



Mary Cornelia
Bradley Society
REPORT TO DONORS 2013



UWHealth
American Family
Children's Hospital



American Family Children's Hospital

- LOCATION: 1675 Highland Ave., Madison, Wisconsin (connected to University of Wisconsin Hospital and Clinics)
- YEAR OPENED: 2007, replacing the former University of Wisconsin Children's Hospital that was located within UW Hospital and Clinics.
- NUMBER OF BEDS: 61
- NUMBER OF INPATIENT ADMISSIONS: 3,795*
- NUMBER OF SPECIALTY CLINICS: 28
- NUMBER OF CLINIC VISITS: 132,294*
- NUMBER OF SURGICAL PROCEDURES: 5,572*
- NUMBER OF WISCONSIN COUNTIES represented by American Family Children's Hospital patients: 72 of 72
- NUMBER OF STATES represented by American Family Children's Hospital patients: 49 of 50
- Named one of the Top 50 Children's Hospitals for 2012-13 by *U.S. News & World Report*
- Has, along with University of Wisconsin Hospital and Clinics, received the prestigious Magnet® designation for nursing excellence
- A national model for patient- and family-centered care

American Family Children's Hospital is a non-profit health care provider that is part of University of Wisconsin Hospital and Clinics (UWHC), a 501 (c) (3) organization, located in Madison, Wisconsin. Opened in 2007, American Family Children's Hospital was constructed without any state taxpayer dollars and, like UWHC, operates without any state subsidy. For more information or to support its mission, please visit uwhealthkids.org or call (608) 264-KIDS.

*For fiscal year 2012



Dear Friends,

When a family comes to us with their child for the first time, it is natural for everyone to feel a bit anxious, especially if the child is coming to us for a major procedure or surgery.

It is for this very reason that American Family Children's Hospital seeks to go the extra mile to provide each family the comfort and care they need during a challenging time. One father, whose baby son had two major surgeries last year, put it this way: "We came in as a stranger, but left feeling like the hospital staff were family to us."

This comment beautifully illustrates one of the many ways that children's hospitals are unique. Yes, we are incredibly proud of our medical and surgical specialists, who made us one of the nation's "Top 50" children's hospitals as named by *U.S. News & World Report*. Above and beyond our clinical expertise, however, are the countless ways we care for the entire family—and that is what we focus on in this year's report to you.

In the following pages, you will notice several ways that we strive to offer patient- and family-centered care. These include:

- Having mom or dad accompany their child into the operating room before surgery
- Involving parents in discussions and decisions with doctors, nurses and staff about the child's care
- Providing family meals, laundry services and sleep rooms to keep daily routines as stress-free as possible
- Offering child care for siblings, allowing parents to focus more on their hospitalized child
- Soliciting family suggestions on how we can make their experience even better

Many of these services would not be possible without generous gifts from friends like you. As you look through this year's report—which also features our ongoing expansion—please know how incredibly grateful these families are for your continuing support.

Sincerely,

Donna Katen-Bahensky
 President and CEO
 UW Hospital and Clinics and
 American Family Children's Hospital

Jeff Poltawsky
 Vice President
 American Family Children's Hospital



Caring for the Entire Family

Kim and Jeff Schuetz of Fall River, Wisconsin know that nothing turns a family's world upside down quite like having a hospitalized child. Their 4-year-old son, Austin (also shown on the cover of this report), has battled Acute Lymphoblastic Leukemia (ALL) not once, but twice. When his cancer relapsed in the fall of 2012, Kim and Jeff were told that their son would require a bone marrow transplant aimed at completely ridding Austin's body of "cancer cooties" as he likes to call them.

The transplant took place on February 28, 2013, followed by five weeks during which Austin was confined to his room to prevent the chance of infection.

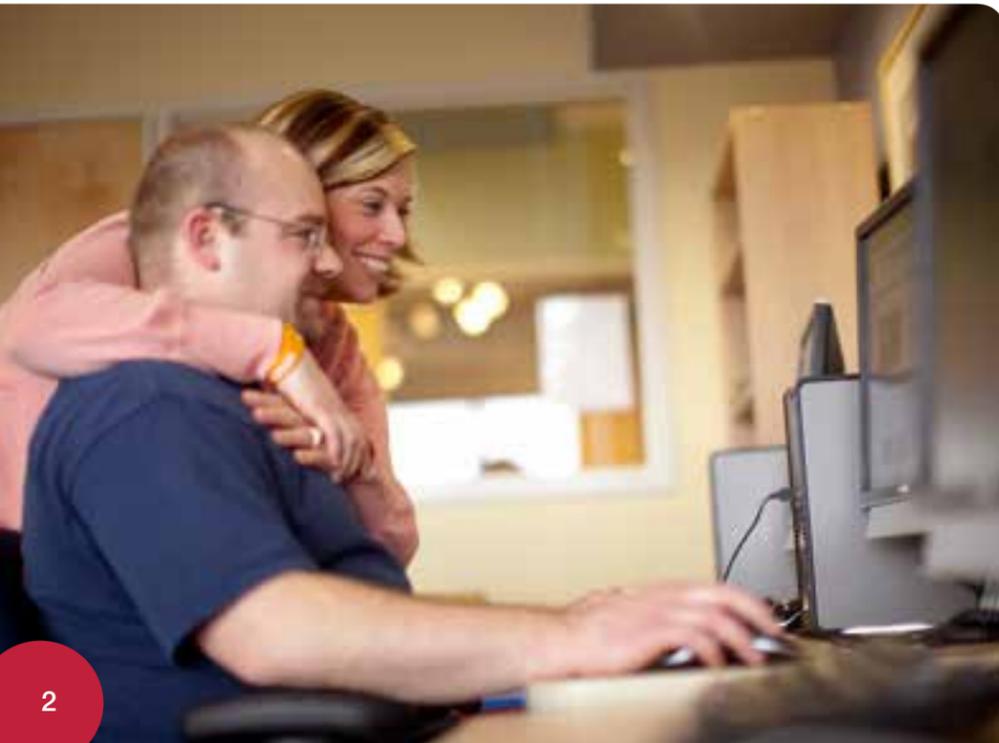
"Spending five straight weeks here with Austin really gave us an appreciation for all of the ways that this hospital eases the stress for the whole family," Kim says. "Of course, the primary focus is on the child, and Austin always feels so comfortable with the doctors and staff. He has turned this place into another personal playground, which is saying a lot for a hospital.

