

Brighter



Your 2024 Impact on Kids

Children's
Wisconsin
Foundation
Report to the
Community



Children's
Wisconsin

Brighter Than Ever

Mightier
Happier
Smarter
Kinder
Healthier
Brighter than ever
Stronger
Bolder
Braver
Bubblier
Safer



About Children's Wisconsin

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, Children's Wisconsin has grown into a top-ranked, independent health care system and one of the largest social services agencies in the state — and we are immensely proud to have more than 6.5 million annual connections with kids and families.



There is no other institution like Children's Wisconsin.

Here are some of the assets that make us unique:

- A **North Star** that unites us: our shared understanding that kids' health spans beyond just physical health to include their dental, social and mental health.
- Our **hospitals** in Milwaukee and Neenah, **specialty clinics** and dozens of locations throughout the state allow us to deliver unparalleled, nationally recognized care for kids who are sick or injured.
- Our **primary care** clinics, focused on prevention, support one-third of all kids living in Southeast Wisconsin through every age and stage.
- **The Children's Research Institute** represents the most powerful concentration of pediatric research in Wisconsin, with more than 150 researchers in nearly all of our 36 specialties.
- **Community health and education programs** in communities and schools across the state empower kids and families to realize their full potential.
- **Child well-being programs**, including foster care and adoption services and child abuse prevention programs across the state, keep kids safe and help them heal after abuse or neglect.
- Our **integrated mental and behavioral health initiative**, the largest implementation of its kind in the nation, offers prevention and early intervention care to prevent mental health crises.
- **Chorus Community Health Plans**, our health insurance plan available to all families, currently helping improve health outcomes for over 140,000 members.
- Our **relentless benefactors, volunteers and advocates**, who help us create brighter futures for our kids, families and communities.

Creating Futures That Are Brighter Than Ever for Kids, Families and Communities

As I reflect on 2024, I am profoundly grateful for everyone at Children's Wisconsin. Every single day, despite challenges, our teams were determined to do what's right for kids and families. We entered the year with leaner budgets but with a focus on performance excellence and efficiencies to preserve the kid-centric, comprehensive care that only Children's Wisconsin can deliver. **Because of the dedicated teams in our hospitals, clinics and in the community, as well as you — our philanthropists, volunteers and advocates — we continue to be uniquely positioned to help kids thrive. Thank you for your relentless generosity!**

We are at the threshold of profound transformation to enhance kids' overall health and well-being, advancing research to personalize treatments for kids with serious diseases to significantly improve outcomes and quality of life, increasing access to programs that educate and empower parents to be stronger for their kids, and ensuring that kids and teens have access to mental and behavioral health care services. Payment models don't generally incentivize this work, so it is our community that seeds these life-changing efforts.

Our commitment to this work will continue with **Gil Peri**, who joined us last year as the new President and CEO of Children's Wisconsin. He succeeded **Peggy Troy**, whose 15 years of tireless advocacy for kids' health and well-being drove us to expand care beyond the walls of our hospitals and clinics. I will miss Peggy's leadership, thoughtfulness, mighty attitude and attention to detail, and I know Gil will carry on Peggy's legacy through his passion, integrity and demonstrated ability to build key strategic partnerships with other mission-focused organizations.

We are also excited to share that last year we publicly announced our ambitious and comprehensive engagement and philanthropy campaign **Brighter Than Ever**, which began in 2020 to galvanize the community's generosity, volunteerism and advocacy for kids and families. In 2024, we reached 86% of our \$300 million goal. In 2025, with your support, we will reach our goal. We are humbled by our supporters, who are helping us create futures that are Brighter Than Ever for kids, families and communities.

Day in and day out, our teams work to provide the care our kids and families deserve. It is often hard and emotional work, but the community is counting on us. **It truly makes a difference to know that we have our strong, wise, compassionate, dedicated supporters to lean on. We have you.**

With heartfelt gratitude,



Meg Brzyski Nelson
President, Children's Wisconsin Foundation



Welcoming Gil Peri as Children's Wisconsin New President and CEO

Gil Peri joined Children's Wisconsin on August 12, bringing passion, enthusiasm and the desire to connect with our team members and communities around the state. Gil has recognized that it is our people who make Children's Wisconsin exceptional. He is driven to keep our culture strong by instilling a "One Team" spirit, which allows us to be at our best for the kids and families we serve. Because, as Gil has expressed, "No matter what our role is within the organization, kids are relying on us to work together to get them back to their lives and help them thrive."

Gil's vision for the future includes expanding our impact to more kids in Wisconsin, the Midwest and throughout the country. He's also committed to retaining the best and brightest team members and attracting world-class talent to ensure we continue to provide the best and safest care to those we serve. All this is only possible with support from the community.

We eagerly anticipate many more years of continued success with Gil Peri at the helm!



**Our Brighter Than Ever engagement
and philanthropy campaign is powering
a revolutionary approach to caring for kids
and families that is rooted in these three pillars:**

**SPARK
FORWARD**

Eradicating Disease & Innovating Health Care

**GLOW
BEYOND**

Caring for the Whole Child & Empowering
Families to Build Strong Communities

**SHINE
THROUGH**

Creating Solutions for Mental & Behavioral Health

SPARK FORWARD

Eradicating Disease & Innovating Health Care

Children's Wisconsin has long been the place where kids from Wisconsin and beyond receive top-notch medical care. By discovering ways to better prevent, diagnose, treat and eliminate childhood diseases, and educating our future clinicians and scientists, we help today's young patients and positively impact the health of future generations. The following are a few highlights showing how Children's Wisconsin advanced innovations and delivered leading-edge care in 2024, all fueled by generous philanthropic support.

The Herma Heart Institute at Children's Wisconsin and UW Health Kids Enter New Joint Venture

Focus Will be on Congenital Heart Disease

In early December 2024, Children's Wisconsin and UW Health Kids announced a new joint venture for shared pediatric cardiac and adult congenital heart care services. This collaboration, called **Forward Pediatric Alliance**, will enable the two health systems to expand patient access and further elevate both organizations' already high quality of care. This program is also designed to accelerate innovative research and help educate the next generation of pediatric cardiac care providers.

"We have the opportunity to align the incredible work our organizations do and are committed to working together to enable the best health outcomes for our pediatric heart patients."

*—Scott Turner, Executive Vice President,
Children's Wisconsin, and President and
Chief Operating Officer, Children's Wisconsin Hospitals*



When Jack Kelly was born, his heart rate dropped to critical levels. His mom, Stephanie, remembers her baby being quickly taken out of the delivery room before she could even hold him. After further testing, Jack was diagnosed with transposition of the great arteries, a rare, life-threatening congenital heart defect. At two days old, Jack had lifesaving open-heart surgery in the Herma Heart Institute at Children's Wisconsin. He went home after just 10 days in the hospital — a testament to the state-of-the-art care he received.

The Herma Heart Institute

Pioneering Cardiac Care

For more than half a century, the Herma Heart Institute (HHI) has pioneered pediatric and adult congenital cardiac care, delivering some of the nation's best outcomes for some of the most complex heart conditions, from babies still in the womb to a rapidly growing population of adults living with congenital heart disease. The HHI diagnoses and treats patients from across the United States and beyond.

In 2024, the HHI treated more than 11,800 patients and performed more than 22,700 diagnostic procedures and more than 850 heart procedures. The HHI is committed to researching innovative ways to improve care and long-term quality of life. In 2024, our teams continued to advance the precision medicine program to treat congenital heart disease (CHD) by using stem cells from cord blood and tissue collected from mothers with babies diagnosed with CHD. Our precision medicine efforts currently focus on the heart, but personalized stem cell treatments have the potential to benefit children affected by other diseases, including pediatric cancer and rare childhood disorders.



