



Your 2022 *impact* on kids:

Children's Wisconsin Foundation Annual Report



Kids deserve the best.



El Patio De Mi Casa

El patio de mi casa,
es particular.
Cuando llueve se moja,
Como los demás.

Agáchate,
vuélvete a agachar.
Que los agachaditos
saben bien jugar.

Opening doors to *new possibilities* and hope for Wisconsin's kids

2022 was another remarkable year for Children's Wisconsin — thanks in large part to our incredibly generous community of philanthropists, volunteers, advocates and community leaders like you. Your partnership has been invaluable as we care for the whole child, striving to do even more for kids' physical, social and mental health.

In 2022, Children's opened doors to meet families where they are and when they need us most...

In Northeast Wisconsin: We're thrilled that our new Appleton Clinic opened in early 2023 and is serving thousands of families in Northeast and Central Wisconsin, as well as Michigan's Upper Peninsula. This clinic, which includes 22 pediatric specialties, imaging, lab services and the Fox Valley Child Advocacy Center, advances our commitment to bringing care closer to home for the kids and families we serve. Our new facility significantly expands the scope of care offered in Northeast Wisconsin and increases annual patient visit capacity from 20,000 to as many as 70,000.

On Milwaukee's south side: In June, we opened the Forest Home Clinic to offer more accessible, convenient and comprehensive health care for families in the neighborhoods with the highest concentration of kids in the state. Providing this level of health care on the south side of Milwaukee is helping us create a healthier community — and when a community is healthy, everyone benefits.

For kids and families in crisis: The Craig Yabuki Mental Health Walk-In Clinic — the first and only clinic of its kind in Wisconsin — opened in March and has already helped more than 900 kids in crisis. Families from as far as Manitowoc and Chicago have traveled to our Milwaukee campus for this unique resource.

Children's was able to do even more to care for the physical, social and mental health of kids and families thanks to the generosity of our donors. In 2022, **we raised more than \$43.5 million, exceeding our \$42 million philanthropy target** — the largest target in the history of the Children's Wisconsin Foundation, allowing us to increase support for the people and programs that provide the best and safest care every single day.

Thank you for providing hope and possibilities for Wisconsin's kids!

With gratitude,



Meg Brzyski Nelson
President, Children's Wisconsin Foundation

Our cause

The Children's Wisconsin story started nearly 130 years ago in a rented house on Brady Street in Milwaukee — a dream brought to life by a handful of dedicated philanthropists. Since those humble beginnings, Children's has grown into a top-ranked pediatric health care system and the largest social services agency in the state.

With more than four million annual touch points with kids and families each year, Children's is 100% dedicated to the physical, social and mental health and well-being of kids. Everything we do is guided by our vision that the kids of Wisconsin will be the healthiest in the nation. We strive to fulfill this vision through nationally ranked clinical care, advocacy, leading research and education.

Now, grounded in our rich history, we are working toward an even brighter future: **Eradicating disease and innovating health care, caring for the whole child and empowering families to build strong communities, and creating solutions for mental and behavioral health.**

Every time you share the Children's story, join us at an event, volunteer and invest in our mission, you help us do even more great work for families across the state — you ensure happier, healthier and more productive futures for generations of kids. Thank you!



Eradicating disease and *innovating* health care

By discovering better ways to prevent, treat and eliminate childhood diseases, we not only help the patients of today — we impact the health of future generations and train the next generation of clinicians and scientists. Below are just a few highlights of how Children's delivered leading-edge care in 2022:

Pioneering a new way to treat a life-threatening heart defect

At just 5 days old, Luis underwent open-heart surgery at Children's to correct Tetralogy of Fallot, a serious grouping of four heart defects. The surgery went well, but Luis's heart journey wasn't over.

During his 6-month follow-up visit at Children's Herma Heart Institute (HHI), an ultrasound showed severely restricted blood flow to Luis's lungs, which was also causing high pressure in his right ventricle. Susan Foerster, MD, medical director of interventional cardiology at the HHI, suggested a naturally absorbing stent — a state-of-the-art procedure that would require special Food & Drug Administration approval. Unlike a traditional metal stent used to keep a narrow space open, a naturally absorbing stent wouldn't need to be surgically removed and replaced every couple of years. "A bioresorbable stent takes two to three years to absorb, so as the child grows, the vessel has time to remodel itself and hopefully continue to grow normally and stay open," Dr. Foerster explained.

