

SPRING 2019

# imagine

Children's Hospital  
LOS ANGELES



## THE PASADENA GUILD

*Members have a long tradition  
of raising millions of dollars for  
Children's Hospital Los Angeles.  
What's their secret?*



# WE CREATE HOPE AND BUILD HEALTHIER FUTURES.

The mission of Children's Hospital Los Angeles is to create hope and build healthier futures. Founded in 1901, CHLA is the top-ranked pediatric hospital in California and among the top 10 in the nation, according to the prestigious U.S. News & World Report Honor Roll of children's hospitals for 2018-19. The hospital is home to The Saban Research Institute and is one of the few freestanding pediatric hospitals where scientific inquiry is combined with clinical care devoted exclusively to children. Children's Hospital Los Angeles is a premier teaching hospital and has been affiliated with the Keck School of Medicine of USC since 1932.



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### SPECIAL THANKS

*to the Langham Huntington, Pasadena for donating its space. Visit [langhamhotels.com](http://langhamhotels.com).*





More than 2.2 million children live in Los Angeles County. That is nearly the entire population of Houston, Texas, and more than the total population of 14 U.S. states. Last year alone, approximately 1 out of every 20 kids in L.A. County were patients at Children's Hospital Los Angeles. And half of all children requiring especially complex care were admitted to CHLA to receive the expertise of the specialized clinical teams only available at our institution.

For us, these staggering numbers represent a call to action—when these precious children need access to timely, high-quality medical care, we want to be there for them. By supporting our mission, our philanthropic partners are helping us build the capacity to address the health care needs of all the children in our community.

In every way, being the pediatric health system of choice requires teamwork. Whether it's CHLA physicians, nurses and team members collaborating to provide excellent care, our world-class researchers working with clinicians in-house and internationally to innovate new therapies, or philanthropic partners supporting the hospital's lifesaving mission, we are at our best when we work as a team.

This issue of Imagine captures the profound impact we make when we join forces. Philanthropic support has been central to CHLA since the hospital opened its doors more than 100 years ago. In 1901, when city leaders envisioned a place where all children, regardless of their families' financial status, could receive compassionate care, it was the generosity of individuals that made it all possible. More than a century later, our commitment remains unchanged.



“ WHEN I  
THINK ABOUT  
OUR DONORS,  
TWO WORDS  
COME TO MIND:  
PASSION AND  
COMMITMENT. ”

Today, CHLA stands resolute in giving sick or injured children every chance to flourish, and our work is strengthened by a diverse and generous community of supporters. Each donation contributes essential resources to allow our brilliant faculty, team members, researchers and caregivers to explore the latest medical advances, pursue innovation in the laboratory, bring compassionate healing to the bedside and offer an unparalleled level of comprehensive care to families. Moreover, in a rapidly evolving field like medicine, philanthropic investments position CHLA to make miracles happen on a daily basis.

When I think about our donors, two words come to mind: passion and commitment. Both are fundamental to our mission and indispensable to caring for young patients and their families as they face often devastating illnesses. I continue to be inspired and humbled by the dedication and generosity of the individuals, foundations, fundraising groups and corporations that share our mission of creating hope and building healthier futures for children. Simply put, we could not do what we do without you. Please accept my heartfelt thanks.

Warmest regards,

A handwritten signature in black ink that reads "Paul S. Viviano".

Paul S. Viviano  
President and Chief Executive Officer



#### CONNECT WITH PAUL

Go to [CHLA.org/PaulViviano](https://CHLA.org/PaulViviano) to find out more about Paul and to connect with him on LinkedIn, where you can read articles he's written on issues related to child health.



Philanthropy touches everything we do at Children's Hospital Los Angeles. From reaching more patients to funding pioneering research, donors help create hope and build healthier futures. Every day, while CHLA's doctors, nurses and other caregivers are on the front lines providing the very best treatment, dedicated philanthropists are behind the scenes, helping push pediatric care to even greater heights.

The philanthropic community is an engine of collaboration that drives one of CHLA's core values—that we achieve our best together—and this is interwoven throughout the stories about our supporters featured in this issue of *Imagine*.

Our cover story, about the Pasadena Guild, highlights the tremendous impact of this longstanding partner. For more than 70 years, the Guild has been a shining example of how individuals can work together to provide sustained giving. The

group has contributed more than \$34 million toward endowments and projects that have expanded our ability to provide vital care to our patients. With a style both uniquely Pasadena and uniquely CHLA, the Guild has supported programs that have saved countless lives.

We also feature boxing legend Sugar Ray Leonard—a recent addition to the CHLA Foundation Board of Trustees—and his wife, Bernadette, ardent advocates for diabetes care who regularly visit the hospital and encourage patients to fight the good fight.