We are grateful to **A Giving Heart Foundation** for their generous gift to help advance our precision medicine initiatives. This foundation was started by a Chicago family after their newborn was diagnosed with aortic valve stenosis. Funds support research to develop a first-of-its-kind dissolvable stent designed for children.

Casgevy: transformational treatment

Bringing Life-changing Gene Therapy to Kids with Severe Sickle Cell Disease

In early 2024, the FDA approved Casgevy, a groundbreaking gene therapy that offers hope for children aged 12 and older facing severe sickle cell disease and thalassemia. Children's Wisconsin is the only hospital in the state to be approved to provide this treatment.



There are about 1,200 people in the state diagnosed with sickle cell disease — 85% of them living in Southeastern Wisconsin — and the MACC Fund Center for Cancer and Blood Disorders at Children's Wisconsin currently serves about 400 children in the Sickle Cell Program. "Sickle cell significantly interferes with their life, especially when they should be going to school and playing with friends instead of spending too many days in the hospital with pain so severe that it requires IV morphine treatments," says Amanda Brandow, DO, MS, Director of the Comprehensive Sickle Cell Disease Clinical and Research Program at Children's Wisconsin.

Using the patient's own blood stem cells modified with a technology that allows scientists to modify DNA in living organisms, Casgevy reduces the need for blood transfusions and alleviates severe pain. After a single infusion and a two-month hospital stay, kids can return to a healthy, hopeful life.

"Given the results we have seen so far, we're optimistic that this therapy can decrease the severe acute events associated with these diseases, especially the pain events." —Julie-An Talano, MD, Medical Director of Blood and Marrow Transplant at Children's Wisconsin.

Children's Wisconsin NICU

Expanded to Bring Hope to More Premature and Critically Ill Newborns

Lottie Guhl was born at Froedtert Hospital via emergency cesarean section three months before her due date. At just 2 pounds, 4 ounces, she was transferred next door, to the Children's Wisconsin Milwaukee Hospital Neonatal Intensive Care Unit (NICU). Despite the stress and uncertainty, Lottie's parents, Alex and Dan, felt reassured knowing she was in capable hands. In the NICU, Lottie was placed on oxygen and a feeding tube. At times, she struggled to gain weight, and there were instances when she needed to return to oxygen after being weaned off. Through all the challenges, the Children's Wisconsin team ensured that the whole family received the support they needed.

"When your child is in the hospital, it throws your life into chaos. Children's Wisconsin is such a strong community. They provide a safe, stable and nurturing environment, and give kids a fighting chance. We trusted them implicitly." —Alex and Dan Guhl

With NICUs in Milwaukee and the Fox Valley, Children's Wisconsin treats more families who need highly specialized care than other health care systems in the state.

The Children's Wisconsin Milwaukee Hospital Level IV NICU — the highest level available — is the state's largest, providing more than 75% of the beds in the region and caring for the highest-risk newborns. Our Fox Valley NICU has 22 beds, with more coming in the near future, and cares for over 280 premature and critically ill newborns every year.

Additionally, our Milwaukee NICU cares for over 800 newborns and nearly 600 women with high-risk pregnancies annually. Co-located with the Froedtert & the Medical College of Wisconsin Birth Center, this NICU includes a Fetal Concerns Center for prenatal diagnoses and intervention, board-certified lactation consultants and a milk kitchen for optimal nutrition.

Demand for our NICU care in Milwaukee has grown as other hospitals have closed theirs. In October 2024, we completed an expansion to add four more standard rooms and one twin room to the NICU, which now includes 76 rooms that give all families their own private space.



We are grateful to **Joe and Trish Hanni**, who contributed to this expansion. Their twins, now teenagers, were cared for in the Milwaukee NICU. Their generosity will allow us to continue to meet the community's needs and wrap around the most vulnerable and tiniest babies who are navigating a challenging journey much like their own.



GLOW BEYOND

Caring for the Whole Child & Empowering
Families to Build Strong Communities

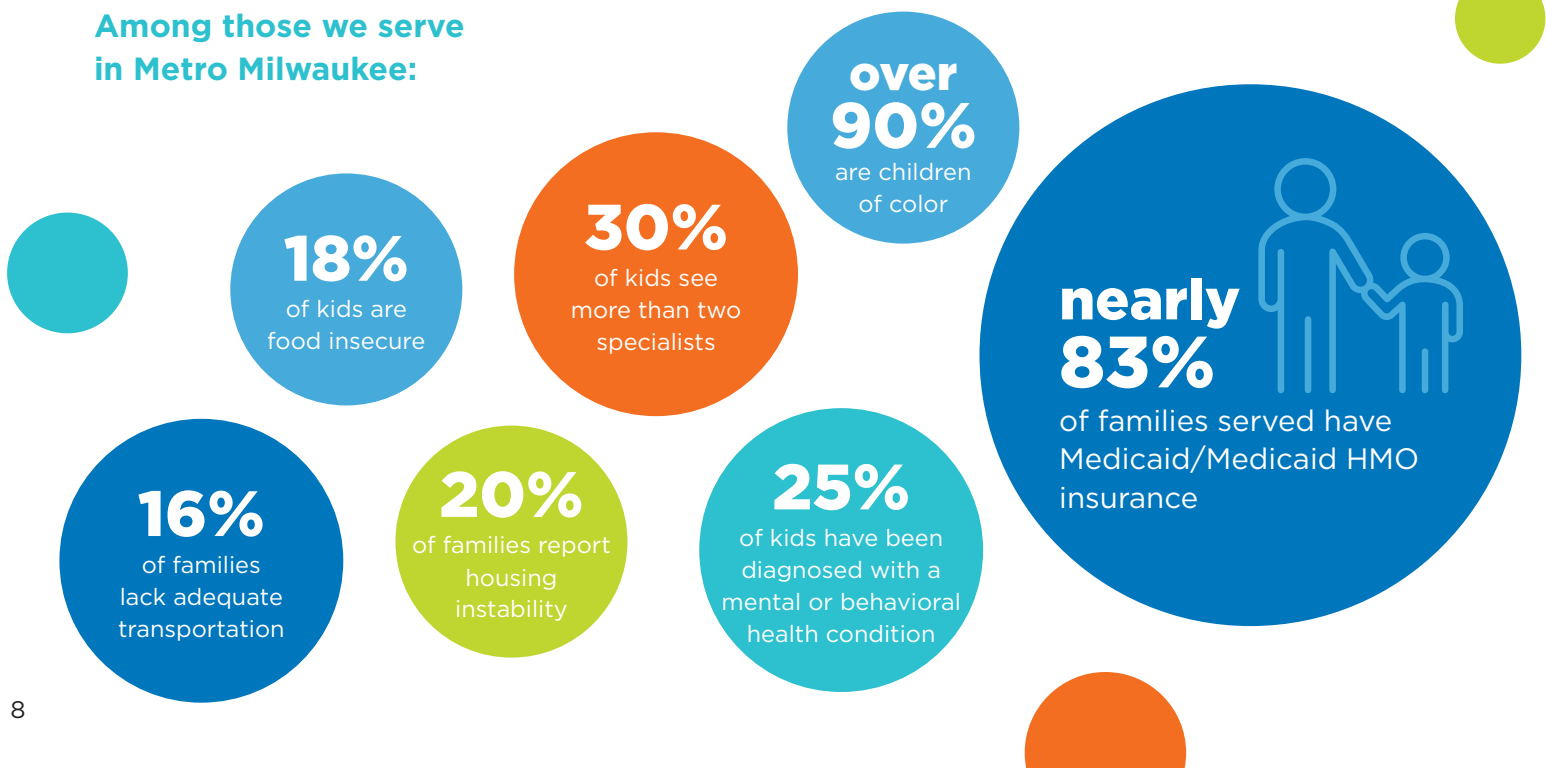
Only 10% of a child's health is determined by access to quality medical care. The remaining 90% is due to factors beyond their control, like genetics, family environment, and underlying social, economic and physical conditions. To produce the best outcomes for kids, we must ensure that kids and families 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 2024.

