YOUR 2019 IMPACT ON KIDS

CHILDREN'S WISCONSIN ANNUAL REPORT

Children's Wisconsin
Kids deserve the best.
In 2019, we celebrated an important milestone: our 125th anniversary. Children’s was founded by the community back in 1894 – when seven Milwaukee philanthropists set out on a bold mission: to create the first hospital in Wisconsin dedicated solely to the health and well-being of children. Our founders, with the help of community support, opened Children’s Free Hospital in a rented house at 214 Brady Street. It had ten beds and one nurse.

Throughout our history, we have become one of the nation’s top-ranked pediatric health systems and so much more. We continue to find ourselves at the brink of new discoveries, at the very source of caring, and impacting the community in ways some would never imagine. Today, we are focused on the whole child — and all the factors that contribute to a healthy life and bright future. To better reflect the scope of the work we do across the state, we evolved our name: Children’s Wisconsin is poised for the next 125 years of doing everything possible, in more ways and more places than you can imagine, to keep kids safe and healthy.

We cannot reflect on our history without recognizing the critical role generous supporters like you have played from the very beginning. We wouldn’t be where we are today without you — together, we have built this amazing system of support for kids and families. As we look ahead to the future, we know that the story continues because of you.
You help pioneer new treatments.

Children’s Wisconsin invests significant funds in cutting-edge research efforts to help improve the lives of children and families. However, government funding is more limited than ever before, and donors often provide critical seed funding for research in its early stages. We also rely on your investment to secure new technology and equipment that allow us to provide new treatment options. Here are just a few examples of the groundbreaking care you helped fund in 2019:

**Groundbreaking treatment for kids with abdominal pain and nausea:** Katja Kovacic, MD, has pioneered the use of neurostimulation to treat kids with abdominal pain and nausea. Neurostimulation treatment does not use medication, but instead delivers tiny amounts of electrical impulses to nerve branches in the ear through a device placed on a patient’s ear. Families from Iowa, Georgia, Texas, Tennessee, Michigan, Illinois and more are traveling to Children’s Wisconsin to receive the treatment.

**Changing donor organ rejection testing forever:** A husband and wife surgeon/scientist team from the Herma Heart Institute and Children’s Research Institute developed a new blood test for heart transplant patients to detect donor rejection, reducing the need for invasive biopsies. As children often undergo multiple biopsy procedures within the first few years of heart transplant, this advancement provides immeasurable relief for families and will positively impact organ transplant care across the nation.

**Ending the mystery around type 1 diabetes:** Researchers from Children’s Wisconsin and the Medical College of Wisconsin are trying to confirm whether probiotics could potentially save children from a lifetime of type 1 diabetes (T1D). Currently, there is no cure or prevention for T1D, but the team at the Max McGee Research Center for Juvenile Diabetes is working to change that. Researchers are interested in environmental exposures that may be increasing the risk of T1D, especially those we may be able to change to prevent disease. They hypothesize that regaining a healthy balance of bacteria in children at risk for T1D (those with family members that have T1D) may help prevent the disease.

**The Microbiome and Sickle Cell Disease:** Children who suffer from sickle cell disease experience chronic daily pain and unpredictable, excruciating acute pain episodes. The current mainstay for treatment is opioid therapy, which is not always effective and carries the risks of side effects and dependency. That’s why Dr. Amanda Brandow continues to explore how alterations in the intestinal microbiota may trigger systemic inflammation, which is associated with greater sensitivity to pain. We hope this exploration leads to new therapies that ease pain symptoms in patients with sickle cell disease.

**New hope for the tiniest babies with holes in their hearts:** Born ten weeks early, at only 2 pounds, 4.3 ounces, James was incredibly small and fragile. To make matters worse, when he was one month old, his neonatologist discovered a problem with his heart. Because of his size, he was at serious risk for heart failure and even death. Children’s interventional cardiologist, Dr. Todd Gudausky, performed a leading-edge procedure that had just been approved in the U.S. to repair the hole in James’s heart — the placement of a Piccolo Occluder device. And only a few days later, James was able to come off his ventilator and went home with his family soon after.

**An innovative collaboration:** Known as the Comprehensive Spine Program, the clinical partnership between our Orthopedics program and Neurosciences Center uniquely enables us to treat the most complicated of the complex spine problems that occur. This partnership made the road to recovery possible for Karina, who was in a car accident that resulted in two fractured and dislocated vertebrae in her lower back and damage to her spinal cord. Because of the collaboration between the different areas of specialty, Karina is back on the soccer field and should have no other long-term complications.
You help set new standards of excellence.