You can read about Kathy Hauck, a founding member of our *Ambassadors* program, who was inspired to support the hospital after her daughter received life-changing care at CHLA, and Christina and George Legg, who have made a generous planned gift to CHLA, inspired by the incredible care a loved one received nearly two decades ago.

We also speak with Wendy Garen, President and CEO of the Ralph M. Parsons Foundation, about the Foundation's nearly 40-year history of supporting CHLA. And Yvonne Niemi, creator of fashion line *n:Philanthropy*, tells us eloquently why she gives.

Meaningful progress toward a healthier future for our children can only happen when we walk united in purpose. I am honored to share the stories of these philanthropists who help us move closer to that goal—together.

Sincerely,

A handwritten signature in cursive script that reads "Alex Carter".

Alexandra Carter  
Senior Vice President and  
Chief Development Officer

“ THE PHILANTHROPIC  
COMMUNITY IS  
AN ENGINE OF  
COLLABORATION THAT  
DRIVES ONE OF CHLA'S  
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TOGETHER. ”



# Why I GIVE

YVONNE NIAMI

FOUNDER OF

n:philanthropy



**THE FASHION  
MOGUL AND  
PHILANTHROPIST  
CALLS SUPPORTING  
CHLA "INCREDIBLY  
REWARDING."**


Yvonne Niami doesn't believe you have to be a millionaire to support the causes you care about. Giving generously, the Los Angeles-based businesswoman says, comes in many forms, which is exactly how she has supported Children's Hospital Los Angeles for the past 15 years. Through personal donations, volunteering and her fashion line, n:Philanthropy, which donates 10% of net proceeds to CHLA and animal welfare charities. Niami has seen that any action—big or small—can make a difference. Here, in her own words, she shares why CHLA holds a special place in her heart.

*"When you have a sick child, all you want is hope. Children's Hospital Los Angeles provides that for families. I'm especially passionate about supporting pediatric cancer research because there is so much promise in improving survival rates for kids these days. A cancer diagnosis can be devastating, but being told that new treatments are being discovered—something made possible because of donations toward research—can help families cope during one of the toughest times of their lives.*

*I'll never forget the first time I visited CHLA. One of my close friends was a nurse and had invited me to a fundraising event, where I got to meet patients. Hearing their stories, and seeing how much they were suffering, I wanted to help. So I began donating to the research program.*

*A few years later when launching n:Philanthropy, we made it seamless for our consumers to take part in giving back, too. When they buy a piece from our brand, they're supporting something greater than just fashion. In addition to cancer research, their purchases have helped fund an empowering program for cancer patients called Beads of Courage, which helps patients commemorate milestones on their medical journey, and a retreat for the nurses taking care of those kids.*

*I hear from a lot of people, 'I'll give when I'm at a certain economic level.' But you can still make an impact even if it's not with money—through your time. I take our team to CHLA to volunteer through the Companies for Kids program. It's important to me that they see, firsthand, that what they're doing has a much bigger purpose in life.*

*So why do I give?  
I give because I can, and I think that everyone can give in their own ways, too. There are so many families in need, and we can help them when we all contribute. As anyone who supports CHLA would tell you, it's incredibly rewarding." *



# JUNE 22



2019  
UPCOMING EVENTS



## WALK AND PLAY L.A.

There's still time to sign up for CHLA's third annual 3K walk and family fun festival at the Los Angeles Memorial Coliseum. The event, which raises money for CHLA, features sports clinics, performances and more.

For more information, visit [WalkandPlayLA.org](http://WalkandPlayLA.org).

# SEPTEMBER

6-8



## 62<sup>ND</sup> ANNUAL PORTUGUESE BEND NATIONAL HORSE SHOW

The Peninsula Committee of Children's Hospital offers a delightful, A-rated national horse show at Ernie Howlett Park in Rolling Hills Estates, featuring food, boutique items and other activities. For more information, visit [PCCH.net](http://PCCH.net).

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## NAUTICA MALIBU TRIATHLON PRESENTED BY BANK OF AMERICA MERRILL LYNCH

Swim, bike and run in support of pediatric cancer research at Children's Hospital Los Angeles. For more information, contact [triathlon@chla.usc.edu](mailto:triathlon@chla.usc.edu) or 323-361-1744. You can also donate to support your favorite athlete by visiting [CHLA.org/NauticaTri](http://CHLA.org/NauticaTri).

# OCTOBER

1



## SWING TO GIVE A CHILD HOPE

Join the Antelope Valley Guild for its 56<sup>th</sup> annual golf tournament at Crystalaire Country Club in Llano, California. For more information, call 616-944-2111.

