

small wonders®

A publication for the
donors of Children's
Healthcare of Atlanta



2 Meet Makayla Swartz,
who is back on her bike
thanks to Children's

6 See what one family's
donation means
for the future of
healthcare

12 Learn about our
expanding urgent
care network

 **Children's**SM
Healthcare of Atlanta
Foundation



Our commitment to you

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At Children's, we know our generous donors count on us to make a difference—both in the lives of kids and in the strength of our community. That's why, each fall, we publish our version of a "shareholder's report," known as the Community Benefit Report, which details the many ways our not-for-profit organization continues to broaden our impact.

Last year alone, Children's provided \$148 million in community benefit, money that Children's invested in programs and resources to support metro Atlanta and beyond. This figure includes \$74 million in medical care for which we were not paid, which translates to more than 185,000 children who could not cover the costs of their care. Serving all of Georgia's children is our heritage, going back almost 100 years. But only through donor support are we able to uphold this fundamental part of our mission.

We have also been able to go far beyond our commitment to care by investing in groundbreaking research that touches the world, training the next generation of physicians, providing wellness and prevention programs, and making sure all the specialty pediatric services kids and families expect from Children's remain intact.

Simply put, as a not-for-profit organization, we want you to feel confident that Children's invests your gift wisely and to the greatest benefit of our patients, like Makayla Swartz who you'll read about in this issue of *Small Wonders*. As you consider how to invest your resources in 2012, I hope that confidence will inspire you to give to Children's again.

As always, thank you for all you do for Children's.

Sincerely,

Thomas M. Holder
Chairman, Board of Trustees
Children's Healthcare of Atlanta Foundation

Visit choa.org/communitybenefit to view the 2011
Community Benefit Report in its entirety.

Features



2

Unstoppable spirit

Thanks to Children's Healthcare of Atlanta and donors like you, 9-year-old Makayla Swartz can ride her bike again—something that a spinal deformity once made it difficult to do.



6

An opportunity to make a difference

Through a gift of \$800,000 to Marcus Autism Center, Tom and Karen Chapman are sponsoring a new tool that helps doctors diagnose children with autism earlier.



12

Questions & answers

Usha Sathian, M.D., explains the important role our pediatric Urgent Care Centers play in the community.

- 8 Highlights & happenings
- 10 Around Children's
- 14 Friends around town
- 17 Mark your calendar

Connect with us



As a not-for-profit organization, Children's Healthcare of Atlanta pledges to direct the greatest portion of community gifts to serving patients and their families. To that end, we produced this report in-house, using the most cost-efficient paper and printing techniques.

This book is printed on paper containing a minimum of 10 percent post-consumer waste and is manufactured in an environmentally friendly manner. We encourage you to recycle this magazine or pass it along to friends so they can learn about Children's.

Help save us money



Visit choa.org/smallwonders to sign up to receive this publication electronically and save us related printing and postage costs.

Unstoppable spirit

Makayla Swartz is feisty, talkative and energetic. This 9-year-old keeps the doctors on their toes during her visits to Children's Healthcare of Atlanta.

“
I love riding
my bike. ”





"They say dynamite comes in small packages," said Makayla's mom, Mary. "That is Makayla. At her appointments, she won't let anyone do anything to her without explaining what and why."

Thanks to Children's, Makayla now can channel her energy into one of her favorite activities—something that a spinal deformity once made it difficult to do.

"I love riding my bike," the young girl said excitedly.

As an achondroplastic dwarf, Makayla is short in stature and has a larger head and shorter arms and legs than average. Despite common complications often associated with her condition, she was born perfectly healthy.

But some of her developmental progress took longer than that of most children. When Makayla first started crawling, Mary and her husband, William, noticed a lump on their child's back. Mary turned to local doctors in Whigham, Ga., the family's tiny town near the Florida state line with a population of less than 1,000.

"Most of the doctors said she'd grow out of the lump, but I started doing my research and realized something was not right," Mary said.

Makayla's pediatrician referred her to Children's, where she underwent testing through our Orthopaedic Program. Doctors diagnosed her with kyphosis, an abnormal spinal curve that results in a rounded back. It is a common condition for achondroplastic dwarfs.

Initially, Makayla was fitted for a brace, which she began wearing when she was 2 years old. Every six months, the family would drive more than four hours for Makayla's checkups.

"That drive was worth it, because I know she gets the best care at Children's," Mary said.

As Makayla grew, she continued to wear a brace in hopes that it would straighten her spine. Mary said her daughter took her condition and treatment in stride, even while attending school, where her classmates affectionately called her The Turtle.

"She was a real trooper. Kids at school just love her," she said. "They'd carry her book bag and walk her to class. She loved that attention."

