

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 Graphics Available for Guild Use

The hospital changed its name to Seattle Children's on Sept. 16. Contact the guild association to receive new artwork, logos and guidelines to follow when creating items such as invitations, programs, signage, banners and giveaways for your events.

To conserve resources, you may continue to use existing items through the end of 2009. To learn more, or to receive the new artwork, call 206-987-2153 or e-mail askus@seattlechildrens.org.



Guild Association



The Seattle Children's Hospital Guild Association Board of Trustees is committed to your success. Thank you for your dedication to Seattle Children's.



M/S S-200
PO Box 50020
Seattle, Washington 98145-5020

www.seattlechildrens.org

Guild News is published four times a year by Seattle Children's Hospital Guild Association.

Deadline for the spring issue is January 15, 2009. News items and photos* should be submitted to:

Helen Gervais
Seattle Children's Hospital Guild Association
M/S S-200, PO Box 50020
Seattle, WA 98145-5020
206-987-6928
helen.gervais@seattlechildrens.org

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

Chair, Board of Trustees
Michele M. Smith

Executive Director
Aileen Kelly

Editor
Keith Mack

Design
Methodologie / Seattle, WA

Photographers
Brad Biggerstaff
Stephenie Burke
Paul Dudley
Paul Foseid
Pete Funicello
Bob Gassen, HumaNature Photography
Mike Hipple Photography
Bill Jaquish
Aileen Kelly
Jeff Krahenbuhl, Monologue Photography
Nancy LeVine
Troy Mah
Mark Mecham
Claudine Schneider
Patrick Yearout

Non-Profit Org.
U.S. Postage
PAID
Seattle, WA
Permit No. 8225

Guild News

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

Winter 2009

Unprecedented Scope for Next Funding Focus

Matthew Hale (shown here at 16), now a freshman at Western Washington University, received lifesaving cancer treatment at Seattle Children's—in a protocol developed specifically for teens rather than adults. Teen cancer care is one of three areas that will be supported for the next three years by the Seattle Children's Hospital Guild Association Funding Focus.



Imagine you had to choose between helping teens survive cancer, reducing infant mortality or sparing children the need for open-heart surgery. If you'd have difficulty deciding, you'd be in good company.

Seattle Children's Hospital Guild Association trustees faced that decision when selecting our next Funding Focus. Since 2000, the annual Funding Focus has raised millions of dollars for needs such as facilities or research. A small portion of the money guilds raise for uncompensated care goes to the Funding Focus. In addition, activities such as Raise the Paddle can be dedicated 100% to this purpose.

When Laurie Taylor, guild association trustee, and Aileen Kelly, the association's executive director, met with Dr. Bruder Stapleton, Children's chief academic officer, to discuss the Funding Focus, the list of possibilities quickly narrowed to three: teen cancer care, prematurity research or cardiac care. In the end, rather than choose just one, trustees made the unprecedented decision to support all three, and for three years instead of one. "We were inspired by work being done in each area," says Taylor, who led the selection effort. Guilds will raise \$500,000 per year

for each area through fiscal 2011, totaling \$1.5 million for each.

Teen Cancer Care

Research shows that if teens with cancers, such as leukemia and sarcomas, are treated at pediatric institutions, long-term survival is 25% higher than if they are treated at medical institutions that primarily serve adults. Children's is a leader in treating teens with cancer, and its cancer program was ranked No. 5 in 2008 by *U.S. News & World Report*. Guilds will support numerous initiatives focused on helping teen cancer patients, such as improving facilities, expanding support services, hiring more staff, initiating community education programs and advancing clinical research.

Prematurity and Stillbirth Prevention

More than 1 million babies around the world die every year because they are born too early. More than 3 million are stillborn. Prematurity is the leading cause of infant mortality, and children born prematurely who survive often suffer serious health problems. Recognizing an urgent need, Seattle Children's launched the Global Alliance to Prevent Prematurity and Stillbirth (GAPPS) in 2007. Guild funding will support work to develop a

repository of data and specimens that will facilitate research into the causes of prematurity and stillbirth—a crucial first step in improving birth outcomes.

Cardiac Care

The Children's Heart Center's team of world-class specialists and surgeons is internationally renowned for using noninvasive techniques to treat and diagnose heart conditions. The Funding Focus will support its efforts to use innovative technology so that more heart procedures can be performed successfully without open-heart surgery; to advance the use of cardiac-assist devices, which can be used to artificially support cardiac function; and to research how better to use noninvasive imaging to diagnose cardiac conditions.

Taylor encourages guilds to use Raise the Paddle to benefit the Funding Focus area that most inspires them, saying, "It's deeply gratifying to support leading-edge pediatric care and research that will impact children and families for years to come."

Call 206-987-2153 to discuss having a Funding Focus speaker at your next event, and look for more Funding Focus details in our next three issues.



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

Membership News

Campaign Celebration with The Beach Boys

More than 14,000 Seattle Children's supporters, including hundreds of guild members, attended a celebration at Safeco Field Sept. 16 to mark the close of *The Campaign for Children's*. The event featured a concert by The Beach Boys and the unveiling of the hospital's new logo and name.

