



Children's
Wisconsin

Kids deserve the best.



Children's Wisconsin Foundation Annual Report

Your 2023 Impact on Kids



Empowering kids and families toward a brighter future

2023 was another year of remarkable accomplishments at Children's Wisconsin. We owe this to you, our invaluable philanthropists, volunteers and advocates who were with us every step of the way. Together, we are delivering on a holistic definition of health to include kids' physical, social and mental well-being, working to **eradicate disease and innovate health care, empower families to build strong communities, and create solutions for mental and behavioral health.**

The Children's Wisconsin story started 130 years ago in a rented house on Brady Street in Milwaukee — a dream brought to life by seven women volunteers and philanthropists who thought kids deserved a different kind of care and a pastor who found kids safe and loving homes. With incredible community support from people like you, Children's Wisconsin has grown into a top-ranked pediatric health care system and the largest social services agency in the state — and we are immensely proud to have more than 6.5 million annual connections with kids and families. With your partnership, we are making a real difference to help kids live their fullest lives possible.

We are grateful for our **philanthropists** who fuel cutting-edge research to improve care and pursue cures for diseases, those who fund programs to promote prevention and early intervention in our primary care offices and other spaces where we meet kids, and those who sustain wraparound services to set families on the road to healing and thriving.

We are grateful for our **volunteers** who give of their time and talents, and for our **advocates** who give voice to the more than one million kids and teens in our state.

To be clear, we faced external obstacles. But your belief in our mission and the desire to continue offering innovative care at the bedside and in the community allowed us to raise more than \$42 million last year. We are humbled by your support. Thank you for your heartfelt investment to make Wisconsin's kids the healthiest in the nation. **Now more than ever, we need partners like you by our side** to continue this work.

Every time you invest in the Children's Wisconsin mission of care, advocacy, research and education, you provide brighter futures for Wisconsin's kids and families!

With profound gratitude,



Meg Brzyski Nelson
President, Children's Wisconsin Foundation

P.S. We'd love to hear your ideas and feedback. Connect with us at foundation@childrenswi.org.



Physical Health

Eradicating disease and
innovating health care

By discovering better ways to prevent, treat and eliminate childhood diseases, we not only help today's young patients — we impact the health of future generations by training the next generation of clinicians and scientists. Following are a few highlights of how Children's Wisconsin delivered leading-edge care in 2023, all fueled by generous philanthropic support.

Changing the way sickle cell disease is treated

Like all kids who have sickle cell disease, 9-year-old Robbi doesn't know when the pain will start, how long it will last or how bad it will get. Too often, the pain will get so bad that she knows her mom will have to bring her to the emergency department. Her pain episodes are related to Hemoglobin SC disease, a form of sickle cell disease. This genetic disorder worsens with age and can lead to organ damage and premature death.

The MACC Fund Center for Cancer and Blood Disorders at Children's Wisconsin cares for more than 400 kids with sickle cell disease each year — more than anywhere else in Wisconsin.

As the largest pediatric sickle cell program in the state, Children's Wisconsin providers and researchers are helping lead the way to improve care in emergency departments nationwide. Amanda Brandow, DO, MS, pediatric hematologist-oncologist in the MACC Fund Center and director of the Sickle Cell Disease Program and Research Program at Children's Wisconsin and the Medical College of Wisconsin, and her team, have implemented protocols to ensure children with sickle cell disease receive prompt pain relief within minutes of arrival at the Children's Wisconsin Emergency Department and Trauma Center.

Dr. Brandow and her team are working to share these protocols on a national scale, addressing delays in pain relief often attributed to the lack of existing procedures and stigma surrounding the disease.

Even with medication, kids like Robbi can continue to experience high levels of pain, and they're admitted to the hospital once they reach a certain number of pain medication doses. After several hospitalizations, Robbi and her mother Cierra were introduced to a clinical trial examining the effect of intravenous arginine treatment, which has the potential to make sickle cell pain shorter or less severe. Robbi is one of 12 children who have joined the trial since Children's Wisconsin became one of ten active study sites in 2021. By participating in this trial, Robbi represents hope for improved care and awareness for black and brown children affected by sickle cell disease.

In addition to treating pain and improving care, we continue to conduct research and participate in projects in collaboration with the Centers for Disease Control and Prevention, the American Society of Hematology and others. Our goal is to better understand the disease, pursue better treatments and reduce complications.



Cierra and Robbi

Increasing access to care

Appleton Clinic. We're thrilled that our new Appleton Clinic opened in March 2023 and is serving thousands of families in Northeast and Central Wisconsin, as well as Michigan's Upper Peninsula. This clinic, which includes 24 pediatric specialties, imaging, lab services and the Fox Valley Child Advocacy Center, advances our commitment to bringing care closer to home for the kids and families we serve. With specialty care available in the community, outpatient appointments require a shorter break from routine. Kids can stay on track academically when their health is already creating challenges and parents maintain continuity in employment and other parenting duties. Most importantly, care closer to home means families can spend more time just being families! In 2023, our new facility allowed us to see almost 12,000 kids living in the region, which represents a 38 percent increase in the kids we were able to serve.

Forest Home Clinic. Anahi was worried about her 5-year-old daughter Aracely's swelling cheek and complaints of pain. They drove all over Milwaukee for an entire week trying to find some relief. It wasn't until she arrived at urgent care in the Children's Wisconsin Forest Home Clinic that Anahi could relax. With a dental program integrated into our Forest Home Clinic, Aracely was quickly able to see a dentist and have her tooth removed. The care team then established a plan to address a few other cavities that needed treatment.