"At the same time," Kim says, "Jeff and I cannot say enough about how the staff always goes the extra mile for us too. We love participating in the daily 'rounds' discussions because we know our son best and everyone respects that. We also love the easy access to amenities that help keep our lives normal,

such as washers and dryers for our clothes and comfortable family lounges."

Child Life Manager Julie Auenson says her staff spends a lot of time with longer-stay families like the Schuetzes.

"Kim, Jeff and Austin essentially moved in to the hospital for his bone marrow transplant," Julie says. "We want to make our patients and parents feel like family. When families find it hard to leave us—even when they get to take their child home—we know we have done our job well."



Just two days before his bone marrow transplant, Austin Schuetz, 4, enjoys a game of bowling while his mom, Kim, watches in amusement.



meal time a

Partnering with Patients and Families

Patient- and family-centered care is a core principle at American Family Children's Hospital.

This means that family members are treated as active partners with hospital staff in determining how to achieve the best outcome for their child.

"Parents and family members know their child better than anyone else," says Barbara Byrne, Director of Pediatric Nursing. "We make sure we never forget this every time we admit a new child at American Family Children's Hospital."

Each day, for example, physicians, nurses and other staff visit every child's room to

discuss the plan for the child's day and stay. Historically, Byrne says, parents were simply told by staff what would be happening with their child. Today, however, families participate in these discussions (photo c) before decisions are made.

Families also appreciate the many "little touches" that ease the stress and allow parents to focus more of their attention on their hospitalized child.

"It is not unusual for families to feel a bit scared when they first bring their child to the hospital," says Child Life Manager Julie Auenson. "Much of what we do helps defuse that fear and it is gratifying to see how much families appreciate the 'little things' we do to make life a little easier."



b



c



d

Raina Pekul, 4, tries to catch a bubble blown in her direction.

play time



Programs such as family meals (page 4, photo a) and our sibling care center known as Tyler's Place (page 4, photo b)—both supported by philanthropy—often receive high marks from patients and parents.

Happy Kids Make for Healing Kids

When kids are happy, the whole family is happy—inside or outside of the hospital. Above all, however, children not only feel better, but actually heal better when the little comforts of the life they know at home can be there in the hospital too.

Nothing is more reassuring to a child than having mom or dad close at hand during an unfamiliar situation. American Family Children's Hospital keeps this in mind by inviting a parent to join his or her child in the operating room until the patient has fallen asleep before surgery. For both kids and parents, this is often a very pleasant surprise that takes the edge off of a stressful situation.

John Williams (photo f, wearing yellow gown) has been in the operating room several times with his 8-year-old daughter Rylee, who survived a nearly fatal bout with an E. coli-related disease when she was 3.

Child Life staff at American Family Children's Hospital bring smiles to hospitalized kids in many ways, such as playing computer games with patients like Brandon Menningen, 11 (photo e), and by distributing "Chemo Ducks" to patients like Madelyn Greene, 3 (photo g).

"It is so reassuring for Rylee to know that I'm next to her, holding her hand as she falls asleep before surgery," says John, of Sun Prairie, Wisconsin. "Then when she wakes up, it's like I never left her."

Style Time

Many children who are treated for cancer and other complex diseases often see their appearance change during hospitalization or treatment. For patients like Hailie Smith, 13, of Middleton, Wisconsin (photo h), a little pampering from American Family Children's Hospital's Positive Image Center is often the best medicine.

"Kids come here from their rooms and you can just see them light up after a haircut, new style or makeover," says cosmetologist

Debi Machotka. "Many kids are self-conscious about their appearance, so having this facility right in the hospital is just another way we try to make the experience as uplifting as possible."

Hailie, who has had more than 120 brain surgeries at American Family Children's Hospital, always looks forward to her visits to the Positive Image Center.

"Debi always has a new way to make Hailie feel pretty," says Hailie's mom, Rebecca Smith. "As a teenager, this means a lot to Hailie, whether it's a new hairstyle, having her nails done or picking out a special hat or scarf. We love how Debi always knows how to work a little magic."



Adam Nehring, 4, loves getting dressed up as a junior caped crusader.

e

f

g

h

i

pretend time

surgery time

6

7



Sick Kids Can't Wait Campaign Raises the Roof

American Family Children's Hospital is reaching higher, literally and figuratively. Thanks to so many generous individuals, businesses and organizations who have responded to our *Sick Kids Can't Wait* campaign, 26 new critical care beds will be available in Spring 2014 on our new eighth floor.

We would be remiss, however, if we did not mention that we still have a long way to go to meet our fundraising goal that will allow us to open not only these 26 beds, but complete several other enhancements to ensure that every child who needs us—regardless of how complex the need—can be cared for here in Madison.

