Seattle Children’s cancer patients (from left) Isaac Williams, Hunter Rose Jones, Tiago Viernes and their families are thrilled about the family-centered care at Forest B. The three young friends met during treatment and are all in remission. Their families recently formed the OnBlast Guild (see page 10) to support cancer research.

Sea
ttle Children’s new Forest B building is a state-of-the-art facility specifically designed for transformative patient-centered care. The Guild Association provided essential support for the new building, which began opening in phases in June, through a Funding Hope award of $5 million. The 310,000-square-foot addition to Seattle Children’s hospital campus is the new home for Seattle Children’s Cancer and Blood Disorders Center (CBDC), one of the top-ranked programs of its kind in the United States. The CBDC provides exceptional, compassionate care, novel therapies and lifesaving treatments to achieve the best outcomes — all grounded by a focus on family-centered care and health equity.

“Forest B is amazing — patients with cancer and blood disorders will receive all the care they need in the same room, instead of shuttling to different appointments in different places,” says Dr. Mignon Loh, division chief of Pediatric Hematology, Oncology, Bone Marrow Transplant and

Guilds Help Bring About a New Paradigm in Patient Care

WOW!

In 2018 and 2019, the Guild Association Funding Hope program gave a total of $5 million to support Forest B, the new home of Seattle Children’s Cancer and Blood Disorders Center (CBDC).

In addition to doubling CBDC clinical capacity, Forest B features:

- **310,000** square feet of new space
- **8 new operating rooms**
- **2 new catheterization labs**
- **20 additional inpatient rooms**

Continued on page 2
Director’s Note

What an incredible summer! It is so inspiring to see our guild members emerging from the pandemic with a renewed excitement for in-person fundraising. I loved having the opportunity to greet old friends and welcome new members at guild events of all sizes. This reiterated for me how important our guild members are — you are the heart of our organization, volunteering your time, talent and creativity to ensure better hope, care and cures for children in our region and beyond.

As we unite to make this one-of-a-kind community more diverse and inclusive, it’s equally important to keep our current members engaged. We have created a Membership Best Practices Guide (bit.ly/membershipbestpractices) with ideas for how to grow and sustain a robust guild that reflects our core values. I would love to hear how your guild is reaching new members — drop me a note and share what’s working for you. And remember that we are here to help in any way we can.

Here’s to a wonderful fall!

Aileen Kelly, executive director, Seattle Children’s Guild Association

Cellular Therapy at Seattle Children’s. “It’s a new paradigm, and it shows how Seattle Children’s is at the forefront of improving the patient experience — and the guilds can feel proud to be part of making this happen.”

Suzy Matter, founder of Colton’s Army Guild, spent untold hours at Seattle Children’s while her son, Colton, was treated for leukemia beginning in 2009. (Hear from Colton on page 12.) She was overjoyed to see the new CBDC’s bright sunlit private rooms and colorful murals, though some of the most important differences are not visible.

Colton required three bone marrow transplants over eight years of treatment (he is now in remission). For each of these, the family had to leave the comfort of their Seattle Children’s care team and travel to the Seattle Cancer Care Alliance, where Colton was often the only child in the waiting room.

“Knowing that bone marrow transplants are now fully available at Seattle Children’s makes me want to do cartwheels all the way down the street and back,” Matter says. “I can’t put into words how huge that change alone is for families — it takes away so much stress and it’s so comforting to know that cancer care and transplants will now be provided in the same place.”

Universal rooms are patients’ and families’ “home” for the day, eliminating the need to wait in lines or lobbies or carry their belongings to different areas at a time when they’re feeling stressed, exhausted and vulnerable. In direct response to requests from patients and families during Forest B’s design phase, each room includes:

- A transformer chair that fully reclines into a bed, so patients may lie flat or nap.
- Concurrent care. Each room is designed so multiple care functions can happen at the same time. For example, a care team member can consult with a family while another care team member hooks up a blood transfusion or chemotherapy treatment.
Continued from page 2

• Features that minimize intrusions. For example, pass-through cupboards allow medications, medical supplies and waste to move in and out of the room without someone having to enter the room.