Since the Forest Home Clinic opened in June 2022, it has increased access and made care more convenient for families on Milwaukee's south side, a historically underserved community where approximately 35,000 kids live. The 18,000-square-foot clinic offers integration of services, including primary and urgent care, dental, dermatology, family and child mental and behavioral health, imaging, neurology, pulmonary medicine, speech therapy, and surgery and post-surgery appointments.

The impact of this new location has been significant. During its first year alone, the clinic saw almost 28,000 visits, the primary care office welcomed 1,476 new patient visits and urgent care completed 15,819 visits. The dental team, operating one of four Children's Wisconsin dental clinic locations in the region, completed 5,967 visits and over 28,000 procedures — exceeding our predictions — and 3,600 children established their dental home at Forest Home. In 2023, there was an eight percent decrease in dental-related emergency room visits from children living on Milwaukee's south side.



Physical Health by the numbers

- Our Level I Emergency Department and Trauma Center is open 365 days a year, 24 hours a day, and sees on average **75,000 visits a year.**
- Our Pediatric Intensive Care Units received more than 3,000 critically ill or injured children and our Neonatal Intensive Care Unit (NICU) — the state's first and largest Level IV NICU — **cared for over 800 premature and critically ill newborns** from across the state, saving lives and significantly improving health outcomes.
- Our Diabetes Program, one of the largest in the country, **cares for nearly 2,000 children** with diabetes and their families annually. In addition, our team at the Max McGee National Research Center for Juvenile Diabetes conducts groundbreaking research to better understand what causes the disease and test new options for treatment and prevention.
- The Herma Heart Institute teams see more than 12,000 patient visits annually. Over the last 50 years, they have performed nearly 22,000 surgeries and achieved a **97 percent survival rate for all procedures.**
- The MACC Fund Center treats **more than 3,000 kids annually.** Last year alone, they enrolled 302 patients in clinical trials.

New Netflix docuseries features Children's Wisconsin

The Netflix docuseries *Big Vape: The Rise and Fall of Juul*, released in October 2023, highlights the important role Children's Wisconsin played in 2019 when providers identified a cluster of patients with severe lung injury whose only common connection was vaping. Children's Wisconsin warned the community of its potential dangers, which started a process by the CDC that identified hundreds of similar cases across the country. Lynn D'Andrea, MD, medical director of pulmonary services at Children's Wisconsin, is featured in episode four.



75,000

visits each year to our
Level I Emergency
Department and
Trauma Center



800+

premature and
critically ill newborns
cared for in the
NICU in 2023



12,000

visits each year to the
Herma Heart Institute



302

patients in clinical
trials at the MACC
Fund Center in 2023



Social Health

Empowering families to build strong communities

To produce the best outcomes for kids, we must ensure that kids and families have the resources they need to become self-sufficient and thrive. This simply can't be done without philanthropic support. Following are just a few of the ways we worked to meet our community's needs in 2023.

Triple P: The power of personal connections and tried-and-true programs

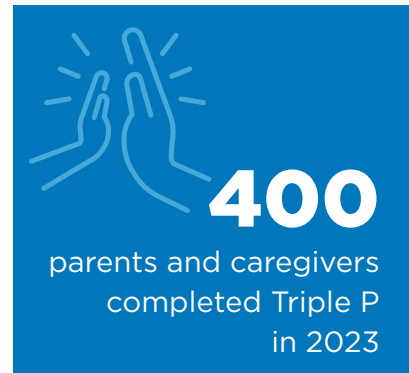
Like all parents from time to time, Sasha and Jose were facing parenting challenges. They were unsure of how to best help their son Thiago, but thankfully a friend recommended the parenting resources at Children's Wisconsin.

The Positive Parenting Program (Triple P) is an evidence-based, international program offered by specialists at Children's Wisconsin. Triple P uses group-based events and one-on-one coaching to support families on their parenting journey.

Sasha and Jose met with Nelly, a parent and community education specialist at Children's Wisconsin, for a month. In their weekly meetings, Nelly used Triple P to help Sasha and Jose develop skills to address their unique challenges. The family noticed significant improvements in Thiago's home and school life immediately.

"Nelly helped us understand how to effectively communicate with Thiago. It's great knowing that if we have parenting challenges in the future, we have the Triple P team at Children's Wisconsin."

In 2023, nearly 400 parents and caregivers completed Triple P and learned better ways to manage behavior. Of them, 95 percent reported their intention to introduce learnings in their day-to-day lives.



The Nourishing Partners Program: removing barriers to health

The Children's Wisconsin Nourishing Partners Program was conceived by Michael Levas, Megan Sheble, Jacqueline Whelan, Sarah Goldman and Madeline Winn in 2016 to combat food insecurities. They sprang into action after conducting a study, which found that about half of all the kids coming to the Milwaukee Hospital's Emergency Department and Trauma Center (EDTC), were food-insecure.

Now, when a family comes into the EDTC, parents are asked about their access to healthy food. When the answers suggest food insecurity, a note is added to the child's health record and triggers an alert to the medical team. The family is given a \$15 meal card for the Children's Wisconsin cafeteria or cafes and information about food resources in Milwaukee County. Families are then contacted by a referral specialist from the Children's Wisconsin Daniel M. Soref Family Resource Center, who helps connect families to various community resources and organizations.

To date, the Daniel M. Soref Family Resource Center has received more than 5,400 referrals from the EDTC. That includes about 1,000 instances when staff have helped families connect to a food pantry or similar resource to address their basic food needs.

