

# Guild News

A publication for the members of Seattle Children's Hospital Guild Association

Summer 2009

## New Guilds Addressing Crucial Needs

Clark Perry (right), shown with his brother Owen and their dog Spencer at Seattle Children's since 2007. Expanding access to autism care is one of the goals of Seattle Children's ASTAR Autism Guild, established this year to support the hospital's new autism center, which is scheduled to open in summer 2009. The guild is one of 35 formed since the beginning of the last fiscal year.



In 2002 Lauri and David Perry began “a long, difficult journey” when a preschool teacher told them she suspected their son Clark had autism. More than a year later and after many visits to various practitioners, a diagnosis of autism was finally confirmed.

Lauri Perry learned that a shortage of specialists means it can often take eight to 12 months to diagnose autism. “Can you imagine if it took a year to diagnose and begin treating cancer?” she asks. Determined to improve access to autism care for other families, Perry and several friends founded the Seattle Children's ASTAR Autism Guild in February. The guild formed after the nonprofit Autism Spectrum Treatment and Research Center (ASTAR) and Seattle Children's integrated their respective services to begin building a world-class autism center at the hospital, slated to open late this summer. Guild funds will help hire more staff, speed up diagnostic services and provide comprehensive and coordinated treatment strategies.

### Guild Growth Continues

The Autism Guild is one of 35 that have joined the Guild Association since the start of fiscal 2008, continuing a 10-year

trend. During that time, nearly 200 guilds have formed, providing new energy and expanded networks of support for Children's. Of our 35 newest guilds, which comprise 1,205 members, 17 support uncompensated care and seven advance research; the remainder support patient care programs.

Renata Opoczynski, assistant student activities director at Seattle University, and 10 students formed the Seattle University Dance Marathon Guild in 2008 to help meet the growing need for uncompensated care. The guild's second dance marathon, held in April, raised \$12,230 in net revenue — a 144% increase over last year's event. “Our support boils down to social justice,” says Opoczynski. “Children's commitment to uncompensated care matches the university's mission to seek a just and humane world.” Members visit or volunteer at the hospital, a first step in what Opoczynski hopes will be ongoing guild involvement after graduation.

New guilds have hit the ground running, or in one case, flying. Last September the Circus of Dreams Guild presented a dazzling showcase of circus and performance artists and netted more than \$30,000 to benefit pediatric brain tumor research. Jenn Wrenn started

the guild with her sister Katy, who was diagnosed with multiple brain tumors in 2007 at age 28. “After what our family has experienced, it breaks our hearts to think of a small child going through this,” says Jenn Wrenn. “Dream Team” members are driven to find better, safer brain tumor treatments for kids. “Every dollar we raise puts us \$1 closer to finding a cure,” says Katy Wrenn.

### No Slowing Down

The recession isn't dampening the enthusiasm of these guilds. The Circus of Dreams Guild is adding a performance to its 2009 event. For the Dance Marathon Guild, the economy provided additional focus. “We discussed how uncompensated care was rising because of layoffs and lost health insurance,” says Opoczynski. “We realized our efforts are now even more important.” Lauri Perry isn't shy about fundraising in tough times, either. “We can't wait for an economic boom,” she said after her guild raised more than \$20,000 at a May golf tournament. “The need is increasing. The time for action is now.”

See page 9 for a list of recently formed guilds.

## Membership News

### Funding Focus Update

Our Funding Focus goal is to raise \$4.5 million between fiscal years 2009 and 2011. The funds will be divided equally between the teen cancer program; cardiac care; and prematurity and stillbirth prevention. A small percentage of the money guilds raise for uncompensated care goes to the Funding Focus.

### In this issue: Prematurity and Stillbirth Prevention

The statistics indicate a global crisis:

- Each year more than 3 million stillbirths occur around the world. More than 1 million babies die from complications of premature birth.
- Prematurity is the leading cause of neonatal mortality, accounting for 28% of deaths in the first month after birth.
- Children who survive premature birth have higher rates of serious health problems, including life-threatening infections, cerebral palsy, brain injuries and respiratory conditions.

Each year in the United States there are 25,000 stillbirths, and more than 500,000 babies (one in eight) are born prematurely. Since 1981, premature births in this country have increased 36%, and the rate continues to rise.

### Guilds Support a Search for Answers

Despite the magnitude of these global health problems, prematurity and

stillbirth have attracted remarkably little attention, and many causes remain a mystery. In 2007, Seattle Children's launched the Global Alliance to Prevent Prematurity and Stillbirth (GAPPS) to address these issues, catalyze research on causes and interventions and accelerate the delivery of health interventions here and abroad. Last month, GAPPS hosted a conference to advance this important agenda.

"We need to change our thinking. It's not OK to have this many stillbirths or to have a 10% to 12% rate of delivering preterm infants in the United States," says GAPPS Executive Director Dr. Craig Rubens, who studies how infections, among other factors, may trigger preterm birth. Rubens holds the endowed chair in pediatric infectious disease research that was established by the Guild Association in 2004.

Our Funding Focus will raise \$1.5 million to support the new GAPPS Repository of data and specimens that will serve as a global resource in advancing medical and public health research.

GAPPS is collaborating with medical centers in Richland, Seattle, Spokane and Yakima to establish a network that will provide blood and tissue samples collected throughout pregnancies and stored at the GAPPS Repository. In the coming years, thousands of pregnant women of diverse backgrounds will participate in studies. Rubens anticipates that the



Seattle Children's Dr. Craig Rubens, executive director of GAPPS, speaks during the opening session of the GAPPS conference in May.

data will help explain why some pregnancies end preterm or in stillbirth.