• Entertainment. Each room is outfitted with an iPad and TV access to on-demand content.

Erin Tansey is a Seattle Children’s patient and family experience specialist whose son, Beau, was born with a rare genetic liver and kidney disease. She was invited to participate in more than 10 Forest B design sessions in 2018 and 2019, and especially appreciates the new pre-surgery space.

“Beau had a lot of surgeries, so having a devoted room where families are welcomed is so much less stressful for parents,” she says. The new OR induction rooms allow patient families to remain with their children for more time before a surgery, which has been shown to reduce patient stress and has the potential to improve patient outcomes.

Tansey recruits, trains and assigns families to projects as part of the hospital’s Family Advisor Program, a group of 150 families who provide feedback on what is working well and what needs improvement at the hospital (participants receive an hourly stipend). Several of these families participated in Forest B care simulations, walking through assigned care scenarios and then providing feedback to staff.

“Patient family advisors partner with staff to make the hospital better for the next family,” she says. “It empowers patients and families to be part of bringing about positive change.”

As well as reflecting Seattle Children’s values of compassion, collaboration and innovation, listening to families is one more example of how Forest B is redefining standards for patient care.

One way all guild members can participate is to attend the Guild Association-endorsed Breaking Ice training this fall. This volunteer-led free program will be offered both virtually and in-person and features staff and members of the community. To register for a 90-minute session, please email guildassociation@seattlechildrens.org, or call (206) 987-6928. We hope to see you there!
The Mercer Island Directory has been a go-to resource for island residents for nearly eight decades. With the support of a caring community, the Mercer Island Guild members raised more than $72,000 for uncompensated care and research through advertising and sales of the 2022 directory! Guild members will celebrate the directory’s 80th anniversary next year.

In June, more than 100 friends and family of the Pat Harris Trilogy Guild enjoyed a sunny day for the guild’s Trek-a-Thon. Participants walked the trails of the Trilogy community in Redmond with complementary backpacks filled with trekking essentials such as water, a trail map and energy snacks. The guild raised $15,000 for uncompensated care!

Team Seattle Guild hosted its 12th annual Pacific NW Karting Challenge at the PGP Motorsports Park in Kent on a beautiful day in June. Groups of four formed 22 teams and raced go-karts to raise funds for Seattle Children’s. Attendees enjoyed a day of friendly competition and community fun — and helped the guild raise more than $90,000 for the Cardiology Research Fund!

The Imagine Guild revved up fun in August during its 27th annual Children’s Ride and Auction. Motorcyclists participated in two rides during the weekend event: The Tom Finken Memorial Posse Ride and Children’s Ride 27. Riders enjoyed a sunny day as they rode from Kent to Enumclaw, where they attended the Northwest Motorcycles Bike Show. That evening, a group of enthusiastic supporters headed to Destination Harley-Davidson of Tacoma for a catered dinner and auction. Former KCPQ-TV news anchor Matt Lorch and KIRO Newsradio’s Spike O’Neill returned as celebrity auctioneer and emcee, respectively. Riders and guests helped raise nearly $133,000 for uncompensated care!

The Dr. Samuel G. Brooks Guild in Anacortes was greeted with perfect weather for its June rummage sale to support uncompensated care and research at Seattle Children’s. Guild members donated and sold household goods, clothing, furniture and homemade cookies. The guild’s generous community helped them raise $3,000!
In June, the Fran Nordstrom Guild 2.0 hosted its annual Sipping into Summer gathering, featuring a wine pull, silent auction, food, music and games. Dani Cole, mom of Seattle Children’s patient ambassador Emmy, shared with the audience stories of her family’s cancer treatment experience and the importance of uncompensated care. The guild raised more than $70,000 for uncompensated care!

The Celiac Guild hosted its inaugural Running from Gluten 5K at Magnuson Park in May. More than 100 participants enjoyed a route with spectacular views of Lake Washington. After the run, families enjoyed free samples of gluten-free items and spinning a prize wheel. The guild’s first event raised more than $20,000 for Seattle Children’s Celiac Disease Program!