When Makayla was first diagnosed, Michael Schmitz, M.D., Chief of Orthopaedics at Children's, cautioned her parents that surgery might be necessary in the future.

"Kyphosis usually resolves when they start to stand and walk," he said. "If it doesn't, you use a brace and then it usually resolves. Hers did not—in fact, it got worse."

Dr. Schmitz said Makayla needed the surgery to prevent further deformity of her spine and preserve her neurological function.

"We knew surgery was a possibility, so it was always in the back of my mind," Mary said. "We were hoping we wouldn't have to do it, but we also knew she would be in good hands at Children's."

In October 2011, the Swartzes once again made their way to Atlanta. During the extensive nine-hour surgery, doctors corrected the deformity in Makayla's spine—all while carefully protecting her spinal cord.

"We were nervous, but every hour we received updates from the operating room," Mary said. "That really helped. I'd get a call about how she was doing and then I'd call my family to update them. I thought it was so great that they did that. It made me feel a lot better."

Makayla spent three days at Children's, where clinicians had her up and walking the day after her surgery.

"The kid is amazing. She went through her surgery and never used her pain pump," Mary said.

The surgery greatly enhanced Makayla's quality of life. She now sits upright and walks straighter. She spent her summer doing the things she most loves—riding her bike and swimming. And this fall, she started third grade.

"Makayla loves school," Mary said. "She dreams of being a teacher. She's a good student who hates to get anything less than an A."

The Swartzes will continue to visit Children's annually for Makayla's checkups, and Dr. Schmitz said the need for further surgeries is unlikely.

As they watch their dynamite daughter grow, Mary said she and William are grateful for the care their daughter received at Children's.

"I think it's a wonderful place," she said. "If there is something wrong with your child, there is no better place for them. We owe Children's a lot."

A look at Makayla's condition

Achondroplasia is the most common type of short-limbed dwarfism and is found in about one in 15,000 to 40,000 newborns. Most infants with achondroplasia have **kyphosis**, but 80 to 90 percent of the conditions get better on their own when the child starts standing and walking, according to Michael Schmitz, M.D., Chief of Orthopaedics at Children's Healthcare of Atlanta. Children's sees fewer than 20 patients each year with these conditions. Dr. Schmitz said it was unusual for the condition to progress as Makayla Swartz's did.



A look at Makayla's spine before (left) and after surgery



What is kyphosis?

A type of spinal deformity, kyphosis is an exaggerated curve of the spine that causes the back to round, leading to a slouching posture.

When does it develop?

The condition can develop at any age but is rare at birth. It is more common in adolescents and adults and most common in older women.

What causes kyphosis?

Birth defects can prevent a baby's spine from properly forming in the womb. Congenital kyphosis may be caused by metabolic problems, spina bifida or neuromuscular conditions. In adolescents, the condition is caused when several vertebrae wedge together. In adults, contributing conditions include degenerative spine diseases, osteoporosis and injury.

What are the symptoms?

While children may experience different symptoms, common signs include a difference in shoulder height, the head bending forward compared to the rest of the body and the back appearing higher than normal when the child bends over.

How is the condition treated?

A doctor could choose to perform surgery if the curve measures 75 degrees or more on an X-ray. The patient also might wear a brace and participate in therapy. Wearing a brace could help stop the progression of the condition while a child's bones are still growing.

How long does it take to recover?

The patient will spend about three days in the hospital followed by three months in a brace.



An opportunity to make a difference

Tom Chapman is no stranger to giving. The former CEO of Equifax has been involved with Children's Healthcare of Atlanta for years, but he and his wife, Karen, are now turning their focus to autism with their most recent gift of \$800,000 to Marcus Autism Center.

With one in 88 children affected by autism, Marcus Autism Center—the largest clinical care provider for these children in the U.S.—is strategically positioned to transform the world of autism. So when the Chapmans saw an opportunity to make a difference in these families' lives, they took it—sponsoring the Autism Navigator. The Navigator is a Web-based tool that essentially creates a new system of healthcare delivery and case management services to children and families affected by autism.

"I've been heavily involved with Children's and Piedmont Hospital for a number of years," Tom Chapman said. "When I came to Marcus Autism Center, I could see that with these children the problem was different than cancer, but the stress on the families was the same."

Attaining a diagnosis and navigating the complex web of experts and community resources can be overwhelming for parents. Delays in diagnosis and treatment compound the problem, as the child becomes increasingly more disabled, which leads to treatments that are both more expensive and invasive.

The average age a child is diagnosed with autism is 4.5 years old. This tool will help physicians identify the telltale signs of autism when they start, which can be as early as 6 months old. The earlier a child with autism begins treatment, the better his outcome.