Guild funds will purchase equipment and support the individuals who coordinate studies and collect and manage specimens and data. "Guild support of the repository will facilitate the research that will ultimately lead to innovative and effective solutions to prevent preterm birth and stillbirth," says Rubens. "I can't thank guilds enough. The world is looking to Children's for leadership on this, and guilds are helping us provide that leadership."

To raise additional funds for GAPPS at your next event, call 206-987-2153.



"This conference is already a success because it brought together the right people, at the right time," said panelist Dr. Mahmoud Fathalla, Emeritus Professor of Obstetrics and Gynecology at Assiut University in Egypt.

### GAPPS Convenes Conference

In May, the Global Alliance to Prevent Prematurity and Stillbirth convened a conference in Seattle with the Bill & Melinda Gates Foundation, the March of Dimes, PATH, Save the Children, UNICEF and the World Health

Organization. Researchers, health practitioners and governmental and nongovernmental policymakers from around the world met to examine the causes of prematurity and stillbirth and to identify and promote effective interventions.

Participants developed action plans that will establish a roadmap for future research efforts, raise awareness of this immense global health burden and build a foundation for policy changes that support global prevention and treatment.

Visit [GAPPS.org](http://GAPPS.org) for Webcast archives of the conference.

### New Guild Sought

For years, compassionate individuals have formed guilds to provide uncompensated care, advance research

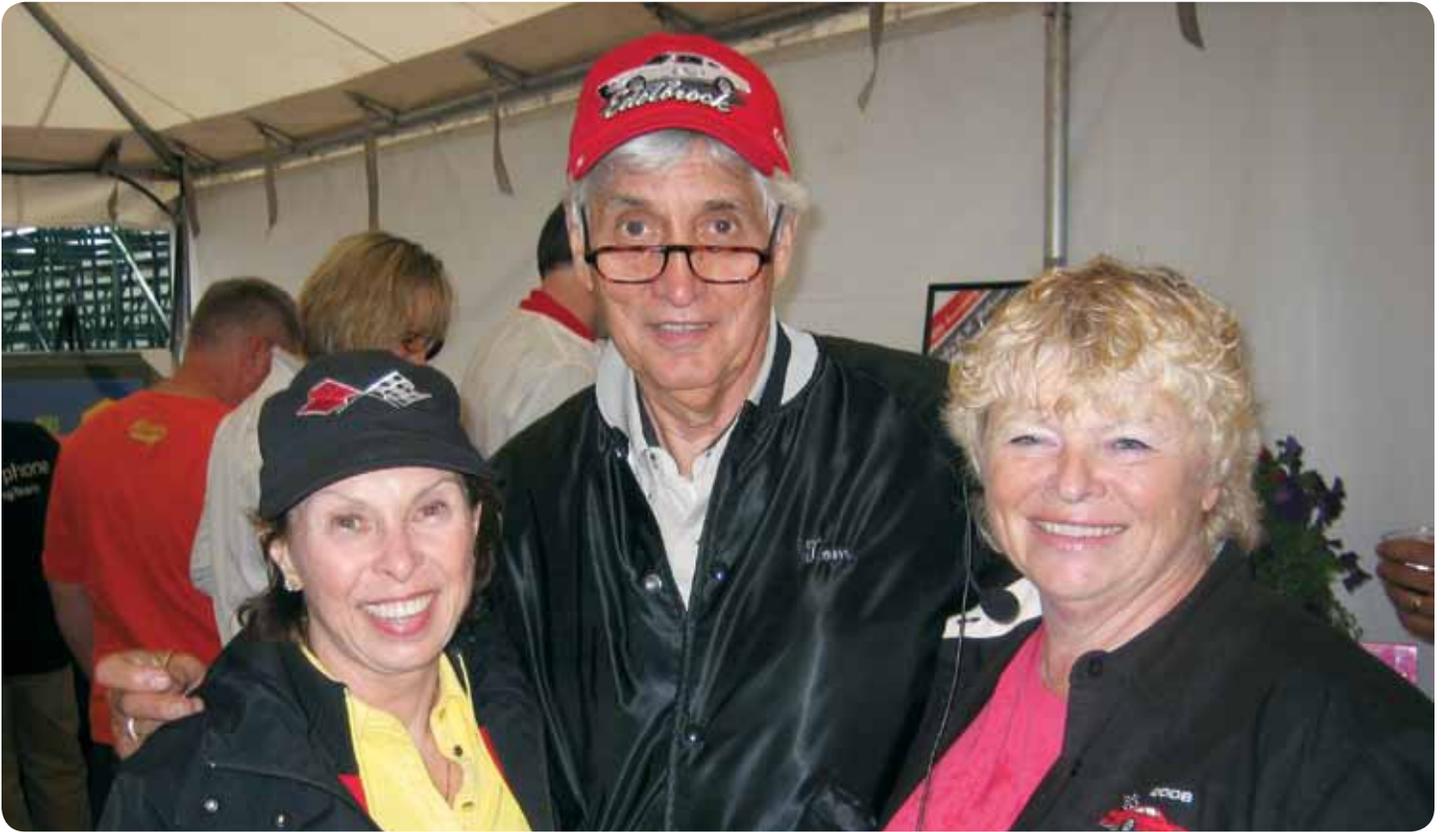
and support clinical excellence. Today, we seek formation of a guild to support the research being done by the Global Alliance to Prevent Prematurity and Stillbirth (GAPPS).

