

Dear Friends,

In 2009, more than 6,800 individuals and families chose to make a gift to the *Lucile Packard Children's Fund*. This is more than double the number of *Children's Fund* donors 10 years ago, and is a wonderful reflection of our community's generous spirit and commitment to the health of children and expectant mothers.



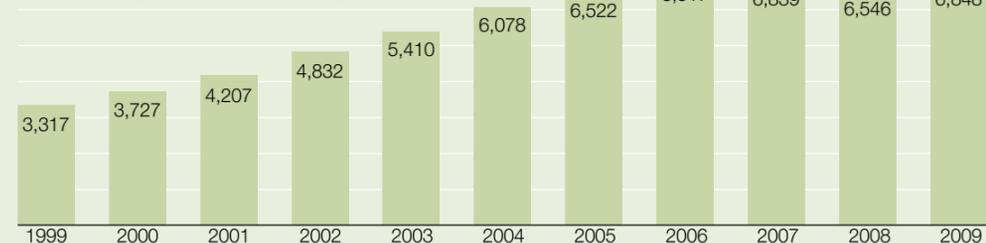
Each and every gift to the *Children's Fund* offers hope to those in our care at Packard Children's Hospital. While we take great pride in providing the most advanced pediatric and obstetric treatments available, we recognize that our family-friendly programs truly make Packard a special place of healing. As Erica Rix's story illustrates, these programs make a world of difference to our patient families. And your generous investment makes it all possible.

On behalf of the children and families we serve, I thank you for your continued support.

Sincerely yours,

Hugh O'Brodovich, MD  
Pediatric Pulmonologist  
Adalyn Jay Physician in Chief, Lucile Packard Children's Hospital  
Arline and Pete Harman Professor and Chair,  
Department of Pediatrics, Stanford University School of Medicine

#### Growth in Children's Fund Donors



care for today hope for tomorrow

  
**Lucile Packard**  
FOUNDATION for Children's Health  
400 Hamilton Avenue, Suite 340  
Palo Alto, CA 94301  
(650) 736-8282  
[supportLPCH.org](http://supportLPCH.org)

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#### Other Ways to Give

##### Dine Out for Packard

Save the date! The second annual Dine Out for Packard day is Thursday, April 29. Participating restaurants in Los Altos, Menlo Park, and Palo Alto will donate a percentage of total sales to the *Children's Fund*. For more information, please visit [DineOutForPackard.org](http://DineOutForPackard.org).

##### Make a Gift that Lasts All Year

You can make a lasting impact on the children we care for by becoming a Monthly Giving Partner. Your automated monthly gifts will provide a steady stream of support for the Hospital. Plus, by joining the program, you can spread your contribution throughout the year. Sign up at [supportLPCH.org](http://supportLPCH.org) or by calling (650) 497-8141.

##### Help Packard Plan for the Future

Making a bequest gift can be an important way of defining your own legacy. As you work with your attorney to create an estate plan, we ask that you consider including a gift to Packard Children's Hospital. Visit [supportLPCH.org](http://supportLPCH.org) or call (650) 736-1211 to get started.

Lucile Packard

# Children's Fund Update

Winter 2010



Compassion  
and Competence:  
One Family's  
Experience at  
Packard Children's

2009 Giving Highlights

## Compassion and Competence

### One Family's Experience at Packard Children's

"On September 9, 2008, the world as we knew it changed," says Allison Rix of Los Gatos.

While riding in the car that day, Allison's daughter, Erica, 6, tossed one end of a jump rope out the window to flutter in the wind. Suddenly, the rope caught in the car's axle and a loop tightened around Erica's wrist, severing her left hand.

Her life in danger, Erica was rushed to the Pediatric Emergency Department at Stanford Hospital. Surgeon Jeffrey Yao, MD, and a team of medical staff worked heroically for more than 11 hours to successfully reattach her hand. Erica spent 10 days in the ICU at Lucile Packard Children's Hospital and then returned home, to her family's great relief.

But the accident was only the beginning of this chapter of the Rix family's lives. As Erica required intensive follow-up care, Allison found herself in a completely unexpected role: the parent of a long-term pediatric patient.