Guild contributions to the campaign were acknowledged throughout the evening. Speakers included Dr. Tom Hansen, Seattle Children's CEO, and the chairs of Children's three boards of trustees: Cilla Joondeph, Seattle Children's Hospital; Laurie Oki, Seattle Children's Hospital Foundation; and Michele Smith, Seattle Children's Hospital Guild Association. Smith thanked guilds and their supporters for helping the campaign achieve tremendous success.



The Beach Boys perform at Seattle Children's campaign celebration in September.

Campaign Recap

The final numbers are in for *The Campaign for Children's*. The campaign, which ran from Oct. 1, 2001, to Sept. 30, 2008, raised \$352 million, exceeding the \$300 million goal. Seattle Children's sought 1,200 legacy notifications and received 1,239.

Seattle Children's Hospital Guild Association raised \$67 million through projects, membership and retail, surpassing its original \$47 million goal by nearly 43%.

Total guild-affiliated revenue, which included projects, membership, retail, annual giving, major gifts and legacy gifts, was \$126 million, which was more than one-third of all campaign contributions. Approximately 150 guild members named Children's in their estate plans.

Many thanks to all guild members for their extraordinary support of the campaign!

Uncompensated Care Tops \$80 Million

Seattle Children's provided more than \$80 million in uncompensated care in fiscal 2008, the last year of *The Campaign for Children's*. By comparison, the hospital provided \$24.9 million in uncompensated care in 2001, the campaign's first year. The final 2008 uncompensated care figure will be available in mid-December.

"The need for uncompensated care has never been greater," Michele Smith, chair of Seattle Children's Hospital Guild Association Board of Trustees, tells members. "Now more than ever, your work is indispensable to the hospital and to the children and families we serve."

100% Paid Membership

In fiscal year 2008, Seattle Children's Hospital Guild Association dues provided \$155,000 in uncompensated care. We encourage all guilds to have 100% paid membership so that even more uncompensated care can be available to the families in our region who need it. Recently you received a 2009 dues renewal notice. Please renew quickly, and speak with your president or membership chair about encouraging everyone in your guild to do the same. Thank you!

Hospital Expansion Update

Seattle Children's is expanding to meet growing demand, stay ahead of changes in pediatric medicine and provide better access to services. To help meet these needs, a new clinic is planned for Bellevue, with future clinics to follow in South King and Snohomish counties. In addition, the hospital's Laurelhurst facilities must double in size over the next 20 years. A comprehensive two-year planning process to guide the Seattle expansion began in summer 2007.

As 2009 approaches, Children's continues to work closely with Seattle and with a city-appointed Citizens Advisory Committee (CAC) on plans for the hospital's main campus. Public feedback gathered during spring and summer 2008 was incorporated into two development alternatives presented by Children's in September. The revised plans — called Alternative 7R and Alternative 8 — include stair-stepping building heights, reducing building heights, moving some proposed development and increasing landscape

buffers and open space. These alternatives became viable in October after the hospital's purchase of a nearby condominium complex, which provided an additional 6.7 acres on which to build.

Meetings in October and November between Children's and the CAC continued to fine-tune development plans. The Seattle City Council will begin deliberating on the plan's final approval in spring 2009. For detailed updates, visit masterplan.seattlechildrens.org.

If you haven't already, please join Friends of Children's Hospital, a group of community members, neighbors, parents, employees, caregivers, healthcare providers and family members who support Seattle Children's growth. To learn more, visit friendsofchildrenshospital.org.



An artist's rendering shows the entrance to Seattle Children's proposed new Emergency Room.

Round of Applause

Combined, the events in this section raised nearly

\$1.1M

Thank you to the guilds that held the

30+ events

described on these pages.

Guild News has been redesigned to reflect our new brand and for more color and greater readability. We hope you enjoy our new look!



Mercer Island Guild



Blue Sky Guild



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



Project Grace Guild

The **Mercer Island Guild** raised more than \$167,000 in 2008 through its phone directory project. Guild members raised the funds by selling advertising to area businesses and by requesting donations when they distributed the finished books. The guild was one of seven that raised more than \$1 million in net revenue during *The Campaign for Children's*. In September, Wendy Funicello of Seattle Children's Hospital Guild Association (left) joined Mercer Island Guild members Louise Haslund (center) and Jan Giles at an event honoring top fundraising guilds for their campaign contributions.

The **We Keep S.C.O.R.E. Guild** raised more than \$3,000 for oncology research at the Kent Charity Bowl Aug. 10. To celebrate its 50th anniversary, Kent Bowl invited local nonprofits to bowl for free and raise money for their respective causes. The mother of a pediatric cancer patient who passed away in 2005 and who had enjoyed bowling there helped organize the event. Guild officers at the event included (from left) Sara Muchinsky, founder and president, Jennifer Feigal, Claire Wharton and Damon Jacobson.