GAPPS program director Donna Russell, who has begun speaking to guilds about prematurity and stillbirth, believes many current guild members relate to the need for research. "When I ask who has been personally touched by these tragedies, a lot of hands go up," she says. "A new guild could help prevent untold suffering."

If you have family members, friends, colleagues or neighbors who would consider starting a guild to benefit GAPPS research, ask them to call Aileen Kelly at 206-987-4816 or e-mail [aileen.kelly@seattlechildrens.org](mailto:aileen.kelly@seattlechildrens.org).

## Leaving a Legacy

### Racing to the Top for Seattle Children's



SOVREN Guild co-founders (from left) Susan Armstrong, Tom Armstrong and Elna Duffield are all Guardians' Circle members who have included Seattle Children's in their estate plans.

Raising \$5.7 million in net revenue for Seattle Children's since 1992 has made the SOVREN Guild one of our top fundraising guilds. Each summer the guild holds the Pacific Northwest Historic Vintage Races, where thousands of fans gather to watch cars zoom around a track at speeds of up to 150 mph. But did you know that SOVREN is also a leading guild when it comes to the number of members who've joined the Guardians' Circle by including Children's in their estate plans?

"We wanted to contribute something really lasting," says longtime guild member Judy Buckingham. She and her husband, Dick, a retired anesthesiologist, have made bequests that will establish an endowment for anesthesiology. "We don't have any children of our own, but when we first moved to Seattle, our friends had a premature baby who was treated at Children's. So we learned early on how important Children's is."

SOVREN Guild co-founders Larry and Elna Duffield understand that bequests help secure the hospital's future. "We are not wealthy," says Elna, "but making bequests allows us to keep giving beyond the days of our lives. It was the most natural thing to do."

"Children's is very, very special," add the Duffields' fellow guild founders, Tom and Susan Armstrong. "It provides the best medical care both for children who can and cannot afford it. We want to make sure it continues as a stand-alone children's hospital."

"Many people have a limited amount of money to give," says Susan Armstrong. "But a bequest is an opportunity to give money to Children's that you may not be able to give during your lifetime."

To learn how to include Seattle Children's in your estate plan, please call Lorraine del Prado at 206-987-4977 or Christina Lui at 206-987-6812. You can also visit [www.seattlechildrens.org](http://www.seattlechildrens.org); click "Ways to Help" and "Legacy Planning."



# Round of Applause



**Palm Springs Guild**



**Allen-Miller Guild**



**Pink Polka Dots Junior Guild**



**Kids at Heart Guild**



**Gift of Immunity Guild**



**Sheridan Guild**

The **Palm Springs Guild** raised more than \$1,000 for uncompensated care through various activities, including a February Bunco party. The guild was also busy earlier this year collecting contributions for Project Teen, the recently concluded initiative to provide fun items for teenage and young adult hospital patients. The Palm Springs Guild is our only guild based outside Washington state.

The **Kids at Heart Guild** raised \$7,000 during its first-ever event, a Super Bowl Chili Cook-Off held at Montlake Community Center Feb. 1. More than 150 guests watched the game on a big screen while enjoying food and refreshments. The guild auctioned the best seats for viewing the game, and five judges evaluated 14 chilies on taste, creativity and presentation. Many who couldn't attend made online donations.

The **Ann Wilson Guild** raised \$1,600 at a movie matinee held at the Historic Orchard Theater in Port Orchard March 1. More than 70 attendees enjoyed a showing of "Hello, Dolly!" starring Barbra Streisand, and purchased raffle tickets for gift baskets, restaurant gift certificates and watercolor paintings from a local gallery. Theater owner Mike Pitt generously donated the film rental and space.

The **Allen-Miller Guild** celebrated the 50th anniversary of the original Dr. A.G. Allen Guild by raising \$1,360 at a luncheon, tea and fashion show at First Christian Church in Port Orchard May 13. The 12 Kitsap County women who founded the guild were honored, and three of them — Virginia Johnson, Audrey Morrow and Ruth Parmley — attended. Guests enjoyed a 1950s-themed fashion show presented by Bremerton Community Theater.

The **Gift of Immunity Guild** raised \$5,142 for the Immunity Research Fund at Theo Chocolates in Seattle Feb. 7. Guests enjoyed wine tasting, hors d'oeuvres and chocolate tasting. Dr. Troy Torgerson of Seattle Children's Research Institute Center for Immunity and Immunotherapies described the interdisciplinary work being done at Children's to unlock the secrets of the immune system. Jennifer Goldberg, Guild Association trustee, asked guests to support Children's research.

The **Pink Polka Dots Junior Guild** raised nearly \$2,600 at "20,000 Volts Under the Sea," a benefit concert featuring the Brian Waite Band. The concert took place Feb. 21 at the Shorecrest Performing Arts Center in Shoreline, where 300 guests, including many young children, enjoyed the family-friendly music. Proceeds benefited the pediatric brain tumor research led by Seattle Children's Dr. Jim Olson. In March, U.S. Senator Patty Murray (above) presented the guild with a Golden Tennis Shoe Award in recognition of members' service to the community.

The **Sheridan Guild** netted \$17,000 for uncompensated care at a Casino Royale-themed event, held at Lake Forest Park Civic Club Feb. 28. Guests enjoyed hors d'oeuvres, wine and dessert while trying their luck at the gaming tables. Live auction items included fly-fishing lessons, a stay in Cabo del Sol and two tickets to anywhere Alaska Airlines flies. The silent auction included a birthday party at Snapdoodle Toys, Gold's Gym membership and a garden consultation with Garden Dreams Design.