Health Navigation in Our Primary Care Clinics

An Innovative Care Model That Focuses on Prevention and Timely Intervention

At Children's Wisconsin, we believe all kids deserve a fair opportunity to be healthy and **we have transformed our model of care** to empower families through the Health Navigation Program. This unique program serves as a single point of access, connecting families to community resources like housing, food, employment and transportation, and providing immediate support when necessary. In 2024, we implemented this model in our four Metro Milwaukee primary care clinics — Forest Home, Good Hope, Midtown and River Glen. In 2024, these clinics completed nearly **40,000 visits**.

Among those we serve in Metro Milwaukee:



In the past two years, our Health Navigation Program began screening all families in the Midtown and Forest Home clinics for social health needs, and a social worker is available to support families who screen positive, referring them to Children's Wisconsin or other community resources. River Glen recently began screening families with newborns and kids up to age 5 and will add a community health advocate to assist families in need. Good Hope will implement screening in mid-2025. In 2024, our Health Navigation program screened **nearly 4,000 families**.

Also last year, Children's Wisconsin assembled a multi-disciplinary team to improve processes around the essential social health work currently happening in some areas of the organization. This team will set standards for screening families, connecting them to appropriate resources and following up to assess their progress.



The Health Navigation program is funded exclusively by philanthropy. We are grateful to our benefactors who, like us, believe that prevention and early intervention deliver better outcomes for families and reduce health care and societal costs.

Project Ujima

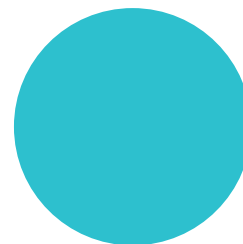
Breaking the Cycle of Community Violence

"In our Emergency Department and in many across the country, firearm injury is the number one reason we tell a family their child has died. Not cancer, asthma or infection. When a trauma code is called in the Emergency Department, a team of expertly trained medical professionals delivers the highest level of care to save that child's life. But that is a fraction of the healing journey. Most of the healing happens in the months following the injury and is fostered by a team that many people don't hear about: Project Ujima, one of the longest-standing hospital-based violence intervention programs in the nation, aiming to help kids and families heal from emotional trauma and break the cycle of community violence. Project Ujima's crime victim advocates support young victims and their families through crisis intervention and social and mental health support. Advocates ensure that brothers, sisters and other family members heal from wounds you can't always see. This work is just as critical as the care we provide in the Emergency Department." —*Michael Levas, MD, Children's Wisconsin Emergency Department Physician and Project Ujima Medical Director*

Last year, Project Ujima provided outreach and support to over 1,600 survivors and family members. More than 400 of them were connected to support groups, peer networks and family events, 348 were referred to mental health services and 183 families were connected to safe and stable housing, nutritious food, transportation and employment resources. These efforts involved almost 10,000 hours of dedicated work.



This much-needed community program relies on philanthropic support. We are grateful to **Bader Philanthropies**, who supported Project Ujima crime victim advocacy work in 2024.



After the father of LaNiya's two brothers was killed in a homicide in 2023, a community outreach group referred her family to Project Ujima. Brittany Newman was assigned as their crime victim advocate.

"This tragedy was tough for all of us. Thankfully, my grandma took me to Project Ujima, where I met Brittany. She met with me at school every two weeks, helping me calm down and focus on myself. I also enjoyed the Project Ujima summer camp, where I made new friends and had fun. I'm really grateful to have had Brittany by my side during this time."

—*LaNiya Woodruff*



Brittany Newman, LaNiya Woodruff and Dr. Michael Levas at the Celebrate Children's event in September, where they spoke about Project Ujima

Safe at Home and CALM Education

Keeping Kids Safe at Home and in the Community

In early September, Mandy Cohen, MD, Director of the Centers for Disease Control and Prevention, met with Wisconsin health care leaders at Children's Wisconsin to discuss how the state and country can help prevent gun violence, addiction, mental health crises and accidental deaths. Dr. Cohen praised Children's Wisconsin for responding to emergencies with medical swiftness and advancing initiatives — such as Safe at Home and CALM education — to reduce the number of tragedies each year.

In 2022, the Children's Wisconsin Safety Center began the **Safe at Home** program in collaboration with the clinical social work and mental and behavioral health teams to distribute safety products at no cost to families, specifically trigger locks, lock bags and lock boxes to store firearms and medications. To date, more than 60 products have been distributed to families of young patients at risk of self-harm or community violence and to families with young kids.

Additionally, in April 2024, Children's Wisconsin was awarded the Wisconsin Department of Health Services' **Comprehensive Suicide Prevention grant for Counseling on Access to Lethal Means (CALM) for Adolescents**. CALM teaches providers how to talk to kids and teens at risk for suicide — and their families — about the dangers of firearms and other lethal means. Last year we focused on bringing CALM to our EDTC, child psychiatry and clinical social work providers. In addition to staff education, funds will be used to purchase safe storage devices for the Safe at Home program.

The Safe at Home and CALM teams are also partnering to develop educational material, collect data and implement these strategies throughout the organization.

Our Child Advocacy Centers

The Healing Power of Comprehensive, Compassionate Care

“When I was 14, I went to a Child Advocacy Center (CAC) after I disclosed instances of sexual abuse happening at home. I knew my parents didn’t believe me and that my mom was bringing me to the CAC ‘only because she had to,’ as she said in the car on our way there. Back then, there was no child advocate, nobody to meet with me. I remember waiting for a long time and being taken back to a big, bright white room where a man sat and asked me questions. I was scared and intimidated and ended up lying. I said the abuse had all been a dream and recanted my disclosure.

Now, almost 12 years later, I am an Advocate Case Manager for the Children’s Wisconsin Milwaukee CAC at Sojourner Family Peace Center. My primary role is to educate families. Most people coming to us are brand new to the child abuse investigation process and don’t know what a CAC is. I’m the first person who walks into the room. I introduce myself and navigate their concerns. Many parents don’t feel comfortable with their child being taken back alone for a forensic interview. To make them more at ease, I explain the process and policies. When I work with kids, my main focus is to establish safety and trust to make their experience less traumatic. Then, I explain, in words they understand, what will happen during the interview, the medical exam and other steps involved in the investigation.

For a child whose well-being has been threatened, the visible bruises may eventually disappear, but the untreated psychological wounds will impact their physical, social and mental health well into the future. What happened to me was a disservice and delayed my healing. With the comprehensive services we offer, our CACs are the ideal place to protect kids and families from additional trauma, educate them about the dynamics of abuse, prepare them for the investigation and provide resources for their healing journey.

