 31 collaborative research projects at four local institutions, including Rady Children's, which has received nearly \$500,000 for nine critical research projects.





## Fore a Cure

In July, charitable golfers teed up in the fight against pediatric cancer at the annual Nikki St. Germain Memorial Golf Tournament. Now in its 12th year, the tournament is named after a San Diego mother and children's charity advocate who succumbed to pancreatic cancer in 2005. Nikki founded *Celebration of Champions*, a special day away from the Hospital for children whose lives have been touched by cancer, and was a long-time member of the Rady Children's Hospital Auxiliary's La Playa Unit. Since its inception, the golf tournament, named in Nikki's honor, has raised more than \$334,000 for the Peckham Center for Cancer and Blood Disorders.

Nikki St. Germain Memorial Golf Tournament event co-founder Doug Arthur (middle) and friends





# Neuroscience: Brain Power



We have already planted the seeds for a new understanding of the brain. For the sake of our children, it's time to reap the rewards.



## Brain Power

Brain tumors are rare. Brain tumors in children are even less common. But when they strike, they deliver a blow that no family is prepared to face. Thankfully, the team at Rady Children's is armed with the knowledge, expertise and passion to provide comprehensive care to children and young adults with brain and spinal cord tumors. As one of the highest-volume programs in California, Rady Children's Neuro-Oncology Program cares for more than 500 children with nervous system tumors each year.

In 2016, the Neuro-Oncology Program announced Reid Hoshide, MD, MPH, as the first recipient of the Gordon Fellowship in Pediatric Neuro-Oncology. A former resident in the Department of Neurosurgery at

UC San Diego, Dr. Hoshide brought his passion for and expertise in neurosurgery to work in the lab of Robert Wechsler-Reya, PhD, director of the Tumor Initiation and Maintenance Program at the Sanford Burnham Prebys Medical Discovery Institute and the newly named program director for the Joseph Clayes III Research Center for Neuro-Oncology and Genomics at Rady Children's. The research efforts of Dr. Hoshide and Dr. Wechsler-Reya are expected to lead to new discoveries that will serve as the basis for future clinical trials for children with newly diagnosed and recurrent central nervous system tumors, once again extending the impact of Rady Children's neuroscience research far beyond the San Diego region.

## Leaving a Legacy

Thanks to the generosity of supporters like Richard LeBlanc who recognized how he could impact the health of children today and for generations to come, Rady Children's is transforming pediatric medicine on a global scale. Richard tapped into the power of legacy giving to make his mark, dedicating the distribution from his estate to Rady Children's programs and services upon his passing. Although he did not have children of his own, Richard chose to care for patients at Rady Children's as if they were.

When you make a legacy gift, you, like Richard, leave a long-lasting impact on pediatric medicine—one that will shape the lives of children and leave a powerful imprint that can never be erased.



# Community + Innovation = Impact



*"When a community is committed to innovation—to devising new ideas, new technologies and new solutions—the possibilities to effect change are endless. The impact of the San Diego community on the innovative initiatives that have aided Rady Children's efforts to transform pediatric medicine is undeniable."*

Maria Assaraf  
Chair, Board of Trustees, Rady Children's Hospital Foundation





## The Power of Healing Arts

Ron and Mary Alice Brady know that healing is about more than quality medical care. It's about caring for the heart, the mind and the spirit. During difficult times, the creative arts can be a source of comfort, strength and inspiration. That is why the Bradys chose to support the Hospital's therapeutic healing arts program that offers music therapy, art therapy, storytelling and magic to encourage healing through creativity. By making a gift that provides funds now and an estate gift that will establish the Brady Family Endowment for Healing Arts, the Bradys have made a commitment to enhance the Hospital's mission of treating the whole child today, and in the future.



## Caring in a Kid-size Package

The moment Dylan Bradley laid eyes on a Rady Children's donation jar, he began dreaming up ways to fill it and help other kids. His first idea—to open a lemonade stand—was quickly dashed when his family's pantry yielded no lemons. What Dylan found instead was a bag of Cuties® Mandarin oranges and, in an instant, Dylan's Cuties® Mart was born. Now 7 years old, Dylan has been operating his store for nearly two years. What started as a Cuties®-only shop has since expanded to crafts, snacks, toys and holiday cards, with all proceeds going directly to Rady Children's. Dylan's hope is that the Hospital uses the money to buy expensive medicine for kids who need it. "I don't mind spending my time on this at all, and I don't mind not using the money for myself," he says. "It's the right thing to do. All kids can do it if they feel like it. I think this might be my job when I grow up."



## Auxiliary Week of Giving

When giving comes naturally, it's more than a one-off occasion. For the Rady Children's Hospital Auxiliary, a group of more than 1,200 volunteers who have been making a difference in the health and well-being of children since 1953, giving is a 365-day-a-year effort. All they ask from the community is one week, during the Week of Giving. The fundraiser was held for the first time from January 23-31 and raised \$109,600 in support of various Hospital programs. With a wide range of activities—from a fill-the-bucket campaign to a pet therapy meet-and-greet, and from sporting events hosted by the San Diego Gulls and the San Diego Sockers to charitable dining opportunities, the community fundraiser featured something for everyone.