By helping families address their social needs, this multidisciplinary team — in partnership with community resources and organizations — removes barriers to health. This leads to improved health outcomes, better engagement with preventive care services, and happier, healthier families.

The Nourishing Partners Program is fully funded by philanthropy. Since its inception, the program has received 141 gifts, nearing \$365,000.

The Children's Wisconsin Nourishing Partners Program was recognized in December 2022 with a *BizTimes Milwaukee's* Notable Heroes in Health Care award, which acknowledges individuals and teams in health care who are making a difference in the lives of kids and families.

From left to right:

- Michael Levas, MD, emergency medicine physician
- Jacqueline Whelan, MN, RN, CNL, vice president, Quality and Analytics, CHORUS Community Health Plans
- Madeline Winn, PAC, emergency medicine physician assistant
- Sarah Goldman, MSW, APSW, Comprehensive Care Services manager and manager of the Daniel M. Soref Family Resource Center
- Megan Sheble, senior project manager, Health Management



Social Health by the numbers:

- Every year in Wisconsin, there are, on average, 3 maltreatment reports through Child Protective Services per every 100 children. In our Child Advocacy Centers across the state, **6,253 kids** who were suspected victims of abuse or neglect received comprehensive care, minimizing trauma and improving overall health outcomes.
- **Nearly 100,000 people** — students, parents, teachers and counselors in over 350 public and private schools across Wisconsin — benefited from our eHealth program — free online courses and resources designed to promote healthy habits among students.
- Project Ujima served 1,500+ victims of violence and family members, resulting in **over 10,000 hours of direct service** support and intervention services. The average child is involved with Project Ujima for 15 months.
 - **130 youth** victims of firearm violence and their families received immediate care.
 - **200+ families** were connected to basic needs resources like clothing, food, housing and employment.
 - **500+ families** received information on mental health and were connected to accessible, long-term mental health care.
 - **250+ kids** and family members felt more empowered after attending family events, support groups and summer camp.



6,253

suspected victims of
abuse or neglect received
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**nearly
100,000**

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by Project Ujima



10,000+

hours of direct support
from Project Ujima



Mental Health

Creating solutions to address the pediatric mental health crisis

Thanks to generous philanthropic support, Children's Wisconsin is well on its way to leading the nation with a groundbreaking mental and behavioral health care model for kids and teens in Wisconsin and beyond. The Children's Wisconsin Mental and Behavioral Health (MBH) program works to detect problems sooner, increase access to services, reduce the stigma surrounding mental illness, and advance research and education. Following are a few milestones.

Inaugural Craig Yabuki Chair for Mental and Behavioral Health Research joins Children's Wisconsin

In April 2023, Michael S. Gaffrey, PhD, was appointed as director of mental and behavioral health research and the Craig Yabuki Chair for Mental and Behavioral Health Research at Children's Wisconsin. This chair is supported by The Yabuki Family Foundation in honor of Jeff Yabuki's brother, Craig, who died by suicide. Dr. Gaffrey joined us in July 2023, and also holds the position of associate professor, Division of Pediatric Psychology and Developmental Medicine at the Medical College of Wisconsin.

Dr. Gaffrey will elevate mental and behavioral health research across the Children's Wisconsin health system — partnering with faculty and clinicians already engaged in this research — and evaluate our programs, including the Craig Yabuki Mental Health Walk-In Clinic and the Integrated Mental and Behavioral Health program currently in our primary care offices, urgent care clinics and the Emergency Department and Trauma Center in our Milwaukee Hospital. He will also lead the recruitment of the Lynn S. Nicholas Endowed Chair in Suicide Prevention.

"Our kids and families are in crisis. I'm excited to blaze trails in what mental and behavioral health will look like over time and find synergies with the great work already happening here. Children's Wisconsin is the right place and it's the right time to be doing this work," said Dr. Gaffrey.



Dr. Gaffrey



Mental and behavioral health: a priority in our new Emergency Department and Trauma Center

In October 2023, the new Skywalk Building opened at the Children's Wisconsin Milwaukee Hospital, featuring a new Emergency Department and Trauma Center (EDTC). Thanks in part to generous funding by Ladish Co. Foundation, United Healthcare, the Jerry and Becky Jendusa family, and the Gino and Leanne Fazzari family, the new Skywalk Building was designed to help families access the EDTC more quickly and easily in times of need. Funding also allowed for much-needed expansion of mental and behavioral health services.

According to the Children's Hospital Association's Pediatric Health Information System, suicide attempts, ideation and self-injury have become the most common mental health conditions seen in pediatric hospitals' emergency departments nationwide. The statistics are staggering: approximately 2 million adolescents attempt suicide each year.

We are working to prevent issues from becoming a crisis, treating kids with urgent mental health needs at the Craig Yabuki Mental Health Walk-In Clinic and screening all kids ages 10 and older entering the EDTC, no matter the reason, for suicidal thoughts and ideation. Without vital screening, these concerns may have gone undetected and lives may have been lost.



Mental Health by the numbers

Whether families receive mental health services through routine checkups or while in crisis, our Integrated Mental and Behavioral Health program works to increase access and provide immediate support. The stats below reflect how ongoing generosity has profoundly impacted the lives of so many kids and families.