I love being a CAC Child Advocate because I remember exactly what it was like for me not to receive the support I desperately needed, and I’ll do everything I can to protect our kids and ensure they have a path to justice and healing. I’m honored to work for Children’s Wisconsin, the organization that runs the nation’s largest hospital-based CAC network, with CACs in Eau Claire, Kenosha, Marathon, Milwaukee, Outagamie, Racine and Walworth counties and medical satellite offices in Brown, Ozaukee and Waukesha counties.” —*Sarah Chikanov, Advocate Case Manager, Milwaukee Child Advocacy Center*



Our CACs provide critical services at no cost to families. Some funding comes from insurance reimbursements for physical exams, while most of the work relies on federal grants and philanthropy. In 2024, there were substantial cuts to Victims of Crime Act funding, which provided significant funds for this program. We are deeply grateful to our philanthropic partners who have continued to support this crucial service.

6,500+

suspected victims
of abuse and
neglect received
comprehensive
care in our CACs
statewide.

SHINE THROUGH

Creating Solutions for Mental & Behavioral Health

Thanks to generous philanthropic support, Children's Wisconsin is a national leader with a groundbreaking model that delivers mental and behavioral health care where and when kids need it most. The Children's Wisconsin Mental and Behavioral Health 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 from 2024.

Second Mental Health Walk-in Clinic Opens in Kenosha

Increasing Access for Kids With Urgent Mental and Behavioral Health Concerns

In February 2024, Children's Wisconsin opened a mental health walk-in clinic at our Kenosha Clinic, thanks to a \$3 million gift from Kohl's. This location builds off the success of the Craig Yabuki

Mental Health Walk-In Clinic, located on the Milwaukee campus, which opened in the spring of 2022. Both clinics are staffed by licensed therapists, social workers and clinic assistants. Children and teens ages 5-18 can access care immediately, with no appointment or referral required. These two clinics fill a critical gap in care for kids experiencing a mental health crisis and are the only two clinics in the state providing this type of access.

Children's Wisconsin is vetting additional locations for mental health walk-in clinics, with plans to open two locations in the next two years, supported by the gift from Kohl's.

"We are profoundly grateful to Kohl's for helping make this clinic possible. There is an urgent need for mental health services for Wisconsin's children, and Kohl's was the first and continues to be one of our most dedicated supporters to advance this work."

—Amanda Quesnell, Director of Acute Mental and Behavioral Health at Children's Wisconsin



1,800+

sessions have been provided in our two mental health walk-in clinics since March 2022

The New Center for Child Development

Increasing Access to Help More Kids With Neurodivergence Live to Their Full Potential

In April 2024, Children's opened the new Center for Child Development in Wauwatosa, offering nearly three times the space of the previous location. The center serves as a regional hub where kids and families can find comprehensive services and timely support for developmental issues like speech, language, motor skills and cognitive delays, attention, behavioral and autism spectrum disorders, and specialty care like neurology, mental health and therapy. The building was thoughtfully designed with patient needs in mind and features accessible entrances, sensory-friendly experiences and calming outdoor spaces. It also offers a community room to expand our outreach and provide education for teachers, daycare providers, first responders and more. With all services under one roof, kids and families can better navigate their journey.



"The new building represents only our first step toward transforming our model of care and services to improve the lives of all kids with developmental and behavioral challenges and their families." —*Daniel Schulteis, MD, Developmental and Behavioral Pediatrician and Director of Autism Services at Children's Wisconsin*

3,372
patient
referrals

11,479
visits, an increase
of over 25% from
2023, thanks to
our new space and
expanded services

268
eConsults, in partnership
with primary care and
our behavioral health
consultants, for better
integration and to provide
developmental services in
more convenient ways



Stronger

The Craig Yabuki Mental Health Center

The Umbrella Designation for Our Mental and Behavioral Health Initiatives

On July 31, Children's Wisconsin announced the creation of the Craig Yabuki Mental Health Center, in recognition of the innovative programs, growth of services and increased coordination of mental and behavioral health services we offer. The designation honors the \$20 million transformational gift in 2021 from The Yabuki Family Foundation that helped significantly drive forward our vision to improve pediatric mental and behavioral health care that we announced in 2019.

Our July announcement prompted the *Milwaukee Journal Sentinel* to publish a front-page story about the Craig Yabuki Mental Health Center, titled: "Children's Wisconsin committed to improving mental health services. It's working."

We owe this recognition to our dedicated teams and care providers who believe there is no health without mental health, and to our generous benefactors, volunteers and advocates who have been with us every step of the way since we launched our ambitious five-year plan for this work.

Though we take pride in our accomplishments, we recognize much work still needs to be done. With continued support, we can set a new standard for mental health care for kids in Wisconsin and across the nation.

"Many other health systems have invested to increase inpatient capacity for kids experiencing a mental health crisis. At Children's Wisconsin, we are addressing mental health proactively, focusing on prevention and early intervention."

—Amy Herbst, Vice President, Mental and Behavioral Health

4X

increase in
number of
therapists
employed

58

aspiring therapists
were provided salary
and benefits as they
completed their
licensure

164,000

mental health
access center calls
answered

1,800+

kids served in our
Milwaukee and
Kenosha mental
health walk-in
clinics

5,000+

kids screened positive
for suicidal ideation
in our Emergency
Department

95,000

visits with behavioral
health consultants in our
primary care clinics

The Northeast

Connected for Kids Partnership



Increasing Access and Improving Care and Outcomes

In 2024, Children's Wisconsin continued to strengthen our collaboration with Bellin Health and ThedaCare through Connected for Kids, a partnership established in 2021 to provide high-quality pediatric care to kids and teens in Northeast and Central Wisconsin and Michigan's Upper Peninsula. Through this partnership, we are now part of a regional health system, bringing additional pediatric specialists and services and reducing the need for families to travel for care. The partnership is also helping us deliver better and more efficient care to patients from Bellin Health and ThedaCare through seamless coordination across each organization, ensuring a better patient and family experience.

In 2024,
117,210
kids were cared
for through this
partnership



Children's Wisconsin Ashwaubenon Clinic: A Shining Example of What Can Be Achieved With Strong Collaboration

In March 2024, Bellin Health started construction on a new child and adolescent care center, a 75,000-square-foot building in Ashwaubenon that will house the **Children's Wisconsin Ashwaubenon Clinic**. Opening in late summer 2025, Bellin Health will offer primary care and Children's Wisconsin will offer specialty care services to kids in the Green Bay area.

"We know kids do so much better when they can get care closer to home, and that's why Children's is committed to the partnership with Bellin and ThedaCare."

—Matthew Buelow, MD, Children's Wisconsin Pediatric Cardiologist

Family Empowerment Through Community Health Advocacy

Every family wants their children to feel happy, healthy and whole. Sadly, many in the Northeast region are struggling with poverty and other chronic stressors that often leave them ill-equipped to function and increase their risk for adverse health outcomes. At Children's, we believe prevention is the most effective way to solve a problem. Our Community Health Advocates connect families with the right resources, leading them on the path to lasting stability. Thanks to Lynne Cumings Keller, our generous donor who fueled the Community Health Advocacy program in the Northeast region, in January 2024, we started assisting families in collaboration with the Boys & Girls Clubs and other community agencies in Calumet, Outagamie and Winnebago counties, expanding our outreach to rural areas.

"Many times, families don't know the resources available in the community and all they need is a starting point and some coaching along the way to learn to advocate for themselves." —Lori Jensen, Manager of Community Health Care Integration

Go Baby Go!

In partnership with Fox Valley Technical College (FVTC), Children's Wisconsin is proud to offer Go Baby Go! motorized cars to help kids with special needs enhance their mobility, independence, confidence and ability to interact with others, which positively influences their overall development. Physical and occupational therapists from Children's Wisconsin collaborate with students and faculty to customize cars for each child, then the FVTC team builds the cars. In 2024, 39 children living in the Northeast region experienced the joy of mobility through Go Baby Go!