The Autism Navigator is being deployed in local pediatricians' offices to educate them on the early signs of autism, provide assessment procedures and pilot diagnostic programs. The tool is also used to train preschool teachers in identifying autism and developing classroom-based treatments. In addition, the Navigator will serve as a hub of resources and information, enabling case managers and families to access community resources across Georgia.

The Chapmans are familiar with the challenges facing families affected by autism through the experiences of their grandson, Chandler, who was diagnosed with the condition. Tom said that watching his daughter, Traci, and her husband, Ethan, make difficult choices was the driving force behind not only his support of Marcus but his gift as well.

This generous gift has not only gotten the Autism Navigator off the ground, but has completely funded its preliminary trials. With the Chapmans' support, the Autism Navigator will be used across the state and will serve as a model to potentially help children across the U.S.

"Wherever this is being used, at home, school or a doctor's office, hopefully these

children won't just be labeled as having behavior problems," Tom Chapman said.

With so many worthwhile organizations in need of funding, the Chapmans made a strategic gift by concentrating on an organization with the tools, depth and reach to transform the continuum of care. There may be many different reasons to support Marcus Autism Center, but for Tom Chapman, there's only one.

"Marcus Autism Center is a great place to support if you believe in helping fund a treatment that might lessen the condition's impact on thousands of children and their families," he said.

The Chapmans learned about the remarkable science under way at Marcus through discussions with Ami Klin, Ph.D., Director, and Don Mueller, the center's Executive Director. During a tour of the facility, they saw an area built to produce eye-tracking machines in-house and heard from scientists about the research they have spent years compiling. The Chapmans left knowing they could make an immediate difference.

Bernie Marcus, the center's founder, expressed gratitude for the Chapmans' amazing support.

"It is such a great thing to see someone who is so successful in life give back to such a great cause," Marcus said. "Tom is definitely a leader in the business community as well as the philanthropic community. Autism is a huge need, and Mr. Chapman is funding a vital transformation at Marcus Autism Center. His generosity will touch thousands of lives in a short amount of time."

About Marcus Autism Center

Our Marcus Autism Center is dedicated to the diagnosis and treatment of children with autism and related disorders. Recently, the center received a National Institutes of Health Autism Center of Excellence (ACE) grant in recognition of its research efforts.

The grant was made possible by Atlanta's incredible community of scientists and collaborative opportunities at Marcus Autism Center, Children's Healthcare of Atlanta, Emory University, Yerkes National Primate Research Lab and our many pediatric partners.

The special honor puts Marcus Autism Center on the map as one of only three unique centers in the country that have received this stamp of approval from the NIH. It will bring together more than 25 researchers, eight labs and three Atlanta institutions to study autism spectrum disorders.

The ACE designation, coupled with donor support, will allow Marcus Autism Center to continue to develop new solutions for the children and families affected by autism. This is especially important considering the increased prevalence rate of autism spectrum disorders.

In 2011, Marcus Autism Center:

- Treated 5,600 children, a 17 percent increase from 2010.
- Reduced its wait list by 30 percent, helping more children get the care they need.
- Provided more than 450 individual telemedicine consults at 27 remote locations, making it one of the largest telemedicine programs in Georgia. This gives children access to experts, regardless of where they live.
- Developed eye-tracking machines that will help physicians get children into treatment earlier.

Highlights & happenings



Caroline Boatwright (left) and her friend Izzie Wathen, both 10, with Gene Hayes, President of the Children's Healthcare of Atlanta Foundation

10-year-old raises money for diabetes research

Caroline Boatwright's mom, Beth, works at Children's Healthcare of Atlanta as the Senior Director of financial operations. Like her mom, Caroline is passionate about helping patients and their families. During a leadership meeting that Beth attended, Gene Hayes, President of the Children's Healthcare of Atlanta Foundation, talked about the opportunity for children to start a Click for Kids page. Beth took this idea home to her daughter, Caroline.

Not only did Caroline start a Click for Kids page, but she also asked for donations for her ninth birthday and gave \$75 to Children's.

When Caroline started receiving mail from Children's, she read about a patient who had Type II diabetes. She wanted to help. Caroline gave \$20 of her own money and asked her grandmother to take her shopping for items to set up a lemonade stand and bake sale. She involved her fourth grade class and neighborhood in raising the money through the lemonade stand, and they raised \$80. Visit choa.org/give for more information on Click for Kids.

Care-a-Thon raises \$1.5 million

In August, the annual 95.5 FM and AM 750 News/Talk WSB Care-a-Thon raised \$1.5 million for the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta, the largest annual fundraising total since its inception. In the past 12 years, the Care-a-Thon has raised more than \$12.9 million for children with cancer and blood disorders. News/Talk WSB personalities Neal Boortz, Clark Howard and Scott Slade were part of the 37-hour broadcast, which also showcased stories of our courageous patients. Special thanks to the Care-a-Thon matching hour sponsors and call center volunteers.