During routine checkups:

- Now staffed across all 20 of the Children's Wisconsin **primary care clinics**, our pediatricians and behavioral health consultants (BHCs) focus on prevention, working side by side to detect problems before they become a crisis. In 2023, our BHCs:
 - Had **33,767 connections** with kids and families
 - Served **20,610 unique patients**
- We also screen for mental and behavioral health concerns in one of our **urgent care locations**, where roughly 8.5 percent of kids ages 10 and older screen positive. Of those, 2.1 percent are acutely positive and need immediate care. Often, parents didn't know their kids were struggling. Plans for screening across all six urgent care locations are underway. In 2023, our urgent care mental and behavioral health consultants:
 - Had **616 connections** with kids and families
 - Served **584 unique patients**

While in crisis:

- We are transforming infrastructure and adding unique entry points to better serve kids experiencing a mental health crisis. The first of its kind in the region, the **Craig Yabuki Mental Health Walk-In Clinic** fills a critical gap in care. Whether a Children's Wisconsin patient or not, children and teens ages 5-18 accompanied by a guardian can receive immediate care, with no appointment or referral required. In 2023, we served:
 - **1,010 kids and teens**
 - Families traveling as far as 300 miles seeking our services
- Additionally, all kids ages 10 and older entering the EDTC, no matter the reason, are screened for suicidal thoughts and ideation. In 2023, **we screened 13,937 kids**, of which 2,147 (15.4 percent) screened positive.



33,767

BHC connections with kids and families in primary care



616

BHC connections with kids and families in urgent care



1,010

kids and teens served by the Craig Yabuki Mental Health Walk-In Clinic



13,937

kids screened for suicidal thoughts in the EDTC

Philanthropic highlights

Philanthropy uplifts people and communities alike, and inspires compassion, empathy and collective action. At Children's Wisconsin, we are humbled by those who contribute financially to improve the health of kids and families throughout the state. We are excited for the possibilities that, together, all of us will continue to unlock. We would like to highlight the following philanthropic leaders:



Physical Health

- Following nearly \$2 million in private donations inspired by the Delta Dental of Wisconsin Foundation's Healthy Smiles Healthy Kids Challenge, the Children's Wisconsin Dental Program received \$4.8 million in **state funding** to expand and redesign our Milwaukee Hospital campus' dental location. This private/public partnership supports a much-needed increase in access to dental care for kids eligible for Medicaid and those with disabilities and medical complexities. The new space will add six more exam chairs to the existing 13 and offer improved accommodations to deliver special care dentistry. Additional space will also allow us to expand our pediatric dental residency and other programs.
- The **Ed and Nancy Reinhart Hengel Family Foundation** donated \$1 million to support our pediatric rheumatology program. Funds were added to The D. B. and Marjorie Reinhart Chair in Pediatric Rheumatology, led by chairholder Calvin Williams, MD, PhD. Funds generated by this endowed chair have been central to program growth, most recently in the areas of clinical care, subspecialty education and translational research.
- **Andrew Herrington-Gilmore and Lauren Giannini** established The Gilmore Family Foundation in the summer of 2022 for a very personal reason. Their two children were diagnosed with two different — and severe — rare diseases. Their first "A Night Out" event, held in April 2023, raised \$262,000 and all proceeds were donated to support the Children's Wisconsin Undiagnosed and Rare Disease Program.

Social Health

- **Miron Construction, Inc.**, pledged \$500,000 to Children's Wisconsin to be used for statewide community services that include Child Advocacy Centers (CACs), Home Visiting and Child and Family Counseling, and the **Nast Family Foundation** committed \$200,000 for the Milwaukee CAC to support anti-human trafficking efforts.
- Across Wisconsin, there are 15 CACs. Children's Wisconsin operates seven of them and provides medical services in three others. CACs are safe, child-friendly environments that provide immediate access to services for children who are disclosing their experiences with sexual, physical and emotional abuse, neglect, drug endangerment, human trafficking and violence. Multidisciplinary teams provide compassionate, trauma-informed care to minimize trauma, break the cycle of abuse, and help kids and their families find a path to safety and healing.
- Home visitors offer routine screening for child development and maternal depression, provide education of healthy childhood growth and development, offer support to strengthen nurturing parent-child relationships and much more.
- Our child and family counseling program is there to reduce stress and conflict, improve parenting skills and strengthen family ties. Individual and family counseling is available for children and adolescents in cities across Wisconsin.
- **The Harley-Davidson Foundation** continued to partner with Children's Wisconsin with a \$500,000 donation to support a full-time registered nurse at Milwaukee Public Schools' Bethune Academy and a community health advocate on Milwaukee's near west side. Kids in the selected communities face daunting environmental and social challenges to their overall well-being. This coordinated, complementary approach allows us to care for kids where they live, learn and play, and help improve their health and academic outcomes.



We provide many programs and services at no cost. Since they are not reimbursable, our philanthropic partners play an essential role in ensuring our kids and families receive the care they need during vulnerable times.

Mental Health

- **Kohl's** made a \$3 million donation to support the opening of three additional pediatric mental health walk-in clinics in Wisconsin. Like the Craig Yabuki Mental Health Walk-In Clinic on the Children's Wisconsin Milwaukee campus, these walk-in clinics will provide immediate mental health support to kids 5-18 years old and connect them to long-term resources, either through Children's Wisconsin or in the community. The Craig Yabuki Mental Health Walk-In Clinic, the only one of its kind in the state, opened in March 2022 and has supported nearly 1,800 kids. Families have traveled as far as 300 miles seeking these services. The first off-campus clinic supported by Kohl's is located in the Children's Wisconsin Kenosha Clinic and opened in February 2024. The two other locations will be determined based on need and capacity and will open in the next two years.