New Member Profile: Judy Wong

When Judy Wong moved from New Jersey to Seattle in January, volunteering was a top priority. She wanted to work directly with kids at Seattle Children’s Hospital, but COVID was an obstacle. In looking for other ways to support the hospital’s mission, Wong found the Guild Association website and submitted a placement form. Shortly thereafter, she was contacted by two guilds.

“I have a strong desire to be involved and didn’t hesitate to jump right into both,” Wong says of joining the KC Howard and Seattle Festival of Trees guilds. She looks forward to meeting new members and rolling up her sleeves as both guilds ramp up for holiday events.

She has a busy job as an in-house counsel for ZT Systems, but when she’s passionate about a cause, Wong always finds the time. She has been inspired by unsolicited stories of friends and colleagues who share how Seattle Children’s has changed their lives for the better.
Kare4Kids Guild members and friends donned their best Mad Hatter garb to attend the guild’s Bonkers! “ParTea” in August. This very English high tea party included live music from Outta Control, games including Tombola, and a prize wheel. Participants also enjoyed the “Through the Looking Glass” sip ‘n’ paint, “Eat Me” cake dash and silent auction. The guild raised nearly $37,000 for uncompensated care and neurology research!

The Mary Judson Brannon Guild hosted its annual spring flower basket fundraiser in May. Happy customers received beautiful flower baskets created by DeGoeze Brothers, a wholesale nursery in Sumner. The guild raised more than $3,200 for uncompensated care!

In July, the Innovation Guild held its first golf tournament at the Plateau Club in Issaquah. The event hosted 100 golfers who enjoyed on-course contests followed by a dinner and awards ceremony. Special guests included Gary Locke, Washington’s 21st governor, and Mazzy Eckel, Miss Washington USA 2022. The guild raises funds for pediatric medical innovation at Seattle Children’s.

In May, the Eastside Friends for Children’s Guild hosted its annual Black and Bling Dinner and Auction at Inglewood Golf Club in Kenmore. Guests enjoyed a raffle and silent and live auctions. Robust bidding from a generous crowd helped the guild raise more than $150,000 for uncompensated care!

The Des Moines Auxiliary partnered with Abbe Vineyard Winery in Federal Way for a special tasting, where 66 friends raised $4,500 for the Uncompensated Care Fund! Auxiliary members also hosted a table at the local farmers market over the summer. They sold plants and car-wash tickets, adding another $1,000 to their fundraising total.

The Sequim Guild, known for its members’ delicious homemade baked goods, jams and jellies, hosted a popular stand at a local pumpkin patch flea market every Saturday through August, plus a bonus bake sale. The guild raised more than 12,000 for uncompensated care at Seattle Children’s!
In June, the **Friends of Alyssa Burnett Center Guild** hosted its first Bling & Swing dinner and golf tournament. Matthew, a student at the center, gave an inspirational keynote speech preceding a raise the paddle. Auction items included student artwork, which added to a lively spirit of community at the event. The auction and golf tournament raised more than $342,000 to support programming and ensure rich opportunities for lifelong learning for more adults in our region with autism spectrum disorder and other developmental disabilities!

In May, the **We Believe Guild** hosted **A Night Under the Stars**, an outdoor dinner party at JM Cellars in Woodinville. The party, which also marked the guild’s 15th anniversary, featured a raffle and raise the paddle. Supporters raised more than $90,000 for uncompensated care!

To kick off the month of August, the **Housing Solutions for Hope Guild** hosted its charity golf classic — **Home is Where the Heart Heals**. The day was a success thanks to generous golfers, hardworking volunteers and a caring community. The guild raised $136,000 to benefit the hospital’s Family Housing Assistance Fund!

In August, the **Tri-Cities Junior Guild** held its annual **Miles 4 Smiles** run in Kennewick. More than 140 participants enjoyed perfect weather as they jogged or walked the route to help raise $2,800 for the Uncompensated Care Fund!