In March 2022, Dr. Foerster and the HHI cardiac catheterization team placed the stent through a vein in Luis's leg, becoming the first team in the United States to implant the Lifetech IBS Angel stent. Children's is pursuing a first-in-the-country clinical trial for the device.

Making surgical history to save Elynn's pancreas

One beautiful spring day, 10-year-old Elynn hopped onto her new blue bike and zipped down the slight slope of her driveway. Suddenly, she lost control. The handlebars turned inward and slammed into her stomach. And that was when she began screaming in pain.

At Children's Emergency Department and Trauma Center (EDTC), imaging tests revealed shocking news: the force of the bike's handlebars had split Elynn's pancreas in two, damaging 85% of the pancreas — an important organ that produces enzymes for food digestion and hormones that regulate blood sugar.

It was a rare but not unheard of injury. Instead of the usual approach of removing the damaged portion of the pancreas — which could cause Elynn to develop diabetes — Children's pediatric surgeon John Densmore, MD, decided to try repairing the damage. He fashioned a stent out of a neonatal feeding tube to bridge the divide and gently sewed Elynn's pancreas together. "Elynn is the only known child in the world, ever, to have had this treatment option and have it be a success," Dr. Densmore wrote in the foreword to *Room 1010*, a book published by Elynn's mother.

2022 philanthropic highlights

The Healthy Smiles Healthy Kids Challenge — exceeded!

As one of only a few dental programs serving the region's most vulnerable, the demand for Children's dental program is high. Over 90% of patients are covered through Medicaid. Additionally, about 35% of our patients are kids with disabilities, as well as adults with disabilities who have grown up in our practice. They are seen at our Milwaukee campus in spaces modified to meet their physical, mental, emotional and sensory needs.

In 2022, the Delta Dental of Wisconsin Foundation committed \$1 million, which included a \$500,000 dollar-for-dollar matching opportunity — the Healthy Smiles Healthy Kids Challenge — to fuel the expansion and redesign of the Milwaukee campus location and increase much-needed access. Fundraising took place from June 1 to December 31, 2022. We exceeded the challenge, raising over \$729,000!

“Efforts like the Healthy Smiles Healthy Kids Challenge to expand our space are critical and will allow us to meaningfully decrease our waitlist and serve our most vulnerable.”

Colleen Greene, DMD, MPH, and
Children's pediatric dentist



Physical health — by the numbers



The MACC Fund Center for Cancer and Blood Disorders **enrolled 228 patients on trials** and opened 13 new trials.



The Herma Heart Institute **expanded their research team by 40%** and increased funding for active research by 14%.



150+ pediatric researchers at the Children's Research Institute represent over 15 specialties.

Caring for the whole child and *empowering* families to build strong communities

To ensure the best outcomes for kids, we must ensure that families have the resources they need to become self-sufficient and thrive. Here are just a few of the ways we worked to meet our community's needs in 2022:

Forest Home Clinic opens

Children's Forest Home Clinic opened in June 2022 to increase access and make care more convenient for families on Milwaukee's south side, a historically underserved community where approximately 35,000 kids live. When Children's project manager Marianna Valadez, MHA, grew up in the neighborhood, her single-parent household lacked reliable transportation. Going to see the doctor when she and her siblings were sick meant long bus rides, bus transfers and missing school.

"I'm humbled and grateful to be a part of bringing the services that every child and family on the south side needs to stay well," Valadez said.

The 18,000-square-foot clinic offers integration of services, including primary and urgent care, dental, imaging, family and child mental and behavioral health therapy, speech therapy, neurology, pulmonary medicine and post-surgery appointments.

In addition, to meet the needs of the area's many Spanish-speaking residents, the clinic's promotional materials have been offered in both Spanish and English. And, to celebrate the community, Children's commissioned artist Mauricio Ramirez to create a mural for the clinic entrance and invited the community to participate in the painting.



Peggy Troy, President and CEO of Children's Wisconsin, and muralist Mauricio Ramirez celebrate the opening of the Forest Home Clinic.



