DREAM IT. Believe it.

THE GALA FOR AMERICAN FAMILY CHILDREN’S HOSPITAL
FEBRUARY 20, 2016 • 5:30 PM
DEAR FRIENDS,

It all started with a dream – a beautiful, state-of-the-art children’s hospital in Madison to care for the children of Wisconsin and beyond.

At American Family Children’s Hospital, we have a legacy of dreaming big. Our grand opening in 2007 was unforgettable. We built it and they came. With greater demand for more complex neonatal and pediatric specialty care, we expanded in 2014. Every day, we are exploring new ways to ensure that all kids receive the very highest level of care possible. Linked to a world-class university, we are also at the forefront of discovery – exploring new treatments and cures for those childhood diseases that have remained incurable.

We continue to dream. Further advancing the level of care and discovery of new and more effective treatments is our most important goal.

We are so grateful to the many dreamers, like you, who will help us realize this vision.

On behalf of the thousands of children we care for each year, thank you for everything you do.

Michelle Oster
President, Friends of UW Health

DEAR FRIENDS,

John Lennon once said, “A dream you dream alone is only a dream. A dream you dream together is reality.” Together, we dreamed of a state-of-the-art hospital to serve all patients in need. Friends is so proud to be part of that dream. Over the past 12 years, our hardworking and dedicated volunteers hosted seven gala events and several other fundraisers. Thanks to your generous support and that of our amazing community, we have raised more than $3 million to support American Family Children’s Hospital. In addition, Friends raises approximately $280,000 annually to support patients and families at UW Health.

Tonight, we continue the dream. Together we can help the hospital provide innovative, cutting-edge treatments, provide comfort, ease pain and instill hope to the thousands of children and their families who require care.

With your help, we can not only “dream it and believe it,” we can achieve it! Thank you for your continued support.

Michelle Oster
President, Friends of UW Health

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Believe It.
With her empowering Top 20 hit, “God Made Girls,” RaeLynn had the highest-charting debut single by a solo female artist in 2014. The song skyrocketed to #1 on the iTunes Country Songs chart and earned gold-certification by the Recording Industry Association of America for sales exceeding 500,000 copies. The music video garnered more than 13 million views and earned RaeLynn a pair of CMT Music Award nominations for Female Video of the Year and Breakthrough Video of the Year. Her follow-up song, “For A Boy,” is now available on iTunes. RaeLynn was the fifth-highest selling female country artist in 2015. The vibrant 21-year-old was selected as one of CMT’s Next Women of Country and recently released her “ME” EP.

EVENT SCHEDULE

WELCOME
Michelle Oster
President, Friends of UW Health
Jeff Grossman, MD
Chief Executive Officer
UW Health

“Dream Big” – Video Presentation

DINNER

DREAM IT. BELIEVE IT.

McKinnley’s Story
Jeff and Jenny Murray

Live Auction
Tim and Heidi Miller, Believe In Auctions

Channing’s and Jakob’s Story
Alyssa and Kindt Nielson

The Dream Continues
Ellen Wald, MD
Chair, Department of Pediatrics, UW School of Medicine and Public Health
Pediatrician-in-Chief, American Family Children’s Hospital

Henry’s Story
Henry Gabrielski

RaeLynn
Special Guest Performer

Announcement of Gift to American Family Children’s Hospital
DREAMS COME TRUE
AT AMERICAN FAMILY CHILDREN’S HOSPITAL

“Why my child?” This is often the first reaction parents have when told that their child has suddenly been injured or diagnosed with a serious disease.

“Thank goodness we are in the right place,” is typically the second reaction.

As shock gives way to coping, families often are overwhelmed by the tremendous reassurance and compassion from the world-renowned pediatric health care professionals at American Family Children’s Hospital.

“It never ceases to amaze me,” says Jeff Poltawsky, the hospital’s senior vice president. “The families whose children are facing the greatest challenges soon become our greatest ambassadors. Their gratitude is what makes it so rewarding for our physicians, nurses, therapists and medical staff to excel at their work each and every day.”

DREAM IT. BELIEVE IT.
Friends gratefully acknowledges those who have made Dream It. Believe It. possible:

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Theran and Julie Welsh

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SPECIAL MESSAGE FROM RICH LYNCH

CHAIR, AMERICAN FAMILY CHILDREN’S HOSPITAL DEVELOPMENT PARTNERS ADVISORY BOARD

Good evening everyone!

Tonight is about celebrating dreams. As I think back to the first time I toured the pediatric unit within the now adult University Hospital more than 15 years ago and compare that to all that is American Family Children’s Hospital (AFCH) today, I am struck with a great feeling of pride in what has been made possible through the collective efforts of philanthropy—truly a dream come true!

Historically, Friends of UW Health galas have provided a cornerstone for helping to support remarkable care for sick kids at American Family Children’s Hospital. The AFCH Development Partners Advisory Board is fortunate to be joined in our fundraising commitment by the many talented and generous members of Friends. It is with sincere appreciation that we thank the volunteers, staff and donors who have contributed to the tremendous success of these events and look forward to another spectacular evening.

It is with this commitment that we will continue our efforts to expand support for the clinical programs, research and patient services at American Family Children’s Hospital. I invite all of you to join us in knowing, celebrating and supporting this remarkable resource in our community. Thank you for being here tonight, and please continue to be a part of the dreams for the future of all of our children.

Sincerely,
Rich Lynch, Chair
Development Partners Advisory Board

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* As of 11/21/2014

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Thankful for, and happy to support, Friends of UW Health and American Family Children’s Hospital.

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**DIANE HEATLEY**

I am inspired every day by the patient stories I hear at American Family Children’s Hospital, and I am proud of the work we do there together!
The Hooper Foundation is proud to support UW Hospital and Clinics and American Family Children's Hospital.

The George A. Fait family proudly supports American Family Children's Hospital.
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Come see why Park Bank isn’t banking as usual.

Park Bank is proud to be Madison’s longest-serving community bank, since 1966. Thank you for 50 years of banking locally. We take pride in supporting our community, including the American Family Children's Hospital.
Each year, it's amazing how many friends tell us one of their children was treated at American Family Children's Hospital. Our family feels fortunate we can support the outstanding work being done by all the health care professionals there to help a child have a chance in life—keep up the great work!
American Family Insurance is committed to helping inspire and protect dreams. That's why we'd like to express our gratitude for those who remain fearlessly committed to supporting the American Family Children's Hospital. Together let's celebrate how far we've come, trust in our continued progress, and work hard to leave a legacy we can all be proud of—more dreams pursued and achieved.

HERE'S TO YOU!