Dear Friends,

Seventeen is often considered a lucky number, and with 2014 being our seventeenth anniversary, we are reminded how incredibly fortunate this region is to have American Family Children’s Hospital so close to home.

This is also the year in which we literally “raised the roof” for our most vulnerable babies, toddlers, and children. With your generous support, American Family Children’s Hospital is no longer just an excellent pediatric medical facility; we are now truly extraordinary. Our capabilities have grown significantly, thanks to these enhancements made possible by the recent Sick Kids Can’t Wait fundraising campaign:

- A 14-bed Level IV Neonatal Intensive Care Unit (NICU) – the first of its kind in the region – where we care for newborns with very complex, life-threatening conditions in an ultra-calm, soothing environment
- A 12-bed Universal Care Unit where we care for patients with a wide range of medical conditions
- A Pediatric Imaging Pavilion designed just for children and equipped with highly advanced X-ray machines that reduce radiation exposure by more than 50 percent

These enhancements, which are beautifully showcased in this report, would not have happened without the 8,000 gifts received by the Sick Kids Can’t Wait campaign that was co-chaired by Supermodel Cindy Crawford and Green Bay Packers Coach Mike McCarthy and his wife, Jessica McCarthy. Despite a very slow economic rebound from the recent recession, you and so many of your friends reached deep into your hearts to make this dream come true for the children of Wisconsin and beyond.

Looking ahead, we are very excited to explore an array of new giving opportunities to support clinical innovations and new programs at the Children’s Hospital.

On behalf of the thousands of children that we care for each year at American Family Children’s Hospital, thank you so much for your past and continuing support.

Jeff Poltawsky
Senior Vice President
American Family Children’s Hospital

On the COVER: Baby Siena and her mother, Melissa, spent 13 days in the new American Family Children’s Hospital Neonatal Intensive Care Unit. Siena was born five weeks prematurely and was just two days old when she was admitted with neonatal pneumonia and respiratory distress. Siena recovered and is doing well.
The latest chapter in the American Family Children’s Hospital story is truly a journey from excellence to extraordinary. As impactful as this facility was when it opened its doors in 2007, the step we took over the past two years with our Sick Kids Can’t Wait campaign cannot be understated.

Thanks to the incredible enhancements to the hospital that are featured throughout this report, newborn babies, toddlers, “tweens” and teens whose lives are hanging in the balance now have a facility that undoubtedly matches the worldwide reputation of the University of Wisconsin and its renowned faculty physicians.

“We have truly advanced leaps and bounds with this facility, and this community has already seen its investment pay back many times over with life-changing and life-saving care,” says Rich Lynch, co-chair of the American Family Children’s Hospital Development Partners Advisory Board.

Indeed, American Family Children’s Hospital has come a very long way. Despite a history that dates back to 1920, few in Madison – let alone the rest of the state – even knew of UW Children’s Hospital’s existence as recently as 10 years ago. Today, American Family Children’s Hospital ranks among the nation’s Top 50 in multiple specialties by U.S. News & World Report. Our higher visibility, in conjunction with incredibly generous community support, has helped elevate the Children’s Hospital into one of the major charities of choice throughout South Central Wisconsin.

A festive open house celebrating the grand opening of our newly enhanced Children’s Hospital attracted 250 guests in April 2014. Tours of the new Level IV Neonatal Intensive Care Unit, Universal Care Unit and pediatric Imaging Pavilion were among the highlights.

Among those in attendance: Jon Matsumura, MD; Michael Bentz, MD; Diane Heatley, MD and Nan Peterson, RN, MS (L to R, photo b); Harvey, Jack and Delores Pierce (L to R, photo c); John Flad, Ruthann and Tom Grantham (photo e); neonatology nurses Megan Berge, Laura Wedekind, Rachel Glos and Jessica Barnes (L to R, photo f); and technologists Paula Simono and Meredith Welty and imaging assistant Arthur Butler (L to R, photo h).
Healing Sick Babies in the New Level IV NICU

In May 2014, American Family Children’s Hospital opened the first Level IV Neonatal Intensive Care Unit (NICU) in South Central Wisconsin and only the second in the state. Babies from the region who need the very highest level of care available – such as immediate abdominal surgery or advanced pediatric specialization – are now sent to our Level IV NICU, which serves as a referral center for NICUs at community hospitals throughout Wisconsin and beyond.