The **Blue Sky Guild** raised more than \$7,000 for uncompensated care at the PrintWest, Inc., golf tournament at the Golf Club at Echo Falls in Snohomish July 25. Approximately 120 golfers who teed up also participated in a silent auction and enjoyed a lovely dinner. Pictured (from left) are tournament organizer Jim Slayton, PrintWest vice-president of sales; Christine Leahy, guild founder and president; Charlie Wozow, PrintWest executive vice president; and Phil Parrish, PrintWest president and CEO.

The **Project Grace Guild** raised nearly \$8,400 for uncompensated care at Summer Soiree on the Green, an event held under sunny skies at a private home in Snoqualmie Aug. 14. Nearly 70 guests enjoyed hors d'oeuvres and wine while bidding in a silent auction and purchasing raffle tickets and hospital calendars. Auction and raffle items included golf at TPC Snoqualmie Ridge, a night at Salish Lodge and a Sweet Pea photo package. The Steve Bell Band provided entertainment.



Sam and Althea Stroum Guild



Friends of John L. Scott Guild



Eternally Joyful Guild



Heart of Cooper Joe Guild



Phil Smart Sr. Guild



SOVREN Guild

The **Sam and Althea Stroum Guild** raised nearly \$11,000 at its fifth annual summer celebration, held at Horn Rapids Golf & Country Club in Richland Aug. 23. Titled "It's an Island Thing," the event featured tropical décor, entertainment and dancing. Guests enjoyed cocktails and a barbecue dinner. Members of Mid-Columbia Ballet danced to island songs, and later a DJ played golden oldies. Special guest Greg Berglund (pictured with greeter Vicki Woods) was recognized for his many years of generously supporting the guild.

The **Heart of Cooper Joe Guild** held its first event, a backyard barbecue, to celebrate the life of Cooper Joe Kim and to raise money for uncompensated care. Cooper Joe's parents, Scott and Kelly Kim, spoke about their son and what Seattle Children's care meant to them during his brief life. The event raised \$2,750 at the Kim home Aug. 23.

(not pictured): The sixth annual "Soak Up the Sun" event raised nearly \$49,000 at Bridgeview Estates in Mount Vernon Aug. 2. The **Vala Youngquist Guild** hosted the outdoor event for 150 guests who purchased raffle tickets and bid in live and silent auctions for items such as a landscape package and a fire station birthday party. Attendees also enjoyed wine and a delicious dinner. Afterward, a DJ played music and guests hit the dance floor.

More than 100 supporters of the **Friends of John L. Scott Guild** helped raise \$20,000 at the guild's fourth annual golf tournament, held at Bear Creek Country Club in Woodinville Aug. 25. After participating in putting and chipping contests, golfers at the Hawaiian-themed event enjoyed lunch and then hit the links. A silent auction before dinner featured freshwater pearls, Washington wine and items autographed by Seattle sports stars Edgar Martinez and Warren Moon.

The **Phil Smart Sr. Guild** raised more than \$17,000 at its second Seattle Children's Fiesta & Silent Auction, held at a private residence in Seattle's Capitol Hill neighborhood Sept. 6. The proceeds, which were nearly double those of last year, benefited the *Phil Smart Sr. Endowment for Rehabilitative Medicine*. Guild co-presidents Dana Skotdal and Anne Nielsen reviewed the guild's history for 150 attendees. Kami Sutton, whose first surgery at the hospital was just hours after she was born, spoke about "growing up at Children's." Silent auction items included art, jewelry and vacation accommodations. Guild members prepared all the food for the Spanish-themed event.

The **Eternally Joyful Guild** raised \$7,000 at its trademark Cones for Kids event, held at the Alki Bathhouse in Seattle Sept. 7. Beachgoers purchased raffle tickets and enjoyed delicious ice cream donated by the Husky Deli. Pacific Continental Bank sponsored games and prizes for the kids.

The **SOVREN Guild** has done it again. The sixth annual Phil Smart Mercedes-Benz Kirkland Concours d'Elegance raised \$110,000 for Seattle Children's at Carillon Point in Kirkland Sept. 7. Gorgeous weather greeted 3,500 attendees who viewed 99 classic, antique, vintage and exotic automobiles from private collections and museums in North America. The Seattle Children's Hospital Award went to the Petersen Automotive Museum in Los Angeles for its 1913 Mercer Raceabout 35J (above). Many thanks to title sponsor Phil Smart Mercedes-Benz and presenting sponsor the LeMay Museum. The Concours d'Elegance is sanctioned by the Greater Kirkland Chamber of Commerce and supported by the SOVREN Guild and the Evergreen Hospital Foundation.



Burkland-Johnson Guild

Mari Juntunen (above), a trustee with Seattle Children's Hospital Guild Association, helped guests at Pick a Pumpkin Day have a "boo-tiful" time at the 52-acre Juntunen Farm & Gardens in Mount Vernon Oct. 18. The **Burkland-Johnson Guild** raised nearly \$9,000 at the event, where attendees loaded "u-pick" pumpkins and cornstalks into cars, vans and trucks for just \$15. The guild also presented games and activities for kids of all ages. Many competed for prizes by using a giant slingshot to launch pumpkins at targets in the pumpkin patch.