Many have used the phrase “If you build it, they will come” to describe the incredible story of American Family Children's Hospital. Not long after we opened our doors in 2007, patients started coming in greater numbers and with more acute medical needs. By 2010, it was very clear we had to grow our facility to meet the greater needs of our patients and families. Accordingly, our *Sick Kids Can't Wait* campaign was publicly launched in 2012 to help raise the funds needed to make these dreams come true:

- **Twenty-six new critical-care beds, including a 14-bed Surgical/High-Acuity Level IV Neonatal Intensive Care Unit that will be unlike anything in the region.** This is where we will care for newborns with very complex, life-threatening conditions.

- **A new Pediatric Hybrid Cath/Angio Suite featuring ultra-low dose X-ray imaging for patient safety.** This will ensure that children needing invasive cardiac, radiological and neuroendovascular procedures now performed at the adult UW Hospital will instead have them performed at the Children's Hospital. Only a handful of centers in the Midwest offer this level of care.
- **A new Pediatric Imaging Suite for children who require X-ray/imaging procedures, including MRI, CT, ultrasound and fluoroscopy.**
- **Opening two more pediatric operating rooms to accommodate the growing need for pediatric surgeries.**

Help Make This Dream Come True for Sick Kids

If you or your organization agrees with us that Sick Kids Can't Wait, we want to hear from you. Please take a moment to visit uwhealthkids.org to learn more and ensure that our children and grandchildren have the most advanced children's hospital on call for them 24/7 should the need ever arise. You may also reach us by phone at (608) 264-KIDS or by e-mail at afch@uwhealth.org.



More babies, such as Carson Huebel, will be treated at American Family Children's Hospital when the new 14-bed Surgical/High Acuity Level IV Neonatal Intensive Care Unit (NICU) opens in Spring 2014. Born in March 2012, Carson had life-saving surgery on his second day of life to repair his esophagus. Six months later, Carson had major open-heart surgery and is now doing very well.

A History of Giving

American Family Children's Hospital traces its roots to the story of Mary Cornelia Bradley, a little girl born to Dr. Harold Cornelius Bradley, a UW biochemistry professor and his wife, Mary Josephine (Crane) Bradley, of the renowned Chicago industrialist Crane family.

Stricken with measles at age 6, Mary died in 1916 from meningitis shortly before her seventh birthday.

Deeply heartbroken by the loss of their firstborn child, the Bradleys' loving tribute to Mary would become a pediatric research and teaching hospital built in connection with the UW Medical School.

This hospital—funded primarily by the Bradleys' efforts—opened in 1920 as the Mary Cornelia Bradley Hospital for the Study of Children's Diseases.

After several moves and expansions over the next nine decades, the Bradleys' legacy emerged in 2007 as the world-class American Family Children's Hospital.

To ensure that children and families from Wisconsin and beyond continue to receive the very best medical care, we established The Mary Cornelia Bradley Society and its physician donor component, the Harold Cornelius Bradley Physician Circle (see page 16). Their purpose is simple: to recognize philanthropy committed to continued excellence at American Family Children's Hospital.

The Mary Cornelia Bradley Society recognizes four levels of philanthropic commitment: Legacy (estate gifts); Legends (one-time or cumulative gifts of \$25,000 or more); Guardians (one-time or cumulative gifts of \$10,000 through \$24,999); and Ambassadors (gifts of \$1,000 or more within a single calendar year).

Learn More

As every gift designation is a very personal decision, American Family Children's Hospital development staff is available for consultation with anyone interested in learning more about joining The Mary Cornelia Bradley Society. Please call us at (608) 264-KIDS, visit uwhealthkids.org/mcbsociety or e-mail afch@uwhealth.org to learn more.



Mary Cornelia Bradley and her grandfather, Cornelius Beach Bradley, circa 1915.



Mary Cornelia Bradley
SOCIETY
 BENEFITING PATIENTS AND FAMILIES
 OF AMERICAN FAMILY CHILDREN'S HOSPITAL

A Message From the Development Partners Advisory Board

Spring 2013

A message from the Co-Chairs of the American Family Children's Hospital Development Partners Advisory Board: John Flad, President of Flad Development, and Rich Lynch, Chairman of J.H. Findorff & Son.

Dear Friends:

Nothing you do is more noble than helping sick children. Like us, you have your personal reasons for supporting American Family Children's Hospital. Whether or not your child or grandchild has been cared for here, your generous support has played an instrumental role in our world-class hospital's amazing success story that continues to evolve.

With more children filling our beds, the time has come to reach even higher. With your help, our *Sick Kids Can't Wait* campaign will raise the funds needed to add 26 new critical-care beds and urgently needed clinical spaces to ensure that no child is ever turned away.

You will never regret being a part of this incredible cause. On behalf of the entire Advisory Board, thank you for everything you do for our hospitalized kids and their families at American Family Children's Hospital.

Sincerely,



John J. Flad, Co-Chair
 Development Partners
 Advisory Board



Rich Lynch, Co-Chair
 Development Partners
 Advisory Board

Advisory Board Membership

John Flad (Co-Chair)
 Rich Lynch (Co-Chair)
 Mark Afable
 Laurie Benson
 Christine Bohnsak
 Anna Burish
 Debbie Cray
 Rick Fetherston
 Tom Grantham
 Jim Hegenbarth
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Donors and Gifts

We are deeply grateful to all those who have made a meaningful difference for the patients and families of American Family Children's Hospital. On the next four pages, we list the names of donors who have enrolled in, or qualify for, membership in The Mary Cornelia Bradley Society. These names can also be found on our Donor Report website: uwhealthkids.org/mcbsociety

While we strive to get every donor name correct prior to publication, we apologize for any incorrect listing. Please contact Colleen Fraser at (608) 264-KIDS or by e-mail at afch@uwhealth.org if your name is incorrect or if you would prefer not to have your name published in future publications. Your support means the world to us. Thank you!