The Power of Philanthropy

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.



To see a list of our generous donors,
visit giving.childrenswi.org/about.

We also wish to acknowledge a significant 2024 milestone:

The Peggy Troy Accelerator for Healthiest Kids

At the end of 2024, Peggy Troy completed her tenure as President and CEO of Children's Wisconsin after 15 years of remarkable leadership, earning a stellar reputation statewide and nationally. Throughout her career, Peggy advocated for a broader definition of health that includes kids' physical, dental, social and mental well-being. Among her accomplishments, she strengthened our partnership with the Medical College of Wisconsin, ensuring access to world-renowned doctors and scientists, and successfully advocated at the federal level through the Children's Hospital Association, which fostered innovation and excellence.

Peggy's legacy lives on through the **Peggy Troy Accelerator for Healthiest Kids**, which funds initiatives such as junior researcher projects for novel cancer cures, care navigation for families, and suicide ideation screening for kids and teens. In 2024, many of Peggy's friends and colleagues contributed over \$3.2 million to this fund. We wish to recognize Mary Ellen Stanek — a Foundation Board Director and passionate advocate for kids and families — and Dave Werner, Foundation Board Chair, for leading this effort, as well as the 89 benefactors whose dedicated contributions will help sustain Peggy's legacy well into the future.

We are still accepting gifts to honor Peggy. For more information, please contact Kara Muchow, Senior Director of Development, at (920) 205-8717 or kmuchow@childrenswi.org.



Healthier



Coming together for a Common Cause

Galvanizing the Community's Generosity, Volunteerism and Advocacy

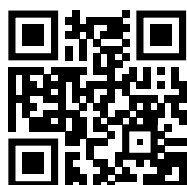
Broad Community Support

We are so grateful to all of the supporters who included Children's Wisconsin in their families' annual charitable giving in 2024. Individual gifts led to a powerful impact:

- We received individual gifts from **15,271 donors**
- Gifts came from 71 Wisconsin counties, 50 U.S. states, in addition to Puerto Rico and Washington, D.C., and eight different countries.

Planned Giving: Building a Legacy of Generosity

When you include Children's Wisconsin in your estate plans, you ensure that we have the best people and resources available to keep our kids and families healthy and thriving, well into the future. In 2024, many generous donors made meaningful gifts or commitments through their estate plans to ensure their support continues for generations to come.



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

14

donors documented
future estate
commitments
totaling over
\$2.3M

30

donors left
estate gifts
totaling \$3.4M

Planned Giving
donors range
in age from

37 to 96
years old

**260
donors**



are members of The Guardian
Society, which honors those
who have named Children's
Wisconsin as a beneficiary
of their estate

Corporate and National Support: Giving Back to the Community

Children's Wisconsin offers companies and organizations of any size many opportunities to give back and engage employees while increasing sales, visibility and brand loyalty. These opportunities include gifts that support specific programs, event sponsorships, fundraising events, local cause marketing, team fundraising, volunteerism and workplace giving. In 2024, **we raised more than \$7.2 million** in support from our corporate and national partners. Their generosity is essential to ensuring the sustainability of many of our programs, especially when they do not generate revenue or are not covered by insurance. Here are some examples:

Powering Milwaukee Forward

In October 2024, GE HealthCare, the GE HealthCare Foundation and the Charles Antetokounmpo Family Foundation (CAFF) launched Powering Milwaukee Forward, a new philanthropic endeavor aimed at improving access to basic needs within Milwaukee's underserved communities. The initiative selected 10 area nonprofits and provided a total of \$1 million in grants to improve access to housing, education, healthy food, safe physical environments, and maternal and infant health care. As part of Powering Milwaukee Forward, **Children's Wisconsin received \$100,000 to support community connectors** to ensure expectant moms, infants and young children have everything they need to be healthy and thrive.

"The city of Milwaukee has done so much for me and my family — but I know there are so many in this community who struggle to access basic needs. It's time to support these underserved neighborhoods and help provide what they need to thrive. I'm excited to team up with GE HealthCare and the GE HealthCare Foundation to take action and leave a lasting legacy for Milwaukee." —Giannis Antetokounmpo, Milwaukee Bucks power forward and founder of CAFF

Giannis Antetokounmpo, with representatives of GE HealthCare, the GE HealthCare Foundation and CAFF, are supporting Acts Housing, the African American Breastfeeding Network, Boys & Girls Clubs of Greater Milwaukee, Children's Wisconsin, Feeding America Eastern Wisconsin, Hunger Task Force, the Milwaukee Habitat for Humanity ReStore, the Milwaukee Parks Foundation, the Sixteenth Street Community Health Centers, and YMCA of Metropolitan Milwaukee.



Do Good with Food

“If it had not been for the quick thinking and highly skilled team working in the Children’s Wisconsin Emergency Department, our daughter would not be alive today. To give back, in 2019 our family came up with the idea of Do Good with Food.” —*Leanne Fazzari, grateful parent and corporate partner*

Do Good with Food began as a collaboration among grateful parents Gino and Leanne Fazzari, the Milwaukee Kitchen Cabinet, the Wisconsin Restaurant Association and Children’s Wisconsin. This event unites the Greater Milwaukee restaurant community in support of our Emergency Department, NICU and Nourishing Partners Program. One day every summer, restaurants donate all or a portion of their sales to support this work. In 2024, **43 restaurants participated, setting a new record!**



Members of the Do Good with Food team present a check to Children’s Wisconsin from their record-breaking fundraising year.



Learn how organizations, large and small, can partner with Children’s Wisconsin to engage employees and customers in support of our kids and families.

Corporate impact in 2024:

45

corporate
volunteer
engagement
activities

79

fundraising
campaigns



192

corporate
partners

Braver



Events That Build Community and Support our Mission

- Every year, over **75 community events are fueled by dedicated supporters** — grateful families, community partners and corporations — to rally around our cause and raise funds for Children's Wisconsin. Thanks to their generosity, in 2024 we exceeded our philanthropic target of \$1.5 million. We are humbled by the community's passion and dedication and the tangible impact they continue to have, year after year.
- Additionally, **Children's Wisconsin Foundation hosts 10 signature events** to raise critical funds or express gratitude to our wonderful volunteers and annual donors.
- And, as in previous years, in 2024 we **teamed up with Children's Wisconsin Child Life Program and local sports teams** to entertain young patients and bring smiles to their faces.



Players from the Marquette University men's basketball team visited the Milwaukee Hospital in January.



AJ Dillon, running back for the Green Bay Packers, visited the Appleton Clinic in March, thanks to our partners at Pepsi Co.



Milwaukee Brewers outfielder Sal Frelick visited the Children's Wisconsin Milwaukee Hospital in September, thanks to our partners at Starlight Children's Foundation.

Signature Events

- Celebrate Children's
- Children's Wisconsin Hollywood Movie Night presented by Marcus Theatres
- Children's Wisconsin Open presented by Miron Construction
- Gather for Good presented by Albert and Shirley Schmidt
- Guardian Society Luncheons in Milwaukee and Appleton
- Kickoff for the Kids
- Louie's Last Regatta
- Miracle Marathon presented by Mars Family Foundation
- Tee-Up Fore Kids
- The Sugar Plum Luncheon presented by TWO MEN AND A TRUCK



Volunteerism: So Many Ways to Make an Impact

As we look back on the past year, we are filled with gratitude for the unwavering commitment and passion of our incredible volunteers. They empower us to expand our reach, enhance our services, and continue to meet the diverse needs of kids and families. The following pages highlight only a few of the transformative ways they have positively impacted Children's Wisconsin — in the hospital, the community and beyond.

