ON THE COVER: Three-year-old Rylee of Belleville, Wisconsin, has been treated since spring 2006 by pediatric specialists at UW Children’s Hospital for non-cancerous cysts in her lungs—a condition known as CCAM. After surgical treatment, she no longer experiences repeated lung infections; her long term outlook is excellent.
Dear Friends,

There is something about children and hospitals that tugs at our heartstrings. I think it is simply because we envision children growing up healthy, going to school, playing with friends and having fun. When those plans are interrupted by a hospital visit, we want to do something to make that hospital experience as pleasant as possible for the child and the family.

Each of you has somehow been touched by this desire, as shown by your generous support for UW Children’s Hospital during the past year. Whether your gift has gone toward the construction of our new world-class American Family Children’s Hospital (which opens this summer) or allowed a child to enjoy some new books or toys in his or her room, every dollar helps make a child’s life a little easier and perhaps happier.

As you take a look at the stories and photographs in our 2006 Annual Report, please know that your past and future support of our facilities and programs is appreciated more than you will ever know. UW Children’s Hospital—as I like to remind people—does not receive a dollar of state or taxpayer funds. Because of this, your gift makes a pivotal difference in what we can do to enhance the experience of our patients and families.

Thank you for the difference you make. We look forward to growing together and seeing you at our American Family Children’s Hospital grand opening this summer.

Sincerely,

David T. Berry
Vice President, UW Children’s Hospital
One is hard pressed to imagine how a basketball game during school recess could produce a life-threatening injury, but that is exactly what happened to Charlie Thole of Orfordville, Wisconsin.

In May 2006, Charlie, now 2, was trying to get open for a pass from a teammate when he was accidentally, but swiftly elbowed just above his left ear by a schoolmate.

“He went to the school office and was very lethargic,” remembers Charlie’s dad, Aaron Thole. “He had trouble walking. We don’t have a nurse at our school, so thankfully I was home when the school called and we got Charlie to our family doctor in Brodhead right away.”

Upon examining Charlie, Dr. Kevin Bluemel, the Tholes’ family physician at Mercy Brodhead Medical Center, knew how serious things looked.

“Charlie was very confused,” Dr. Bluemel recalls. “His pulse was in the 30s and his blood pressure was quite low. At one point, I had to pull his Dad aside and say, ‘He isn’t looking good right now; get your wife (Sue) here right away.’”

“This is a great kid. He really had angels watching over him.”
–Dr. Kevin Bluemel, family physician

While no one knew it at the time, Charlie had suffered an epidural hematoma, or life-threatening bleeding condition between the head and skull.

Within minutes, a UW Hospital and Clinics MedFlight crew landed in an open field across from Dr. Bluemel’s clinic where Charlie was picked up for the 25-minute flight to Madison.

Meanwhile, Charlie’s mom and dad arrived in their car at UW Children’s Hospital just seconds before Charlie was rushed into surgery to be performed by UW Children’s Hospital Pediatric Neurosurgeon Berrman (Benny) Iskandar, MD.

About halfway into the two-hour surgery, Dr. Iskandar emerged with the six words Charlie’s parents desperately wanted to hear.

“Charlie is going to be alright,” Dr. Iskandar assured them. To stop the bleeding, Dr. Iskandar removed a small portion of Charlie’s skull.

“This is a condition that is often rapidly fatal,” says Dr. Iskandar. “If operated on promptly, however, a complete recovery with no neurological deficits is usually expected, as Charlie has shown us. It is truly miraculous that Charlie survived long enough to get to the hospital.”

While Charlie is under strict orders to refrain from contact sports until this May, his doctors expect Charlie to be fully healed by that time.

“This is a great kid,” Dr. Bluemel says. “He really had angels watching over him.”

New booster seat law will save children’s lives

Traumatic injuries are nothing short of heartbreaking, especially when they are preventable. Accordingly, UW Children’s Hospital was among a strong coalition of child safety advocates calling for a new law requiring children up to age 8 (it had been 4) to ride in a booster seat. After months of hard work, the bill passed the Wisconsin Legislature and was signed into law in February 2006.

