Age **TEN** and growing up fast!
With your support... We’ve hit double digits!

Can it possibly be 10 years since American Family Children’s Hospital opened its doors? In many ways, the time has flown by since the incredible summer of 2007, when we hosted four open houses to be sure the community had ample opportunity to see this very special place.

The momentum to always do better for sick children has never stopped. Over the last 10 years, we have added a surgical pavilion, a Level IV neonatal intensive care unit, a pediatrics imaging suite and a universal care unit. We also just added 24 more beds (yielding 111), and have developed programs to help families cope when life’s routines get torn apart by a child’s hospitalization.

In concert with the growth of our physical footprint, American Family Children’s Hospital’s presence on the national landscape of world-class pediatric specialty care has grown exponentially. For the past seven years, we have been ranked among the Top 50 children’s hospitals by U.S. News & World Report. This past year, for the first time, our rapidly growing Pediatric Heart Program climbed into the Top 50 – a significant recognition for a program that has come a very long way in a short time. And, while our current facility is only 10 years old, we will commemorate the 100th anniversary of a children’s hospital on the UW-Madison campus in 2020.

American Family Children’s Hospital is an amazing story – and one we love to tell. What is paramount, however, is that this story could never have been written without YOU, our generous donors. Charitable gifts comprised more than half of the cost of this beautiful hospital. Be it a coffee can of proceeds from a kid’s lemonade stand or the $20 million in corporate, employee and agent gifts from American Family Insurance, every dollar we receive makes a difference for hospitalized children – most of whom live within 2 to 3 hours of Madison.

On behalf of these children and their incredibly supportive families, thank you for your continuing support.

*For fiscal year 2017*
10 Remarkable Accomplishments in 10 Years

1. Ranked by U.S. News & World Report among the nation’s Top 50 children’s hospitals
2. Attracted patients from 49 of the 50 states
3. Doubled the number of pediatric specialists and surgeons
4. Opened a state-of-the-art pediatric surgery pavilion
5. Opened the first pediatric “hybrid lab” to safely treat children during invasive procedures
6. Opened a pediatric imaging pavilion
7. Opened the region’s first Level IV Neonatal Intensive Care Unit (NICU), caring for very sick babies and their families
8. Opened a Universal Care Unit for children with more complex needs
9. Grew our Pediatric Heart Program that now performs 150 open heart surgeries annually
10. Honored with “Dream Team” status for our pediatric cancer team’s immunotherapy research

Opened a state-of-the-art pediatric surgery pavilion

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We built it and they came

Talk of building a self-contained children’s hospital in Madison reached a crescendo around the year 2000, as families increasingly found it difficult to stay with their child in a cramped room measuring 125 square feet.

“When the former UW Children’s Hospital (inside of University Hospital) opened in 1979, staying overnight in your child’s room was not that common,” says Pediatric Sedation Director Greg Hollman, MD. “Over time, however, parents, grandparents and siblings were spending more days and nights here, bolstering the need for larger rooms and more family-friendly amenities.”

From a dream to reality

After much discussion, a Madison-based business with a long philanthropic history provided the necessary breakthrough to realize the dream of a new children’s hospital. In March 2003, American Family Insurance presented a $10 million naming gift toward a world-class pediatric hospital that would be separate from – but connected to – University Hospital. It would feature family-friendly amenities such as spacious patient rooms, larger play areas and a soothing environment that is optimal for healing.

Construction, supported by a $41 million “No Finer Gift” capital campaign, spanned the better part of three years. In July 2007, the community finally got its chance to see this shining jewel, and the reaction was nothing short of “WOW!”

Just three years after it opened, American Family Children’s Hospital was getting ready to expand. For one, rising demand meant more beds were needed. Moreover, the time had come to offer our patient families the most highly advanced neonatal and pediatric services more commonly found in the nation’s largest children’s hospitals. Accordingly, American Family Children’s Hospital launched plans to add:

• A Level IV neonatal intensive care unit (NICU) to care for critically ill and extremely premature babies. (At the time, Milwaukee was home to the only Level IV NICU in the state.)
• A pediatric imaging pavilion, featuring a unique “hybrid lab” where children would safely undergo invasive cardiac and radiological procedures.
• A universal care unit for children with especially complex needs.