Their gifts of time, talent and leadership, and the dedication they bring day in and day out, are truly invaluable. On behalf of Children's Wisconsin and the kids and families we serve, we extend our heartfelt appreciation. We simply can't do it all without their support!

With your continued support, we can help ensure kids shine Brighter Than Ever!

Building a Culture of Philanthropy and Mission-Driven Leadership

Over 120 community leaders — Children's Wisconsin System Board Directors, Children's Wisconsin Foundation Board Directors and Engagement and Philanthropy Affinity Groups — are our champions of philanthropy, bringing awareness about our mission and inspiring generosity throughout the community.

Last year, our incredible volunteers rolled up their sleeves to activate on our behalf and inspire support for the kids and families cared for at Children's Wisconsin.

Impact in 2024:

700+
volunteers from
young adults
to seniors

Served
**over
23,000**
hours



\$1.5M+
raised through
75 community-
driven events

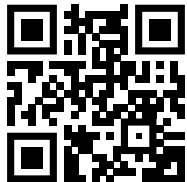
Inspiring Leadership and Rallying the Community

Brighter Than Ever: A Defining Moment Fueled by the Power of Our Volunteer Leaders

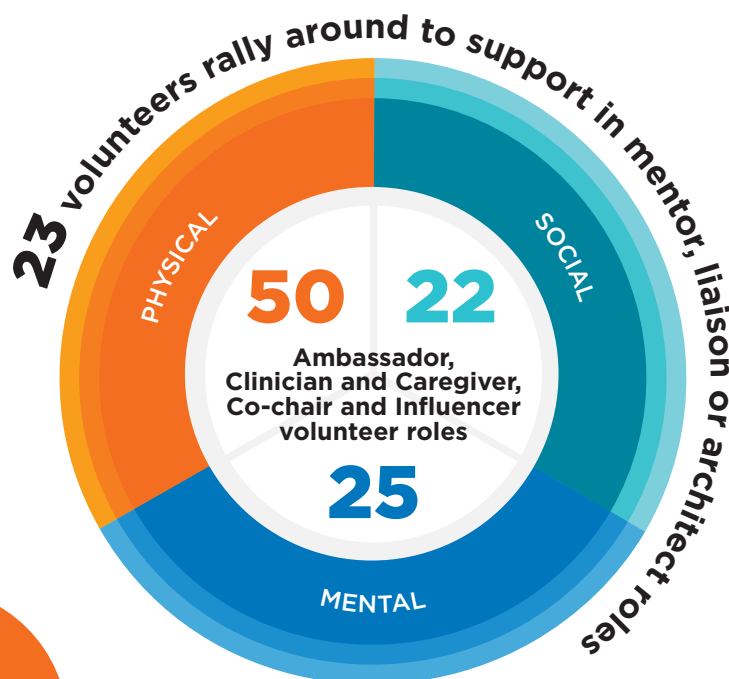
At last year's annual **Celebrate Children's** event, we gathered with **more than 600 of our closest friends and benefactors** to celebrate their generosity, reflect on all we have accomplished together and look with excitement toward the future. We also publicly announced Brighter Than Ever, our ambitious engagement and philanthropy campaign. Our **Board Directors** and **Affinity Group volunteers** were instrumental in helping us reach this important milestone, bringing their passion for kids' health, intellectual capital, sage advice and ability to create what's possible. They contributed to the development and implementation of Brighter Than Ever and will continue to guide this initiative.



Ken Bockhorst, Health System Board Director and Children's Wisconsin Foundation Co-Chair of the Glow Beyond Campaign and Affinity Group; and Portia Young, Children's Wisconsin Foundation Board Director and grateful parent.



Check out our amazing volunteers!





26th Annual WKLH Miracle Marathon: Celebrating Generous Advocates Who Inspire Us

The power of engagement, philanthropy and storytelling came to life as 41 grateful families and care providers shared their courageous stories of healing live from the Children's Wisconsin Milwaukee Hospital during the 26th annual WKLH Miracle Marathon, presented by Mars Family Foundation.

A passionate advocate for kids' health, **Dave Luczak** has hosted the WKLH Miracle Marathon since its inception in 1998, and, after a 40-year career, he retired as the station's morning talk show host at the end of 2024. For Dave, hosting this two-day radiothon was more than a job; it was a calling. His empathy and enthusiasm connected audiences with families sharing their healing stories, fostering community support. As a Children's Wisconsin Foundation Board Director since 2016, Dave's creative ideas and ability to engage others in our mission have been priceless.

Dave received the **2024 Volunteer of the Year Award** from Southeastern Wisconsin's Association of Fundraising Professionals for his longstanding volunteerism, leadership and fundraising efforts. We are incredibly grateful for Dave's commitment to our organization.

Year after year, our community of supporters rally around the impactful storytelling during Miracle Marathon. **John Carey, Marc Daniloff and Dennis Wisniewski**, three Guardian Society members who have dedicated more than 30 years combined to supporting this event, joined over 145 volunteers and many event sponsors to bring enthusiasm to the two-day radiothon.

Miracle Marathon through the years



26

continuous
years

30M+

dollars raised
since 1998

100+

volunteers
annually

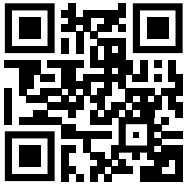
We're also grateful to our families who have shared their stories with Dave, including **Carson Molle**, who has transformed his personal tragedy into a mission to save lives.

After attempting suicide at just 14 years old during a mental health crisis, Carson was treated at Children's Wisconsin, where he received critical care and ongoing mental health support. Carson continues to share his powerful story at schools and fundraising events to raise awareness about mental health, advocate for better access to services, and support mental and behavioral health initiatives at Children's Wisconsin.

Carson received the **2024 Youth in Philanthropy Award** from Northeastern Wisconsin's Association of Fundraising Professionals for his outstanding commitment to the community. We are incredibly grateful for Carson's leadership and bravery.



Gail Yabuki, Director of The Yabuki Family Foundation, and Children's Wisconsin Foundation Board Director; Carson's mom Amber; Carson; Amy Herbst, Vice President of Mental and Behavioral Health at Children's Wisconsin.



**Listen to Carson's
Miracle Marathon interview.**



From our youngest philanthropists to our Foundation Board Directors, our volunteers represent the power of coming together to achieve our most ambitious goals — goals we could not imagine without their support.

15+

years on the
committee

3M+

raised since its
inception

Mary Altschaeffl devoted over 15 years to The Sugar Plum Luncheon, serving as the committee's Chair since 2008, with 2024 being her last year. Now in its 35th year, The Sugar Plum Luncheon is Milwaukee's premier holiday-themed event and auction. We are grateful for Mary's leadership, dedication and energy!

When **Cate Naffah** — daughter of Stacey Walthers Naffah, a Children's Wisconsin System Board Director and Foundation Board Chair — was in second grade, she was diagnosed with Ewing Sarcoma in her spine. She received aggressive treatment at the Children's Wisconsin MACC Fund Center for Cancer and Blood Disorders and overcame many complications. Now healthy, Cate is in high school, where she participates in many extracurriculars and loves spending time with family and friends. She will continue to have follow-ups with her medical team, but with the wonderful care she has received, Cate and her family are confident she will continue to live a full and happy life. In September, during Childhood Cancer and Blood Disorders Awareness Month, she spoke at the Hyundai Hope On Wheels Handprint Ceremony to celebrate Hyundai's \$100,000 gift to support research aimed at reducing treatment side effects. In 19 years, Hyundai has contributed more than \$1 million to the MACC Fund Center.