**Pinwheel Guild**



**Star Guild**



**Friends Helping Friends Guild**



**Pediatric Brain Tumor Research Guild**



**We Keep S.C.O.R.E. Guild**



**Blue Sky Guild**

The **Pinwheel Guild** donated \$6,000 to Seattle Children's Protection Program, which provides training and resources to prevent, assess and treat family violence and child abuse. The guild, made up of University of Washington Kappa Delta members, raised the funds at the sorority's 13th annual "Reach For the Sky" auction, held at the W Hotel Feb. 28. Members also volunteered at "Pinwheels for Prevention," an event held at Children's April 2 as part of a nationwide campaign to raise public awareness.

The **Pediatric Brain Tumor Research Guild** has raised \$65,000 through its fourth annual non-event, "held" starting March 7 and continuing for several months. The guild invited supporters to send in donations benefiting brain tumor research while "staying home, spending time with your family and relaxing." Appropriate non-event attire was described as "whatever you want."

The **Star Guild** presented five American Girl Fashion Shows that raised more than \$90,000 in net revenue for uncompensated care at Meydenbauer Center in Bellevue March 13 to 15. More than 2,000 guests watched approximately 100 girls and their dolls model historical and contemporary fashions. Leading up to the shows, the girls collectively raised more than \$12,000 for Seattle Children's through activities such as bake sales and coin drives. During each show's intermission, guild president Dana Lofton welcomed a family who shared a video about how uncompensated care has helped them.

The **We Keep S.C.O.R.E. Guild** raised \$8,800 to benefit pediatric cancer research March 15 at opening night of the Lost Lady American Cantina in Seattle, where guests enjoyed hors d'oeuvres, dinner and wine. Members sold "SCORE Cards," which tell the stories of Seattle Children's caregivers and patients battling pediatric cancer. Brian Muchinsky of 103.7 FM "The Mountain" was program emcee. Silent auction items included dinner and tickets to see Jerry Seinfeld, a skydiving package and accommodations at Willows Lodge.

The **Friends Helping Friends Guild** (formerly the Friends of John L. Scott Guild) raised \$13,000 for uncompensated care at "Play for Children's," a dinner and dance held at the Seattle Renaissance Hotel March 21. Guests enjoyed Wii Bowling and a Rock Band tournament and a silent auction that included a trip to Mexico and a winery tour with travel by limousine.

The **Blue Sky Guild** teamed up with Matti Niemisto, Katri Gilbert (above) and other graduating seniors of the Pacific Northwest School of Music to raise \$2,150 at the World Harmony Fund Concert March 29. Held at the East Shore Unitarian Church in Bellevue, the event attracted nearly 125 guests who heard students perform on piano, violin and guitar in a two-hour concert. Christine Leahy, guild founder and president, thanked attendees for supporting uncompensated care.

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guilds have been together for more than 40 years.



Seattle University Dance Marathon Guild



Jeannine Hedwall Guild



Hansje Brinker Guild



Imagine Guild



Des Moines Auxiliary



Jean Thompson Guild

The **Seattle University Dance Marathon Guild** raised \$12,230 for uncompensated care at its second dance marathon, held at Seattle University April 4 and 5. The event attracted 90 university students, each of whom collected at least \$100 in donations to stay on their feet for 16 hours. Another 500 supported the event by making food, providing entertainment and cheering on the dancers. All dancers successfully finished the marathon, which raised more than twice the amount raised in the guild's inaugural event last year.

Leading supercross riders and **Imagine Guild** members visited patients at Seattle Children's April 16 to kick off an exciting weekend of events that raised nearly \$60,000 for hydrocephalus research. Fans gathered at Renton Motorcycle Center April 17 to meet their favorite riders and participate in a silent auction of supercross memorabilia to benefit Children's. At Supercross races held at Qwest Field April 18, leading Children's fundraisers were recognized with premium seating and an inside look at the event.

The **Jeannine Hedwall Guild** raised more than \$10,100 at the Harman Center in Yakima May 5. The 29th annual "Affair of the Heart" attracted more than 100 guests and featured hors d'oeuvres, wine, a raffle and silent and live auctions. A Raise the Paddle benefited uncompensated care. Members of an area family thanked Seattle Children's for their child's care.

The **Des Moines Auxiliary** raised \$2,300 for uncompensated care at its annual fashion show and luncheon, held at Des Moines United Methodist Church April 23. The English garden-themed event attracted 200 guests. Rottles of Auburn supplied the fashions, which were modeled by auxiliary members and their friends.

The **Sam and Althea Stroum Guild** raised \$600 for uncompensated care at the "Shopping for a Cause" used-clothing sale, held at the Shilo Inn in Richland Feb. 5. Guild members raised another \$3,200 at their "May Soiree," held in a private Tri-Cities home May 16. Nearly 100 guests enjoyed local wines paired with gourmet cheese, fruit and chocolate. A local jazz group provided live entertainment, and attendees concluded the evening with dancing on the patio.

The **Hansje Brinker Guild** raised \$2,800 for Seattle Children's Child Life Department through its Dutch Queen's Day Family Celebration, held at West Mercer Elementary School on Mercer Island April 25. Queen's Day is a national Dutch holiday, and the guild combined its observance with a hospital fundraiser. Approximately 200 guests, many clad in traditional orange to mark the occasion, enjoyed Dutch carnival games and food, a kids' flea market, face painting, a raffle and a silent auction.