In honor of Childhood Cancer Awareness Month, we extend a special thank you to our 24 guilds that exclusively support Seattle Children’s cancer research. This year, these guilds are projected to surpass a fundraising total of **$1 million** for cancer research!
Friends of Costco Guild Hits Hole in One

Friends of Costco Guild members held their 23rd annual Children’s Golf Classic in August and raised a record $12.4 million for uncompensated care! The event teed up with an outdoor reception and dinner party at T-Mobile Park in Seattle. The program featured the Viernes family, who shared their son Tiago’s brave journey battling neuroblastoma, which inspired the crowd to contribute generously during a raise the paddle. The evening concluded with a memorable concert by Seattle folk-rock artist Brandi Carlile, who wowed the crowd with music and even thanked Seattle Children’s for saving her life. She told the audience that she had been treated at the hospital for meningitis when she was a child and has always wanted to give back. The next morning, 1,300 golfers hit the links for Seattle Children’s at nine courses around Puget Sound.

Friends of Costco Guild co-founder Jan Sinegal with the Viernes family. Conan and Geo Viernes, parents of Seattle Children’s patient ambassador Tiago, thanked the crowd and shared how hospital experts helped their son beat cancer.

Singer-songwriter Brandi Carlile took the stage at T-Mobile Park and raised an appreciative audience to its feet. Carlile also signed two bottles of wine from XOBC Cellers (of which she is part owner) that were each auctioned for $120,000! Friends of Costco Guild members JoAnne McKay (left) and Suzi Latham volunteered as spotters for the hole-in-one contest.

A team from Mastronardi Produce celebrated together after Paul Mastronardi (pictured front row, center) successfully bid on Brandi Carlile’s wine! (See caption at left.)

Guild members want to thank everyone who participated, with special gratitude to their Classic Circle of Care sponsors: Costco Wholesale, Allied Marketing, Alpine Fresh, Bitchin’ Sauce, Cargill, Citi, Conagra Brands, Four Star Sales Inc., General Mills, Henkel Corporation, Interstate Batteries, Jasco Products Company, JBS Foods USA, LG, Mohawk, Newell Brands, Niagara Bottling, Nice-Pak, OS Apparel, PepsiCo, Pilgrim’s, Reynolds Consumer Products, Samsung, ScottsMiracle-Gro, Sunset, Tarantino Wholesale Foods, Taylor Farms, Trident Seafoods, Trinity Fruit Company, United Legwear & Apparel Co., the Wonderful Company and Sinegal Family Foundation.
Increasing and sustaining robust, diverse and inclusive guild membership is essential to fulfilling the Guild Association’s mission and values. Here are some ideas for how to recognize and engage existing members while reaching potential new members.

**Appoint a Membership Chair**
With one person focused on membership engagement and recruitment, your guild will be more dynamic and productive. For helpful ideas about defining this role, see our Membership Best Practice Guide (bit.ly/membershipbestpractices).

**Tap Friends**
Encourage guild members to bring a friend to your next guild meeting. After the meeting, have the guild president or membership chair follow up personally to ask if they’d like to join the guild.

**Meet, Greet and Grow**
Host a membership recruitment event (keep it simple!) where you can share your guild’s mission and different ways people can get involved. Emphasize that guild commitments can flex to fit a variety of schedules.

**Reach New Audiences**
Have guild officers hold a recruitment brainstorming session to identify groups in your community not represented in your guild and generate ways to reach these audiences. Ask members to draw on their personal networks as sources for possible new members: book clubs, parent-teacher associations, churches, sports groups and community organizations.

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**We Can Help!**
Ask Guild Association staff, board trustees and committee members for insights and help. Call (206) 987-6928 or email guildassociation@seattlechildrens.org.

Want to help guide our growth? Consider joining the board membership committee. Call the number above and ask for the committee chair to contact you.

“Membership engagement, recognition and growth is challenging work, and we’re eager to support you — please reach out to the Guild Association to discuss your guild’s membership strategies.”

— Emily Downing, membership program manager, Guild Association

From left, Linda Ramsdell, guild secretary Emily Hendricks, and Abbey Scott, a new guild member and inpatient genetic counselor at Seattle Children’s. Guild members welcomed new recruits with smiles and T-shirts.