(not pictured): The **Des Moines Auxiliary** celebrated its 80th birthday and raised \$2,100 in a tropical-themed event at a private residence July 27. Attendees bought raffle tickets and enjoyed refreshments and a barbecue lunch. Entertainer Ron Herring performed songs from the 50s, 60s and 70s. The auxiliary also raised more than \$5,500 at its 19th annual Holiday Bazaar Nov. 21 and 22 in Des Moines, where hundreds of guests visited Santa, enjoyed delicious homemade food and purchased handmade crafts, jewelry and clothing.



Trilogy Guild



Pink Polka Dots Junior Guild

The **Trilogy Guild** raised \$6,300 at the Seattle Children's Book & Fun Fair, visited by 700 guests at Trilogy Cascade Club in Redmond Sept. 7. The band Recess Monkey performed, and Sterling Quinn demonstrated his championship yo-yo techniques. Adults bought raffle tickets for quilts and books, and kids enjoyed crafts, a fire truck display and clowns (above, guild president Bill Jensen entertaining kids). Sponsor Usborne Books donated a percentage of book sales at the event to Children's. Proceeds benefited uncompensated care and future purchases of books for Children's patients.

Pink Polka Dots Junior Guild members are young, but you wouldn't know it from their fundraising. The guild raised \$60,000 at the second Sydney Coxon Memorial Golf Tournament and silent auction and dinner, held at Legion Memorial Golf Course in Everett Sept. 13. Proceeds benefited the brain tumor research of Seattle Children's Dr. Jim Olson. After golfing, attendees bid in a silent auction before dinner. Auction items included babysitting, tutoring, vacation lodging and gourmet catering. Seattle Children's pediatric oncologist Dr. Elisabeth Villavicencio spoke about Olson's research. Guild members received a standing ovation from nearly 200 appreciative guests. Special thanks to major sponsor Intec and matching donor the Coxon Family Foundation.



Jenna's Wings Guild



Scott Kingdon Memorial Guild

The **Jenna's Wings Guild** raised \$54,000 through the third annual Swing for Jenna's Wings golf tournament and auction, held at Echo Falls Country Club in Snohomish Sept. 15. Participants gathered after golf to enjoy wine, dinner, a Hawaiian band and live and silent auctions. Seattle Children's chaplain Karen Taliesin spoke about the support the pastoral care staff provides for hospital patients and families. The Raise the Paddle benefited uncompensated care.

The seventh annual **Scott Kingdon Memorial Guild** Ivar's Grand Clam Golf Classic teed off at Harbour Point Golf Club in Mukilteo Sept. 16. Approximately 175 golfers such as (from left) Harry Southard, Brenda Hardison, Theresa Fallon and Sandy Robinson helped raise \$26,000 for pediatric cardiac care. Participants won door prizes, purchased raffle tickets and competed in special contests on selected holes. Raffle items included sports tickets, restaurant gift certificates and luxury travel accommodations. Golfers enjoyed a delicious lunch and dinner provided, of course, by Ivar's.



Catalina's Hope Guild



Guardian Angel Guild



Dreams of Hope Guild



Cooper Joseph Lytle Guild



Circus of Dreams Guild



Tangerine Travel Guild

The **Catalina's Hope Guild** raised nearly \$27,000 at its fourth annual wine tasting event at Novelty Hill Januik Winery in Woodinville Oct. 2. The total was double what the guild raised in 2007. More than 120 guests enjoyed heavy appetizers and wine, purchased raffle tickets and bid in a silent auction. Seattle Children's chaplain Karen Taliesin spoke about spirituality and patient care at the hospital. A special presentation honored guild namesake Catalina Perez, who was unable to attend. The Raise the Paddle benefited uncompensated care.

Happy 10th anniversary to the **Cooper Joseph Lytle Guild**, whose members celebrated in style by raising \$54,100 at ACT Theatre in Seattle Oct. 11. Proceeds benefited uncompensated care and the Therapeutic Play program at the hospital. John Curley of KING 5's "Evening Magazine," pictured with event co-chairs Wendy Redding (left) and Susan Griffin, emceed the program. Guests enjoyed wine, heavy hors d'oeuvres and, later in the evening, a scrumptious dessert selection. The raffle featured a romantic weekend getaway at the luxurious Hotel 1000 in Seattle and a Hawaii trip including golf, snorkeling and whale watching. After festivities, guests danced to music by the Dudley Manlove Quartet.

In its 16th annual Toy Drive, the **Guardian Angel Guild** raised \$11,000 and collected 26 bags of new toys outside Husky Stadium before the Washington vs. Stanford football game Sept. 27. Donations benefited Seattle Children's Child Life Department. Many thanks to Les Schwab Tires and Q13 FOX for their support.