Celebrating 40 years of letting kids be kids

In 2022, Children's Wisconsin celebrated the 40th anniversary of the Child Life and Creative Arts Therapies Program. This program is a vital piece of a child's care in our health system. Through fun, games, connection and support, our Child Life specialists help kids and families cope with the stress and anxiety of their illness, injury or treatment. When the hospital experience is less scary, kids are able to heal more fully and quickly.

Much has changed in these last four decades. The program has grown significantly and now boasts a team of 34 members who specialize in recreation, art and music therapy, and child life services. What remains intact is a steadfast commitment to let kids be kids.

Breaking the cycle of community violence

Melissa will never forget the night she heard a knock at the door and learned her daughter TiAnna had been shot in the head. While she rushed to the hospital and focused on TiAnna's physical health and healing, a team jumped in to help with everything else. Housing, food, safety, mental health and more — those are all the areas that the Project Ujima team can help families with after a child or teen is a victim of violence.

Children's Project Ujima works to stop the cycle of violent crimes through crisis intervention and case management, social and emotional support, youth development and mentoring, and mental health and medical services. One special part of the program is Project Ujima's summer camp, a six-week experience where young victims of violence come together in a safe and stable environment to develop relationships, build confidence and self-esteem, and heal.

Project Ujima receives about 500 referrals a year. As local kids have been exposed to increasing community violence, the demand for Project Ujima's services has grown. The program — which is free to families and not reimbursable by health insurance — depends on the generosity of our donors.

Read more about
TiAnna's story.



Learn more about
Project Ujima's
summer camp.



Helping families meet basic needs

Kids can't attain true health and well-being if their basic needs aren't fulfilled — and that includes getting enough nutritious food to eat.

That's the simple motivation behind Children's Nourishing Partners Program, which began in 2016 after a group of Children's providers discovered that about half of all the kids coming to the Children's Emergency Department and Trauma Center (EDTC) were facing food insecurities.

Today the Nourishing Partners Program includes a variety of initiatives supported by Children's in partnership with community-based organizations, volunteers and donors — providing food-insecure families with everything from meal cards for the hospital cafeteria to follow-up by the Family Resource Center to connect the family to other community resources. Since the program began, the Family Resource Center has received more than 4,000 referrals from the Children's EDTC for patients who screened positive for food insecurity.



2022 philanthropic highlights

It takes strong partnerships to do this important, family-empowering work. We are so very grateful to the generous benefactors who supported these efforts in 2022, including:

- **A generous entrepreneurial family, preferring to remain anonymous**, gave \$2 million to support our Health Navigation pilot. Starting in 2023, this pilot will place health navigation teams in five of our Milwaukee primary care clinics to help identify social determinants of health and help families connect to basic needs resources, such as food, clothing, housing, transportation, employment, health insurance, physical and mental health care, drug and alcohol rehabilitation services, and more.
- Through Children's Miracle Network Hospitals, **Panda Cares Foundation** — the philanthropic arm of Panda Express — made a 10-year commitment totaling \$2.25 million to support Children's statewide network of Child Advocacy Centers (CACs). Kids come to our CACs when there is suspected abuse or neglect, including drug endangerment, human trafficking and more. Our CAC teams minimize trauma and improve legal outcomes through developmentally appropriate forensic interviews, medical exams, counseling and advocacy. Our CACs' services bring in virtually no revenue — it is the generosity of our community that allows us to do this critical work to keep kids safe and help them heal.
- In August 2022, the **Do Good With Food** fundraiser lived up to its name. A portion of food and drink sales at 34 participating restaurants and bars throughout greater Milwaukee supported three critical programs at Children's: our Neonatal Intensive Care Unit, the EDTC and the Nourishing Partners Program. This annual fundraiser, which was first started in 2019 by grateful parents Gino and Leanne Fazzari, grew significantly in 2022 and raised \$41,474.

Social health — by the numbers



Since opening in June 2022, **nearly 15,000 patient visits took place at the Forest Home Clinic.**



Project Ujima served over 500 victims of violence and supported nearly 60 youth during their six-week summer day camp.



Over 600 Children's employees received training in trauma-informed care.



The Child Life and Creative Arts Therapies Program had 15,815 patient/family touch points, in our hospitals, clinics and our off-site Child Advocacy Centers in Milwaukee and Northeast Wisconsin.



More than 40,000 patients were screened in the EDTC for food insecurities and we provided basic needs support to more than 2,000 families.