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 is the only health system in Wisconsin with the depth of services to achieve recognition for such a wide range of pediatric specialty care. Thanks to your support, we can continue to bring leading-edge care close to home.

*U.S. News & World Report* ranked **Children's Wisconsin in nine specialty areas** on the 2019-2020 Best Children's Hospitals list:

- Cancer
- Cardiology & Heart Surgery
- Diabetes & Endocrinology
- Gastroenterology & GI Surgery
- Nephrology
- Neurology & Neurosurgery
- Orthopedics
- Pulmonology
- Urology

Children’s has again been verified as a **Level I Pediatric Trauma Center** by the American College of Surgeons (ACS). This achievement recognizes our dedication to providing the best care to all injured kids.

Children’s has been named a **Passy Muir Center of Excellence**. This designation is awarded to facilities that exhibit their commitment to providing patients with tracheostomies: a step toward independence, dignity and an enhanced quality of life.

Project Ujima and the University of Wisconsin-Milwaukee’s Peck School of the Arts (UWM) received the **American Hospital Association’s (AHA) Dick Davidson NOVA Award** for improving community health — one of five hospital-led collaborations in the nation to do so. Project Ujima and UWM were recognized for their work providing youth who have experienced violence an opportunity to share their experiences through creativity. Project Ujima was founded more than 20 years ago with the goal of addressing youth and adult violence through individual, family and community intervention and prevention strategies.
The first to recognize vaping-related illness in teens

In July 2019, a collaborative group of providers from Children’s Wisconsin discovered a cluster of patients in the hospital with severe lung injury, potentially due to vaping. They decided to warn the community about a possible danger of vaping. Little did they know that this would become a national issue.

“Children's doctors didn’t know it at the time, but they would be among the first to make the connection between vaping and an outbreak of severe lung injuries in teens that within weeks would spread to more than 30 states and turn up about 400 similar cases.” -Milwaukee Journal Sentinel

Children’s announcement that vaping was causing kids to be hospitalized led to the nationwide outcry about the dangers of e-cigarettes and movement to address the vaping epidemic among kids. Thanks to our team, more than 1,500 teens and adults in the U.S. received better care.

Advocacy to change smoking age

And we didn’t stop there. Advocates from Children’s — including Louella Amos, MD; Barb Calkins, MD; Sarah Yale, MD; and Anoop Singh, MD — joined the American Heart Association and other partners in Madison to share their support for Tobacco 21 legislation, which would raise the age to purchase tobacco and e-cigarette products from 18 to 21 years old. Children’s Advocacy Network is dedicated to advocating on behalf of patients and families at the local, state and federal levels and relies on the involvement from volunteers like you who care about kids and want to make a difference.
Your generosity makes a difference and inspires others.

Whether you make a donation, support an event or give your time, your investment in Children’s is critical in helping us serve kids and families, making an impact across many lifetimes.

**Kohl's donated $5 million** to Children’s Wisconsin to help launch a multi-year mental and behavioral health strategy to improve services for Wisconsin kids and their families. The grant will directly address the state’s need for greater access to mental and behavioral health services for children and generate awareness about the impact a child’s mental health has on his or her holistic well-being. Children’s has estimated that $150 million would need to be invested over the next five years to implement plans to address the needs of kids, with a significant part of the funding supported through donations.

**458 volunteers donated their time and efforts** to make the 42nd annual Briggs & Al’s Run & Walk a great success. This event is a critical annual fundraiser for Children’s and provides us with the opportunity to gather patients, families and members of our community to celebrate the impact Children’s has throughout the state. We rely on our committed volunteers to help us host more than 11,000 participants at this family-fun event and to raise nearly $1 million for Children’s each year.

**Costco Wholesale raised an incredible $375,000** for Children’s Wisconsin in 2019. A Children’s Miracle Network partner and longtime supporter of Children’s, Costco invites customers to purchase a Miracle Balloon at the register to support Wisconsin kids. We are grateful to their employees and customers for helping raise critical funds for Children’s Wisconsin and decorating Costco warehouses with Miracle Balloons.

**2,705 people donated to Children’s through fundraisers on Facebook** in 2019. The Facebook fundraisers are created by members of our community, and altogether raised $90,088 to help support the care we provide. They give individuals a way to raise money for Children’s from their network of friends and family and help us spread awareness of Children’s as a cause.

