Your 2021 impact on kids:

Children’s Wisconsin Foundation
Annual Report
Kids are the light of our lives and the reason we are driven to do more.

Children’s Wisconsin is a fiercely determined community of health care providers, educators, volunteers, advocates and community leaders like you. In 2021 we continued to meet kids and families where they are, no matter what, and care for every aspect of kids’ health — their physical, social and mental well-being.

Thanks to you, we were able to navigate complex challenges, adopt new protocols and develop innovative ways to provide care and empower families — all while expanding our reach and redefining what it means for a child to be healthy.

As a community, we were together in person when we could be and together virtually when we had to be. Regardless of the circumstances, you helped the Children’s Wisconsin Foundation meet and surpass our 2021 fundraising goals! You did more than support our efforts every step of the way — you made them possible. For that, we are deeply humbled and profoundly grateful. Thank you for being an important part of the Children’s story and for all you do to help us deliver on our firm belief that all kids deserve the best.

Because of you, kids’ lives will be brighter than ever.

With gratitude,

Meg Brzyski Nelson
President, Children’s Wisconsin Foundation
Untreated mental and behavioral health stands in the way of every dream we have for our children, as well as our vision for Wisconsin’s kids to be the healthiest in the nation.

Your incredible generosity in 2021 allowed us to cement mental and behavioral health as a critical part of routine care. Together, we are creating a gold standard of care for kids across Wisconsin and the nation in so many ways. Below are just a few of the highlights.

Shine Through: An Evening to Inspire
On April 28, 2021, community members joined Children’s for an emotionally impactful virtual event. Designed to showcase our “Shine Through” public awareness and engagement campaign, the evening focused on creating solutions for the growing mental and behavioral health crisis Wisconsin’s kids are facing today.

Hosted by former WISN 12 anchor and Children’s Wisconsin Foundation board director Portia Young, the event featured Children’s Wisconsin president and CEO Peggy Troy, Kohl’s CEO and Children’s Wisconsin board director Michelle Gass, Dr. Smriti Khare, Children’s Wisconsin chief mental and behavioral health officer, and Shine Through co-chairs Cassidy and Dan Buehrle, and Jerry Jendusa.

2021 key philanthropy highlights

Groundbreaking generosity from The Yabuki Family Foundation
In July 2021, Jeff and Gail Yabuki, The Yabuki Family Foundation and Children’s Wisconsin announced a $20 million gift to transform the delivery of integrated mental and behavioral health care at each of our primary and urgent care locations. In order to inspire community engagement and support, The Yabuki Family Foundation designated $5 million of their transformational gift as a dollar-for-dollar matching gift opportunity called the Change the Checkup Challenge.

Through the Yabuki family’s generosity, and in partnership with community support, the program will expand to 36 full-time, master’s-prepared therapists by the end of 2023 to work alongside pediatricians in every Children’s primary and urgent care location.

When fully staffed, the program has the potential to benefit more than a third of the pediatric population in southeastern Wisconsin. This transformational gift has already changed the lives of kids, and it’s just the beginning. We still need you.

To support the future of pediatric mental and behavioral health, visit shinethrough.childrenswi.org/donate.
Giving Tuesday 2021 was one for the record books

A simple idea, Giving Tuesday was created in 2012 as a day that encourages people to do good. Over the past nine years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate and celebrate generosity.

In 2021, we focused our Giving Tuesday efforts on the Change the Checkup Challenge. Thanks to an additional matching gift from the Mars Family Foundation, Children’s promoted a Giving Tuesday Super Match Challenge on Nov. 30. The first $50,000 raised was triple-matched with gifts beyond those being double-matched.

Our goal: $100,000
Individual giving total: $288,778
Total with “Super Match”: $627,556!

New clinics building — Craig Yabuki Tower

Jeff Yabuki’s brother Craig struggled with mental and emotional illness for most of his life. In 2017, he died by suicide, leaving behind a wife and three young children. We have named the new six-story building on our Milwaukee campus to honor Craig’s memory and in recognition of the Yabuki family’s generous donation to support our transformational work in mental and behavioral health.