Immediate Impact for Kids:

Special philanthropic highlight

We are profoundly grateful to the **Nicholas Family Foundation**, who donated \$2 million to Immediate Impact for Kids. Gifts to Immediate Impact for Kids are put to use immediately to fuel the most pressing needs of the Children's Wisconsin mission of care, advocacy, research and education. For instance, these philanthropic dollars allow us to:

- Fund programs and services that wrap around kids and families but are not reimbursed
- Give clinical teams the opportunity to invest in emerging equipment needs
- Invest in research to drive innovation and shape the future of pediatric health care
- Provide our health system the flexibility to add staff to meet increased patient volumes as needed



Coming together for a common cause

Galvanizing the community's
philanthropy, volunteerism
and advocacy

Broad community support

We are so grateful to all of the supporters who included Children's Wisconsin in their families' annual charitable giving in 2023. All individual gifts add up for a powerful impact:

- We received **15,052** gifts from our generous community.
- Gifts came from **71** Wisconsin counties, **47** U.S. states, in addition to Puerto Rico and Washington, DC, and **6** different countries.
- **Five individual supporters** stepped forward to provide philanthropic funds for matching gift challenges to inspire other community members to support Children's Wisconsin. These matching gifts totaled more than \$650,000.



Corporate and national support

In 2023, we saw a **40 percent increase** in support from our corporate and national partners. Small and big companies alike supported the Children's Wisconsin mission through employee volunteerism, matching programs and sponsorships, and cash register round-up donations at stores like Costco, Walmart and many more.

A partnership with Walmart fueled by deep gratitude

Carey was 22 weeks pregnant when a cyst was spotted on her baby's neck during a routine ultrasound. Carey and her husband Nathan were referred to Children's Wisconsin, where their baby was diagnosed with lymphatic malformation — a rare but benign mass of abnormal lymph vessels. Carey and Nathan met with the ear, nose and throat (ENT) team, who reassured them that the medical team would be prepared to provide comprehensive care right after birth. Jaxson was born with a large cyst on his neck, but his vitals were good and he passed his newborn hearing test. After a few days of monitoring in the Children's Wisconsin Neonatal Intensive Care Unit, the family returned home. Jaxson has undergone 12 procedures to treat the malformations. Today, the family keeps an eye out for swelling, but for the most part, the condition doesn't impact Jaxson's life. He's a 10-year-old math whiz with a passion for baseball and wrestling, and he makes friends with everyone he meets — including his parents' Walmart co-workers.

Carey and Nathan are both managers at Walmart stores in Southeast Wisconsin. Their stores helped raise more than \$500,000 for Children's Wisconsin.



A robot is bringing fun to kids in our Milwaukee Hospital

Chris Hope, founder of the **Chris Hope Foundation**, contacted the Children's Wisconsin Foundation and asked to tour the Milwaukee Hospital. He was so moved and inspired after visiting the Kohl's Child Life Center that he donated the first Ohmni Telepresence Robot, a technology that allows young patients at the bedside or in isolation to feel like they are truly participating in fun events happening in the Kohl's Child Life Center or elsewhere. The Chris Hope Foundation, based in Memphis, TN, supports kids across the nation living with chronic illness.



We are also grateful for corporate volunteers who showed up last year in greater numbers to collaborate with our child life team and help make kids' hospital stays more manageable and even fun.

- Last summer, our child life team created a magical, State Fair experience in the Milwaukee Hospital. Our kids enjoyed wind-up pig races, carnival games, magical acts and fair foods, including the famous State Fair cream puffs. TRICOM, a local company, donated funds and employees gave their time to distribute the beloved treats.



- Dunkin' Donuts also contributed funds for the State Fair experience, and employees offered coffee and hot chocolate and provided entertainment during the Winter Carnival experience in December.
- American Transmission Company, headquartered in Wisconsin, brought their passion for STEM to our hospital walls. They donated funds for the Child Life's National STEM Day experience, and employees led activities that made science, technology and math fun and entertaining.



Planned giving: a legacy of generosity

When you include Children's Wisconsin in your estate plans, your generosity provides hope and healing to every child and family we serve. Planned gifts ensure Children's Wisconsin will have the best people and resources available to keep our kids and families healthy, happy and safe well into the future.

In 2023, many generous donors made meaningful gifts or commitments through their estate plans to ensure their support continues into the future. Here are a few of their stories:

- A husband and wife, inspired by the quality of care we provide, decided to make Children's Wisconsin a significant beneficiary of their IRA and investment accounts to support cancer care, community health and child well-being.
- A donor from Western Wisconsin who cares deeply about kids carefully vetted Children's Wisconsin and named our organization the primary beneficiary of his estate for unrestricted support.
- Grateful grandparents included a future gift in honor of the care their granddaughter received in our NICU.
- A donor who has long championed the importance of mental health in the community named Children's Wisconsin a significant beneficiary of her estate to support our work on mental and behavioral health.
- A retired mechanic and fitness enthusiast was inspired by our physicians and nurses and left a sizeable gift for training and research.
- A sports journalist, teacher, coach and author left a generous gift from his estate to support the care we provide to kids and families and for our research efforts.



Planned giving highlights

- 33 donors left estate gifts totaling over \$3 million
- 16 donors documented future estate commitments totaling almost \$9 million
- 259 donors, ranging in age from 36 to 102, are members of our Guardian Society. The Guardian Society celebrates those who have arranged a future gift to Children's Wisconsin through their financial or estate plans.



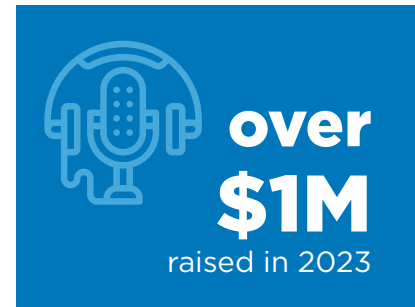
Learn more about how you can leave a legacy at plannedgiving.childrenswi.org.