**Logan's Laps for Love raised an incredible $10,000** for Children’s in 2019. This is one of the many fundraising events organized by our generous friends and partners, which together raise more than $1 million in support for Children’s every year. Logan’s Laps for Love is a 5K run/walk event for families and a powerful gathering in memory of former Children’s patient Logan Johnson. The event is organized by Logan’s dedicated family and friends to help support other families like theirs.

**Midwest Athletes Against Childhood Cancer (MACC) Fund pledged $25 million** for Children’s Wisconsin and the Medical College of Wisconsin to fight pediatric cancer and blood disorders. Despite progress overall, pediatric cancer still causes over 1,800 deaths each year in the United States, making it the leading disease-related cause of death among children. With this pledge, we can accelerate medical discovery and clinical care advancements to improve survival rates and quality of life for kids.
Briggs & Stratton is donating 1,400 books each year for babies in our Neonatal Intensive Care Unit (NICU). NICU nurse Melissa Kirgues was passionate about bringing the benefits of reading to babies, who often miss out on story time due to their complex health needs. She started a special mini-reading library for patients and families and dreamed of growing it so that each patient could enjoy the benefits while in the hospital. Thanks to the generosity of Briggs & Stratton, that dream became a reality for our patients and their families.
You sustain programs that families rely on.

When a child is sick or injured, the whole family experiences distress and disruption. That’s why it is our responsibility to provide wraparound support throughout challenging medical journeys. These services are fundamental to our identity as a pediatric hospital and health system, yet we do none of this alone. Benefactors like you make it possible to provide programs and services that make a difference for families.

We celebrated Project ADAM’s 20th anniversary and reached a milestone of **300 heart safe schools in Wisconsin**. Project ADAM is a program founded by a grateful patient family that helps schools obtain automated external defibrillators (AEDs), arranges AED/CPR training for staff and offers free assistance in creating cardiac emergency response plans. Once a school successfully implements those criteria, they are designated as a “Project ADAM Heart Safe School.” And the impact of this program reaches far beyond Wisconsin — with 25 Project ADAM affiliate programs in 20 states, there have been more than 3,150 “Heart Safe Schools” designated across the nation and more than 150 lives saved, thanks to these efforts.

**School Intervention Program helps children beyond the hospital:** Five years ago, Children’s employee Kyle Landry started a first-of-its-kind program that helps manage the unique needs of kids born with heart defects as they enter school. Today, the program works with more than 430 children from daycare through college every year. The School Intervention Program serves as a communication hub between the family, the school and the hospital with the goal of boosting academic success, motivation, attendance, attention, behavior and social-emotional functioning.

**Community Health navigators** are certified community health workers and trusted members of the neighborhoods where they work. Serving as an extension of our health care system, they provide families across the community a single point of access to an array of integrated medical, social and community resources aimed at advancing health outcomes and building a family’s resiliency and increasing self-sufficiency. In 2019, our team of six navigators completed 2,650 total encounters with families — this important work is only possible thanks to your generous support.

**Our statewide Child Advocacy Centers** swiftly coordinate services needed to respond to reported abuse or neglect — from developmentally appropriate forensic interviews to medical exams, counseling and advocacy. Providing everything under one roof helps minimize trauma and improve legal outcomes. In 2019, your support helped us provide services to 7,000 kids across the state.
Our annual Winter Carnival provides much-appreciated festive, holiday fun for kids and their families – and this year’s carnival was no exception. Children’s staff works hard to make sure the holidays don’t skip the hospital by organizing activities like listening to holiday music, ice fishing, crafting gingerbread houses, visits with therapy dogs Libby, Lily and Cheeto and of course a visit from the jolly old man himself, Santa! Donor support makes it possible for us to provide fun events like these that bring a sense of normalcy to extended hospital stays.

Our cancer survivorship program continues to expand and play an important role in enhancing outcomes for patients who have completed cancer treatment in our MACC Fund Center for Cancer and Blood Disorders. The program has been proven to increase a patient’s self-confidence and positive outlook on life as they acclimate to life after treatment. For example, we took 15 teens on a weekend rock climbing trip to Devil’s Lake, through a partnership with First Descents. For the first time ever, we also formed a team of 10 survivors to compete in a children’s triathlon – a true test of survival and self-confidence!
2019 IMPACT

Areas your gifts support

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<th>Area</th>
<th>Amount</th>
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<tr>
<td>Advocacy</td>
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<tr>
<td>Clinical</td>
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Individuals/ Family Foundations $36,997,145
Corporations $10,388,958
Foundations         $1,758,204
Organizations      $14,279,875
Total  $63,424,182
Supporters like you make the difference and help us give the best care every single day. **Thank you** for caring enough to be an advocate and champion for the kids we serve.