Take a bow, **Circus of Dreams Guild**! The group did a spectacular job with its first major event, raising more than \$41,000 through two shows at ACT Theatre in Seattle Sept. 27. Proceeds benefited pediatric brain tumor research. Themed "Be What I Want to Be," the sold-out shows drew 800 people for dazzling circus displays by Seattle aerial and performance artists. Tamara the Trapeze Lady and Quinn Redman were emcees. The story of the guild's founding and its first fundraiser was told in a news segment broadcast on KOMO 4 TV.

(not pictured): The **Dr. Samuel Gordon Brooks Guild** raised \$9,225 for uncompensated care through the 26th annual Anacortes Home and Boat Tour Sept. 21. Approximately 200 attendees toured beautiful homes and boats in Anacortes and local marinas.

The **Dreams of Hope Guild** raised \$45,000 at its fifth annual Ladies Luncheon and Auction, held at the TPC Snoqualmie Ridge Golf Club Oct. 12. Local radio personality Stephen Kilbreath emceed the French-themed event, which drew 130 guests. The live auction featured a Disneyland trip and a complete party for 25. The raffle included gift certificates to area restaurants. Each guild member provided two homemade desserts, which were sold to benefit uncompensated care. The 22-member guild includes auction chair Corey Mosley (left) and Becky Lower.

The **Tangerine Travel Guild** held its annual Client Appreciation Night and raised \$3,800 at the offices of Tangerine Travel in Bothell Oct. 16. The Roaring Twenties casino-themed event attracted 300 guests who enjoyed wine and hors d'oeuvres while playing games, buying raffle tickets and bidding in a silent auction. Travel and hotel stays were the centerpieces in the 12 gift baskets that were auctioned.

(not pictured): The **Tesarik/Armstrong Guild** raised \$8,000 at an event titled "Two Bands, Two Bars, One Great Cause!" Supporters attended parties Sept. 6 in two Edison nightspots, where they enjoyed food, drinks and dancing. The band Cousin Eddie performed at The Longhorn Saloon, and the Troy Fair Band played at The Old Edison Inn. The guild sold "A Night in Edison" merchandise and partygoers purchased raffle tickets for themed gift baskets.



Mitochondrial Research Guild



Ned and Kayla Skinner Guild



For the Love of Jacob Guild



Adaline Coffman Guild



Team Seattle Guild

The **Mitochondrial Research Guild** raised \$185,000 at the sixth annual Cure for Mito dinner and auction, held Sept. 13 at Camp Korey in Carnation, Wash. Since the guild formed in 2002, it has raised \$1 million to support the diagnosis, treatment and research of mitochondrial disease. Approximately 225 guests enjoyed hors d'oeuvres, cocktails and a four-course gourmet dinner. Special guest Dr. Bruce Cohen from the Cleveland Clinic discussed advances in mitochondrial medicine. Cohen mentored Seattle Children's Dr. Russell Saneto, who is now one of the country's leading mitochondrial disease specialists.

Many thanks to sponsors Allied Building Products, Beresford Booth PLLC, CB Richard Ellis, CRG Events, epic4health, JM Cellars, Point B, Remco Deacon, Ryan General Contractors, T. Yorozu Gardening, Tishcon Corporation, Willows Lodge and MTM Management.

The **Ned and Kayla Skinner Guild** hosted its annual fall wine tasting and raised \$25,000 at Russell's Restaurant and Bar in Bothell Oct. 26. Guild co-presidents Tom and Carol Fleck (above) helped welcome approximately 125 attendees, who enjoyed hors d'oeuvres along with wine provided by selected distributors. Guests bid in a silent auction and a Raise the Glass to benefit uncompensated care, then danced to music by the band Concoction.

The **For the Love of Jacob Guild** presented the sixth annual "Hope" dinner and silent auction at the West Seattle Golf Course Nov. 8. Proceeds of \$16,500 benefited uncompensated care, infectious disease research and Seattle Children's Journey Program, a grief support program for families whose children have died. Silent auction items included a filled toy box, Seattle sports memorabilia, restaurant gift certificates and gift baskets. The guild unveiled its 2009 Angel Pin in honor of Children's patient Logan Jarisch, pictured with his mom, Sarah, who helped design the pin.

(not pictured): The **Mary Ann Bothell Guild** kicked off the holiday season by raising more than \$38,000 at Mistletoe Madness Nov. 5. More than 200 guests attended the annual luncheon and live and silent auction, held at the Nile Golf & Country Club in Mountlake Terrace. Cory Hoeppner, a nurse practitioner in Seattle Children's Hematology and Oncology Clinic, discussed the pioneering brain tumor research of Dr. Jim Olson. Dan and Penny Hedman spoke about their son Josiah's brain tumor treatment at the hospital.

The **Adaline Coffman Guild** raised nearly \$10,000 at the Harvest for Hope benefit gala, held at the historic Gibson House in Centralia Nov. 8. Approximately 150 guests bid on items in a silent auction before enjoying dinner. The Raise the Paddle benefited uncompensated care. Guild members in attendance included (from left) Ilona Steelhammer, Tracy Mason, Therese Blinks and Lyndsay Walker.