Motorcycle ride supports heart center

In May Ride4Research raised nearly \$10,000 for cardiac research with their second annual Steel Horse charity motorcycle ride. The national campaign is dedicated to helping children with heart conditions at Children's Healthcare of Atlanta's Sibley Heart Center. Each year, Ride4Research events raise funds for research that advances children's heart medicine. Proceeds from the ride went to the Darryll M. Ceccoli Cardiac Research Fund at Children's.

No. 1 in Miracle Balloon campaign

Walmart and Sam's Club locations of Atlanta and north Georgia raised \$1.5 million from May 1 to June 15 for Children's Miracle Network through the sale of balloons. The figure, a 33 percent increase over 2011's total, makes Atlanta and north Georgia the top cumulative fundraising region for the campaign. Locally, customers and associates of the Walmart on Windward Parkway in Alpharetta had tremendous fundraising success, raising \$71,800—the fourth highest total in the country. All money raised in Atlanta and north Georgia benefits Children's Healthcare of Atlanta.



Members of the Hope and Will Ball Executive Planning Committee include (front row, from left) Patti Dickey, Ginger Greene, Lisa Martinez and Cathy Iannotti in addition to (back row, from left) Toni Moceri, Jackie Greene, Meredith Berryman and Liz Shults.

Hope and Will Ball celebrates anniversary

The Hope and Will Ball will celebrate its 10th anniversary Saturday, Feb. 9, at the venue 200 Peachtree, located downtown. This annual sell-out event has raised nearly \$3.5 million in its nine-year history, making it one of the largest fundraisers for Children's Healthcare of Atlanta. The silent and live auctions, dinner, dancing and other wonderful surprises are part of the ball's anniversary celebration.

The event's committee is fortunate to have benefited from the hard work and loyalty of its past chairs. Visit choa.org/hopeandwillball for more information and to secure your reservation.

Golf tournament draws celebrity players



Atlanta Falcons quarterback Matt Ryan and tournament winners Mike Elmore, Steve Leonard, Jesse Koose and Chris Martin of Verizon Wireless

Atlanta Falcons and Pro Bowl quarterback Matt Ryan hosted his second annual Celebrity-Am Classic golf tournament in June at the Tournament Players Club at Sugarloaf. The sold-out event, which drew 135 players, benefited Children's Healthcare of Atlanta and the Matt Ryan Foundation. Several of Ryan's fellow Falcons participated, including Chris Redman, John Parker Wilson, Michael Palmer, Tyson Clabo, Joe Hawley and Jonathan Babineaux. Other celebrity participants included Brian Finneran, Brian Jordan, Wes Durham, Dave Archer and Matt Harpring. Verizon Wireless served as the event's presenting sponsor, and Davio's Northern Italian Steakhouse provided the food.

Atlanta artist gets festive for Children's

This holiday season, take the opportunity to support Children's Healthcare of Atlanta by sending your friends, family and clients a greeting card designed by Atlanta artist Steve Penley. The 2012 Holiday Card Program also features eight cards created by children who have been treated at or inspired by Children's. Proceeds from the program will benefit family support services at the Aflac Cancer and Blood Disorders Center. This team of highly trained specialists works to provide patients with the developmental, psychological, educational and emotional support they need throughout their journey.

You may visit choa.org/cards or choa.org/tinyprints to order holiday photo cards to support Children's. Tiny Prints also has announcements, invitations, labels and e-cards available year-round.

A challenge to support Hughes Spalding

The Atlanta Foundation, managed by Wells Fargo, has awarded a \$25,000 challenge grant to Children's Healthcare of Atlanta to support programs at our Hughes Spalding hospital. New donations of \$500 or more, or an increased contribution from current donors giving at that level, will be matched dollar for dollar. Help us meet the challenge by Monday, Dec. 31. Contact Elesha Mavrommatis at 404-785-7349 or elesha.mavrommatis@choa.org for more information.

Around Children's

57 physicians named in 'Top Doctors' list

In its July issue, Atlanta magazine recognized 57 doctors from Children's Healthcare of Atlanta's medical staff in its 2012 Top Doctors of Atlanta list. The issue featured Marc Greenberg, M.D., one of our ophthalmologists, on the cover. The list, which the magazine publishes annually, is compiled by Castle Connolly Medical Ltd., a healthcare research and information company. Doctors from Children's were listed in 22 specialty areas, including:

- Cardiac
- Dermatology
- Hematology/oncology
- Neurology
- Ophthalmology
- Orthopaedics
- Pulmonology
- Surgery
- Urology

In addition to Dr. Greenberg, two other doctors from Children's were prominently featured:

- Pediatric neurosurgeon William Boydston, M.D., was listed among the dozen doctors selected by patients as their top picks.
- Pediatric oncologist Frank Keller, M.D., was photographed and spotlighted in an article recounting his experience curing a child with cancer.