Events that build community

Every year, 80-plus events are fueled by dedicated supporters gathering together to rally around our cause and raise funds for Children's Wisconsin. Thanks to their generosity, in 2023 we raised close to \$4 million, exceeding our fundraising targets. We are humbled by the community's dedication and generosity. Here are some of our highlights:

The 25th annual WKLH Miracle Marathon for Children's Wisconsin presented by Mars Family Foundation.

In 2023, we were thrilled to celebrate 25 years of this fabulous event, made possible by Dave Luczak and Dorene Michaels of The Morning 'KLH. On May 18 and 19, WKLH broadcast the 36-hour radiothon live from the West Tower lobby of the Children's Wisconsin Milwaukee Hospital campus. More than 30 patient families and care providers told their stories of courage and healing, inspiring listeners to support vital programs and services in Wisconsin and beyond. This radiothon is one of the highest-grossing fundraisers for Children's Wisconsin, raising close to \$29 million since 1998.



Gather for Good has a grateful history of benefiting Children's Wisconsin for the past 27 years, raising over \$1.8 million to support patient care in Northeast Wisconsin. The 2023 event took place in November and featured a nostalgic, yet classy, Candy Land theme.

Last year in February, the **Pinstripe Legends** came together at the State Fair's World of Wheels Custom Car Show for the 20th year to create original pieces and host an auction to benefit the Children's Wisconsin Child Life and Creative Arts Therapies Program. Over the years, this event has raised more than \$1 million for Children's Wisconsin.





The WFCFA All-Star Charity Football Games, an annual fundraising tradition, has raised more than \$5.3 million for Children's Wisconsin since 2007. Each year, high school football players from across the state are nominated by their coaches to play in these prestigious games in July at the J. J. Keller Field at Titan Stadium on the UW-Oshkosh campus.

The 13th annual **Dairy Cares of Wisconsin Garden Party**, with an incredibly active volunteer event committee led by Foundation Board member Jim Ostrom, brought their cumulative total to nearly \$3 million. The fireworks finale was the perfect way to celebrate!

Leaders from **ORBIS Corporation**, headquartered in Oconomowoc, started the ORBIS Good Days for Kids annual golf outing three years ago to make a difference in kids' lives. The third annual event took place in Lake Geneva last June and raised \$329,900 for the Children's Wisconsin Simulation and Resuscitation Program, which provides simulation-based education and training for medical professionals and caregivers. ORBIS will soon start donating all proceeds to Immediate Impact for Kids.

Tee-Up Fore the Cure is an annual golf outing hosted in Southeastern Wisconsin by ITU AbsorbTech to support type 1 diabetes research. Since 2006, Tee-Up Fore the Cure has teamed up with JDRF, Children's Wisconsin and local celebrities to offer a unique golf outing experience. This year's event, held in Lake Geneva in September, raised \$110,000 for Children's Wisconsin.

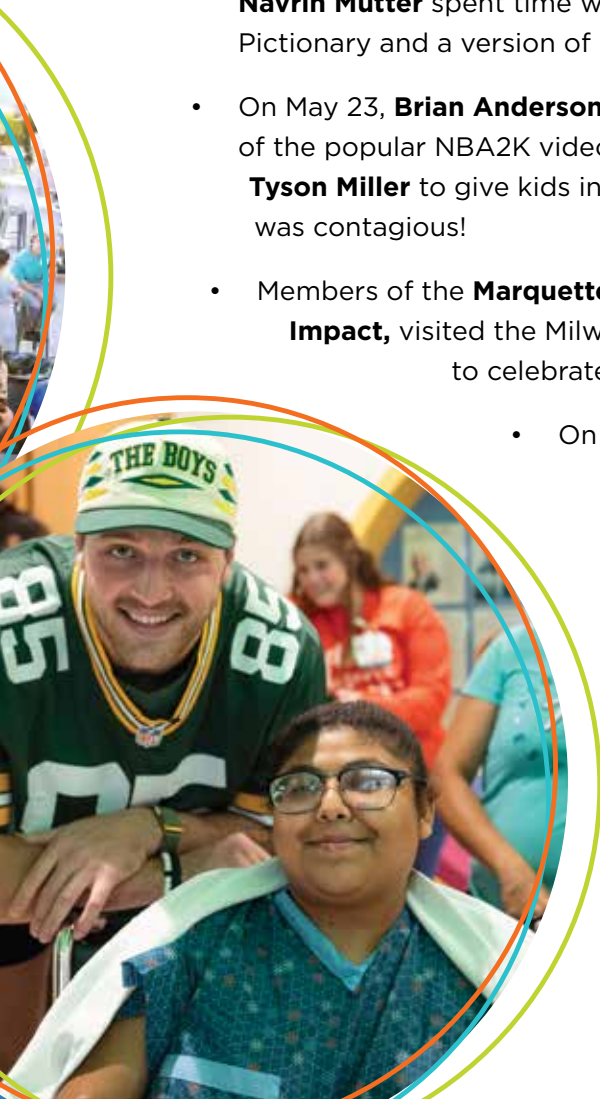


Teaming up to help kids and create memories

Last year, the **Milwaukee Admirals** played their annual charity game to benefit Children's Wisconsin. They took on the Texas Stars on February 19, raising more than \$27,000. A special thanks to our dedicated community partner, **Landmark Credit Union**, for donating tickets for our grateful families and care providers.