The **Jean Thompson Guild** celebrated spring by raising more than \$21,000 at its annual Festival of Wine, Food & Flowers, held at Tulip Town in Mount Vernon on April 25. Nearly 200 guests enjoyed hors d'oeuvres and wine and bid in a silent auction. A Raise the Paddle benefited uncompensated care.

The **Jayne Oliver Guild's** annual Spring Auction raised \$19,000 for uncompensated care at the Mill Creek Country Club March 7. Approximately 150 guests enjoyed a lovely luncheon and bid in silent and live auctions. Silent auction items included a July Fourth picnic kit, fleur-de-lis topiary and Hannah Montana merchandise. The live auction featured fine jewelry, a weekend at the Grand Hyatt Seattle and a night on the town with dinner and theater.



**Preston Kuppe Guild**



**Jean Stewart Jordan Guild**



**Nightingale Guild**



**Laura Brigman Guild**



**Seattle Children's ASTAR Autism Guild**



**Kent Guild**

The third annual Art à la Carte luncheon raised \$77,000 for uncompensated care at The Golf Club at Newcastle May 1. Presented by the **Preston Kuppe Guild**, the event featured silent and live auctions of work donated by Northwest artists, including paintings, jewelry, textiles, glass and photography. John Curley conducted a live auction that included travel packages and dinner outings. Marji Mar and her 9-year-old son, Marques, spoke about the cardiac care Marques received at Seattle Children's.

The 85th annual Garden Sale raised \$24,000 April 18 and 19. The **Laura Brigman Guild** presented the event, the hospital's longest-running fundraiser, outside Seattle Children's administrative offices. The sale featured many varieties of perennials, annuals, shrubs, trees, ornamental grasses and ground covers. Children's gardeners advised shoppers on plant selection and care. Raffle prizes included a private two-hour consultation with Jeff Hughes, a horticulturist and manager with Children's Grounds Maintenance Department.

The **Jean Stewart Jordan Guild's** 40th anniversary celebration raised \$6,500 at the Edmonds Yacht Club May 14. Past and present guild members and supporters were honored at the event, which featured live music, dancing and a Raise the Paddle to benefit uncompensated care. Seattle Children's Dr. Harris Baden spoke about pediatric cardiac intensive care services in the hospital's Heart Center.

The **Seattle Children's ASTAR Autism Guild** raised more than \$20,000 at its May 15 golf tournament at Trilogy Golf Club in Redmond. After lunch, 150 attendees played a round of golf, followed by dinner and an awards banquet. Dr. Bryan King, director of Seattle Children's Psychiatry and Behavioral Medicine, and Dr. Gary Stobbe, head of clinical services for Autism Spectrum Treatment and Research Center (ASTAR), spoke about ASTAR and Children's integrating services to begin developing a new autism center at the hospital. Event proceeds benefited the center, which is scheduled to open this summer.

The **Nightingale Guild's** fifth annual Black-Tie Bingo and Auction raised \$23,800 May 16 at the Spirit of Washington Event Center in Renton. The evening began with cocktails and hors d'oeuvres while guests bid on silent auction items and local high school students played harp music. Nearly 200 guests enjoyed dinner while emcee Clyde Boch called Bingo. Live auction items included a seven-day Holland America Line cruise, an overnight rafting trip and theater tickets with dinner and hotel accommodations.

Congratulations to the **Kent Guild**, which marked its 80th anniversary at a party at the Meridian Valley Country Club May 21. Kent Guild President Jane Warmenhoven and past president Sue Jones (above, left and center) were joined at the celebration by incoming Guild Association Board Chair Laurie Boehme. The guild is busy planning its November Artisans' Festival at the Meridian Valley Country Club. Last year, the event raised nearly \$14,000 in net revenue and attracted close to 1,000 attendees, who purchased holiday arts, crafts and home décor.

The Global Alliance to Prevent Prematurity and Stillbirth (GAPPS) thanks members of the **Harriett Holbrook Smith Guild** for generously volunteering their time during GAPPS' recent international conference (see page 2). Nearly 20 guild members organized collateral material for more than 200 participants, handed out programs, ushered various sessions and helped out at activities such as the Art for Health Reception. "The Harriett Holbrook Smith Guild made a huge difference and their efforts were greatly appreciated," says Dr. Craig Rubens, GAPPS executive director.

## Annual Meeting, Advocacy Day Highlight Guild Involvement



(Above) Guild members from all over the state attended our annual meeting, held at the Westin Seattle in April. (Right top) Michele Smith told annual meeting attendees that serving as their board chair was “an honor that has deeply enriched my life.” (Right bottom) The 3 Rivers Guild (pictured) and the Mitochondrial Research Guild were this year’s winners of the Chairman’s Award for Guild Excellence.

### **Guild Annual Meeting Celebrates Contributions**

More than 500 guild members attended the annual meeting of Seattle Children’s Hospital Guild Association, emceed by John Curley at the Westin Seattle on April 30. Michele Smith, chair of the association’s board of trustees, highlighted recent guild accomplishments, including the \$11.4 million raised through projects and membership in fiscal year 2008.

Dr. Tom Hansen, Children’s CEO, thanked attendees for supporting uncompensated care, highlighted achievements from the past year, and discussed the financial challenges facing the hospital. He explained why, despite the recession, Children’s must expand to meet the region’s growing need.

Dr. Doug Hawkins, associate division chief of the hospital’s Hematology-Oncology Department, spoke about Children’s nationally recognized cancer care.

Julie Donoghue, a guild member since 1968 and currently with the Dr. Forrest L. Flashman Guild, and Elsie Dillon, a Silverdale Guild charter member since 1954, each won the Anna Clise Award for Individual Achievement. The Chairman’s Award for Guild Excellence went to the 3 Rivers Guild, based in the Tri-Cities area, and to the Mitochondrial Research Guild.