Creating *solutions* for mental and behavioral health

Thanks to your generous support, Children's continues to advance innovative mental and behavioral health strategies, programs and services to help struggling kids and families. Together, we are creating a gold standard of care for kids across Wisconsin and the nation. Below are just a few of the highlights.

The Craig Yabuki Mental Health Walk-In Clinic opens

In March 2022, the Craig Yabuki Mental Health Walk-In Clinic — the first and only clinic of its kind in Wisconsin — opened its doors to help kids ages 5-18 experiencing a mental health crisis. Located on the second level of the Clinics Building at the Milwaukee Hospital campus, this clinic fills a critical gap in care.



Licensed therapists, social workers and clinic assistants see patients from 3-9:30 p.m. Kids can walk in and receive care right away, with no appointment or referral. The clinic treats a range of issues — with trauma, anxiety and school avoidance topping the list of most prevalent needs — and offers an alternative to the emergency department, while still providing families with immediate support when they need it most. More than 900 kids have received critical and lifesaving care in its first year.

One of these kids is 6-year-old Zaylyn, who struggled with anxiety until his mother brought him to the clinic one Friday night. That visit and follow-up therapy with a Children's behavioral health consultant started Zaylyn on the path to better mental health. "It was extremely helpful," said Zaylyn's mother. "I remember leaving there feeling like a weight had been lifted off the both of us."

Children's mental health programs make national news

In May 2022, CBS' "60 Minutes" featured Children's innovative approaches to addressing the mental health crisis our kids are facing. CBS journalist Sharyn Alfonsi sat down with several Children's staff and providers to learn the unique ways they are providing mental and behavioral health care for children who need it most. Watch the full segment to learn more about how Children's is making a difference to kids who are struggling with mental and behavioral health challenges.

Watch CBS' "60 Minutes" segment.



Training more therapists

In 2022, Children's Therapist Fellowship Program continued to help us meet the demand for pediatric mental health providers. The program trains the next generation of pediatric therapists by hiring fellows and providing them the experience and training needed to earn their license, ideally within two years. Since the Therapist Fellowship Program launched in July 2019, 17 of the fellows have completed their licensure hours. An additional 14 fellows will be entering the workforce in the next year. As of 2022, the fellowship has served over 4,000 families in more than 26,000 sessions in clinics, schools and pediatric offices around the state.

2022 philanthropic highlights

The community's commitment to our vision around mental and behavioral health is inspiring. Just a few examples from 2022 include:

- **The Lynn S. Nicholas Family Foundation** pledged \$2.5 million to endow a chair in suicide prevention research. This is a critical and timely effort as Children's saw a 60% increase from 2020 to 2021 in emergency department patients who had attempted suicide — an alarming number that mirrors statewide and national trends.
- **John W. Miller, his wife Brigid Miller and father John C. Miller** gave \$1 million to support the Center for Child Development, which cares for children with developmental challenges from infancy through adolescence.
- Children's partnered with **Jeff Yabuki** to secure a \$1 million commitment from the **Thunder Bay Foundation** to support the integration of mental and behavioral health care teams into our Next Door, Midtown and Forest Home primary care clinics.
- **Philanthropic seed funding** from individuals, families and corporations helped inspire state policymakers to allocate \$5 million in state funding to Children's to expand mental health services. This is the power of philanthropy — visionary benefactors who set in motion a ripple effect that moves others to action.

Mental health — by the numbers

1,000+ kids ages 5-18 with urgent mental health concerns received care at the Craig Yabuki Mental Health Walk-In Clinic since it opened in March 2022.

Behavioral health consultants were placed in all 21 primary care clinics, exceeding the goal of 18 by the end of 2022.

Our mental and behavioral health care providers saw **1,131 telehealth visits**.

38,914 kids were screened for mental health concerns in our hospitals, urgent care and primary care clinics. Among them, 9,489 screened positive and received additional help.

Read the MBH
Annual Report.



Galvanizing the community's philanthropy, volunteerism and advocacy

Corporate giving: continued growth and opportunity

From event sponsorships to matching programs to cause marketing campaigns, corporate philanthropy has a significant impact on our kids and families. In 2022, we were thrilled to see growing interest and engagement from Children's corporate partners, which increased support for essential services.