Learn more about the Hyundai
Hope on Wheels event.



Mary is celebrated by her dedicated volunteer committee at The 2024 Sugar Plum Luncheon.



Cate, mom Stacey, dad Chris and brother Jack



Cate at the Hyundai Hope On Wheels event

Creating a Legacy of Generosity

Our **Planned Giving Council** is a group of volunteer leaders from the legal and financial advisory community dedicated to educating clients and the public about the impact that future gifts can have on the kids and families cared for at Children's Wisconsin. Every year, council members contribute to the endowed fund they established 20 years ago. In January, they invested the annual earnings to purchase dental supplies for over 5,000 kits for kids treated in our dental clinics — for many kids, this was their first toothbrush!



Planned Giving Council members gathered in May to assemble dental kits.

27

Planned
Giving Council
members

373

years
of service

Community Engagement

Corporate Engagement That Energizes Our Mission

TRICOM has been a longtime supporter of Children's Wisconsin. Last year, TRICOM volunteers purchased and assembled 500 first aid kits, donated and served cream puffs at the Child Life State Fair event organized for kids and families in the Milwaukee Hospital, and volunteered at our annual Hollywood Movie Night. We are grateful for their generosity, passion and creativity, and for other corporations and partners who are helping us deliver on our vision for Wisconsin's kids to be the healthiest in the nation.



Activating on Behalf of the Kids and Families We Serve

Leaders from ORBIS Corporation started the **ORBIS Good Days for Kids** annual golf outing in 2021 to make a difference in kids' lives. In only four years, **the event has raised more than \$1 million to support the Children's Wisconsin Simulation and Resuscitation Program**, which provides simulation-based education and training for medical professionals and caregivers, as well as our most important priorities. The impact ORBIS has in the way we care for kids is priceless.

Event Committees Make Fundraisers a Success

It takes many volunteers to execute an event — from planning to execution, our committees ensure attendees are immersed in the Children's mission. From committee volunteers to grateful families, all play a role! **In 2024, 50 signature event committee members helped raise over \$1 million.**

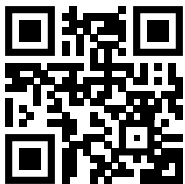
Signature event committees:

- Children's Wisconsin Open
- Gather for Good
- Louie's Last Regatta
- Tee-Up Fore Kids
- The Sugar Plum Luncheon

Supporting Patient Care

Uplifting Families Together

These and other generous couples spend quality time together while volunteering in the Neonatal Intensive Care Unit (NICU), Pediatric Intensive Care Unit (PICU), Surgical Family Waiting Room, Family Resource Center and Gift Shop. They provide much-needed support to our care teams and are there for families navigating an often-overwhelming hospital stay.



Watch our generous couples bringing joy to the hospital.



ORBIS Corporation volunteers



Michael Sheppard, Foundation Board Director



Ron and Linda Braier



Carlos and Sandy Soria

Connecting With Heart at the Gift Shop

Wendy Kasten started volunteering at the Children's Gift Shop to give back to the organization that saved her son's life and the care teams who supported her family through difficult times. When her son Graham was born, he was diagnosed with transposition of the great arteries, a rare, life-threatening congenital heart defect that occurs when two main blood vessels leaving the heart are in abnormal positions. He had heart surgery at the Children's Wisconsin Herma Heart Institute 10 days after he was born and is now a healthy college student playing baseball for Concordia University Wisconsin.

540+ phone orders delivered, 3,600+ balloons filled and 82,200+ pieces of candy, snacks and cookies sold at the Gift Shop in 2024.



Listen to
Wendy's story.

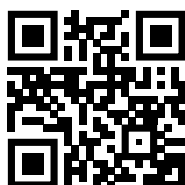
7,200+
plushies sold

"There are so many times when I'm in the Gift Shop and I can tell a mom or dad are going through a heartbreaking time. I want to be there for them and support them, give them a hug."



Leaving Behind Footprints ... and Pawprints!

Our furry friend McNugget and his mom, Beth Hurrle, officially retired after nearly 12 years as a pet therapy team for Children's Wisconsin. Beth and McNugget brought joy and comfort to kids and families in all hospital areas, dedicating hours in the MACC Fund Center for Cancer and Blood Disorders. They also loved receiving free puppuccinos wherever they went!



Listen to Beth and
McNugget's story.

5,000+
therapy
dog visits

700+
hours of
service

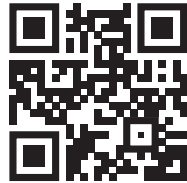
21
dog therapy
teams

To celebrate their longstanding volunteerism, the staff at the MACC Fund Center threw a surprise parade for Beth and McNugget last summer.

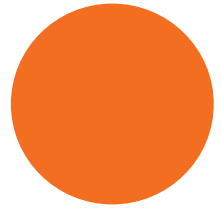


Bringing Art Therapy and Healing to More Kids

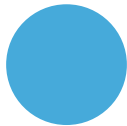
In February, the **Pinstripe Legends** came together at the State Fair's World of Wheels Custom Car Show for the 21st time to create original art pieces and host an auction to benefit the Children's Wisconsin Child Life and Creative Arts Therapies programs. These programs support the emotional well-being of kids during appointments and medical procedures and help kids heal during challenging hospital stays. Over the years, this event has raised more than \$1 million.



Enjoy the beautiful chalk art.



Pinstripe Legends joined our Child Life and Creative Arts Therapies team to draw a beautiful chalk art stencil for kids to color.



Our dedicated volunteers are always ready to roll up their sleeves and dive in to help whenever we need them, ensuring the success of our efforts at Children's Wisconsin on behalf of kids and families.



Please continue to check volunteer.chilrenswi.org for other ways to engage in our mission.



Happier



Recognition and Accreditations

Among the Nation's Best

Children's Wisconsin was recognized as a **2024-2025 Best Children's Hospital** by *U.S. News & World Report*. Also ranked among the best in the nation in Cancer, Diabetes and Endocrine, Gastroenterology and GI Surgery, Nephrology, Neurology and Neurosurgery, Pediatric and Adolescent Behavioral Health, Pulmonology, and Urology, Children's is the only health system in Wisconsin with the depth of services to achieve this level of recognition for pediatric specialty care. Honors like these are a testament to our incredible team of providers and staff who work together every day to produce the best outcomes for kids.



Best Place to Work

Children's Wisconsin has been recognized by the *Milwaukee Journal Sentinel* every year since 2010 as a Top Workplace. We are also a Gallup Exceptional Workplace Award winner.

Other Recognition

Wisconsin Institute of NeuroScience Unifies Neurological Treatments, Clinical Trials and Research

Milwaukee is now home to one of the nation's first institutes designed specifically to focus on the neurological needs of people from birth to old age. The Wisconsin Institute of NeuroScience (WINS) is a partnership of Children's Wisconsin, Froedtert & the Medical College of Wisconsin health network, the Medical College of Wisconsin, and the Clement J. Zablocki Veterans' Administration Medical Center. WINS combines the strengths of all partners to deliver complete, lifespan care for disorders of the brain, spine, spinal cord and peripheral nervous system.