Enhancing the world-class neonatal care, the new ultra-quiet NICU also was designed to provide maximum comfort not only to the baby, but the entire family as well. Each family’s room is totally private and includes a rocking rocker, private parental bath and shower, a couch that converts into a queen sleep bed, plus-in-hospital access to a family kitchen and laundry facilities. Other highlights include “virtual visiting,” which allows parents who may still be in the birthing hospital to see their baby on screen, and a “milk lab” where milk technicians mix, store and maintain milk for each baby to ensure optimal growth.

"We are so proud to offer this highly advanced level of neonatal care to babies and families," says American Family Children’s Hospital Senior Vice President Jeff Poltawsky. "Because this level of care is unique to the region." Poltawsky says, “we complement, rather than compete with existing NICUs in the Madison area.”

Jesus

Baby Jesus (photos a, b and c) was not breathing for about four minutes at birth in June 2014. He was revived and, about six hours later, was transferred from his birth hospital in Beaver Dam, Wisconsin, to our NICU. He was diagnosed with hypoxic ischemic encephalopathy, or HIE, a very serious and sometimes life-threatening condition that limits oxygen and blood flow to the brain. Jesus was treated with hypothermia or whole body cooling, which has been shown clinically to decrease brain injury and prevent the likelihood of cognitive problems or cerebral palsy as he grows.

Liam

Born 12 weeks prematurely and in respiratory distress, Baby Liam (photos d, e, f and g) of Lancaster, Wisconsin, was admitted to our NICU in June 2014. Compounding his situation, Liam also suffered from kidney failure and autoimmune adverse reaction to red blood cells. He also was considered highly vulnerable to severe infection. Being the little fighter that he is, Liam overcame these serious obstacles and was on his way to feeding and growing by August. He also loves to cuddle with his mom, Samantha (photos d and g).
A Brand New Universal Care Unit

- Diabetes
- Epilepsy
- Complex orthopedic conditions
- Acute and chronic kidney failure
- Muscle and neurologic issues
- Tracheostomy and ventilator-dependency

Like the Neonatal Intensive Care Unit, the Universal Care Unit opened in May 2014 and features "virtual visiting," allowing family members who cannot be physically present to see and talk with their child and his or her providers. A special focus of the Universal Care Unit is placed on preparing families for the transition from the hospital to home after discharge.

Universal Care Unit patients pictured include Mirella, 10, of Beloit, Wisconsin (photos a and c); Kenedi, 9, of Coloma, Wisconsin (photo b); Noah, 6, of Fitchburg, Wisconsin (photos d and e); Anthony, 12, of Loves Park, Illinois (photos f and h); and Kelby, 9, of Pardeeville, Wisconsin (photo g).
Safety Comes First in the New Imaging Pavilion

Children who require X-ray/imaging procedures such as MRI, ultrasound, fluoroscopy and, in the near future, PET/CT scans, now come to the brand new Pediatric Imaging Pavilion at American Family Children's Hospital. "Because of their smaller size and longer life ahead of them, children should not be treated with the same imaging procedures we use on adult patients," says UW Health Pediatric Imaging Chief Brad Maxfield, M.D. "Our new Imaging Pavilion was designed to put each child's safety first by ensuring that patients receive far lower doses of radiation than in conventional settings. So, while risk is already quite low, this technology even further reduces the likelihood of future complications."

Within the Imaging Pavilion, American Family Children’s Hospital was the first pediatric medical facility in the world to install innovative new angiographic equipment that reduces, by more than half, the amount of radiation used during invasive procedures to image blood vessels and treat children with heart, vascular or neurovascular diseases (photo g). Moreover, our new fluoroscopy equipment, which takes "real time" X-rays that show motion – such as swallowing, urine drainage or bowel movement – also reduces radiation exposure to children by approximately 50 percent.

Linked as it is to the University of Wisconsin-Madison, one of the world’s great research institutions, American Family Children's Hospital is proud to offer patients and families low-dose radiation imaging procedures developed right on the UW-Madison campus. "Our medical physicists at the UW were instrumental in developing these treatment protocols," says Dr. Maxfield. "Taking this research and using it in ways that make for safer treatment of children is a great example of the Wisconsin Idea at work."

Imaging Pavilion patients pictured include Rowan, 9, of Madison, Wisconsin (photo b); Makenzi, 6, of Beaver Dam, Wisconsin (photos c, left, and e); Marissa, 5, of Reeseville, Wisconsin (photo d); and Prince, 2, of Stoughton, Wisconsin (photo f).
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 inside back cover). 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 are 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 email afch@uwhealth.org to learn more.