**New Guild Hosts Pop-Up Recruitment Event**
In August, the Genetic Testing for Hope Guild hosted their first event, a recruitment pop-up, at Gas Works Park in Seattle to promote their guild’s mission and reach new members. As a genetic counselor for 32 years at Seattle Children’s, guild treasurer Linda Ramsdell saw firsthand the importance of helping families find closure regarding the source of a child’s illness and death. That’s why her guild’s fundraising goal is to help pay for genetic testing not covered by insurance. Beyond helping parents heal, these tests contribute to knowledge about genetic conditions and provide important information for relatives of the deceased child. Ramsdell knew she wanted to stay involved with Seattle Children’s after her retirement in 2020, and she helped launch this guild to address unnecessary suffering for families already grieving. She’s felt buoyed by generous donors and by the Guild Association staff, who generously provided signs, promotional materials and moral support for the recent event. For more information, visit give.seattlechildrens.org/gentestforhope.
TyShay’s Faith Warriors Guild Remembers a Beloved Daughter

TyShay Faith lived a short but inspiring life, all five months of it at Seattle Children’s. She died in 2017 from complications of Trisomy 13, a chromosomal condition associated with severe brain impairment and physical challenges. Her mother, Carmetrus Parker, spent most of TyShay’s life by her side in the neonatal intensive care unit. Parker recently formed a guild with close friends to honor her daughter’s legacy by supporting the only place TyShay knew as home. TyShay’s Faith Warriors Guild will raise funds for Seattle Children’s Emergency Patient Assistance Fund. The fund helps families meet basic needs so that they can concentrate on their child’s care. Parker had two young children at home at the time of TyShay’s hospitalization, and her family benefited from gift cards, cafeteria vouchers and rent assistance.

In addition to a summer outdoor fundraiser to celebrate TyShay’s birthday, the guild will hold a holiday toy drive to support families of patients at Seattle Children’s.

TyShay’s legacy also lives on through improved patient care. Dr. Craig Jackson shared with Parker that TyShay’s life had a lasting impact on the staff at Seattle Children’s and shifted the way her diagnosis was viewed as it relates to quality of life. He wove TyShay’s story into a Schwartz Rounds focused on when medical assumptions do not match a family’s needs. In this multidisciplinary forum, clinical caregivers discuss social and emotional issues that arise in caring for patients.

OnBlast Guild Honors Family S/Heroes

Three families of Seattle Children’s patients formed the OnBlast Guild in tribute to Hunter, Isaac and Tiago — all cancer survivors treated at Seattle Children’s for stage 4 high-risk neuroblastoma. The families met during treatments, and the three patients and their siblings became fast friends. Their parents bonded as an informal support group as they helped each other navigate the world of cancer treatment. After Hunter, Isaac and Tiago went into remission, the families wanted to give back to the experts whose groundbreaking therapies saved their children. Last year, they hosted a dodgeball tournament and raised $20,000 for oncology research at Seattle Children’s. In September of this year, they will hold their first official event as a guild, another dodgeball tournament, at an Alaska Airlines hangar.

“We’re all really passionate about supporting our oncologists, who essentially saved our children’s lives and hope that this is something that we’ll do for the rest of our lives,” says Kelli Williams, Isaac’s mom. “In addition to honoring our children’s battles, we also fight for those who will be diagnosed in the future and for those who we’ve tragically lost.”

The founders chose the guild’s name because they want to put cancer “on blast” — as in raising awareness of childhood cancer. “Blast” also signifies that funds raised will support neuroblastoma research.
Guilds Fuel Inventive, Lifesaving Treatments: An Interview With Dr. Jim Olson

Dr. Jim Olson has long been a supporter of many cancer research guilds, whose members he considers family. He is pictured here at a Pink Polka Dots Junior Guild event in 2018.

Dr. Jim Olson is director for Invent at Seattle Children’s Postdoctoral Scholars Program and a principal investigator in the Ben Towne Center for Childhood Cancer Research. Here he reflects on the essential role guild fundraising plays in developing innovative treatments and highlights an exciting new program that trains early career scientists who are historically underrepresented in or excluded from biotech in developing therapeutics for childhood conditions.