The Mary Cornelia Bradley Society



Anonymous (1)
Estate of James Theron Barto
Estate of Ned E. Bellerue
Roger and Linda Boettcher
Estate of Emma J. Christensen
George and Ann Croal
Estate of Roman G. and Elma K. Haas
Estate of Eileen Hessling
Estate of Alvin F. and Loraine LeMoine
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Estate of Maurice B. Van Engel
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Estate of John A. Warchol
Estate of Lyle Weichmann



FOUNDING FAMILIES
American Family Insurance
Employees and Agents of American Family Insurance
Family of Helen Bakke, Frederick and Deborah Schwartz and the Sub-Zero Foundation



Mike and Jessica McCarthy Golf Invitational
Hosted by Green Bay Packers Head Coach Mike McCarthy (pictured here with a tournament participant) and his wife, Jessica, this annual event has raised nearly \$500,000 for American Family Children's Hospital through its first three years.

Supporters of the Champions for Kids Radiothon
Cindy Crawford and Rande Gerber
Department of Pediatrics Faculty and Staff, UW School of Medicine and Public Health
Department of Surgery – UW School of Medicine and Public Health
George Fait Family
John and Coleen Flad Family
Friends of University of Wisconsin Hospital and Clinics
Kohl's Department Stores

McCarthy Family Foundation
Pierce Family Foundation - Harvey, Delores, Jeff, Steve, Julie and Susan
Oscar Rennebohm Foundation
Irwin F. and Linda S. Smith
University of Wisconsin Medical Foundation
University of Wisconsin School of Medicine and Public Health
Estate of Reed A. and Carolee Walker
Drs. Kok-Peng Yu and Anna Lee Shen Family
Mortimer B. Zuckerman



AAA Wisconsin
Affiliated Engineers, Inc.
J. F. Ahern Co.
Alliant Energy Foundation
American Family Insurance Agents of Wisconsin West
American Girl
AnchorBank and Anchor Foundation
Donald and Marilyn Anderson
Anonymous (4)
Robert and Dyan Armstrong
Jim Bahensky and Donna Katen-Bahensky
Diane Ballweg
Theodore W. Batterman Family Foundation

Dr. Michael and Kim Bentz
Black Belt America
BMO Harris Bank
Roger and Linda Boettcher
Dr. Harold Cornelius Bradley and Mrs. Josephine Crane Bradley
Dave and Terri Bruns
The Buchholz Planning Corporation
The Bill and Signe Buchholz Family
Capitol Bank
Kristina P. Schultz – Caps for the Cure
Chartwell Wisconsin
Clear Channel Madison
Copper for Kids
Coyle Contract
George and Ann Croal
J. P. Cullen Family Foundation

Culver Franchising System, Inc.
Craig and Lea Culver Family
Dental Health Associates of Madison
Department of Anesthesiology Faculty – UW School of Medicine and Public Health
Department of Dermatology – UW School of Medicine and Public Health
Department of Human Oncology – UW School of Medicine and Public Health
Department of Neurological Surgery – UW School of Medicine and Public Health
Department of Neurology – UW School of Medicine and Public Health
Department of Ophthalmology and Visual Sciences – UW School of Medicine and Public Health
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Epic
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Fire Fighters Local 311 Charities

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Joe and Pat Flad and Family
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Rozaane Flesch
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Gregory and Penny Gallo
Carl and Sheila Getto
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James and Kim Gilmore Family
Tom and Ruthann Grantham
Greater Bucky Open
Green Bay Packers
Christopher and Ann Green
Group Health Cooperative of South Central Wisconsin (GHC-SCW)
Gunder Family Charitable Fund
HDR Architecture
Diane and A.J. Heatley
Jim and Amy Hegenbarth
Joe and Lydie Arthos Hudson
Hyundai Hope on Wheels
Kelly Family Foundation
Bernard and Sally Kuebler Killoran
The Kresge Foundation
Jerome and Joan Kuypers Family
Dale Leibowitz and Amy Kaster
Robert F. Lemanske, Jr., MD

David and Kris Lenz Family
Irving and Dorothy Levy
Marvin J. Levy
Loose Change Champions for Children
Dennis P. Lund, MD and Cynthia P. Spencer
Matthew T. Lundgren and Family
M&I Foundation
Maddie's Miracle
Madison Area Friends of Piano
The Madison Club Foundation
Madison Community Foundation
Madison Gas & Electric Foundation
Matthew's Mission for Hope
Mike and Jessica McCarthy Golf Invitational
Ronald McDonald House Charities of Madison, Inc.
McKesson Health Systems
Nick and Barb Meriglioli
Julie Bush Metcalfe
Mielcarek Family Foundation and Hallman/Lindsay Paints
Milio's Sandwiches
MillerCoors
Mortenson Family Foundation
NFL Alumni Madison Chapter
James E. and Casey R. Nick



Radiothon
Patients and families share compelling stories with listeners during a three-day Radiothon broadcast from American Family Children's Hospital. The event raised more than \$528,000 in 2012.