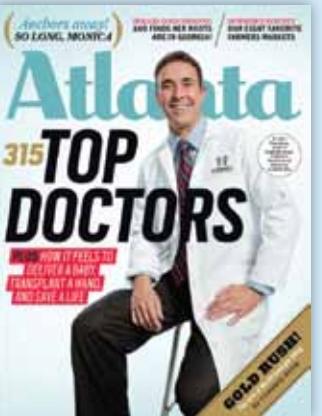
Children's recognized as one of the best

Children's Healthcare of Atlanta is once again ranked among the nation's top pediatric hospitals by U.S. News & World Report. This year, Children's is one of the few hospitals in the U.S. to rank in each of the 10 specialty areas for the publication's Best Children's Hospitals issue.

Our cardiac program was sixth in the country. Six other specialties ranked among the top 20:

- Diabetes/Endocrinology
- Gastroenterology
- Nephrology
- Orthopaedics
- Pulmonology
- Urology

Visit choa.org/usnews for more information.



Teaching people to swaddle correctly

Our Hip Program is implementing a safe swaddling initiative under the direction of Tim Schrader, M.D., Medical Director of the Hip Program, and Dennis Fredette, P.T., Clinical Director for Orthopaedics. The goal is to educate medical and community professionals about safe swaddling techniques. If performed correctly, swaddling mimics the comfort of the womb. Studies have shown that improper swaddling can lead to developmental dysplasia of the hip (DDH).

Visit choa.org/swaddling to view our educational video and to learn more about safe swaddling.

Rehab programs earn three-year accreditation

Our Comprehensive Inpatient Rehabilitation Unit and Day Rehab Program earned a three-year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF). We received specialty recognition in spinal cord injury system of care, brain injury program and pediatric specialty program.

This is the first accreditation for the Spinal Cord Injury Program. CARF accreditation consists of ongoing consultation and in-depth on-site reviews. It demonstrates our commitment to reducing risk, addressing health and safety concerns and improving the quality of our programs.

Visit choa.org/rehab to learn more about our rehab services.



Uniting for pediatric health improvements

In June, Children's Healthcare of Atlanta and the Georgia Institute of Technology announced a \$20 million joint investment, strengthening their commitment to improving children's health. The alliance will support current researchers and recruit new ones. Georgia Tech researchers and Children's clinicians will further accelerate the development of new technologies for delivering pediatric services. The alliance is being initiated by a \$10 million investment from Children's, which will be matched by a planned investment from Georgia Tech.

"Our \$20 million alliance makes it clear just how committed both parties are to helping kids and provides an extraordinary opportunity for others who care about kids to join us."

Donna Hyland



Comeback contest recognizes young athletes

This fall, we are launching a contest to celebrate young athletes who have received treatment at Children's Healthcare of Atlanta because of an injury or illness and returned to their sport. A total of eight monthly winners will be announced through April. The public will vote via Facebook for the Comeback Athlete of the Year, and the winner will be named in May 2013.

Visit choa.org/comeback to nominate an athlete. Contact Andrea Welna at 404-785-7361 or andrea.welna@choa.org for more information.