“Our second fundraising campaign was called ‘Sick Kids Can’t Wait,’” says Nancy Francisco-Welke, Vice President of Development, UW Foundation. “Despite concerns that a second fundraising appeal might come too soon, the community rose to the challenge by generously contributing another $16 million to ensure that children and families would have these high-end pediatric services available close to home.”

We built it, grew it, and they kept coming

American Family Children’s Hospital launched yet another expansion in 2017. To accommodate increasing demand for the NICU, bed capacity is increasing from 14 to 26 by extending the NICU to the entire 8th floor. Simultaneously, the Universal Care Unit, which had shared the 8th floor with the NICU, moved to the previously shelled 7th floor.

“This latest expansion gives us 111 licensed beds,” says Potawsky, “or nearly double the 61-bed capacity the hospital started with 10 years ago.”

This page: (at right) A cheerful hallway in the new Universal Care Unit on the 7th floor; Opposite page: (A) Groundbreaking for American Family Children’s Hospital, October 2004; (B) Mom Kiara holds her baby, Dshawn, in the Level IV Neonatal Intensive Care Unit; (C) Color monitors in the “hybrid lab” located in the pediatric imaging pavilion; (D) Construction of the Children’s Hospital; (E) Many hands working together make for outstanding patient care in the Universal Care Unit; and (F) The hospital lobby during the 2007 grand opening.
Prior to the opening of American Family Children’s Hospital, the former UW Children’s Hospital was truly one of the best kept secrets in Madison. Today, the hospital is not only a popular Wisconsin charity of choice, but also a nationally ranked pediatric medical center. For seven straight years, U.S. News & World Report has included American Family Children’s Hospital on its “Best Children’s Hospitals” list – a rather impressive feat, given how challenging it is for smaller hospitals like ours to receive high rankings.

“We believe that our patients and families get the best of both worlds – high tech and high touch,” says Pediatric Cardiology Chief J. Carter Ralphe, MD. “We combine the exceptional quality of care backed by a world-class university with the warm and personal ‘boutique’ experience.”

Heart program takes off

Before American Family Children’s Hospital opened, babies that were diagnosed with a congenital heart problem were often referred to a more distant, larger center for an interventional procedure or complex surgery.

“Opening a dedicated children’s hospital played a very large role in growing our Pediatric Heart Program to the point where no child’s medical problem is too complex,” says Dr. Ralphe. “It helped us attract many highly skilled, collaborative physicians, surgeons and nurses that complement the sophisticated equipment, operating rooms and procedure labs added during the past decade. This contributes to consistent outstanding care for our children.”

Research engine drives cancer program

As an internationally known research campus, UW-Madison has consistently cited its childhood cancer program to illustrate how advances in the laboratory translate into saved lives. With the evolution of immunotherapy – or harnessing the child’s immune system to attack the cancer – researchers are poised for greater success, especially for children whose cancer resists normal treatment.

“We continue to play a critical role in the discovery of new cancer treatments that show great promise,” says Ken DeSantes, MD, Director of Pediatric Hematology, Oncology and Bone Marrow Transplant. “While about 85 percent of children with cancer will be cured, immunotherapy-based treatment may help us approach even higher cure rates and fewer side effects than ever before.”

The highest level of care for babies

Not long ago, sick babies needing the most advanced medical care were frequently sent to another city. That all changed in 2014 when American Family Children’s Hospital opened a Level IV neonatal intensive care unit (NICU) – an enhancement made possible by strong donor support.

Landing on the nation’s map of children’s hospitals

“In response to our ever-growing partnership with UnityPoint Health – Meriter in Madison, the largest birthing center in the state, our NICU will expand from 14 to 26 beds by early 2018.”