Noodles & Company
Daniel and Roxanne Ostlie
Park Bank
Promega Corporation
Dan and Patti Rashke (TASC) Family Foundation
Jeff and Judi Raymond Family
Robert and Jean Rennebohm
J. P. and Beth Richards Family
Jack and Sarah Salzwedel
Daniel and Patricia Schultz
The Sekelsky Family
Sigma Chi Fraternity/ Derby Days Festival
Sigma Phi Epsilon Fraternity/ Tour de Touchdown
Sing for the Children
Kent and Donna Sollenberger Family
Staff Electric Co., Inc.
State Collection Service, Inc.
Rich and Amy Steffen
David and Jenny Stein
Steinhauer Charitable Trust
Steve and Nicki Stricker
Subway Sandwiches and Salads
Sub-Zero Freezer Company
The Hartford
David Thomason
Total Administrative Services Corporation (TASC)
Jeff and Kristin Tracy Family and Friends of Tyler's Place
Tri-ing For Children's, Inc.
Unity Health Insurance
U.S. Bank
UW Credit Union
Sylvia and James Vaccaro
Marvin P. Verhulst Foundation
Ruth Vetter
Robert and Mary Voss
Arnold and Ellen Wald
Helen and Terrence Wall
John E. Wall Family and DEMCO
Robert and Marlene Wilson
WISC - TV
Wisconsin Dance Marathon
WKOW - TV
Paul and Kay Young
Family of Julie Zdeblick



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American TV
Anonymous (6)
Ariens Company
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Bret Bielema
Richard and Carolyn Blum Charitable Foundation
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R.D. and Joy Boschulte
Jeff Bosco
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Charles and Linda Brei
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Tim and Deb Constien
Cost Cutters of Madison, Inc. – Bill Kaminski
Patrick and Mary Cotter
Justin and Wendy Cruz
Robert and Diane Dempsey
Department of Family Medicine – UW School of Medicine and Public Health
Department of Medicine – UW School of Medicine and Public Health
Department of Obstetrics and Gynecology – UW School of Medicine and Public Health
Department of Psychiatry – UW School of Medicine and Public Health
Division of Pediatric Pulmonology – UW School of Medicine and Public Health



Wisconsin Dance Marathon
UW-Madison students danced the night away, raising more than \$64,000 for American Family Children's Hospital in 2013.

Edgewood High School and Wisconsin Basketball Coaches Association
Gary and Barbara Eiler
Jim and Mary Eldridge
Enterprise Rent-A-Car – Madison
The Entwistle Family
Evans Scholars House
Famous Footwear
Rick and Judy Fetherston
Fidelity Information Services
Paul Frank
Andy and Carolyn Gilb
Greg and Marie Gisi
Golden Eagle Log Homes.com
Sherry and Al Goldstein
Gordon Flesch Co.
Ankush Gosain and Neena Thomas-Gosain
Michael and Kari Grasee
Ann and Rob Hamilton
Mark and Debbie Hamilton
Heery-HLM
David and Melissa Holman
Hooper Corporation and General Heating and Air Conditioning
Gary and Shirley Howard
Bermans and Jenny Iskandar



Pulling for Children

Badger State Tractor Pullers raised \$20,000 for American Family Children's Hospital at a very well-attended summer event.

David Jacobsen and Susan Pierce Jacobsen
Jefferson County 4H Horse and Pony Project
Brent and JoAnn Johnson
Junior League of Madison Inc.
Kaufman Hall and Associates Inc.
Daniel and Lena Kelly
Jerry and Carol Kelly
Kimberly-Clark Corporation
Connie Kinsella
Kristin Kirkconnell
Michael and Annette Knapstein
Stuart and Mary Banks Knechtle Family
Kollege Klub Klassik Golf Outing Lands' End Inc.
Fred and Mary Laufenberg
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Joel London and Cheryl Kendall
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Mr. Mario Mancusi-Ungaro and Dr. Maureen McCausland
Peter and Jennifer Marino Family
Joe and Stephanie Martino
Dale and Lila Mathwich
Bernard and Susan McCartan
Metcalfe's Market
Al and Karen Meyer
Michael's Frozen Custard
Mid-State Equipment
Fred and Mary Mohs
Darnell, Loretta and Maya Moore
Murphy and Desmond SC
MyMenu
Nakoma Golf Club
Blaise and Stacy Nemeth
Carrie Noonan
Ken Noonan
Novo Nordisk Pharmaceuticals
Optimist Club of West Madison
Oscar Mayer/Kraft Foods
Pepsi-Cola Company – Madison
Daniel and Mary Petersen
Bruce and Deborah Pfaff
Philips Medical Systems
Jeffrey Pierce
Richard and Sheila Plotkin
Pointman Inc.
Ellen and Jamie Pollard
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Jerry and Diana Rekowski
Polly ReQua
Restaino & Associates Realtors
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Claude Rochon, RN
Alicia Rose "Victorious" Foundation
Roundy's Supermarkets
(Copps & Pick 'n Save)
Bob and Judi Rubin
Rubloff Development Group
George and Cheryl Ryniak
Bret and Sara Saalsaa
Jeffrey and Joy Schleusner
Jeffrey and Mary Schmoeger
Select Comfort
Scott and Vicki Seymour
Sherman Plaza, Inc.