The **Team Seattle Guild** raised nearly \$60,000 in cash and pledges for Seattle Children's Heart Center at Ferrari & Maserati of Seattle Oct. 26. Approximately 200 guests enjoyed hors d'oeuvres and a dazzling array of Italian wines. Dr. Gordon Cohen, co-director of the Heart Center, spoke about the guild's long history of supporting cardiac care at the hospital. Don Kitch Jr., Team Seattle co-founder, discussed the guild's plans to compete on behalf of Children's at the prestigious Le Mans 24 race in France in June 2009. Special thanks to Ferrari & Maserati of Seattle for sponsoring the evening.

Autumn Events Yield Big Harvest

Summer is not the only season with big fundraisers. The autumn events listed here started fiscal year 2009 off with a bang.



(From left) Lori Matsukawa, emcee; Katie Carder, auction chair; Dana Lofton, Star Guild president; John Curley, auctioneer; and Dr. Tom Hansen, Seattle Children's CEO, gather at the Season of Light Auction in November. (Right, upper): At the Season of Light Auction Annie Lofton holds a Goldendoodle puppy that found a great home with Laurie Boehme, a Seattle Children's Hospital Guild Association trustee. (Right, lower): Elna Duffield (left) and Robbi DeVries co-chaired the 30th annual Festival of Trees.

Festival of Trees Achieves Milestone and Season of Light Auction Tops \$450,000

The **Dr. Forrest L. Flashman Guild** celebrated the 30th annual Festival of Trees in grand style by raising \$165,000 for uncompensated care. The guild unveiled 20 Christmas trees at the Festival of Trees, held at the Fairmont Olympic Hotel in Seattle Nov. 23. Each themed tree was created by guild members, dedicated to a hospital patient and available for purchase through a silent auction. Hundreds of guests at the free event enjoyed hot cocoa, holiday music and photos with Santa.

The **Star Guild** raised more than \$450,000 through the Season of Light Auction, held at The Fairmont Olympic Hotel

Nov. 29. Themed "Let the Season Begin," the event attracted more than 200 guests and featured a gourmet dinner, entertainment and silent and live auctions. KING 5's Lori Matsukawa was program emcee and John Curley of "Evening Magazine" was auctioneer. Live auction items included Australia and Hawaii vacations, impressive wine lots and a Goldendoodle puppy. Dr. Tom Hansen, Seattle Children's CEO, spoke about the growth of uncompensated care and thanked guests for their generous support. Afterward, guests danced to live music in The Fairmont's Spanish Foyer. Many thanks to sponsors UNICO, Williams, Kastner & Gibbs, Zimmer Gunsul Frasca Architects, ABM Janitorial, Copperfin and Boeing.

More than **\$1.5 million** was raised by the events featured in this section.



The **Miracle House Guild** raised \$161,000 at the eighth annual Where Miracles Take Flight auction at The Museum of Flight Oct. 4. More than 225 guests enjoyed cocktails, hors d'oeuvres, dinner and silent and live auctions.

The parents of Logan James Lewis, 6, spoke about Logan's treatment at Seattle Children's for neuroblastoma, a rare cancer of the nerve cells. The event benefited uncompensated care and supported teen cancer programs at the hospital, which is one of the Funding Focuses for Seattle Children's Hospital Guild Association in 2009.



The ninth annual **Jordyn Dukelow Memorial Guild** Cruise for a Cure raised \$105,000 for brain tumor research at the Issaquah Community Center Oct. 11. The South Pacific cruise-themed event attracted nearly 200 guests who bid on hundreds of items in one live and three silent auctions. Top items included an autographed Alice In Chains guitar and a chance to appear in a parade with the Seafair Pirates on their "Moby Duck" float. Seattle Children's Dr. Jim Olson spoke about his team's brain tumor research, and Penny and Dan Hedman talked about their son Josiah's treatment at Children's for a brain tumor. Many thanks to sponsors Denali Advanced Integration and KMTT 103.7 FM The Mountain.



The **Harvest Ball Guild** raised more than \$111,500 for uncompensated care at the 23rd annual Harvest Ball. Themed "Red Mountain Perspectives," the event was held at the Red Lion in Pasco Oct. 25. Dr. Mark Lewin, co-director of Seattle Children's Heart Center, spoke about the regional clinic opened by the hospital last April in Richland. More than 300 guests enjoyed a lovely dinner and bid on auction items such as local artwork, a stay at the Sunriver Resort in Oregon and a wine tasting and dinner package. Guests included (from left) Cheryl Ricketts, manager of Seattle Children's Tri-Cities Clinic; Steve Ricketts; Katherine Flynn, manager of Seattle Children's Olympia Clinic; and Todd Flynn. Many thanks to Kadlec Medical Center for its generous sponsorship.