- **23 new corporations** engaged with Children's in 2022, through corporate grants and sponsorships.
- **15% increase in philanthropic support** from corporate partners.
- Expanded Children's Miracle Network Hospitals® support with four new partners: **7-Eleven, Bob's Discount Furniture, JOANN Stores and Flow Control Group.**
- 43 new local cause marketing partners made an impact, with our largest campaign being **Spirit Halloween's Spirit of Children** promotion, which raised generous dollars to support our Child Life services in Milwaukee and Northeast Wisconsin.

Building community through our events

The Children's Wisconsin Foundation is delighted that all our in-person events were back in 2022! There's nothing like the energy of a group of Children's loyal supporters gathering together to rally around our cause. Some event highlights from last year include:

- **Over 500 volunteers** powered our events, including event committees, day-of volunteers and community event leaders.
- The 24th annual **Miracle Marathon**, presented by Accunet Mortgage, was held May 19-20. With the return of our in-person broadcast in the West Tower Lobby of the Milwaukee Hospital campus, we were reminded once again of why we do what we do — provide the best and safest care to kids and families — while we exceeded our fundraising goals.
- **Gather for Good** returned to the Green Bay area in October, continuing its longstanding tradition of shining a light on patient families in Northeast Wisconsin whose lives have been touched by Children's.
- The 2nd annual **ORBIS Good Days for Kids** 18-Hole Golf Outing in June benefited the Children's Pediatric Simulation and Resuscitation Program.





Teaming up to help kids and create memories

At Children's, we do everything we can to make kids' time in the hospital more comfortable — and even fun. Here are some of our 2022 highlights:

- Every year, the **Milwaukee Admirals** host a charity game to benefit Children's by donating a percentage of their ticket sales. Most recently, the Admirals raised \$27,000!
- **Romeo Doubs, Zach Tom, Quay Walker and Devonte Wyatt** of the Green Bay Packers stopped by Children's to play games with our kids, take photos and sign autographs.
- **Jrue Holiday** of the Milwaukee Bucks and his wife, Olympic soccer gold medalist **Lauren Holiday**, visited Children's and were touched to learn that their friend **Marcus Smart** of the Boston Celtics had donated two smart carts in their honor, stocked with Nintendo Switch Lites, tablets and other games to keep kids entertained during their hospital stay.
- **Hoby Milner, Trevor Rosenthal and Jason Alexander** of the Milwaukee Brewers had a blast playing Cranium and guessing their baseball-themed clues. Kids also got to take photos with Bernie and the Famous Racing Sausages.
- To celebrate Read Across America Day, we hosted a live Zoom visit with **Cam Brown**, Marquette men's basketball player, who read books and played a Mad Libs game featuring Iggy, Marquette's mascot.
- In honor of Childhood Cancer Awareness Month, former Milwaukee Brewers outfielder **Larry Hise and Bernie Brewer** dropped off two Nintendo Switch game consoles for kids in our MACC Fund Center for Cancer and Blood Disorders, courtesy of Starlight Children's Foundation and the MLB.
- With the help of our friends at Pepsi, **David Bakhtiari** of the Green Bay Packers joined some of our kids for a fun game of Pictionary via Zoom. The kids challenged him with some of their creative drawings.

Planned Giving

Many Children's benefactors made a gift through their estate plan in 2022 to ensure their support continues into the future.

- Total contribution: nearly \$11 million
- Estate gifts from 26 donors totaling \$3.4 million
- 243 Planned Giving donors, ranging in age from 34 to 101

Why Planned Giving?

When you include Children's in your estate planning, your generosity provides hope and healing to every child and family we serve. Planned Giving ensures Children's will have the best people and resources available to keep our kids and families healthy, happy and safe well into the future — regardless of economically uncertain times. Learn more about leaving a legacy at plannedgiving.childrenswi.org.

Volunteerism

The Foundation's incredible volunteer community continues to grow and is making an impact across the entire health system. We are thankful for the volunteers who generously shared their time and talents in 2022 to support our mission and to rally the community to invest in the health and well-being of our kids.

Our volunteer philosophy is to create consistent, inclusive and personalized experiences that tap into our supporters' greatest passions and strongest connections. Our Campaign Engagement & Philanthropy Affinity Groups continued to galvanize the community's generosity, volunteerism and advocacy, and we recently developed an **online volunteer portal** to offer volunteer opportunities and track engagement.