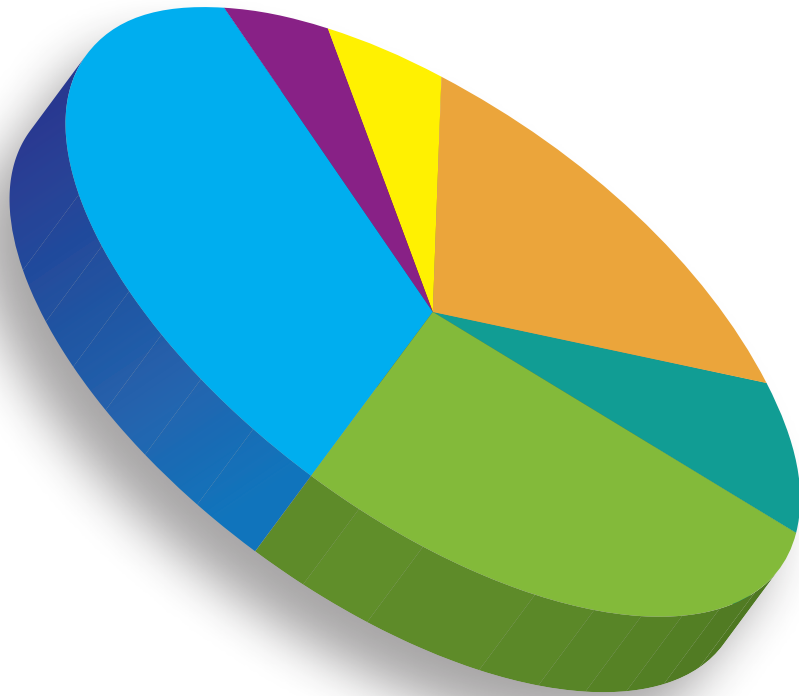
The background of the top half of the slide is a complex, abstract graphic. It features a world map composed of blue dots, overlaid with various financial data visualizations. There are orange and red bar charts, a line graph with orange and red peaks and valleys, and several small circles in red, orange, and white. A numerical value '+11,00.00' is visible in the upper left area of the graphic.

# Giving by the Numbers



Your investment in Rady Children's has propelled our pediatric healthcare system to the forefront of treatment, discovery and medical education. Each day, your generosity allows our experts to expand the boundaries of pediatric care and lay the groundwork for a future that is full of promise.





## OUR GENEROUS DONORS

Auxiliary	\$1,333,775
Corporations/Businesses	\$4,836,879
Estate Distributions	\$2,243,902
Foundations	\$7,279,239
Individuals	\$9,288,510
Other Organizations/Community Groups	\$1,196,239



## GIFT DESIGNATION

Community Programs	\$751,466
Education/Teaching	\$275,420
Patient Care	\$12,930,931
Research	\$1,997,362
Unrestricted	\$7,836,620
Capital	\$2,365,745
Other/TBD	\$21,000

**TOTAL \$26,178,544**

A large, modern glass-fronted building with the "Rady Children's" logo on the roof. The building reflects the surrounding environment. A teal banner is overlaid across the middle of the image.

# Rady Children's Makes Its Mark



Thanks to you, 2017 was a banner year for Rady Children's. Making a mark on the world of pediatric medicine means garnering recognition for being a leader in clinical excellence, research, charitable giving and across the board. Because of donor investment and devotion to excellence, Rady Children's earned accolades from two prestigious organizations dedicated to advancing the future of medicine.





## U.S. News & World Report

Rady Children's once again achieved high rankings in the annual *U.S. News & World Report* Best Children's Hospitals rankings, an annual comprehensive survey recognizing the top 50 children's hospitals across the country for consistently high-quality care based on clinical outcomes in 10 pediatric specialties. In 2017, not only did Rady Children's achieve rankings in all 10 specialties surveyed, the Hospital improved in seven of 10 specialties from 2016 and ranked No. 3 in the country for orthopedics and No. 5 for neonatology.

Rady Children's acknowledged excellence in all 10 specialties surveyed—orthopedics, neonatology, neurology and neurosurgery, diabetes and endocrinology, cardiology and heart surgery, urology, cancer, nephrology, pulmonology, and gastroenterology—continues to demonstrate the Hospital's ongoing dedication to clinical excellence and boundless commitment to caring for the whole child.



## Magnet® Recognition Program

At the very foundation of excellent clinical care is teamwork—interdisciplinary coordination and shared dedication to a common cause. At the core of Rady Children's interdisciplinary team is its nursing staff—more than 1,200 nurses strong—all dedicated to providing optimal patient care for more than 237,000 patients this year. In January 2017, Rady Children's was recognized by the American Nurses Credentialing Center's Magnet® Recognition Program, the highest national honor for nursing excellence, bestowed upon organizations that reflect a true culture of nursing professionalism, teamwork and superiority in patient care. With this recognition, Rady Children's joins a prestigious community of only 448 of more than 6,300 U.S. health care organizations that have achieved this honor.

"Magnet® recognition provides our community with the ultimate benchmark to measure the quality of patient care," says Mary Fagan, PhD, RN, NEA-BC, vice president of Patient Services and chief nursing officer at Rady Children's. "Achieving Magnet® recognition reinforces the culture of excellence that is a cornerstone of how we serve our community. It's also tangible evidence of our nurses' commitment to providing the very best care to our patients, of which we are extremely proud."



[radyfoundation.org](http://radyfoundation.org)