Additionally, like every year, in 2023 we continued our partnership with the Children's Wisconsin Child Life Program and local sports teams to entertain young patients in the Milwaukee and Fox Valley Hospitals. Child life specialists do everything they can to make kids' time in the hospital more comfortable — and even fun. Here are last year's highlights:

- On January 24, **A.J. Dillon from the Green Bay Packers**, Quadzilla himself, visited kids and families in the Fox Valley Hospital. He helped kids have a good time during their hospital stay.
- On January 26, **Milwaukee Admirals' players John Leonard and Navrin Mutter** spent time with kids in the Milwaukee Hospital, playing Pictionary and a version of ice hockey in the lobby.
- On May 23, **Brian Anderson**, sportscaster for the Milwaukee Brewers and voice of the popular NBA2K video game, joined **Brewers' players Peter Strzelecki and Tyson Miller** to give kids in the Milwaukee Hospital a much-deserved break. The laughter was contagious!
- Members of the **Marquette University men's basketball team**, in partnership with **Team Impact**, visited the Milwaukee Hospital to cheer on 10-year-old Larry, who rang the bell to celebrate the end of his cancer treatment.
- On September 19, **Green Bay Packers' players Tucker Kraft and Luke Musgrave** faced off with kids in the Milwaukee Hospital in a game of football-themed Cranium and a football toss competition.
- On November 7, **Green Bay Packers' players Rudy Ford, Christian Young and Benny Sapp** entertained kids in the Milwaukee Hospital with football-themed games.
- On December 20, **Green Bay Packers' Hall of Famer Donald Driver** visited the Milwaukee Hospital to make spirits brighter during the holiday season.



Volunteerism: so many ways to make an impact

We are grateful every day for the incredible dedication of our Children's Wisconsin volunteers

Volunteers make a lasting impact across the Children's Wisconsin health system — in the hospital, the community and beyond. Our volunteer philosophy is to create consistent, inclusive and personalized experiences that tap into our volunteers' greatest passions and strongest connections. They have responded with enthusiasm, generously giving their time and talents to support our mission and rally the community to invest in the health of Wisconsin's kids and families.

In 2023, more than 700 volunteers — ranging from young adults to seniors up to age 95 — served over 20,000 hours. The true impact of their service is measured through the connections they build and the lives they touch.

Rallying the community. Nick Ripke has taken it upon himself to use his voice and inspire support for Children's Wisconsin. In 2023, he shared his story at Miracle Marathon and at the Foundation's Celebrate Children's event — touching the hearts of many. Nick underwent his first heart surgeries while still in foster care in China. He earned a few more "warrior scars," as he calls them, after he settled in Wisconsin with his new forever family. But even with the best care from the Herma Heart Institute, Nick's heart complications continued. When he was 17, he learned his best option was a new heart. In 2022, Nick had a successful heart transplant at Children's Wisconsin and went home just two weeks later. He's feeling better than ever and is deeply grateful to Children's Wisconsin for giving him a second chance at life!



Inspiring leadership. Over 130 community leaders, including the Children's Wisconsin Foundation Board of Directors and Engagement and Philanthropy Affinity Groups, are our "champions of philanthropy." These volunteers bring awareness and inspire giving. Last year, we saw incredible growth in our fundraising initiatives because volunteers rolled up their sleeves, activating support for kids' physical, social and mental health.

Direct patient care. Sean Mars has boundless passion for making kids' lives better. As a volunteer, he supports playroom and bedside activities for patients and siblings in the MACC Fund Center for Cancer and Blood Disorders and Intensive Care Unit inpatient units. Sean is the cheerleader-in-chief for kids and families facing their worst fears — a life-threatening diagnosis — making kids laugh and giving parents a break when they need it most. We are so grateful for his direct impact on those who have the pleasure of knowing him!

Community engagement. As volunteers, our employees give back to the communities where our kids live and play. Last year, Children's Wisconsin and Chorus Community Health Plans sponsored the kid area, and joined families for a variety of activities, like blowing bubbles and applying temporary tattoos. Volunteers also offered information on oral health, diabetes, breastfeeding, translation resources and more. Some materials were available in Spanish.



Please visit
[childrenswi.org/
volunteerimpact](http://childrenswi.org/volunteerimpact)
for more compelling
stories and go to
volunteer.childrenswi.org
for other ways to engage
in our mission.

Thank you!

Awards and recognitions

Innovative care at Children's Wisconsin continues to attract regional and national attention. Some highlights from 2023:

Among the nation's best



In the *U.S. News & World Report's* 2023-24 Best Children's Hospitals report, Children's Wisconsin was ranked among the top

pediatric hospitals in the nation and #1 in Wisconsin. Children's Wisconsin also ranked among the best in the nation in four pediatric specialties:

- Cancer
- Gastroenterology & GI Surgery
- Pulmonology
- Nephrology

These rankings are just one of a number of awards that highlight our status as a top children's hospital in the nation. Children's Wisconsin is the only health system in Wisconsin with the depth of services to achieve this level of recognition for pediatric specialty care. Honors like this are to the credit of our incredible team of providers and staff, who work together every day to produce the best outcomes for kids.