What role do guilds play in childhood cancer research?

Jim Olson: Our most exciting work was initially funded by guilds because funding for novel ideas is hard to come by — grantors want to see a track record, but preliminary research needs funding. Guild trust in bold ideas allows projects with enormous potential to move forward.

Can you share an example?

Jim Olson: We submitted multiple grants around tumor paint in the early years, none of which were funded. That work was paid for by guilds and other donors. I would venture to say that there would be no tumor paint without Seattle Children’s guilds. [The Olson Lab discovered tumor paint, a scorpion-derived mini-protein that makes brain tumors glow to help guide surgeons as they operate.]

You have been a longtime supporter of many guilds; what impresses you about their dedication?

Jim Olson: It’s been a thrill to support the Pink Polka Dots Guild over the years — they are closing in on raising a million dollars for brain tumor research. The group was founded by the siblings and friends of former patient Sydney Coxon, who died at 11 from a brain tumor, and is sustained as graduating students continually pass the torch to younger friends. Some of them have entered careers influenced by visits to our lab. Sydney Coxon’s younger sister, Margo, did an internship here and then we hired her for a summer position. She will be the first Washington State University student to become both a veterinarian and PhD scientist, after meeting people on my team who were MD/PhDs and seeing the value in that. We hope to collaborate in the future.

It’s exciting news that you just hired your first researcher as part of the Invent at Seattle Children’s Postdoctoral Scholars Program. What sets this program apart?

Jim Olson: Invent at Seattle Children’s focuses on underrepresented minority, LGBTQIA+ or other scientists who are poorly represented in biotech leadership. In contrast to organizations that have lofty but underfunded diversity aspirations, Seattle Children’s and philanthropic partners raised $45 million and committed to raising $10 million more to fund success. We are uniquely prepared to help postdocs discover novel therapeutics for pediatric patients. We plan to recruit an average of 10 scholars a year who will benefit from our unique expertise (both medical and entrepreneurial) in cellular, gene and protein therapeutics.

So these scientists will have all they need to develop their ideas?

Jim Olson: Yes, in addition to having a laboratory mentor, we provide a biotech mentor who is a leader in their field, and those people match the diversity of the students. We want to ensure that students see themselves reflected in their role models, so almost half are Black or Brown leaders, several identify as LGBTQIA, and we have younger and older mentors.

How can guilds support this program?

Jim Olson: We have immediate needs to cover the costs of interview visits, moving to Seattle and tuition. These are bite-sized pieces that are manageable for guilds or individuals. Disease-focused guilds could sponsor the salary of a postdoc who is focused in their area. We plan to connect donors with individual scholars so they can get to know them and learn about their work as it evolves.

This is exciting news! Thanks for your time and we look forward to learning more.
Colton Matter, 22, was diagnosed with high-risk acute lymphoblastic leukemia in 2009 when he was 9. Colton battled cancer five times in eight years. In January, he will celebrate eight years in remission.

Colton Matter spent much of his childhood receiving cancer treatment at Seattle Children's. When he transitioned into adult care, he missed the team coordination and genuineness of the doctors and nurses.

“They really got to know me and were truly interested in my life,” he says. “The overall vibe was friendly and more welcoming.”

Colton still has many friends at the hospital and was asked to participate in a pre-opening patient simulation of the new Cancer and Blood Disorders Center to provide insights for staff. For Colton, who was part of an initial visioning session for Forest B four years ago, it is especially gratifying to see how the new center will better serve cancer patients (see related story on the cover).

“In the 13 years since I was diagnosed, Seattle Children’s has built two new buildings (three if you count Building Cure) — that is cool progress,” he says. “It gives me hope for a cure! Without guild members and donors, the pace towards a cure would be so slow that it would likely never happen. With their continued support, kids being diagnosed today have a lot more hope that their cancer will be cured.”

Colton Matter (right) with his family on a Palm Springs golf vacation. Colton’s passion for golf inspired the Colton’s Army Guild’s first golf tournament fundraiser on Sept. 26. (Visit coltonsarmy.org to join Colton on the links or attend the dinner and auction!)

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