The Craig Yabuki Tower offers a wide range of specialty care and surgical services, including adolescent medicine, asthma, allergy and immunology, craniofacial and plastic surgery, dermatology, diabetes, ENT, endocrine, gastroenterology, genetics, laser, orthopedics, outpatient lab, physical and occupational therapy, pulmonary and sleep medicine, renal, rheumatology, surgery and urology, among others.

Thank you, we exceeded the Change the Checkup Challenge.

From July 2021 through the end of year, 675 inspired donors committed over $5.2 million. Support came from 29 states and one Canadian province, and 197 individuals made their first-ever gift to Children’s.

The Craig Yabuki Mental Health Walk-In Clinic

The first of its kind in the state, the Craig Yabuki Mental Health Walk-In Clinic is open 24/7, filling a critical gap in care by providing immediate support for kids experiencing a mental health crisis. Plans were solidified in 2021 and the clinic opened its doors on March 14, 2022.

Licensed therapists, social workers and clinic assistants are available to see patients ages 5-18 with no appointment or referral required. The goal of the clinic is to provide a place for children in crisis to get the right care at the right time.

Bringing care closer to home to northeast Wisconsin

We continue to increase our footprint throughout the state and across the spectrum of care. Our vision for a healthier northeast Wisconsin is based on our long-standing commitment to bringing care closer to home, reducing the burden of time and travel on families.

Ultimately, our expanded presence in the northeast will allow us to have a greater impact on the health and well-being of kids and families across Wisconsin.

We plan to more than triple the volume of care with our new specialty outpatient Appleton Clinic, slated to open in early 2023, by re-imagining existing spaces in our Neenah hospital, and by expanding family services and community health and education programming throughout the state in collaboration with other regional partners.

This plan requires an investment of over $30 million in the next several years. Of this, we seek to raise $13.2 million in philanthropic support. We are so grateful for the generosity of our donors who supported these critical efforts in 2021!
When a family receives an overwhelming diagnosis for their child, Children’s is there to provide answers when they’re needed most. We do this by providing the best medical care and by pairing an innovative mindset with research and clinical expertise.

Since its inception in 2003, the Children’s Research Institute has grown to include more than 150 researchers representing over 15 specialties, ranging from anesthesia to urology. Together they form the largest concentration of 100% pediatric research in Wisconsin. By discovering better ways to prevent, treat and eliminate childhood diseases, we impact the health of future generations and train the next generation of clinicians and scientists. Below are just a few highlights in the area of research from the 2021 calendar year:

**Profound possibilities at the leading edge of care — our Precision Medicine approach**

Imagine a world where we can target the origin of a disease or eliminate that disease entirely in a particular child, all by using their own DNA.

Guided by this vision, in 2021 we established one of the few clinical-grade umbilical cord and tissue banks, and are currently collecting umbilical cord blood and tissue at birth and storing them in a nationally accredited clinical lab. The stored samples will be used in the treatment of childhood diseases — such as congenital heart disease, cancer and sickle cell disease.

Precision Medicine is a departure from a one-size-fits-all approach and has the power to improve and even save lives of children who have yet to be born and beyond. With stem cells from banked cord blood, we will be able to:

- Target causes of disease
- Treat disease more efficiently and even eliminate disease
- Decrease the number of surgical procedures
- Reduce trauma and costs to families and the community

Our work has the potential to become the gold standard of care in our country and around the world. Your continued support makes it possible.

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**Children’s Tracheal Agenesis team received the Milwaukee Business Journal Innovator of the Year award in 2021**

Mike Mitchell, MD, medical director of cardiothoracic surgery and surgical director of Children’s Herma Heart Institute, and John Densmore, MD, pediatric surgeon, were recognized for their work on tracheal agenesis, an extremely rare birth defect in which the trachea, or windpipe, is completely absent or significantly underdeveloped. Only 200 cases have been recorded, and no one born in the United States with this condition had ever survived. Then, on April 7, 2016, baby Thomas was born in Marshfield, Wisconsin, and baby Tennison was born nearly four years later and less than 100 miles apart — both without a trachea and unable to breathe. Drs. Mitchell and Densmore took over their care, and today, both boys are thriving. Thanks to this team of surgeons and the care providers at Children’s who pioneered innovative approaches, there is now hope for babies with this condition.