Quality of Neonatal Care Confirmed With a Renewed Level IV Verification

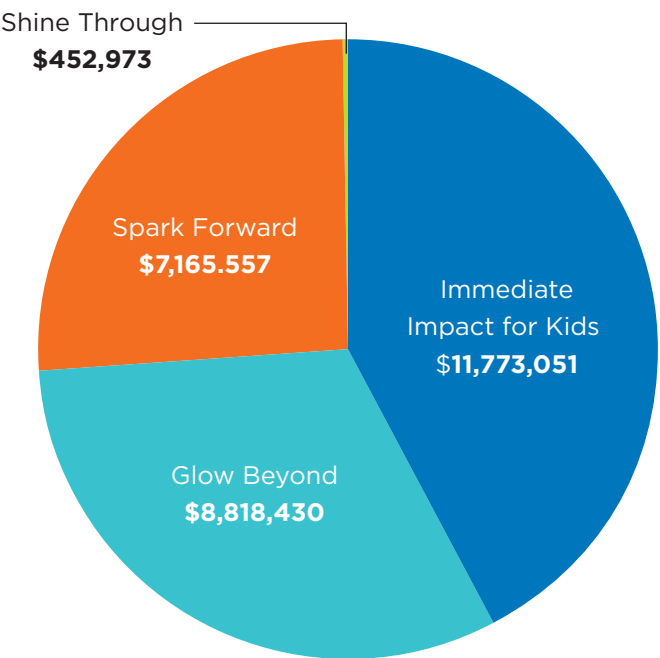
The Children's Wisconsin NICU was re-verified as a Level IV regional neonatal intensive care unit, using the Centers for Disease Control and Prevention's Level of Care Assessment Tool. Children's Wisconsin is one of only two institutions in the state with this national recognition, acknowledging our capacity to treat premature babies as young as 22 weeks in critical care and the resources to treat babies with birth trauma, congenital defects, genetic concerns and more. This recognition is also the result of the NICU team's efforts to routinely assess their care practices through research, which ensures we continue to provide the very best care to the sickest and most vulnerable babies.

The Dairy Cares of Wisconsin Simulation Lab Received International Accreditation

The Dairy Cares of Wisconsin Simulation Lab was recognized with an accreditation for Excellence in Teaching and Education by the Society of Simulation in Healthcare, the largest health care simulation accrediting body in the world. This international recognition acknowledges our commitment to lifelong learning, collaboration and innovation in health care. The lab is dedicated to curating highly advanced and realistic simulated scenarios so our medical teams, patient families and caregivers can perfect the skills needed to save a child's life at a moment's notice. With this accreditation, we join an elite cohort of simulation programs around the world.

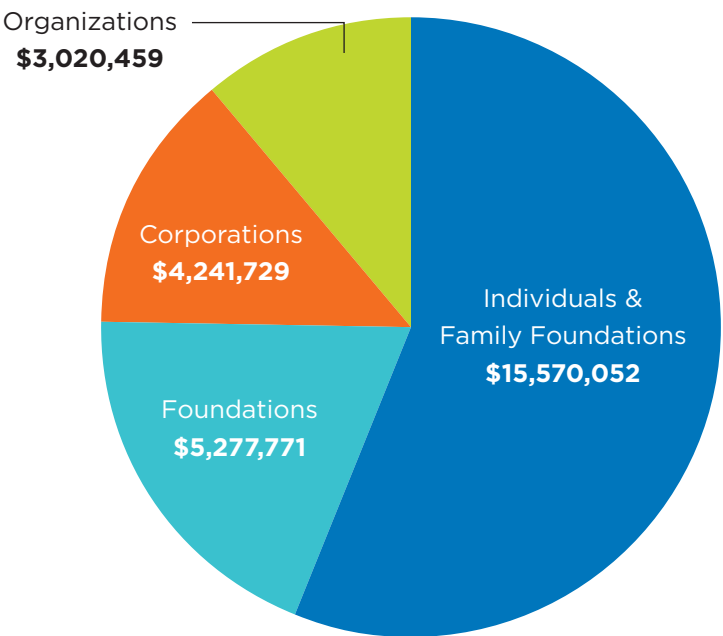
2024 Financial Impact

Areas Your Gifts Support



Total: \$28,210,011

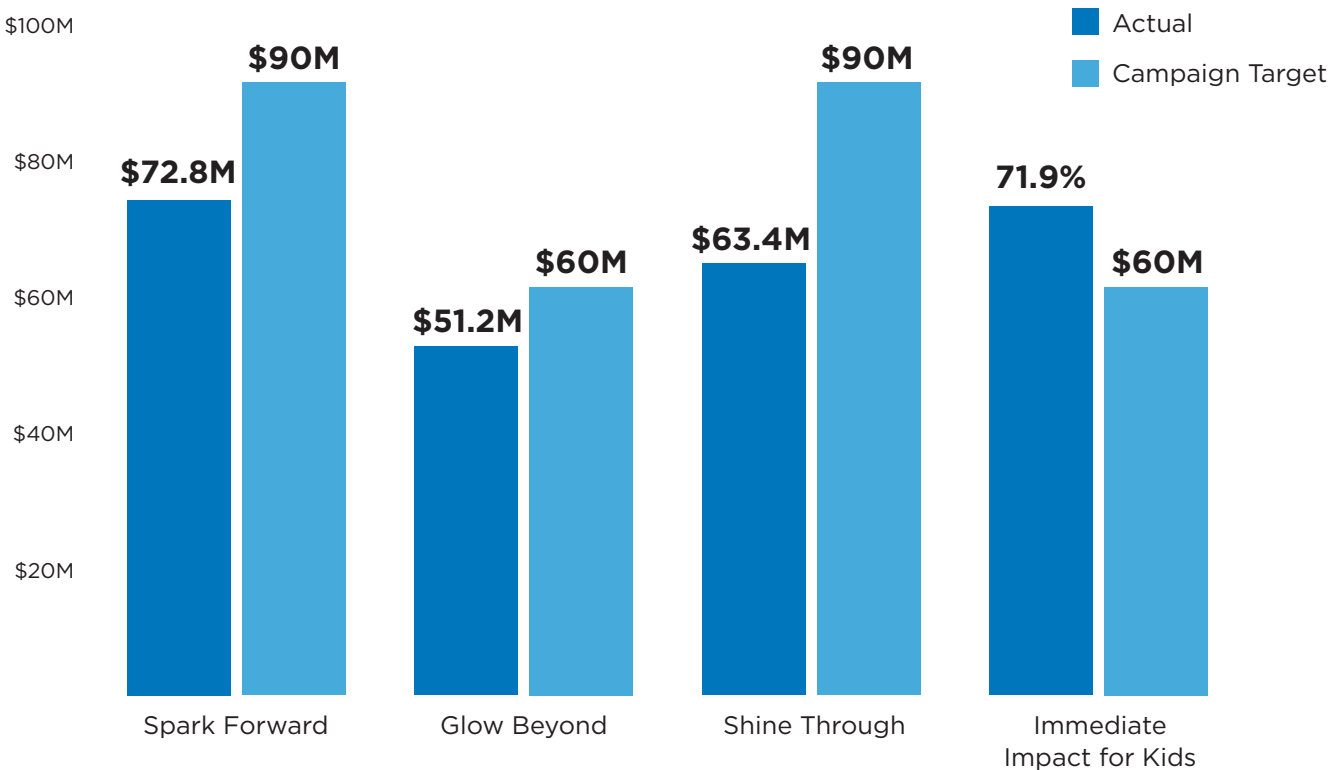
Sources of Gifts



Total: \$28,210,011

The Community's Generosity by Campaign Pillar

Total Raised in the Years 2020 Through 2024: \$259.3 Million





**If you're inspired to continue
to support Children's Wisconsin,
please visit us online.**



Children's
Wisconsin

 **Brighter** Than Ever

With your support, we can create futures that are
Brighter Than Ever for kids, families and communities.

Thank you!