At the luncheon’s conclusion, attendees donated \$20,500 to uncompensated care.

# \$11.4M

was raised through guild projects and membership in fiscal year 2008.



Dr. Tom Hansen, Seattle Children's CEO, attended Advocacy Day in Olympia to address proposed funding cuts to the hospital.



(From left) Pam Baughn, Cary Young and Sharon McCagg are the newest emeritus trustees of Seattle Children's Hospital Guild Association.



The Imagine Guild is reducing its fundraising expenses by communicating with donors through its Web site.

### Advocacy Day

Seattle Children's supporters, led by CEO Dr. Tom Hansen, traveled to Olympia by bus April 1 for our annual Advocacy Day outreach to state legislators. The group included Guild Association Board Chair Michele Smith and fellow trustees Krista Fay, Dottie Greenwood, Jane Humphries and Cary Young.

This year, hospital advocates addressed the state budget's proposed funding reductions to Children's. Hospital supporters acknowledged the economic crisis and stated their readiness to endure a fair share of cuts, but maintained that the reductions being considered were excessive and would disproportionately affect Children's compared to other hospitals, with serious long-term negative consequences. Hansen said the cuts, if approved, could drastically reduce Children's programs and services.

Many thanks to all guild members who contacted their state representatives during the budgeting process to express support for Children's.

### Trustees Honored

Pam Baughn, Sharon McCagg and Cary Young were recognized at our April 30 annual meeting for their service to the Seattle Children's Hospital Guild Association Board of Trustees. When they step down in June, they will be named emeritus trustees, an honor reserved for those who have served at least nine years. In addition to conducting board responsibilities, each trustee remained active in her own guild during her term as trustee.

Baughn is a member of the Frances W. Nordstrom Guild and former Guild Association secretary. McCagg, a 40-year member of the Milnora de B. Roberts Guild, served recently as membership committee chair. Young is a former fundraising committee chair and current member of the Mary Helen Hickman Guild.

Baughn, McCagg and Young each joined the board in 2000.

### Guild Best Practices

Guilds are working hard to reduce expenses, add new members and find creative answers to fundraising challenges.

The **Imagine Guild** saved \$1,100 by eliminating printed invitations to its February Academy Awards party at Lincoln Square. Instead, the guild printed a black-and-white "Save the Date" card, which directed supporters to the guild's Web site to register or receive more information.

The **Golden Key Guild**, which supports services at Seattle Children's for families of deaf and hard-of-hearing children, added eight new members at a sign-language workshop in the hospital's Wright Auditorium in February. Guild president Ann Curry spoke about the guild's history and showed video testimonials.

Faced with the possibility of low turnout, the **Friends Helping Friends Guild** organized a phone tree three days before an event and succeeded in inviting enough additional guests to hold a terrific fundraiser.

### Welcome New Guilds

Guilds established from the beginning of fiscal year 2008 to the present:

- |                                    |                                     |                                       |
|------------------------------------|-------------------------------------|---------------------------------------|
| Amity Guild                        | Fairy Nana Guild                    | Redmond High School Junior Guild      |
| Blue Sky Guild                     | Hansje Brinker Guild                | RND Awareness Junior Guild            |
| Brave Smiles Guild                 | Heart of Children's Guild           | Sammi's Circle Guild                  |
| Chai-T Guild                       | Heart Research Guild                | Seattle Children's ASTAR Autism Guild |
| Children 4 Children's Junior Guild | Kids at Heart Guild                 | Seattle University Dance              |
| Children are Miracles Guild        | Little Lemon Drop Junior Guild      | Marathon Guild                        |
| Children's Carousel Guild          | Mighty Miracles Guild               | Smiles for Marin Rose Guild           |
| Circus of Dreams Guild             | Mitochondrial Research Junior Guild | Susannah White 3 Feet                 |
| Cynthia W. Low Guild               | PB's Little Hands Junior Guild      | of Sunshine Guild                     |
| Daydream Believer Guild            | Pearly Whites Junior Guild          | We Keep S.C.O.R.E. Guild              |
| Dr. Tamara Bolin Guild             | Pinwheel Guild                      | Wish Upon A Star Junior Guild         |
| Ethan's Heart Guild                | Project Grace Guild                 |                                       |

# Guild Association Tips for Success

In this issue:

Questions?

206-987-2153

## Steps Toward Fiscal Fitness

One of the main reasons guilds have survived and grown for more than 100 years is our integrity. Donors trust us with their money. That's an awesome responsibility, which each guild member helps to fulfill.

In the interests of Seattle Children's and the communities in which we raise and manage funds, all guilds must operate in accordance with applicable federal and state regulations. As these regulations become more complex, you can count on the Guild Association to provide the resources and guidance you need to be "fiscally fit."

To comply with regulations, we require that every guild conduct **at least one internal audit annually** and make **regular internal financial reports to its members**.

### Internal Audit

An internal audit is a review of your guild's financial records by a guild member or other qualified person (an adult with a basic understanding of revenue and expense documentation) who is not responsible for maintaining the financial records. **The guild member who conducts the audit cannot be the guild treasurer.** All books must be audited at least annually and, depending on the size and number of projects, more than one audit per year may be advisable. Guild presidents should consider multiple internal audits if their guilds raise revenue through two or more projects annually.