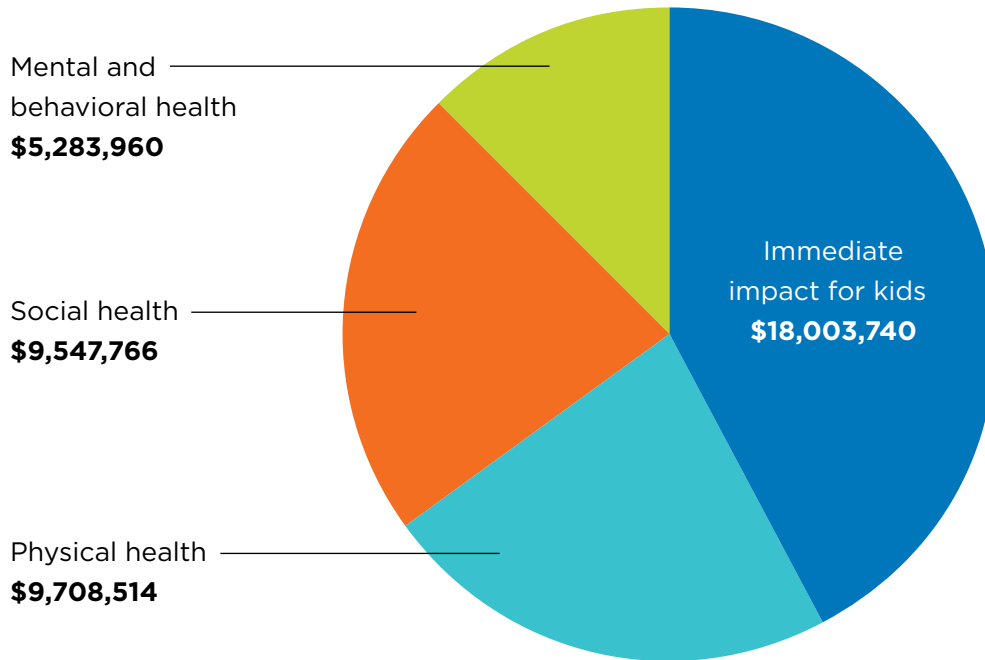
Other recognitions

- Children's Wisconsin successfully completed reverification as a **Level I Pediatric Trauma Center** by the American College of Surgeons (ACS) and is one of only two hospitals in Wisconsin with this accreditation. ACS grants Level I verification as its top distinction to trauma centers who demonstrate system leadership and comprehensive trauma care. Children's Wisconsin first received ACS recognition in 2001 and continues to meet the standards to uphold its reputation as one of the top 10 verified sites in the country.
- ACS also reverified Children's Wisconsin as a **Level I Pediatric Surgical Center**. As the only Level I pediatric surgery center in Wisconsin, this achievement reflects the highly specialized care and quality assessments in our surgical services and our efforts to share best practices.
- Last fall, the Children's Wisconsin **Undiagnosed and Rare Disease Program** was accepted as a National Institutes of Health (NIH) Undiagnosed Diseases Network (UDN) Diagnostic Center of Excellence. UDN is an NIH-funded initiative that combines clinical and research tools to facilitate the diagnosis and discovery of rare diseases. As a Diagnostic Center of Excellence, Children's Wisconsin joins a select group of institutions nationwide to provide expert clinical and genomic evaluation for the most challenging cases.
- **Chorus Community Health Plans** earned Health Equity Accreditation for all product lines (Medicaid, Individual and Family) from the National Committee for Quality Assurance (NCQA).



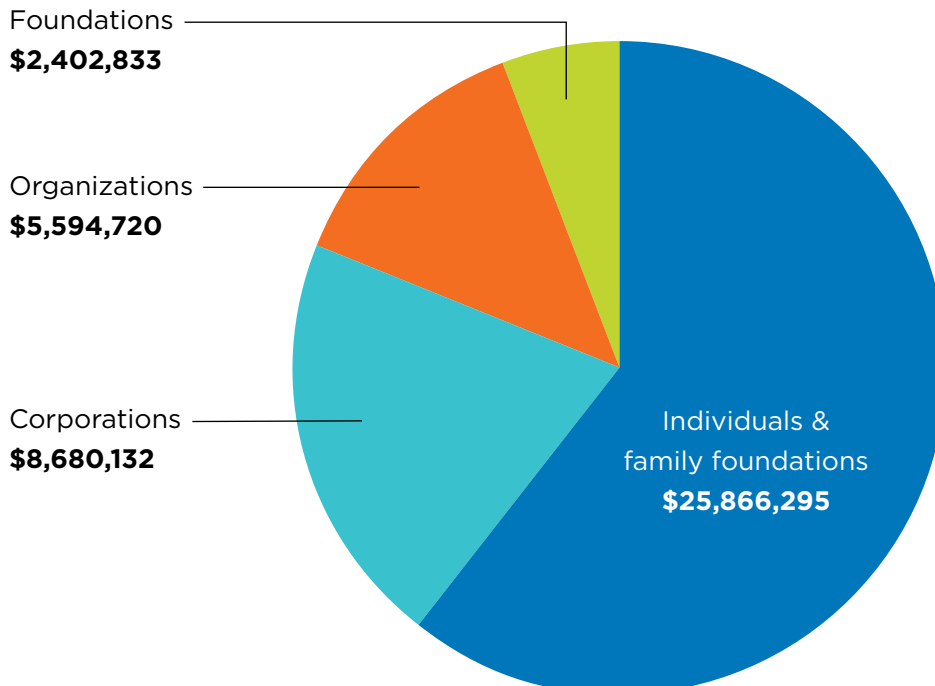
2023 financial impact

Areas your gifts support



Total: \$42,543,980

Sources of gifts



Total: \$42,543,980



Thank You

Thank you for another impactful year of improving kids' physical, social and mental health. This work can't be done without you. **For all you have done in 2023, and all you continue to do, we are deeply grateful. Together, we are helping kids' lives be brighter than ever!**





If you're inspired to continue to support our mission, you can donate online. Thank you!



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