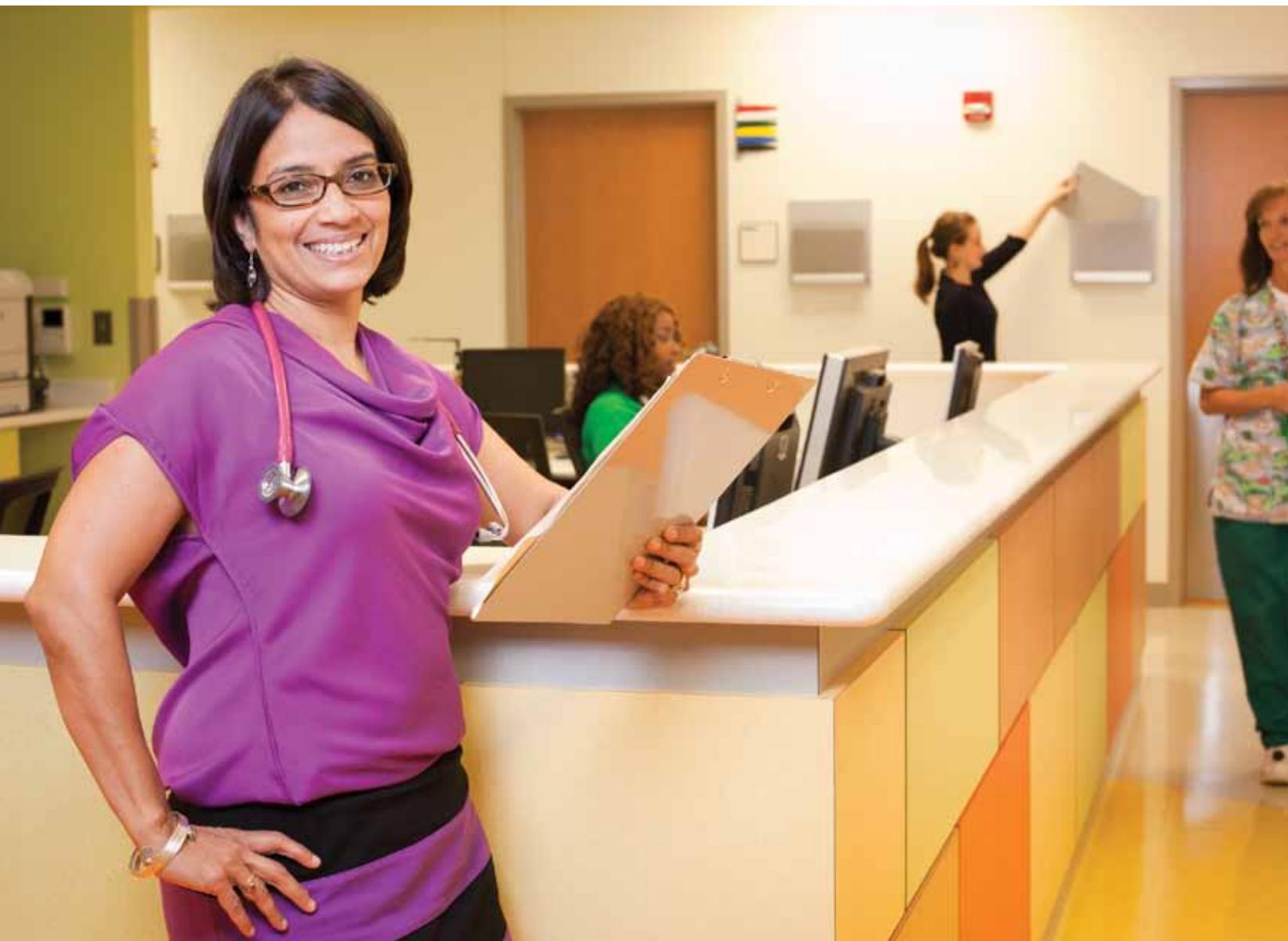


Questions & answers

Usha Sathian, M.D., is Practice Director for urgent care, primary care and child protection at Children's Healthcare of Atlanta.

Personal experiences helping sick children and a desire to do good led Dr. Sathian to pediatrics. Wanting to belong to an organization composed of like-minded people doing collective good brought her to Children's. Since 1995, Dr. Sathian has watched the Children's Urgent Care Centers

evolve and grow in the community. The network expanded this summer with a new center in Henry County. Our pediatricians now are able to reach even more patients with maladies ranging from colds to broken bones.



What sets the Children's urgent care network apart?

If you look across the country, there are very few cities in the U.S. where you'll actually see this kind of a network. There are some other cities where urgent care is practiced outside the hospitals, but this is probably the best in the country in terms of a network and number of patients served. We have five Urgent Care Centers across metro Atlanta—from the north to the south.

Being part of Children's, we ensure that we adhere to a similar standard of care regardless of where the child is seen. The Urgent Care Centers participate in the systemwide quality initiatives to drive the best care possible for the children we treat.

What are the benefits of belonging to a pediatric healthcare system?

We are integrally connected with the vast array of expertise offered at Children's. Children are not little adults, and we understand that.

Because we're part of Children's, we are able to offer a continuity of care and seamless management of problems such as broken bones. We are linked with the Children's Fracture Care Program—ensuring that the children are managed initially in the Urgent Care Center and then get appropriately followed up for their care with the pediatric orthopaedic specialists. We are an integral part of making sure that the community understands what a concussion can mean and how to manage it, and we help in ensuring that the child lands in the right place if he needs further testing.

When should kids come to the Urgent Care Centers?

We view ourselves as an extension of the pediatrician's office. Every child should have a medical home. Many times, parents are not able to get to their pediatrician, and many times children get sick before the parents have even made a choice of a pediatrician. We are able to offer what the pediatricians offer in their office for the sick child. But we also have X-ray and lab services on-site, so the spectrum of care we offer is more than what you would get at the doctor's office. In addition, we are able to set fractures, suture wounds and remove foreign bodies.

Who are the people taking care of the kids at the Urgent Care Center?

We have a core group of pediatricians at each location. This builds and enhances teamwork, which then translates into great care and a great experience for children. All our doctors are board-certified in pediatrics. We also have certified nurse practitioners and physician assistants who have pediatric expertise.