Here are a few highlights of what volunteers helped us accomplish in 2022:

- Hosting intimate and inspirational evenings to bring new connections and benefactors into the Children's family — as **Tom and Renee Boldt** did in Door County last August.
- Sharing personal stories at events to bring other supporters closer to the mission — like grateful parent **Ashley Vandermause** did at the People Caring More Credit Union (PCMCU) charity golf outing in July at Thornberry Creek in Oneida.
- Shining a light on new services — we're grateful to clinical volunteers like **Jenny Walczak, PsyD**, who shared on the Children's NewsHub blog about the new 988 Suicide & Crisis Helpline.
- Pitching in with a paintbrush — **Chad Noel, Rolando Rodriguez and Maria Rodriguez** rolled up their sleeves to help paint the mural created by artist Mauricio Ramirez at our new Forest Home Clinic on Milwaukee's south side.

Learn more about our
volunteer portal.



Read more about
the 988 Suicide
& Crisis Helpline.





Broad Community Support

We are so grateful to all the supporters who included Children's in their families' annual charitable giving in 2022. All of those individual gifts add up for a powerful impact:

- We received individual gifts from **11,321 generous community members**.
- Three individual supporters stepped forward to provide philanthropic funds for **matching gift challenges** to excite and inspire other community members to support Children's.

Awards and recognitions

Children's innovative care continues to attract attention regionally and nationally. Some highlights from 2022:

Among the nation's best

Children's was ranked among the best in the nation in eight specialties in *U.S. News & World Report's* 2022-23 Best Children's Hospitals report. The specialties ranked were:

- | | |
|-----------------------------------|------------------------------|
| • Cancer | • Nephrology |
| • Cardiology and heart surgery | • Neurology and neurosurgery |
| • Diabetes and endocrinology | • Pulmonology |
| • Gastroenterology and GI surgery | • Urology |

***BizTimes* Notable Heroes in Health Care**

Children's Wisconsin is honored to once again have several individuals and teams recognized by *BizTimes Milwaukee* as 2022 "Notable Heroes in Health Care." This annual award recognizes individuals and teams in health care who are making a difference in the lives of our patients and families. The 2022 honorees from Children's include the Nourishing Partners Program, the Waukesha Christmas Parade crisis hotline, Critical Incident Stress Management team and Chorus Community Health Plans' COVID-19 vaccine clinics.



40 Under 40

Two exceptional members of the Children's team were selected to the *Milwaukee Business Journal's* "40 under 40."

- Kyle Landry, MEd, manager, Educational Achievement Partnership Program:** Chronic health conditions can affect a child's learning and school performance. As a former Milwaukee Public Schools teacher, Kyle was uniquely suited to start Children's Educational Achievement Partnership Program (EAPP), one of the first programs in the country to make systematic educational intervention a part of standard cardiac care. Since the program launched in 2015, it now helps hundreds of students throughout the Children's system, including patients from our cancer, asthma and complex care programs.
- Michelle Pickett, MD, MS, pediatric emergency medicine:** In 2018, Dr. Pickett piloted a suicide screening program that has become a standard of care for kids 11 and older who come to Children's EDTC. To date, nearly 30,000 kids have been screened for suicidal thoughts and about 7,000 have screened positive — kids who might have otherwise fallen through the cracks and lives that may have been lost.