The **We Believe Guild** raised more than \$300,000 for Seattle Children's uncompensated care at "Mo-Rockin' the Casbah," a "fez-tive" affair held at The Bellevue Club Nov. 1. Nearly 200 guests joined guild members such as (from left) Julie Patrick, Amy Roberts, Kimberly Mecham and Darcy Hollie at the Moroccan-themed event for hors d'oeuvres, wine and a delicious dinner. Cassandra Hargin, 18, and her mother spoke about their family's experiences when Cassandra was treated at Seattle Children's for cancer when she was 5. Many thanks to sponsors the Foster Foundation, the Sinegal Family Foundation and Kibble & Prentice.



Club Night 2008 was a huge success, raising \$100,000 to benefit uncompensated care and pediatric brain tumor research. The **Frances W. Nordstrom Guild** hosted the affair Nov. 6 at The Triple Door in Seattle, where more than 200 guests enjoyed cocktails, dinner and live music. Seattle Children's researcher Dr. Jim Olson spoke about the "tumor paint" his team developed. The substance illuminates cancerous cells during surgery, thereby helping surgeons better distinguish between a tumor and healthy tissue. After the program, guests danced to music by Mister Miyagi. Kelly Gallagher (left) and Debbie Cady co-chaired the event.



The **Symphony Guild** raised \$135,000 at its 11th annual concert to benefit uncompensated care. Guild founder and composer Mateo Messina presented the ten-movement "An American Symphony" to more than 2,200 concertgoers at Benaroya Hall in Seattle Nov. 7. Messina, who composed the score for the popular film "Juno," was joined by Warner Bros. recording artists Eisley, the Northwest Symphony Orchestra, and solo electric cellist Matthew Schoening. Pictured next to Messina is Latasha Evans, who received a heart transplant at Seattle Children's and who performed a song she and Messina wrote together.

Guild Association Tips for Success

In this issue:

A Penny Saved

Questions?

206-987-2153

The Benjamin Franklin adage, "A penny saved is a penny earned," is never more meaningful than in challenging economic times such as these. With uncompensated care exceeding \$80 million in fiscal year 2008, it is important that every guild minimize its expenses, so a greater percentage of the funds raised helps children and families.

Events Rule! (and rules for events)

A dynamic and energizing event is a great way to raise money, educate donors and galvanize community support for Seattle Children's Hospital. And no one is better at planning and holding events than guild members. You are the envy of every pediatric hospital in America. As vital as events are, however, they are also an expensive way to raise money. To maximize the impact of your work, take steps now to reduce unnecessary expenditures.

As a rule, expenses should not exceed 35% of gross revenue. For Children's top 25 guilds, expenses average 22% of gross revenue. If you are not sure what your guild's expenses are as a percentage of gross revenue, ask your president or treasurer. Every member can help reduce a guild's expenses, and the potential benefit to the hospital is enormous.

Simple Ideas, Big Results

Based on a look at fiscal 2008, if every guild cut expenses by 3%, it would mean nearly \$400,000 more for uncompensated care. Consider these suggestions to reduce your expenses.

- Save on postage by e-mailing Save the Date postcards and auction catalogs. Make your catalog available online.
- Look at ways to reduce or even eliminate expenses. Is it necessary to provide guests with a giveaway (party favor)? If so, can it be done less expensively, or can the item be donated?
- Seek in-kind sponsorships for services such as printing; graphic design; photography; beverages; emcee and/or auctioneer; entertainment; and decorations such as floral centerpieces and giveaways.
- Brainstorm with other guild members to identify potential in-kind sponsors, and always let them know how much you appreciate them!
- If possible, use your own money to mail invitations to your personal guests.
- Obtain a resale certificate from the guild association prior to purchasing items to be resold at your event. A resale certificate allows you to purchase these items without paying state sales tax. Resold items are those that are consumed (food and beverages) or taken away (party favors, auction catalogs or items to round out an auction package). Example: Dinner for 200 at a hotel costs \$10,000. Since the dinner is "resold" to guests who have purchased tickets to attend, a guild can use a resale certificate to save 9% (\$900) in state sales tax.
- Make sure your ticket price covers *at least* the cost of a guest's participation, but do not base the price solely on that. Ask, "What would it cost to have a similar experience elsewhere?" You may find it reasonable to raise your ticket price, especially if you have not done so for a while.
- Review your budget annually to be sure your ticket prices are keeping pace with rising costs of printing, catering, etc.
- Don't prepay postage on response cards and envelopes.
- For moderately priced events (\$100 per person or less), offer a no-host bar. Host wine with dinner only.

Seattle Children's Retail Stores | Volunteer today to support uncompensated care!

Seattle Children's Hospital Gift Shops

4800 Sand Point Way N.E.
Seattle, WA 98105-0137
206-987-2238



Marie Jones (left), general manager of Seattle Children's Retail, joined Suzanne Dunnell, manager of the Kent Thrift Store, at the South King County/Pierce County Regional Outreach Meeting in Kent in October.