Opposite page: (A): Baby Dshawn held by his mother, Kiara, in the NICU; (B): Ken DeSantes, MD, with Jase, age 4, at Pediatric Hematology, Oncology and Bone Marrow Transplant with the patient’s mother; (C): Pediatric Hematology, Oncology and Bone Marrow Transplant Research Director Paul Donahue, MD, PhD, awakens cells in the microscope; (D): Baby Justin, who was diagnosed with a major heart defect before birth, with his father; (E): Pediatric cardiothoracic surgeons Petros Anagnostopoulos, MD, and Joshua Hermsen, MD, perform an Arterial Switch (open heart surgery) on Judah on his seventh day of life; (F): Baby Judah begins to recover in the Pediatric Intensive Care Unit; his prognosis is for a normal life.
Children’s hospitals depend heavily on generous donors to provide services not covered by health insurance. At American Family Children’s Hospital, your gifts not only helped build and grow our facility, but also offer hope and comfort to families when their world is turned upside down by a child’s hospitalization.

Taking care of sick children goes beyond giving the right medicine. It means helping families manage the stress. It means distracting a little girl with a game or toy before the nurse places an intravenous line in her arm. It means holding mom’s hand in the operating room before her son undergoes anesthesia. And it means finding better ways to manage chronic pain.

Easing fear while creating fun

When a child does not feel well and arrives at a hospital with lots of strangers and scary-looking equipment, it’s natural to feel nervous. Job One for our Child Life Program—not heavily supported by philanthropy—is to shift the child’s focus from worry to play. With extensive training in child development, our team of Child Life Specialists knows exactly how to relate to kids at all age levels in ways that turn potentially anxious moments into positive experiences.

“IT’s very fulfilling for our team to lessen a child’s anxiety,” says Child Life Manager Julie Auverson. “Perhaps it’s building a tower with Legos, creating a work of art with paint and syringes, or getting a visit from a UW Badgers football player,” she says. “It all helps kids feel special and these are the moments they remember fondly.”

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A message from the Development Partners Advisory Board

Dear Friends,

As we celebrate the first decade of American Family Children’s Hospital, we take great pride in building and growing this amazing facility that has made such a difference in the lives of thousands of children from across Wisconsin and beyond.

You and thousands of generous supporters have played a pivotal role in making American Family Children’s Hospital a world-class center for pediatric medicine and research. With our family-friendly, state-of-the-art facility, nationally known faculty physicians and innovative care programs, this intimately-sized hospital is on par with many of the largest U.S. pediatric medical centers. Others have noticed, as shown by our inclusion in U.S. News & World Report’s “Best Children’s Hospital” rankings for seven consecutive years.

On behalf of the Advisory Board, of which I was honored to begin chairing this year, thank you for your commitment to the many children and families in our care.

Sincerely,

Jim Buchheim, Chair
Vice President, Communications
American Family Insurance

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It all started with a little girl

The story of American Family Children’s Hospital begins with one Madison family urgently needing care for a very sick daughter.

Born in 1909, Mary Cornelia Bradley was just 6 years old when stricken with measles. Her life was in sudden danger. There was no place in Madison to take her for care. Ultimately, the Bradleys sought treatment at a Chicago hospital, but it would not be long before Mary Cornelia Bradley died from meningitis.

Seeking a higher purpose while devastated with grief, Mary’s parents and grandparents generously gave $75,000 toward the construction of Madison’s first children’s hospital. It opened in 1920 on the UW-Madison campus as the Mary Cornelia Bradley Hospital for the Study of Children’s Diseases.

After several moves and expansions, the Bradleys’ legacy emerged in 2007 as the beautiful world-class American Family Children’s Hospital of today. To ensure that children and families from Wisconsin and beyond continue to receive the very best care, we established The Mary Cornelia Bradley Society to appropriately recognize our most generous donors.