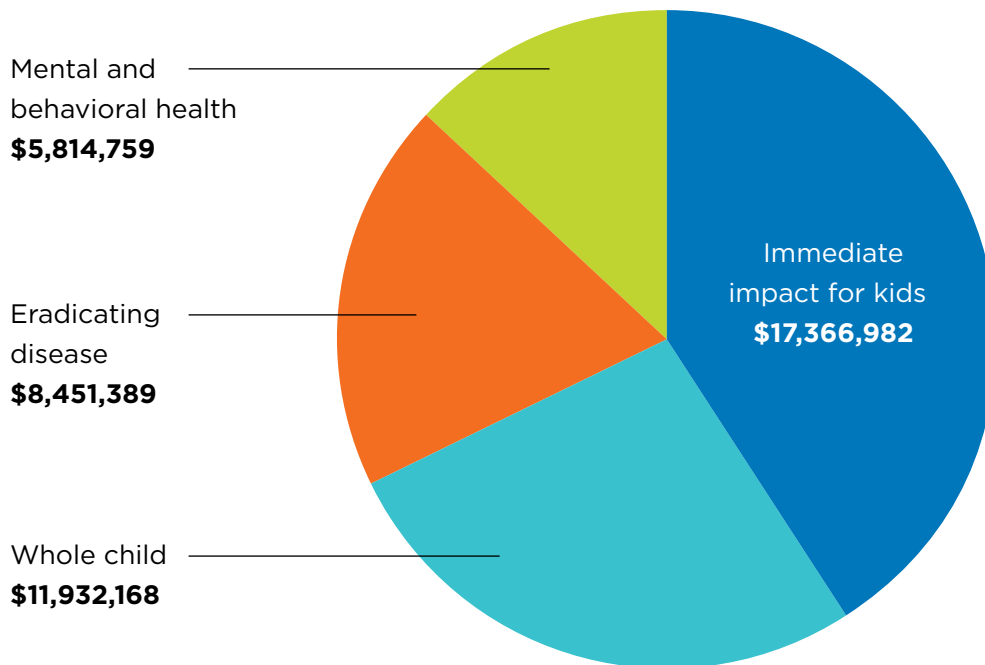
"People to Know in Health Care"

The *Milwaukee Business Journal* named **Kim Cronsell, MD**, among its new list of 10 People to Know in Health Care. Dr. Cronsell is Children's medical director for the Digital Health and Experience team and associate chief medical officer. Under Dr. Cronsell's leadership, Children's has dramatically increased digital engagement with families, conducting more than 160,000 video visit appointments, exchanging more than 800,000 text messages with patients and booking more than 150,000 appointments online.



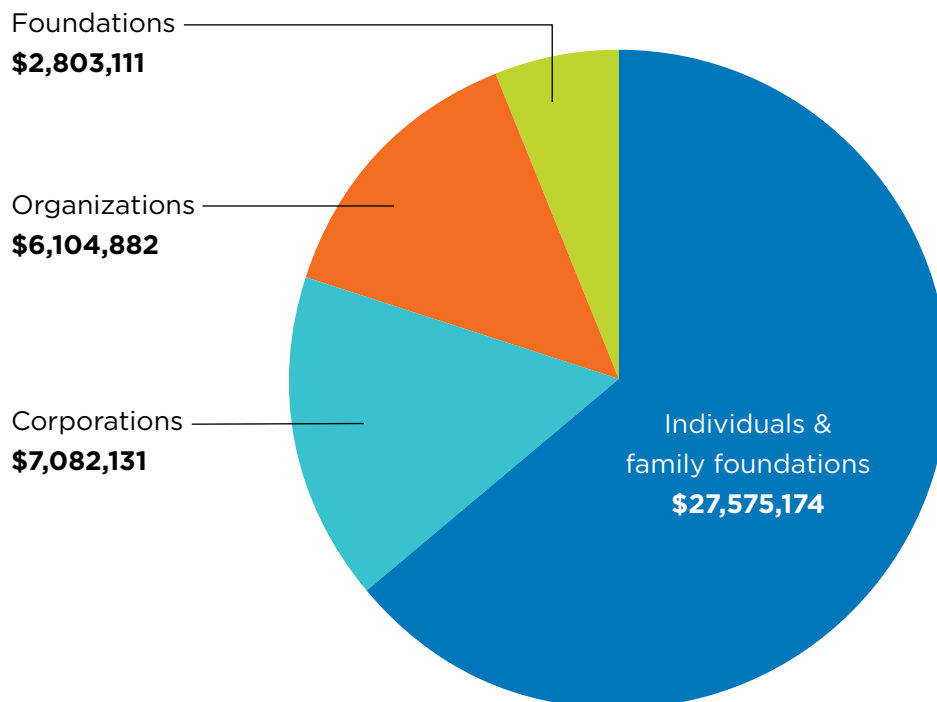
2022 *financial impact*

Areas your gifts support



Total: \$43,565,299

Sources of gifts



Total: \$43,565,299



Thank you

Thank you for another impactful year of improving kids' physical, social and mental health. We simply could not do this work without you. Your generosity drives the leading-edge research and innovation that helps us provide the best care for kids today and improve lives for generations to come.

For all you have done in 2022, and all you continue to do, we are deeply grateful. Together we are helping kids' lives be brighter than ever!





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