Read the full story by clicking here.

**We are profoundly grateful**

In 2021, our transformational benefactors Dave and Barri Drury, Al and Anita Costigan, and Dr. Scott and Mary Ellen Stanek, made commitments of $1 million or more to support research to eradicate disease and innovate health care by establishing:

- The Barri L. Drury Endowed Chair for CRI Chief Scientific Officer
- The Alexander J. & Anita L. Costigan Chair in Blood Disorders & Cancers
- The Stanek Family Fund for Clinical Food Allergy

Their generous investment in Children’s will make a difference for generations to come.
We cannot have the healthiest kids in the nation if we don’t care for their families in the process. And when families are empowered and self-sufficient, it impacts communities for generations to come. That’s why we invest in programs and services that help kids (and their families) cope with illness, injury and trauma while in our care or at home. It’s also why we connect families and communities to vital resources that empower and build self-sufficiency. Below are just a few of the ways we worked toward these goals in 2021:

**Addressing hunger in our backyard**

Across Wisconsin, one in seven children goes to bed hungry. This affects their physical and emotional well-being. Hunger is a health issue — it’s our issue.

That’s why every family who comes to our emergency department is asked:

- Within the last 12 months, have you worried that your food would run out before you got the money to buy more?
- Within the last 12 months, did the food you buy not last and you didn’t have money to get more?

When they answer “yes” to both questions, an alert gets triggered. Our teams at the Daniel M. Soref Family Resource Center then work with the family to identify additional needs like employment, housing, transportation or mental health services, and connect families to the resources to address these basic needs.

To date, the Family Resource Center has received more than 1,360 referrals from our emergency department and reached 80% of families, 70% reporting positive outcomes.

In 2022, we expect to serve at least 1,800 families.

We have a moral imperative to ensure kids have the best possible chance at a healthy, happy and productive life. With your support, we can expand this life-changing program across our state.

**Child Life and Creative Arts Therapies**

When children encounter a life-altering diagnosis, their world is turned upside down. Activities like developmentally appropriate play, music or drawing allow kids to express their feelings, needs, desires, and difficult or confusing emotions along their journey.

Creative therapies have shown to reduce anxiety in kids by as much as 33%, directly improving their quality of life. Approximately 68% of art therapy sessions provide tools to reduce depression, anxiety, trauma and physical pain — even feelings of isolation, particularly during an extended hospital stay.

Each year, approximately 9,000 kids are admitted to Children’s Wisconsin. In 2021, the Child Life and Creative Arts Therapies teams were able to provide more than 3,000 touchpoints with kids and families. Your philanthropic support is helping us make an even greater impact in 2022.

**Hopes and dreams soar on paper wings — The Shelly and Ralph Stayer’s Johnsonville Wall of Dreams**

This fun, interactive experience in the Craig Yabuki Tower on our Milwaukee campus lets kids design their own paper airplane, write their hopes and dreams on the inside of the plane and release it into the virtual world. The best part? They can email or text a copy of their plane to their loved ones, catch other planes and read the message in them. Kids realize that they’re not alone — and they can draw strength from the hopes and dreams of other kids who have gone through their own health journeys. Thank you to Shelly and Ralph Stayer for making kids’ lives easier while they’re under our care.

**Waukesha Christmas parade tragedy**

In November 2021, our community experienced unimaginable tragedy with the mass casualty event at the Waukesha Holiday Parade, impacting many kids and families in our own backyard. In total, 18 kids between the ages of 3 and 16 were brought to Children’s Wisconsin. Several of them required surgery and 10 were admitted to our Pediatric Intensive Care Unit. In addition, all families received support from our social workers, and our many specialties involved that night demonstrated excellent teamwork. Others at Children’s also stepped forward to help.