“I have seen way too many injuries to kids that could have been avoided,” says Nan Peterson, RN, who also coordinates the Madison Area Safe Kids Coalition. “This new booster seat law will prevent more injuries than anything we can do in the hospital.”
Twelve-year-old Charlie Thole of Orfordville, Wisconsin, is happy to be alive; he eagerly awaits resuming contact sports in spring 2007.
Tyler is a miracle baby

Tyler Hall of Baraboo, Wisconsin, is a healthy and growing toddler. No one would know it today, but his life was literally hanging in the balance for several days.

Born in April 2006 in Sauk City, Wisconsin and transferred to Madison four days later, Tyler was ultimately diagnosed with life-threatening heart failure resulting from a very rare genetic disorder that substantially inhibits the body’s ability to use fat as a fuel.

“MCAD deficiency is a rare disorder that is diagnosed in about one in 15,000 children,” says Greg Rice, MD, a pediatric genetics specialist at the UW’s Waisman Center. Most babies diagnosed with MCAD deficiency present after 2 to 3 months of age and do not go into crisis before treatment begins.

“What put Tyler in such great jeopardy, however,” Rice says, “was his presentation of MCAD deficiency just three days after birth. As a result, the accumulation of un-metabolized fat was causing his heart to fail. In the dozen or so cases such as Tyler’s we know of, most of the infants did not survive.”

“To go from almost losing him to having a healthy baby, we just see him as a miracle in our eyes.”

—Heather Hall, Tyler’s Mom

During those first few weeks, it frequently appeared as if Tyler might suffer this horrible fate. “We were talking about funeral arrangements,” says his mom, Heather. “To go from almost losing him to having a healthy baby, we just see him as a miracle in our eyes.”

Essential to getting Tyler on the road to recovery at UW was a heart-lung bypass machine known as ECMO, or extracorporeal membrane oxygenation.

“Use of the ECMO circuit allowed Tyler’s heart and lungs a chance to heal during a very critical period,” says Tom Brazelton, MD, medical director of UW Children’s Hospital’s Pediatric ECMO Service. “ECMO is essentially a partial heart-and-lung bypass machine that allows us to support the vital functions of the heart and lungs in dying infants and children.

“Fortunately,” Brazelton says, “ECMO bought us enough time to assess Tyler’s condition and get him stabilized in time for him to make a recovery. Once we confirmed that he was suffering from MCAD deficiency, we were able to give him the nutrition he needed to help clear his body of un-metabolized fat.”

At one month old, Tyler was healthy enough to go home. He celebrates his first birthday on April 11, 2007 with an outlook for a long and healthy life.

Mannequin helps train tomorrow’s caregivers

Training tomorrow’s health care providers happens every day at academic medical centers such as UW Children’s Hospital.

Among the more innovative teaching tools is a baby mannequin that simulates an infant’s breathing and heart activity. Known as SimBaby™ and manufactured by Laerdal, the mannequin allows residents, medical students, respiratory therapists, nursing staff and pharmacists to practice high-risk resuscitation without risk to a real patient during training.

“With the mannequin, we can ensure that everyone on staff gets trained for emergency situations,” says Scott Hagen, MD, a UW pediatric critical care specialist. “We are no longer hostage to the unpredictable timing of real emergencies to be sure that every student experiences this kind of intensity.”
Jason and Heather Hall are smiling a lot these days because their little son Tyler is alive and doing fine.
More than $500,000 raised during
Cure Kids Cancer Radiothon

If ever there are three words that should never go together, they are “kids with cancer.” Listeners to Madison’s Z104 morning team of Connie and Fish apparently agree wholeheartedly, as they pledged an incredible $512,000 during the 2nd Annual three-day, 39-hour Cure Kids Cancer Radiothon held in May 2006.

Fueled by Connie and Fish’s amazing stamina and ability to touch radio listeners through more than 40 emotional interviews with childhood cancer patients and families, the Radiothon succeeded on several fronts.

“First,” says UW Children’s Hospital Vice President David Berry, “this is one of the few chances we have for the public to learn how a family’s life gets turned upside down when their child is diagnosed with cancer. Second, people can hear about the incredible advances being made in fighting cancer right here in Madison. Third, the proceeds we raise allow us to enhance our cancer care facilities, family support programs and pediatric cancer research efforts—with every dollar staying at our hospital.”

“I remember crying my eyes out listening to the first Radiothon before Nick was diagnosed. Now, they are taking care of my kid.”