### Packard's Unique Touches

Since the accident over a year ago, Erica has undergone many more surgeries and continues to visit the Children's Hospital several times a week. In occupational therapy, she practices everyday tasks like baking cookies and swinging a baseball bat to regain use of her left hand.

"But even with all the excellent care, there are days when I am just emotionally overwhelmed," says Allison.

Fortunately, the Packard team understands that hospitalization is stressful and scary for the entire family. The Hospital's cutting-edge medical care is augmented by a wide range of patient and family support services—the special touches that make Packard a unique place for healing.



From left to right: Erica Rix with her mother, Allison; with Hospital School teachers Katy Bimpson and Ginger Harkness; and with occupational therapist Jennifer Chan.

Together with other care providers, social workers help families access the resources they need during a medical crisis. "Our social worker, Veronica Ruiz, has been our support since the day we arrived," Allison says. "Whether she's helping me fill out paperwork or just listening with compassion, she has made the experience bearable."

During her frequent Packard visits, Erica attended the on-site Hospital School, a program offered in collaboration with Palo Alto Unified School District.

"I can't say enough good things about the School," says Allison. "Erica was able to keep up with her school work and had an opportunity to feel like a normal child again. You can tell that the teachers love their work and care for and respect each and every child."

Additionally, in between appointments and school, Erica found a place for fun in the Forever Young Zone. This all-ages play room is a designated "procedure-free zone," where patients can set aside their medical conditions and just enjoy themselves. In recent months, the Forever Young Zone has hosted everything from a Johnny Depp look-alike in a pirate costume to the animation team of the Pixar movie *Up*.

Today, thanks to the comprehensive, family-centered care offered at Packard Children's Hospital, Erica is relearning how to tie her shoes and is back to playing soccer and riding her bike. As Allison says, "Compassion and competence—one without the other is incomplete." ●

Donor support plays a critical role in making everyday miracles like Erica's possible. In 2009, gifts to the *Children's Fund* provided \$1.5 million to support Social Services, the Hospital School, Recreation Therapy and Child Life Services, and other family and community programs. In addition, \$3.2 million went to support Care for All, which sustains treatment regardless of families' financial or insurance limitations, a common challenge for patients requiring long-term care.

### 2009 Giving Highlights

- **Total Giving**  
In 2009, 6,842 donors contributed a total of \$5,013,929 to the *Children's Fund*.
- **New Donors**  
3,057 donors made their first gift ever—a record 24% increase over new donors in 2008.
- **Online Giving**  
1,332 donors contributed \$346,341 online—a record total and a 40% increase over online gifts in 2008.
- **Monthly Giving**  
82 donors contributed \$26,910 to Packard Children's as Monthly Giving Partners—a 26% increase in program participation.



### Leadership Giving



In 2009, 910 *Circles of Leadership* members gave \$2,961,032 to the *Children's Fund*—nearly 60% of total *Children's Fund* dollars.

By making a gift of \$1,000 or more, *Circles of Leadership* members are invaluable partners in advancing pediatric health. These investments ensure that all children in our community have access to world-class care and a better chance for a healthy life.

To join, please visit [supportLPCH.org](http://supportLPCH.org) or call (650) 736-8282.

- Circle of Care** \$10,000 or more
- Circle of Vision** \$5,000 to \$9,999
- Circle of Hope** \$2,500 to \$4,999
- Circle of Courage** \$1,000 to \$2,499

### Kids Helping Kids

Last spring, martial arts school Kuk Sool Won™ of Menlo Park held a Kick-A-Thon to benefit the *Children's Fund*. Students collected pledges for the number of kicks they could perform in an hour, and succeeded in raising \$6,950. Now an annual event, the Kick-A-Thon will be held again this March with an increased goal of raising \$10,000.

Our Community Events program can also help your family or organization plan a fun and rewarding event to support Packard Children's Hospital. For more information about the Kick-A-Thon or ideas for your own event, please visit [supportLPCH.org](http://supportLPCH.org) or call (650) 724-5733.