Other considerations:

- Some guilds find it helpful to designate the same person (again, not the treasurer) to conduct each internal audit.
- It's preferable to do internal audits at approximately the same time the funds are turned over to the Guild Association, within 90 days of the conclusion of your project.
- Audit forms are mailed every fall and are available on the Guild Association Web site.

- The guild president is responsible for ensuring that the audit is completed; signed by the auditor, treasurer and president; and sent to the Guild Association. Starting this fall, President's Packets will be sent with the internal audit forms.
- Each year the Guild Association performs a random review of guild audits. If selected, your guild will be asked to provide additional financial information.

Internal audits ensure transparency in our financial affairs and ultimately help us maintain the trust of the community. Thank you for your cooperation!

### Internal Financial Report

An internal financial report is a current snapshot of guild finances that is presented by the guild treasurer at every guild meeting. **Unlike an internal audit, which cannot be conducted by the guild treasurer, internal financial reports must be conducted by the treasurer.** These reports acknowledge the right of every member to be fully informed about the guild's financial status.

At each meeting, the treasurer is required to present the following to members:

- Beginning bank balance
- Deposits (by source, e.g., ticket revenue, sponsorship, donations)
- Expenses (by category, e.g., event supplies, catering)
- Funds submitted to Seattle Children's since last report
- Ending bank balance
- Revenue processed by Guild Association for which your guild receives credit (credit cards, matching gifts, etc.)

This information must be shared verbally **and** recorded in meeting minutes. It helps the secretary if the treasurer submits a written report for that purpose. Supporting documentation must be available at the meeting so that the treasurer can respond to questions. Therefore, treasurers should bring their books — including check ledgers, copies of invoices, bank statements, etc. — to every meeting.

Treasurers have a complex job and are essential to guild success. Many thanks to our treasurers for their outstanding efforts on behalf of our region's children!

## Seattle Children's Retail Stores



Seattle Children's thrift store managers are (from left) Suzanne Dunnell, Kent store; Julie O'Haver-Schlich, Olympia store; Cynthia Van Buskirk, Bainbridge store; Valorie Tutt, Shoreline store; Marie Jones, general manager; Rita Baldwin, Redmond store; and Sue Garlinghouse, Port Townsend store.

To benefit uncompensated care, Seattle Children's thrift stores sell gold and silver on eBay for top dollar to customers around the world. Call 206-448-1507 for information on donating your silver flatware or gold or silver jewelry.

We also welcome vehicles, RVs, boats, motorcycles and trailers. Call Donate Car USA at 800-269-6814 with a donation, and tell them you're

supporting Seattle Children's. Donations of furniture and household items in good condition are always welcome at our thrift stores.

In this tough economy, your dollar will go farther when you shop at one of our six area stores. Visit soon — you'll be pleasantly surprised!

For store locations and hours, or to visit our eBay site, go to [waystohelp.seattlechildrens.org/shopping/](http://waystohelp.seattlechildrens.org/shopping/).

# Mark Your Calendar

**JUNE 26** **Children's Ride Gala and Auction**  
Friday, 6 p.m. | Fremont Studios, Seattle | 206-987-4876 or [www.childrens-ride.com](http://www.childrens-ride.com)

Enjoy dinner, entertainment and live and silent auctions. Bid on two customized Harley-Davidson motorcycles. \$150 per person. Presented by the Imagine Guild.

**JUNE 28** **Children's Ride 14**  
Sunday, 7 a.m. | register at Safeco Field parking garage, Seattle | 206-987-4876 or [www.childrens-ride.com](http://www.childrens-ride.com)

Join a Washington State Patrol-escorted ride from Safeco Field to Emerald Downs in Auburn. \$60 per person includes ride, racetrack admission and barbecue. Presented by the Imagine Guild.

**JULY 3-5** **21st Annual Pacific Northwest Historics Vintage Races**  
Friday to Sunday | gates open at 8:30 a.m. at Pacific Raceways, Kent | 206-987-2777 or [www.northwesthistorics.com](http://www.northwesthistorics.com)

Enjoy races featuring rare pre-1970 automobiles. Adults: \$25 per day or \$40 for three days. Children: \$5 per day. Presented by the SOVREN Guild.

**JULY 25** **Port Ludlow Walk-a-Thon**  
Saturday, 9 a.m. | Port Ludlow Marina parking lots | 360-437-0216

Choose from two scenic hikes, both with beautiful views of Ludlow Bay. \$20 for individuals, \$25 for families. Presented by the Port Ludlow Auxiliary.

**AUG. 1** **Seventh Annual "Soak Up the Sun"**  
Saturday, 5 p.m. | private residence, Bayview, Wash. | 360-856-4645

Join the Vala Youngquist Guild for an outdoor garden party with wine, seafood hors d'oeuvres, a catered dinner and dancing. Event includes raffle and silent and live auctions. \$55 per person, \$100 per couple or \$400 for a table of 10.

**AUG. 15** **Covey Run 10K and 5K Run/Walk & Kids Dash**  
Saturday, 8 a.m. | start and finish at Redhook Ale Brewery, Woodinville | 206-987-4816 or [www.runforchildrens.org](http://www.runforchildrens.org)

Pre-register for \$30; entry fee is \$35 on race day. Children under 10 participate in Kids Dash for free. Bring pledges and donations. Presented by the Run for Children's Guild.

**AUG. 15** **Ride, Baby Ride Poker Run**  
Saturday, 9 a.m. | Skagit Harley-Davidson, Burlington | 360-588-6993

A motorcycle ride with five stops. Draw a playing card at each stop. Highest, lowest poker hands win. Food and music after the ride. \$25 per person. Presented by the Ann Carlson Guild.