How long has the new Urgent Care Center at Hudson Bridge been in the works, and why that location?

Hudson Bridge is our foray into Henry County. Children's is committed to having a presence in the south metro area and expanding its services. Urgent care is really a way for Children's to help the community. Last year, we had more than 8,000 patients from Henry County tapping into the Children's system. There are more children there who really can benefit by being connected to Children's. We expect that we will see more patients coming from even farther south as well.

How can people support the new Urgent Care Center?

Members of the community can support the Hudson Bridge location by donating to Children's. We would love the community's help to provide family support services at that location. This would help us enhance the patient experience for the child, including activities and distractions while waiting to be seen. In addition to family support services, transport services are extremely important as Children's manages both helicopter and ground transportation. A contribution to those services would be greatly appreciated.

Visit choa.org/urgentcare for more information on urgent care. Contact Steven Wagner at 404-785-7321 or steven.wagner@choa.org with specific questions related to fundraising for the Hudson Bridge location.

Friends around town



Cameron Sherrill is serving as the Friends Board President and will be working alongside dedicated volunteers.

\$2.2 million

Amount raised during the
2011-2012 fundraising year

5,000

Number of **Friends**
who helped raise money
in **2011-2012**

14



Visit choa.org/friends to find out which group is right for you.

Honoring a dedicated volunteer

At the annual Friends Spring Luncheon in May, longtime volunteer Virginia Seawell was awarded the 2012 Miriam Harland Conant Award for her exemplary volunteer service to Children's. This prestigious award, instituted in 1993, was named in honor of Miriam "Bimby" Harland Conant who dedicated more than 60 years of service to Children's.

Seawell began her volunteerism in the summer of 1992. She continued her work through various roles. Currently, she serves as the chair for Generous Generation and is an active member of our Chastain Friends group.



Virginia Seawell (right), the recipient of the 2012 Conant award, is greeted by Margaret Reiser (left), the daughter of the late Bimby Conant.

What is Friends?

Friends is our community volunteer organization at Children's Healthcare of Atlanta. There are more than 35 community Friends groups—even one called girlFriends, which is designed for girls in ninth through 12th grades who want to support Children's.

Friends groups are usually formed by people who have a common bond—who live in the same neighborhood or meet through schools, clubs or religious institutions.

What do the Friends groups do?

The groups support Children's through volunteer opportunities, fundraising events and special service projects. Whether through participation in the Hope and Will Ball, a corporate event or even a neighborhood lemonade stand, volunteers have been generous with their time and resources.

What are the goals for the 2012-2013 fundraising year?

As Friends begins the 2012-2013 fiscal year, we aim to keep our momentum going. We set our fundraising goal at \$2.3 million. Our primary area of support during the 2012-2013 fundraising year will be the Sibley Heart Center at Children's, which treats more than 30,000 children and teens annually. Funds will also go toward the Friends Research Fund, Strong4Life, the Big Apple Circus Clown Care Unit and a librarian at Hughes Spalding and the Aflac Cancer and Blood Disorders Center.



Cheers for Children

Atlanta young professionals selected Children's Healthcare of Atlanta as the cause to celebrate at the fourth annual Cheers for Children event at the W Hotel in Buckhead. More than 400 guests enjoyed live music, a silent auction and dancing at the party hosted by the Friends Junior Committee. Visit fjcatlanta.org to learn more about our Friends Junior Committee.



A Taste of the Highlands

Hundreds sampled delicious treats from intown restaurants at the 10th annual A Taste of the Highlands. This event, a neighborhood favorite, took place at John Howell Park and has raised more than \$30,000 for Children's in the event's history.

Friends leadership kickoff



The Friends Chairs kicked off their 2012-2013 fundraising year with a behind-the-scenes tour of the Children's helicopter with nurse manager Nancy Constable and our very own pilot Noel. As one of the busiest transport units

in the country, we rely on our wonderful volunteers and their amazing efforts to support our hospital.

Gallery event supports Art Program



The seventh annual A Convergence of Artists gallery exhibit and auction showcased outstanding works of art from children in the Marcus School

and Early Intervention Program. This August event, hosted by Poem 88, raised \$10,000 for the Marcus Autism Center Art Program, which helps children and young adults with autism and related disorders reach their full potential through art. A special thank you goes to our parents, attendees and artists for their support of this program.

Summer Sizzle

Our second annual Summer Sizzle event in August was a great success, raising more than \$75,000 for Children's. Guests danced the night away to music from the Bradley Cole Smith Band at Summerour Studios.