In the midst of tragedy and loss, we were reminded, once again, that we are always stronger when we work together.

Because of you, we have been able to invest in the right people, training and programs to respond to any situation and care for every aspect of health, including the tremendous physical, social and mental trauma caused by an unthinkable tragedy like this one. Your support made a tremendous difference that night. Our community is stronger because of you. Thank you!
Galvanizing the community — other ways to give and get involved

The Children’s Wisconsin Foundation volunteer community continues to grow and is now more than 230 strong. Our dedicated volunteers come from all walks of life. A strong, multi-faceted and inclusive group, they each give of their time and talents in support of our mission and to rally the community to invest in the health of our kids.

Our engagement philosophy is to create consistent, inclusive and personalized experiences that deploy volunteers by their greatest passions and strongest connections. We recently launched Children’s Campaign Engagement & Philanthropy Affinity Groups to galvanize the community’s generosity, volunteerism and advocacy.

As a volunteer, you step up every time we need you. Your dedication inspires us every day!

Our grateful families give back

In 2021, Jeff and Carissa Krause started the Krause Family’s Bowl for the Kids community event, a family-friendly event in honor of their son Everett, after he suffered a traumatic accident in the fall of 2020. Children’s many specialties saved Everett’s life and in return, the family decided to help other children in the community through fundraising. The first annual Bowl for the Kids event took place on Nov. 7 and raised over $10,000. In addition, the family created the Everett E. Krause Neurosurgery Fund, and they’re looking forward to this year’s event.

Our families who give back are an important part of the fabric of our community — they remind us that we’re stronger when we take care of each other.

Planned giving

Many who have supported Children’s Wisconsin over the years want to ensure their support continues into the future and have explored making a gift through their estate plan.

Why planned giving?

When you include Children’s in your estate plan, your generosity provides hope and healing to every child and family we serve. Your planned gift ensures we’ll have the best people and resources available for the kids and families who will need our help tomorrow, regardless of economically uncertain times.

Your planned gift ensures Children’s can keep Wisconsin’s kids healthy, happy and safe well into the future.

Recognized as one of the nation’s best

In 2021, Children’s Wisconsin once again earned the highly coveted Magnet Recognition Program® status for the fifth consecutive time from the American Nurses Credentialing Center. The Magnet designation is granted every four years to organizations that demonstrate sustained superiority in nursing care. Only about 7% of the nation’s hospitals have achieved Magnet recognition, with just 3% successfully earning re-designation.

Children’s has also been ranked among the best in the nation in six specialties in U.S. News & World Report’s 2020-21 Best Children’s Hospitals report.

The specialties ranked were:

- Cancer
- Cardiology and heart surgery
- Gastroenterology and GI surgery
- Neurology and neurosurgery
- Orthopedics
- Pulmonology

Innovative Technology Award from the Milwaukee Business Journal

The Milwaukee Business Journal has awarded Children’s Wisconsin with the Business Tech Award for their “Innovative Use of Emerging Technologies” to ensure kids have access to mental and behavioral health care. This award recognizes multiple projects Children’s has pioneered over the last year.

Children’s also made Parents magazine’s list of Top 15 Children’s Hospitals in Innovation and Technology, and we have been named a Top Workplace by the Milwaukee Journal Sentinel every year since 2010. Being recognized for more than five years places Children’s in the Top Workplaces Hall of Fame.
Kids deserve the best. All kids. Everywhere.

Everything we do at Children’s is guided by our vision for Wisconsin’s kids to be the healthiest in the nation. Thanks to your support, we have been able to expand our definition of health to include the physical, social and mental well-being of every child and family.

Your generosity allows us to provide the best care for kids today and drives the leading-edge research and innovation that will change lives for generations to come.

We cannot do what we do without you. For all you have done in 2021 — and for all you continue to do — thank you.