Michael and Paulette Siebers
Abby Smith
Jeff and Kathleen Smith
Hans and Mary Lang Sollinger
Alice and Chris, Noel and Sean Spencer
John and Pamela Stampen
George and Mavis Steil Charitable Fund
Strand Associates Inc.
Tim and Ann Sweeney
Tauscher Family Foundation
Donald and Judith Taylor
TDS Long Distance Corporation
TeamSoft, Inc. – Paul and Olga Heberer,
Eric and Nancy Larson, Brian and Karen Worden
TechlineUSA
TeleTracking Technologies Inc.
John and Mary Kay Thedinga
Jason and Mary Theilen
Thomas and Ruth Thielke
Joe and Kay Tisserand
Steven and Mariann Tjugum
Tomorrow's Hope
Towers Watson
Tractors Gone Wild
Tuttle Lithography
U.S. Cellular
UW Class of 1950
Veridian Foundation
Wal-Mart Foundation
Peter and Julie Weil
Theran, Julie, Jackson, Taylor and Lauren Welsh
Thomas and Susan Wenzel
Bill and Shela Westrate
Terry and Ann Wilkerson
Wisconsin Built
Wisconsin Capital Management
Joe and Jan Zwettler



CALENDAR YEAR 2012

AE Business Solutions
Mark and Peggy Afafe
Affiliated Engineers, Inc.
Alien Golf Outing
American Family Insurance

American Family Insurance
Actuarial Division
American Family Insurance Agents of Wisconsin West
American Family Insurance District 16
American Girl
American Transmission Company
Ariens Company
Robert and Dyan Armstrong
Michelle and Maneesh Arora
Justin and Morgan Aten
Badger State Tractor Pullers
Jim Bahensky and Donna Katen-Bahensky
Baird Foundation – Milwaukee
Kimberly Baker
Jim and Sue Bakke
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Kenneth Ballweg
Thomas and Sally Basting
Douglas and Jean Benham
Dr. Michael and Kim Bentz
Gery and Vicki Benusa
James Berbee and Karen Walsh
Tracy and Betty Bergquist
Berman Family Foundation
Louis and Linda Bernhardt
Big Willy's



Caps for the Cure

In memory of Kristina Schultz, Caps for the Cure has raised more than \$150,000 for pediatric cancer research at the UW since 2006.

Bret Bielema
Biotech Happy Hour Inc.
Richard Black and Lori Williams Black
BMO Harris Bank
Boardman Suhr Curry & Field LLP
Roger and Linda Boettcher
Terry Bolz and Anne Rosin
Mary Borenz
Family and Friends of Drew Martin Brandt
Kim, Kevin and Jenna Brandt
Ted and Rebecca Broaring
The Bill and Signe Buchholz Family
Len and Janice Bultema
Andy and Anna Burish
Deirdre Burns
School District of Cambridge
James Campen
Capitol Bank
Kristina P. Schultz – Caps for the Cure
Cellcom
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Supporters of the Champions for Kids Radiothon
Chartwell Wisconsin
Chatterbox Charities Inc.
Herb and Harriet Chen
Martin and Susan Chiaro

Children's Dental Center of Madison
Ryan and Jacquelyn Cigler
John W. Clark Family
James and Bridget Coffing
Columbus Public Schools
Community Change
Tim and Deb Constien
Copper for Kids
Timothy and Sarah Corden
Cost Cutters of Madison, Inc. – Bill Kaminski
Cindy Crawford and Rande Gerber
Nicholas and Debbie Cray
Creating IT Futures Foundation
George and Ann Croal
Justin and Wendy Cruz
Richard and Vicky D'Orazio
Jim and Terry Dechene
Deerfield Community School District
Deerfield High School
Robert and Diane Dempsey
Dental Health Associates of Madison
Department of Anesthesiology Faculty – UW School of Medicine and Public Health
Department of Human Oncology – UW School of Medicine and Public Health
Department of Medicine – UW School of Medicine and Public Health
Department of Neurological Surgery – UW School of Medicine and Public Health
Department of Neurology – UW School of Medicine and Public Health
Department of Obstetrics and Gynecology – UW School of Medicine and Public Health
Department of Ophthalmology and Visual Sciences – UW School of Medicine and Public Health
Department of Orthopedic Surgery – UW School of Medicine and Public Health
Department of Pathology and Laboratory Medicine – UW School of Medicine and Public Health
Department of Pediatrics Faculty and Staf – UW School of Medicine and Public Health



Copper for Kids

Recycled scrap copper from hospital construction projects has raised more than \$220,000 for American Family Children's Hospital since 2006.

Department of Psychiatry – UW School of Medicine and Public Health
Department of Radiology – UW School of Medicine and Public Health
Department of Surgery – UW School of Medicine and Public Health
Discoverer's Fund
Richard and Gayla Divelbiss
Division of Plastic Surgery
Heather Donovan
Allison and Patrick Dowd
Robert and Susan Engelke
Enterprise Rent-A-Car – Madison
Epic
Yvonne Evers
Evjue Foundation Inc.
George Fait Family
Fall River School
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J. H. Findorff & Son Inc.
The Finkelstein Tutorial Fund
Flad Development and Investment Corp.
John and Coleen Flad Family
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Jonathan Fliegel and Tamara Greco
Greg and Jayme Frank
Paul Frank
Friends of University of Wisconsin

Hospital and Clinics
Friendship Fund
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Andy and Carolyn Gilb
James and Kim Gilmore Family
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Greg and Marie Gisi
Globe University
Michael and Kerry Goldrosen
Joseph and Dina Goode
Gordon Flesch Co.
Tom and Ruthann Grantham
Great Dane Pub and Brewing Co.
Great Wolf Resorts Operating Partnership LLLP
Greater Bucky Open
Green Bay Packers
Christopher and Ann Green
Jim and Meghan Greene
Group Health Cooperative of South Central Wisconsin (GHC-SCW)
Briana Grove
Bob and Stacy Gryboski
Gunder Family Charitable Fund
H.J. Martin & Son
Gary and Gayle Harrop
Roger and Ann Hauck
HDR Architecture