Learn More

As every gift designation is a very personal decision, American Family Children’s Hospital development staff is available to answer your questions about joining The Mary Cornelia Bradley Society. Please call us at (608) 264-KIDS, visit uwhealthkids.org/mcbsociety or email us at afchuwhealth.org to learn more.
We thank the following donors who have made cumulative gifts of $1 million or more to American Family Children’s Hospital or the UW Department of Pediatrics:

American Family Insurance
Employees and Agents of American Family Insurance
Family of Helen Bakke, Frederick and Deborah Schwartz and the Sub-Zero Foundation
Cindy Crawford and Randie Gerber
Department of Pediatrics Faculty and Staff, University of Wisconsin School of Medicine and Public Health
Department of Surgery Faculty and Staff, University of Wisconsin School of Medicine and Public Health
The George Fait Family
The John and Coleen Flad Family
John and Jeanne Flesch

Friends of UW Health
iHeartMedia and Supporters of the Champions for Kids Radiothon
Kohl’s Department Stores
McCarthy Family Foundation & Mike and Jessica McCarthy Golf Invitational
Midwest Athletes Against Childhood Cancer
Mid-West Family Broadcasting and Supporters of the American Family Children’s Hospital Radiothon
John P. and Tasha F. Morgridge
Pierce Family Foundation – Harvey, Delores, Jeff, Steve, Julie and Susan
Oscar Rennebohm Foundation
Irwin F. and Linda S. Smith
University of Wisconsin Medical Foundation

We thank the following donors who have included a provision in their estate plan to support American Family Children’s Hospital or the UW Department of Pediatrics:

Anonymous (5)
Edna Babcock
Janice and John Bark
Roger and Linda Bechtler
Bridget and James Coffing
George and Ann Oros
Dirk and Sue Oros
John and Coleen Fred
John and Jeanne Flesch
Gregory and Elsa Galbo
James and Kim Gilmore
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George and Connie Ols
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Gifts to American Family Children’s Hospital or the UW Department of Pediatrics have been received from these estates:

James Theron Barto
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Emma J. Christensen
James L. Emmens
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Jean H. Fisher
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Earl, Vera and Hal Heller
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Marjorie and Edward Zupanc

Learn More About Planned Giving
An estate gift is a meaningful way to leave a lasting legacy that benefits future generations of patients and families. Call us at (608) 264-4080 to learn more about making a powerful impact that lives forever. Please let us know so we can recognize your generosity.
We thank the following donors who have made cumulative gifts of $10,000 – $99,999, to American Family Children’s Hospital or the UW Department of Pediatrics:

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**Baker Tilly Virchow Krause LLP**

**Beloit College Foundation**

**Beloit Foundation**

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National Heart, Lung, and Blood Institute (NHLBI) at NIH and the NHLBI's Foundation for the NIH are major sponsors of the annual American Family Children's Hospital -- Fondy Family YMCA Celebrity Classic, the 2017 tournament that raised $480,000 for the American Family Children's Hospital.

The tournament was sponsored by the Wisconsin Heart Foundation and the American Heart Association, and included a celebrity foursome for the 2017 American Family Insurance Championship. It was the 10th anniversary of the tournament and raised $480,000 for the hospital.

The celebrity foursome for the 2017 American Family Insurance Championship comprised Darius Rucker, Brett Favre, Andy North and Derek Jeter comprised the celebrity foursome for the 2017 American Family Insurance Championship.

Darwin Rucker, Brent Fore, Andy North and Derek Jeter comprised the celebrity foursome for the 2017 American Family Insurance Championship.

The 2017 American Family Insurance Championship was held at the American Family Insurance Championship course in Madison, Wisconsin. The tournament was sponsored by the Wisconsin Heart Foundation and the American Heart Association.

The tournament was held in conjunction with the American Family Insurance Championship, which is one of the largest and most prestigious golf tournaments in the United States. The event is a part of the PGA Tour's FedExCup and features some of the world's best golfers. The tournament is held each year in the early summer months, typically in May or June.

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