Bainbridge Bargain Boutique

572 Winslow Way E.
Bainbridge Island, WA 98110-2418
206-842-5567

Kent Thrift Store

215 W. Meeker
Kent, WA 98032-5818
253-850-8216

Olympia Thrift Store

2703 Capital Mall Drive S.W., Suite 5
Olympia, WA 98502-5097
360-236-8245

Port Townsend Thrift Store

2120 W. Sims Way
Port Townsend, WA 98368-2217
360-385-6639

Redmond Thrift Store

15137 N.E. 24th (Overlake Square)
Redmond, WA 98052-5544
425-746-3092

Shoreline Thrift Store

15835 Westminister Way N.
(Aurora Square)
Shoreline, WA 98133-5928
206-448-7609

Leaving a Legacy



“Deep Connection” Inspires Generous Legacy

“Our estate gift will benefit Seattle Children’s Greatest Needs Fund because we trust that the hospital will use it however it can to best help children.”

— Mary Lynn and Roger Holman

For longtime schoolteacher Mary Lynn Holman, the decision to leave a sizable legacy gift to the hospital was as natural as her love for children.

Born and raised in Spokane, Mary Lynn taught elementary school in Shoreline for 27 years, spending much of that time teaching children with learning disabilities to read. Always eager for new ways to help her students, she came to Seattle Children’s for classes and seminars on working with children with disabilities. That experience helped inspire her to volunteer at the hospital after she retired from teaching. “Seeing Children’s care for some of my former students showed me what this hospital means to children and families,” she recalls. “I developed a deep

connection with Children’s that has only grown stronger.” Mary Lynn joined the Dr. Jack M. Docter Guild in 1993 and was its president from 1999 to 2001. She became a member of the Seattle Children’s Hospital Guild Association Board of Trustees in 2006.

Mary Lynn’s husband, Roger Holman, a retired Boeing employee, has always supported his wife’s commitment to Children’s. Like Mary Lynn, he believes that any child in our region should be able to receive needed medical care, regardless of a family’s ability to pay. Roger, who spent his career in finance and procurement, has also long appreciated the hospital’s stability, efficiency and resource stewardship.

Already members of Children’s Circle of Care, the couple wanted to safeguard the hospital’s world-class care for future generations as well. During *The Campaign for Children’s*, Mary Lynn and Roger made an irrevocable estate pledge of \$1 million to benefit Seattle Children’s Greatest Needs Fund. Their estate gift will help ensure that the hospital has the flexibility and resources in the future to serve the best interests of children in the Northwest and beyond.

“We are fortunate to be able to make a gift like this,” says Mary Lynn. “And our entire region is blessed to have Seattle Children’s.”

Call Lorraine del Prado at 206-987-4977 to learn more about legacy giving.

Mark Your Calendar

FEB
1

Super Bowl Chili Cook-Off
Sunday 2 p.m. | Mountlake
Community Center | 206-914-8498

Enjoy a variety of delicious chilies while watching the big game on a big screen with the Kids at Heart Guild. Tickets are \$40/person.

FEB
6

Music for Seattle Children’s
Friday 6 p.m. | Bake’s Place at
Providence Point, Issaquah |

425-868-0287 or jeaniesb@hotmail.com
Gifted young musicians will perform popular jazz and blues numbers as well as original pieces. Enjoy a gourmet three-course meal and bid in a silent auction. Tickets are \$100/person. Presented by the Mary Helen Hickman Guild.

FEB
7

**Guild Association
New Member Brunch
and Open House**

Saturday 9:30 a.m. to 1 p.m. | Sound Café,
Seattle Children’s | 206-987-4827 or
claudine.schneider@seattlechildrens.org
An opportunity for people who joined a guild between February 2008 and January 2009 or are considering joining or starting one soon. Enjoy hospital tours, training sessions and a presentation on Seattle Children’s world-class care.

FEB
22

**Walk the Red Carpet for
Seattle Children’s**
Sunday 3 p.m. | Lincoln Square

Cinemas, Bellevue | 206-987-4876 or
wendy.funicello@seattlechildrens.org
Benefit Seattle Children’s by watching the 81st annual Academy Awards presentation on the big screen. Tickets are \$50/person and include a buffet dinner, wine and a silent auction. Presented by the Imagine Guild.

MAR
13-15

American Girl Fashion Shows
Fri. March 13, 7 p.m.; Sat. March 14,
2 and 6 p.m.; Sun. March 15,
11 a.m. and 3 p.m. | Meydenbauer

Center, Bellevue | 425-637-1020 or
www.starguildfashionshow.org

The Star Guild presents a weekend of fashion shows based on the American Girl doll. Tickets are \$55/person and are expected to go quickly for this popular event.

APR
30

**Guild Association
Annual Meeting**

Thursday 9:30 a.m. registration,
displays and training | 11:30 a.m. meeting and
luncheon | The Westin Seattle | 206-987-2153
or guildassociation@seattlechildrens.org
Celebrate guild accomplishments and learn about exciting new developments at Seattle Children’s. Bring a gift or donation for “Project Teen.”