American Family Children's Hospital

HOSPITAL LEADERSHIP

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President and CEO
UW Hospital and Clinics
American Family Children's Hospital

JEFF POLTAWSKY, FACHE
Vice President
American Family Children's Hospital

ELLEN WALD, MD
Chair, Department of Pediatrics

UW School of Medicine and Public Health
Pediatrician-in-Chief, American Family Children's Hospital

DANIEL OSTLIE, MD
Surgeon-in-Chief
American Family Children's Hospital
Chief, Pediatric Surgery
Department of Surgery
UW School of Medicine and Public Health

PHILANTHROPY STAFF

NANCY FRANCISCO-WELKE
Senior Managing Director of Development
Medical Advancement Group
UW Foundation

BETH BLUM
UW Hospital and Clinics

COLLEEN FRASER
American Family Children's Hospital

JIM GILMORE
American Family Children's Hospital

DIANE HEATLEY, MD
Professor, Pediatric Otolaryngology
UW School of Medicine and Public Health
Medical Director
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JENNIFER BRAZELTON
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American Family Children's Hospital

BARBARA BYRNE, DNP, RN, PNP-BC
Director of Pediatric Nursing and Clinical Services
American Family Children's Hospital

NAN PETERSON, RN, MS
Program Director, Child Health Advocacy
American Family Children's Hospital

ELISABETH HILL
American Family Children's Hospital

STEVEN RAMIG, JR.
UW Foundation

TERRI SPRING
American Family Children's Hospital

TOM YOUNG
American Family Children's Hospital

Diane and A.J. Heatley
 John and Mary Jeanne Hecht
 Amy and Matthew Heckmann
 Jim and Amy Hegenbarth
 Joel and Joanna Hinsey
 John and Tracey Hokanson
 David and Melissa Holman
 Hooper Corporation and General Heating and Air Conditioning
 Kevin and Beth Houlahan
 Gary and Shirley Howard
 Chip and Julia Hunter
 Daniel P. Hyland LLC and Clients
 Immaculate Heart of Mary "Walk for Kids"
 Iowa Grant School District
 David Jacobsen and Susan Pierce Jacobsen
 Donald and Anne Janicek
 Jefferson County 4H Horse & Pony Project
 Kappa Kappa Gamma, UW-Madison
 Craig Karmazin
 Kelly Family Foundation
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 Patrick Kelly and Renee Burcalow
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 Paul and Kimberly Kundert
 Jerome and Joan Kuypers Family
 Jeff and Elizabeth Lamb
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 Lands' End Inc.
 Lasting Skin Solutions LLC
 Harry and Barb Lee
 Dale Leibowitz and Amy Kaster
 Robert F. Lemanske, Jr., MD
 David and Kris Lenz Family
 Marvin J. Levy
 Kurt Lin and Diane M. Reeber Lin
 Loose Change Champions for Children

Ann Lueth
 Dennis P. Lund, MD and Cynthia P. Spencer
 Rich and Mary Lynch
 Madigan Family Foundation
 Michael Marcucci
 Mathematical Association of America
 Dale and Lila Mathwich
 Matthew's Miracle Network
 Bernard and Susan McCartan
 McCarthy Family Foundation
 Mike and Jessica McCarthy
 Golf Invitational
 Immaculate Heart of Mary
 John McGrady
 Michael and Jennifer McKay
 Richard and Jean McKenzie
 McKesson Corporation
 Willis and Mary McMillan
 Gary and Lynn Mecklenburg
 Nick and Barb Meriggoli
 Metcalfe's Market
 Midland United Methodist (Mazomanie, Wisconsin)
 Mielcarek Family Foundation and Hallman/Lindsay Paints
 William Mielke Family Foundation
 MIG Commercial Real Estate
 Millo's Sandwiches
 MillerCoors
 Minitube of America
 James and Carol Mintz
 Paul and Phyllis Moosmann
 Tim and Cindy Morgan
 Mortenson Construction Company
 Mount Horeb Area School District
 Mark and Christine Mueller
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 Ed and Julie Murphy
 Nakoma Golf Club
 Naviant Inc.
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 Tom, Julia and Laura Nicholas
 James E. and Casey R. Nick
 Douglas and Betsy Nordstrom
 The North Central Group
 Robert Nourse and De-Ann Pillers
 Robert and Christine O'Keefe
 Owens and Minor
 Park Bank

Park Elementary, Cross Plains
 James and Michelle Parks
 Hamang and Tami Patel
 Daniel and Mary Petersen
 Liz Petty
 Cyril and Peggy Pick
 Pierce Family Foundation – Harvey, Delores, Jeff, Steve, Julie and Susan
 Pioneer Environmental Group
 Jeff Poltawsky and Tom Arnhold
 Potter Lawson, Inc.
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 Jerry and Diana Rekowski
 Restaino & Associates Realtors Relocation
 J. P. and Beth Richards Family
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 Howard Rowley and Carol Diamond
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 Safe Rider Foundation
 Jack and Sarah Salzwedel
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 Michael Spragia
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 James Stangel and Nanette Peterson
 Rich and Amy Steffen
 John and Evonne Steger
 John and Mary Storer
 Strand Associates Inc.
 Michael Struck
 Subway Sandwiches and Salads
 Tom and Cindy Sullivan
 Jeff and Tara Swalve



Key Up for Kids
 Piano students raised nearly \$9,000 during an annual day-long Piano Playathon sponsored by Madison Area Friends of Piano.