A Message From the Development Partners Advisory Board

Dear Friends:

We cannot overstate the exceptional quality of life we enjoy here in South Central Wisconsin. American Family Children’s Hospital is, without question, one of the crown jewels of this community—a nationally ranked pediatric medical facility that makes every parent in the area sleep just a little better at night.

Thanks to your incredible generosity, your Children’s Hospital has reached even greater heights with this year’s addition of a Level IV Neonatal Intensive Care Unit, a Universal Care Unit and a Pediatric Imaging Pavilion.

On behalf of the entire Advisory Board, thank you for everything you do for the hospitalized babies, kids and families at American Family Children’s Hospital. Your support is truly making a difference and deeply appreciated.

Sincerely,
Rich Lynch, Co-Chair   John J. Field, Co-Chair
Development Partners   Advisory Board

A History of Giving

Mary Cornelia Bradley and her grandfather, Cornelius Beach Bradley, circa 1915.
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 five pages, we raise $554,000 and feature a performance by American Idol Winner Phillip Phillips at the George Fait Family Department of Surgery Faculty and Staff, UW School of Medicine and Public Health.

Donors and Gifts

While we strive to get every donor name correct prior to publication, we apologize for any incorrect listing. Please contact Colleen Frasset at (608) 264-Kids or by email at uwhealthkids.org/mcbsociety.

Praise the Roof Gala 2014

Sponsored by Friends of UW Hospital and Clinics, the “Praise the Roof” Gala raised $352,000 and featured a performance by Phillip Phillips (picture).

Friends of University of Wisconsin Hospital and Clinics

Cindy Crawford and Randy Gerber Fuller Neighborhood Services

American Family Insurance

Friends of UWSAA of Madison

UW Foundation

Department of Surgery and Ancillary Services

Radiothon broadcast from American Family Children’s Hospital by Today’s Q106.

Patients and families share compelling stories with listeners during a three-day Radiothon.

Patients and families share compelling stories with listeners during a three-day Radiothon.
The 2014 Charity Golf Event and Banquet

Hosted by Green Bay Packers Head Coach Mike McCarthy and his wife, Danielle McCarthy.

The event benefitted the Department of Surgery at the University of Wisconsin School of Medicine and Public Health.

The event raised over $100,000 for student scholarships and research.

Organizers, Partners, and Sponsors:

The University of Wisconsin School of Medicine and Public Health

HOSPITAL LEADERSHIP

American Family Children’s Hospital

HONORARY SPONSORS

Vladimir & Norma Hecht

FUNDING LEVELS

Chair’s Club

Dale and Ted Hille, Stoffa Law Firm

Law Firm of the Year

Bridget Fodell, Fodell Law Firm

Individuals

Shari Hintz, Hintz & Associates

Dale, Colleen, & Kevin Fodell

Sam and Niki Fodell

Families

The Fodell Family

Ali Fodell

Juniors

AJ Fodell

The Fodell Family

The American Family Children’s Hospital

American Family

American Family Children’s Hospital

CINDY LIPPS, CHFRE, Director, Development

American Family Children’s Hospital

HOSPITAL LEADERSHIP

WISCONSIN DARES MARATHON

Valleymed students danced the night away, raising more than $49,000 for American Family Children’s Hospital in 2014.

American Family Children’s Hospital

WISCONSIN DARES MARATHON

Valleymed students danced the night away, raising more than $49,000 for American Family Children’s Hospital in 2014.

American Family Children’s Hospital

WISCONSIN DARES MARATHON

Valleymed students danced the night away, raising more than $49,000 for American Family Children’s Hospital in 2014.
The incredible story of Mary Cornelia Bradley as told by 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 medicine at the University of Wisconsin. As the first American family who supported this level of philanthropic commitment: Legacy (one-time gifts), Legacies (one-time gifts of $5,000 or more), and Ambassadors (gifts of $2,500 or more within a single calendar year).

We welcome the following physicians and acknowledge their generous support in helping us launch the Harold Cornelius Bradley Physician Circle—

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 giving:

- Legacy (gifts of $10,000 or more, whether one-time or cumulative gifts of $10,000 through $24,999); and
- Ambassadors (gifts of $1,000 or more, whether one-time or cumulative gifts of $1,000 through $9,999).