Friends around town

upcoming events

Children's Christmas Parade

The holiday season officially begins Saturday, Dec. 1, with the 32nd annual Children's Healthcare of Atlanta Christmas Parade. Thousands of families will line Peachtree Street to see the award-winning bands and dance groups, large helium balloons, holiday floats, and of course, Santa and Mrs. Claus.

The parade is hosted by WSB-TV and airs live from 10:30 a.m. to noon. Cox Radio (B98.5, WSB Radio, The River, KISS 104.1) will be present along the parade route to entertain the crowd.

Visit choa.org/parade to purchase bleacher tickets.

Paint the Town

The Melting Pot announced the return of Paint the Town, an intimate event boasting the finest in cuisine, wine and artwork by artist Christopher M. The epicurean event will be Saturday, Nov. 3, at the Vinings Gallery to benefit Children's Healthcare of Atlanta and Pure Imagination Charity. Guests can sample hors d'oeuvres prepared by Chef Kevin Rathbun and taste a variety of wines hand-selected by The Melting Pot's owner and sommelier, Mark Gunn.

Visit paintthetownatlanta.org for more information.

Container Store to donate proceeds

You can help patients at Children's Healthcare of Atlanta by shopping at The Container Store in November. A percentage of the proceeds from the weekend sales at the newly located Buckhead store will go to Children's.

The big event is Saturday, Nov. 10, and Sunday, Nov. 11. During the celebration at the store, located at the corner of Peachtree and Wieuca roads, prizes will be given away hourly, including \$1,000 elfa makeovers.



Fall Saks Fifth Avenue Fashion Show

The annual champagne luncheon and fashion show will be Monday, Nov. 5, to benefit Children's Healthcare of Atlanta's Marcus Autism Center. The event will feature designs from Max Mara—including couture gowns straight off the runway—on the upper floor of the Atlanta location. Tickets are \$125 for individuals and \$1,250 for a table of 10.

Visit marcus.org/events or contact Jeanne Hastings at 404-785-9402 or jeanne.hastings@choa.org for more information.

Hit the runways for Children's in 2013

Saks Fifth Avenue and the St. Regis Atlanta will present the sixth annual Spring Luncheon and Fashion Show at the St. Regis April 29. Attendees will get a sneak peek of the fall 2013 Michael Kors collection.

Visit choa.org/fashionshow to get your ticket to this sell-out event, which benefits Children's Healthcare of Atlanta.



Mark your calendar



When you help make our Egleston hospital extra festive by supporting the [Children's Holiday Trees Program](#), Merry and Bright, all proceeds will go to the Ryan Seacrest Foundation in-hospital studio, THE VOICE. Here's how it works:

Be Merry: Honor patients, family members or caregivers by purchasing an ornament on our Grand Tree in their name. Names of honorees will be displayed on a large screen beside the tree.

Be Bright: Sponsor one of the decorations located throughout the atrium and see your name or your company's name on a plaque next to the display. Available items range from neon trees to giant toy soldiers.

Complete details and sponsorship opportunities are available online at choa.org/merryandbright or contact Abby Marcinko at 404-785-4293 or abby.marcinko@choa.org.

Holiday card sales

Through December choa.org/cards and choa.org/tinypprints

Marcus coffee sale

Through October
Pick up Nov. 14 to 17 at
Marcus Autism Center
marcus.org/coffee

La Raza 102.3/100.1 FM or La Mega 96.5 FM Radiothon

Oct. 18 and 19
choa.org/laraza

Pink Pig Preview Party

Oct. 25
choa.org/pinkpig

Taste of Dunwoody

Feb. 15, 2013
choa.org/tod

Hope and Will Ball

Feb. 9, 2013
choa.org/hopeandwillball

Chipper Jones Celebrity Golf Invitational

Nov. 4 and 5
choa.org/chipperjones

Saks Fifth Avenue Fall Luncheon and Fashion Show

Nov. 5
giving.choa.org/saks

The Container Store Grand Opening

Nov. 10 and 11
choa.org/containerstore

Children's Christmas Parade

Dec. 1
choa.org/parade

Big Splash

April 13, 2013
marcus.org/bigsplash

Saks Fifth Avenue Spring Luncheon and Fashion Show

April 29, 2013
choa.org/fashionshow



Visit choa.org/events for information about these and all events supporting Children's.



Children's Healthcare of Atlanta Foundation Inc.
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Visit choa.org/smallwonders to receive this publication via email.

Patients at Children's Healthcare of Atlanta thank Children's Champions, donors who give \$25,000 and above in a calendar year.



Children's Champions is a new opportunity for donors to increase their support of Children's. This exclusive giving society, new for 2012, recognizes gifts of \$25,000 and above from individuals, corporations and foundations.

Contact Deb Murphy at 404-785-6929 or your Children's gift officer for more information about this group of philanthropists.



Audrey DeShetler, age 6, was treated at Children's.