—Tracy Dunwald, Nick’s mom

Jeff Tyler, Clear Channel Madison Vice President and Market Manager, says that his group of six radio stations is very selective with respect to supporting local charities. “Devoting three full days of airtime on Madison’s number one radio station is not something we can do for many causes,” Tyler says. “In this case, however, we jumped at the chance knowing that the proceeds stay local and how the kids respond so well to Connie and Fish.”

“I remember crying my eyes out listening to the first Radiothon (in May 2005) before Nick was diagnosed,” Tracy says. “Now, they are taking care of my kid and I could not be more grateful.”

“Madison’s response is just awesome.”

Having raised nearly $1 million in just two years, the Z104 Connie and Fish Cure Kids Cancer Radiothon has made quite an impression both locally and nationally.

“The team effort between Z104 and UW Children’s Hospital makes for one of the most awesome Radiothons I have seen,” says Jim Littrell, Radiothon director for the 85-member Cure Kids Cancer Coalition of children’s hospitals. “Connie and Fish are so passionate about these kids, and the families that are willing to share their cancer battles on the air are incredibly courageous. Most listeners cannot turn off the radio, and many are so moved that they cannot help but make a pledge.”

During the Radiothon, Connie and Fish interviewed nearly 40 childhood cancer survivors as well as listeners who were motivated to collect donations.
Diagnosed with bone cancer in late 2005, Nick (Rehberg) Dunwald, 14, of Oregon, Wisconsin, captured listeners’ hearts with his story during the 2006 Cure Kids Cancer Radiothon.
When it comes to putting smiles on the faces of hospitalized children, the members of Madison Fire Fighters Local 311 could write a book.

The story begins more than 40 years ago, when “Santa Claus”—known most of the year as Madison Fire Fighter Dick “Lindy” Lindauer—began visiting children at Madison Area hospitals each year at Christmas. To this day, “Lindy”—now 69 and retired, but still a beloved Santa—lands at UW Children’s Hospital’s via Med Flight helicopter with gifts in hand purchased by Local 311.

Having lost his 15-year-old daughter, Mary Jean, to leukemia in 1978, “Lindy” has a special place in his heart for hospitalized children. His fellow fire fighters share that affection, playing the role of Santa’s elves.

“They rally to Lindy’s side because they see the kids’ eyes light up,” says Mary Kaminski, Director of Patient and Family Services. “Now, the other fire fighters fight over who gets to accompany Santa to the hospital each year.”

“When families say their weekend at Great Wolf meant more than going to Disney World, we know the program is a success.”

—Tim Healy, Retired Vice President, Local 311

Once Santa returns to the North Pole, Local 311 keeps the smiles coming all year long through another program that enables qualifying patients and their families to spend a weekend at the popular Great Wolf Lodge waterpark resort in Wisconsin Dells.

“Several years ago, another of our members, Ron Hettinger, lost his 6-year-old son, Bradley, to leukemia,” recalls retired Local 311 Vice President Tim Healy. “Before Bradley died, the family had an incredible weekend at Great Wolf, so we thought this would be a wonderful thing to keep going for other families whose kids are hospitalized at UW. After we proposed this to Great Wolf Resorts, they agreed and decided to share the cost of the program with us.”

Healy says there is something very fulfilling about helping children and families who have gone through difficult times.

“Being hospitalized is very wearing and tearing, not just on the child, but on the whole family,” Healy says. “When families say their weekend at Great Wolf meant more to them than going to Disney World, we know the program is a success.”

Local 311’s partnership with UW Children’s Hospital has only strengthened over time, as demonstrated by the union’s $50,000 pledge to help build the Teen Lounge in the new American Family Children’s Hospital.

“This gift will be a true legacy of Local 311’s support for our patients and families,” Kaminski says.