**AUG. 23** **Fifth Annual "Cones for Kids"**  
Sunday, 1 to 4 p.m. | Alki Beach Bath House, Seattle | [sarahshines@hotmail.com](mailto:sarahshines@hotmail.com)

Purchase ice cream cones and sundaes, play games and enjoy the beautiful beach! Free pair of Babylegs to first 50 supporters. Sponsored by Pacific Continental Bank and presented by the Eternally Joyful Guild.

**AUG. 23** **10th Annual Children's Golf Classic Dinner Party**  
Sunday, 4 p.m. | Safeco Field, Seattle | 206-281-7130

Join the Friends of Costco Guild for one of Seattle Children's premier fundraising events. Seating is limited. \$250 per person.

**SEPT. 11** **Seventh Annual "Cure for Mito" Auction & Dinner**  
Friday, 5 p.m. | Willows Lodge, Woodinville | 425-890-0025 or [www.nwmito-research.org](http://www.nwmito-research.org)

Event will feature cocktail reception with champagne and hors d'oeuvres, four-course dinner with wines by JM Cellars and dancing. \$125 per person includes live auction.

**SEPT. 12** **Third Annual Sydney Coxon Memorial Golf Tournament**  
Saturday, 1:30 p.m. | Legion Memorial Golf Course, Everett | 206-361-8770 or [www.pinkpolkadotsguild.com](http://www.pinkpolkadotsguild.com)

Join the Pink Polka Dots Junior Guild for a day of fun to benefit pediatric brain tumor research. \$125 per person includes golf, dinner and silent auction; \$60 for dinner and silent auction only.

**SEPT. 12** **Ned & Kayla Skinner Guild 20th Anniversary Celebration**  
Saturday, 6:30 p.m. | 5th Avenue Theater, Seattle | [lbsbelle@comcast.net](mailto:lbsbelle@comcast.net)

Event will include entertainment by Billy Joe and the Dusty 45s, dinner catered by the Palomino restaurant and a silent auction featuring a dazzling selection of wines. \$75 per person.

**SEPT. 13** **Seventh Annual Kirkland Concours d'Elegance**  
Sunday, 9 a.m. to 4 p.m. | Carillon Point, Kirkland | 425-822-7066 or [www.kirklandconcours.com](http://www.kirklandconcours.com)

Enjoy an impressive display of classic automobiles, motorcycles and vintage wooden boats. Adults, \$25; children 7 to 17, \$10; kids under 7, free.

**SEPT. 18-19** **Circus of Dreams Benefit**  
Friday, 8 p.m. | Saturday, 1 p.m. and 4 p.m. | ACT Theatre, Seattle | 425-882-0632 or [www.circusofdreams.org](http://www.circusofdreams.org)

The Circus of Dreams Guild showcases circus and performance artists to benefit pediatric brain tumor research. Friday show, \$25 per person; Saturday shows \$20 for adults, \$10 for children.

**SEPT. 20** **27th Annual Anacortes Home and Boat Tour**  
Sunday, 12:30 p.m. to 5:30 p.m. | Anacortes | 360-466-9258

Enjoy a tour of beautiful homes and boats in "Old Town" Anacortes. For safety on boat decks, no heels, please. \$15 per person. Presented by the Dr. Samuel Gordon Brooks Guild.

**OCT. 4** **Heart and "Sole" Ladies Luncheon & Auction**  
Sunday, 11:30 a.m. | TPC Snoqualmie Ridge Golf Club, Snoqualmie | [dianareul@hotmail.com](mailto:dianareul@hotmail.com) or [www.dreamsofhopeguild.org](http://www.dreamsofhopeguild.org)

Join the Dreams of Hope Guild for wine, appetizers, luncheon and dessert. \$50 per person includes silent and live auctions.

**OCT. 10** **Seattle Children's ASTAR Autism Guild Annual Gala & Auction**  
Saturday, 5:30 p.m. | Grand Hyatt Seattle | 206-332-1646

Join the ASTAR Autism Guild and auctioneer John Curley for cocktails, dinner and silent and live auctions. \$150 per person.

## Our Mission

To serve as advocates for Seattle Children's through our volunteer, philanthropic and educational endeavors to ensure excellent care for all children in our region.

## New Book Details Hospital's Rich History



"Hope on the Hill" recounts the history of Seattle Children's, its impact on the city, the Northwest and the thousands of patients it has served. More than 100 years after it was founded, Children's continues to provide the best possible care to our region's children regardless of ability to pay.

Special order copies are available until Nov. 1 for \$29.95. Early next year, the bookstore price will range from \$35 to \$40. To order your copy now, call 206-987-3865 or e-mail [laura.tufts@seattlechildrens.org](mailto:laura.tufts@seattlechildrens.org).

*Proceeds benefit uncompensated care.*

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Deadline to submit items for the fall issue is July 6, 2009. News items and photos\* should be submitted to:

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\*By submitting a photo, you have consented to its use in *Guild News* and/or *Connection*.

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## Operation Crayon Is Back

In 2005, guild members saved Seattle Children's thousands of dollars by collecting 500,000 crayons for patients and donating \$12,000 to purchase additional crayons. That supply has dwindled and we again need your help. Please collect Crayola®-brand crayons and make cash donations to Operation Crayon, which concludes at our 2010 annual meeting. Send new Crayola®-brand crayons only and cash gifts to Claudine Schneider, P.O. Box 50020/S-200, Seattle, WA 98145-5020. Questions? Call 206-987-4827. Thank you!