James and Elaine Sweet Family
 Judith Mae Sweet
 Target Commercial Interiors
 Tauscher Family Foundation
 Donald and Judith Taylor
 John and Diane Taylor
 TDS Long Distance Corporation
 Ten/Tenths Ltd. Isthmus Sailboards
 The Hartford
 John and Mary Kay Thedinga
 Jason and Mary Theilen
 David Thomason
 Thursday's Child
 Norris and Alice Tibbetts
 Joe and Kay Tisserand
 Steven and Mariann Tjugum
 Tomorrow's Hope
 John and Carol Toussaint
 Tractors Gone Wild
 William and Michelle Tressler
 Trot for Tots
 Ralph and Meehwa Turner
 Tuttle Lithography
 Unity Health Insurance
 University of Wisconsin Medical Foundation
 U.S. Bank
 UW Credit Union
 University of Wisconsin School of Medicine and Public Health

Sylvia and James Vaccaro
 Billy and Amanda Van Wie
 Marvin P. Verhulst Foundation
 Ruth Vetter
 Vonlay LLC
 Arnold and Ellen Wald
 Waunakee Fastpitch Booster Club
 Theran, Julie, Jackson, Taylor and Lauren Welsh
 Ann Wenzel
 Thomas and Susan Wenzel
 Bill and Shela Westrate
 Mark and Tina Whalen
 Michael and Ann Whaley
 Wil-Kil Pest Control
 Robert and Marlene Wilson
 WIPFLI
 Wisconsin Aviation
 Wisconsin Built
 Woodlands Senior Park
 Joe and Robin Wright
 Paul and Kay Young
 Timothy and Kristine Young
 Jeffrey and Amanda Yunke
 Peter and Beth Zaher
 Family of Julie Zdeblick
 The Zillners – Frank, Diane, Cole, Dean and Blake
 Zimbrick European of Madison
 Joe and Jan Zwettler

THE HAROLD CORNELIUS BRADLEY

Physician Circle



DR. HAROLD CORNELIUS BRADLEY AND MRS. MARY JOSEPHINE CRANE BRADLEY - 1950

Mary Cornelia Bradley SOCIETY
 BENEFITING PATIENTS AND FAMILIES OF AMERICAN FAMILY CHILDREN'S HOSPITAL

The incredible story of Mary Cornelia Bradley as told on page 10 of this report is one we tell often at American Family Children's Hospital.

More than a century ago, little Mary's father, Dr. Harold Cornelius Bradley came to Madison as a junior professor of biochemistry at the University of Wisconsin.

As the first faculty member of the UW Medical School, the namesake of the first children's hospital in Madison, Dr. Bradley fittingly serves as the inspiration for The Harold Cornelius Bradley Physician Circle—the mainstay of physician support for American Family Children's Hospital.

Launched in 2012, The Harold Cornelius Bradley Physician Circle recognizes physicians from the University of Wisconsin or any health care facility who support American Family Children's Hospital at these levels of philanthropic commitment: Legacy (estate gifts); Legends (one-time or cumulative gifts of \$25,000 or more); Guardians (one-time or cumulative gifts of \$10,000 through \$24,999); and Ambassadors (gifts of \$1,000 or more within a single calendar year).

Please call us at (608) 264-KIDS or email us at afch@uwhealth.org to learn more.

We welcome the following physicians and acknowledge their generous support in helping us launch The Harold Cornelius Bradley Physician Circle in 2012. These names can also be found on our Donor Report website, uwhealthkids.org/mcbsociety

Legends

FOUNDING FAMILIES

Kok-Peng Yu and Anna Lee Shen Family
 Michael Bentz
 Gregory Gallo
 Carl Getto
 Christopher Green
 Diane Heatley
 Robert F. Lemanske, Jr.
 Dennis P. Lund
 Daniel Ostlie
 Arnold Wald
 Ellen Wald
 Thomas Zdeblick

Guardians

Anonymous (1)
 Tom Brazelton
 Robert Dempsey
 Ankush Gosain
 Neena Thomas-Gosain
 Bermans Iskandar
 Stuart Knechtle
 Blaise Nemeth
 Ken Noonan
 Hans Sollinger

Ambassadors

CALENDAR YEAR 2012

Kimberly Baker
 Michael Bentz
 James Berbee
 Deirdre Burns
 Herb Chen
 Sarah Corden
 Timothy Corden
 Robert Dempsey
 Carol Diamond
 Heather Donovan
 Jonathan Fliegel
 Kerry Goldrosen
 Michael Goldrosen
 Tamara Greco
 Christopher Green
 Diane Heatley
 John Hokanson

Michael Kim
 Rick Kittell
 Ann Landry
 Greg Landry
 Robert F. Lemanske, Jr.
 Dennis P. Lund
 Willis McMillan
 De-Ann Pillers
 Ken Rowley
 Mary Kay Schroth
 Michael Struck
 Tom Sullivan
 John Taylor
 John Toussaint
 Arnold Wald
 Ellen Wald
 Robin Wright
 Thomas A. Zdeblick

Stay in Touch!

University of Wisconsin
Hospital and Clinics
600 Highland Ave., H4/810
Madison, WI 53792-8350

However you wish to stay connected, American Family Children's Hospital and **uwhealthkids.org** is your resource for compelling patient stories, donor information, construction progress and tips to keep kids healthy, active and safe.



Go to **uwhealthkids.org/social** to:

- Sign up for our e-newsletter, *Kids Connection*
- Visit our *Growing Up Healthy* parenting blog
- Like us on Facebook
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