CowParade yields lots of “moolah”

From June through October 2006, Greater Madison was transformed into a herd of happiness, as more than 100 life-size fiberglass cows decorated by local artists brought smiles to the faces of thousands of residents and tourists. Sponsored by the Wisconsin Milk Marketing Board, CowParade Wisconsin 2006 was an incredibly successful art initiative that helped celebrate Wisconsin’s dairy heritage. CowParade culminated last November, when 89 cows yielded approximately $370,000 for the American Family Children’s Hospital and another $8,000 for other local charities during an auction hosted by Friends of UW Hospital and Clinics. Madison was the 43rd city worldwide to hold a CowParade since its 1999 debut in Chicago.
UW Children’s Hospital patient Alphonso Carter, 15, of Sun Prairie (left), was chosen to enjoy a weekend at Great Wolf Lodge with his family in 2006. At right is Madison Fire Fighter Adrian Smith, a member of Local 311’s Executive Board.
Eleven-year-old Zach Fairchild had been listening to the Z104 Cure Kids Cancer Radiothon in May 2006 (see page 6) when he suddenly had an idea. “I was hearing these stories about children’s cancer and thought I could help out,” recalls Zach, now a sixth grader at Prairie View Middle School in Sun Prairie, Wisconsin. “As it turns out, I had just won a bike after being named Grand Rodeo champion in 5th grade. I didn’t really need another bike, so I organized a contest that raised $375 for the hospital and gave away the new bike as the grand prize.”

Such enterprising creativity and generosity embodies the spirit of “Rise Up for Kids,” which provides philanthropic opportunities for kids, tweens and teens interested in helping patients at UW Children’s Hospital. Rise Up—as it is known for short—empowers individuals and schools in planning their fundraising efforts.

Groups of two to 200 can come together and donate to various funds, including Cure Kids Cancer, Child Life, Patient and Family Services, and the American Family Children’s Hospital.

“Be it sponsoring a Penny War (spare change collection) or Caps for a Cure (charging students $1 to wear a hat to school), the possibilities for involvement are truly endless,” says Rise Up Coordinator Kylee Carolfi. “When the idea comes directly from an individual such as Zach, it inspires others to rise to philanthropic endeavors.”

“No matter how old you are, you can make a big difference... I am so proud of Zach.”

—Lori Schultz, principal at Zach’s school

Among the patients that inspired Zach during the Radiothon was Kristina Schultz, 9, a leukemia survivor who underwent a bone marrow transplant in 2005.

“I am so proud of Zach,” says Kristina’s mom, Lori, who also happens to be the principal at Royal Oaks Elementary in Sun Prairie, the school Zach attended before moving on to middle school. “Kristina and I feel his efforts are truly awesome. It shows no matter how old you are, you can make a big difference.

Generously supported by funding from Kohl’s Department Stores, Rise Up for Kids welcomes the chance to share more information about the program and UW Children’s Hospital with any kid, tween, teen, parent, principal, teacher or other school district representative.

“We are happy to provide more information about Rise Up, and if possible, arrange an in-person visit to any classroom or school assembly,” says Carolfi, who can be reached at (608) 890-9308 or by e-mail at kcarolfi@uwhealth.org. More information is also available at upforkids.org.

Keeping an eye on the siblings

For parents, having a hospitalized child can be stressful enough without wondering how to occupy their other kids. Supported by Premiere Martial Arts’ Kick Up for Kids event, the Sibling Care Program offers families supervised care for a patient’s brothers or sisters. Accordingly, moms and dads can focus their energies on their hospitalized child, knowing that the siblings are in good hands.

Even more promising is a new Sibling Care Center—Tyler’s Place—that will be part of the new American Family Children’s Hospital. More information about Tyler’s Place can be found by visiting tylersplace.org.
Zach Fairchild, 11 (right), raised $375 for UW Children’s Hospital after being inspired by patients such as Kristina Schultz, 9 (left). Kristina’s Mom, Lori, is pictured in the middle.
Associates from Kohl’s Department Stores presented a check for $123,361 in October 2006. The funds, which come from sales of Kohl’s Cares for Kids gift items, will help build the Kohl’s Safety Center in the American Family Children’s Hospital.

An annual day-long piano recital, Key Up for Kids yielded more than $12,000 for UW Children’s Hospital’s Child Life Program in 2006. Sponsored by Madison Area Friends of Piano, the event attracts 400 piano students who perform at Madison’s Hilldale Mall.

Gear Up for Kids, a family-friendly bicycling event sponsored by UW Children’s Hospital, attracted 650 participants at Wisconsin. More than $35,000 was raised as riders of all ages enjoyed the bike outing. This year’s Gear Up for Kids is scheduled for June 9, 2007.

Event Highlights

Launched in 2006, Copper for Kids turns scrap copper wire from hospital construction projects into thousands of dollars for the American Family Children’s Hospital. Here, electricians Dan Smith and Rene Oetzman pull old wire that will be salvaged.
Kick Up for Kids, an annual fundraising event sponsored by Premier Martial Arts, has raised more than $225,000 over the past six years. Each year, karate students collect pledges based on how many kicks they can throw within 15 seconds.

Associates from Kohl's Department Stores presented a check for $123,361 in October 2006. The funds, which come from sales of Kohl's Cares for Kids® gift items, will help build the Kohl's Safety Center in the American Family Children's Hospital.

Gear Up for Kids, a family-friendly bicycling event sponsored by UW Children's Hospital, attracted 650 participants at the 2006 event held in Fitchburg, Wisconsin. More than $35,000 was raised as riders of all ages enjoyed the bike outing. This year's Gear Up for Kids is scheduled for June 9, 2007.

More than 1,000 patients and family members attended the 2006 “Picnic in the Park” at Madison’s Elver Park. Sponsored since 2001 by the Russ Darrow Group, the picnic provides a highly anticipated afternoon for patients, families and staff to have fun in the sun—away from the hospital.
his is going to be an amazing community resource,” says Donna Sollenberger, as she looks out over what will soon be the American Family Children’s Hospital. With its grand opening scheduled for late July, and patient occupancy in August, the UW Hospital and Clinics president and CEO can barely conceal her excitement.

“There are days where I just have to pinch myself and make sure it is not all a dream,” she says. “Ten years ago, if you would have said Madison would see its very own state-of-the-art children’s hospital, no one would have believed it.”

Seeing, of course, is believing, and the six-story facility now approaching the end of construction offers countless improvements for several stakeholders:

- Patients and families will find that the hospital experience will be far more comforting. The entire look and feel of the hospital will be colorful and child-friendly. Patient rooms will double in size, while amenities such as playrooms and sleep spaces will help families feel more at home.
- Anyone with children—whether they use the hospital or not—will appreciate the peace of mind knowing that the very best pediatric care and facility are right here in our backyard.
- Researchers looking to cure children’s diseases will be even more attracted to come to the University of Wisconsin because of this impressive facility.

Of course, none of this would be possible without the very generous $0 million lead gift from American Family Insurance and the additional $3 million in additional corporate and individual gifts needed before the doors can open.

“With so many worthy causes in town,” says Madison developer John Flad, chair of the UW Children’s Hospital Advisory Board. “we are truly overwhelmed by the generous response of this community to make the dream of this hospital come true. We are making great headway, but we still need more people to consider what we believe is no finer gift for children.”

Knowing the intensity of interest in the American Family Children’s Hospital, a community-wide open house is being planned for late summer 2007. More details about the event will be publicly advertised; however in the meantime, questions can be directed by e-mail to Beth Pinkerton at epinkerton@uwhealth.org or by phone at (608) 261-1707.

Your named tile can shape the way

Imagine having your name as a permanent fixture in the new American Family Children’s Hospital. Similar to brick or tile campaigns that support the construction of new hospitals, convention centers or other community facilities, Shape the Way offers you or your organization the opportunity to put your name on a shaped tile that will adorn the hallways in the new hospital.

Shape the Way tiles, which are available for a $100, $500 or $1,000 gift, can be purchased online by visiting nofinergift.org/shapetheway, or by calling (608) 262-7665.
The American Family Children’s Hospital, which opens in August 2007, will marry a first-class clinical facility to a world-class research university—something unseen anywhere in the region.
Leadership

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President and CEO
UW Hospital and Clinics and
UW Children's Hospital

Ellen Wald, MD
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University of Wisconsin Children's Hospital would like to thank all donors who help us care for patients and their families. Whether a gift supports our programs or helps us build the American Family Children's Hospital, every dollar means a lot when it comes to providing world-class care to children in a close-to-home setting.

Donors listed on the following pages have made a gift of at least $100 during the period between October 1, 2005 and September 30, 2006.

We apologize in advance if there are any errors in this list. If your name is incorrect, please contact Kay Burns at (608) 265-6433 or kay.burns@uwfoundation.wisc.edu.

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