25-27



## TREASURES & TRIVIA SALE

Check out the Pasadena Guild's Treasures & Trivia rummage sale, a massive, curated event offering used and vintage finds, from home goods and clothing to fine art and more. For more information, visit [TreasuresandTrivia.org](http://TreasuresandTrivia.org) or check out the sale on Instagram at [@TreasuresandTrivia](https://www.instagram.com/TreasuresandTrivia).





# A Common Bond

The members of the Pasadena Guild have a long tradition of raising significant funds for Children's Hospital Los Angeles. Their secret? Fun, friendship, a little elbow grease—and tenacious teamwork.

BY KATIE SWEENEY



The first shoppers arrive at 5 p.m.—lawn chairs and sleeping bags in tow—and stake out their place near the still-locked doors. Over the next 16 hours, the line behind them will start to swell, spill out of the shopping center, snake around the corner, and then stretch down the next few blocks.

No, it's not Black Friday. It's late October, and the crowd has eagerly queued up for the Pasadena Guild's annual Treasures & Trivia rummage sale. The three-day event draws thousands of bargain-hungry shoppers—and raises hundreds of thousands of dollars for Children's Hospital Los Angeles.

"It's massive," says Sarah Shelton, President of the Pasadena Guild. "You almost have to see it to believe it. People who come for the first time are always astonished."



SARAH SHELTON

But more impressive than the event's size—last year it was held in a 27,000-square-foot former Albertsons grocery store—is that it's an all-volunteer endeavor. Each year, it comes together entirely from the efforts of the Pasadena Guild, a 300-member, all-female fundraising force dedicated to supporting CHLA.

"It's an all-hands-on-deck kind of project," Shelton says. "You wouldn't believe how these ladies come in and work all day and all year to make it happen. And they do it with a sense of true commitment and passion for Children's Hospital."

That sense of commitment and passion has inspired the Guild to raise a staggering amount for CHLA—more



Volunteers at the 2018 Treasures & Trivia rummage sale. Back row, left to right: Lynn Dotts, Ted Doll, Sue Brown and Stephanie Thorne. Front row, left to right: Pasadena Guild President Sarah Shelton, Debbi Hoffman, Annie Higgins, Liz Kneier and Michele Doney

than \$34 million over the decades. Today, it's the driving force behind the group's newest project: a \$3 million endowment to support CHLA's pediatrician-in-chief.

#### A lasting impact

The Pasadena Guild is one of the hospital's 34 Associate and Affiliate (A&A) groups, which raise vital funds and awareness for CHLA across Southern California.

Founded in 1947—at the behest of legendary CHLA fundraiser Mary Duque—the Guild started with six women but quickly grew to 40 members. In 1948, the group hosted its first fundraiser: a fashion tea at Bullock's department store in Pasadena. Today, the Guild is filled to capacity, with 75 active members and more than 220 sustaining and associate members. It hosts two annual fundraisers: the Treasures & Trivia sale—which grew out of a 1950s dollhouse sale—and the June Ball, a Southland tradition since the 1960s.

These hugely successful events have funded myriad critical programs at

CHLA, including the Pasadena Guild Endowed Chair for Developmental Biology and Regenerative Medicine (held by David Warburton, OBE, DSc, MD, MMM, FRCP, FRCS, FRCPCH); endowments to support Pediatric Surgery, Adolescent Medicine, Pediatric Eye Cancer, and Bone and Soft Tissue Tumor Research; and a room in the Steven & Alexandra Cohen Foundation Newborn and Infant Critical Care Unit.

“ I’VE MADE INCREDIBLE LIFELONG FRIENDS IN THIS GUILD. PEOPLE ARE WORKING SIDE BY SIDE AND JUST HAVING FUN. IT IS TREMENDOUSLY BONDING. THESE EVENTS ARE MORE THAN FUNDRAISERS—THEY’RE FRIEND-RAISERS, TOO. ”

—SARAH SHELTON

(continued on next page)

◀ Back row, left to right: Pasadena Guild Second Vice President Cathy Woolway, Treasurer Molly Taylor, Immediate Past President Rita Bristol, First Vice President Barbara Baptle and Recording Secretary Cindy Jenkins. Front row, left to right: President Sarah Shelton, Corresponding Secretary Hilary Dorsey and Treasurer Nena Brogan



"The Pasadena Guild has contributed tremendously to Children's Hospital Los Angeles," says Paul S. Viviano, CHLA's President and Chief Executive Officer. "The Guild's long legacy of philanthropy has left an indelible imprint across our hospital. We are deeply grateful for the group's enduring support."

The Guild's contributions to the Developmental Biology and Regenerative Medicine Program are particularly noteworthy. From 2003 to 2018, the Pasadena Guild funded three consecutive endowments—to the tune of \$11.4 million—to support the lab's research into human organ development, repair and regeneration. The funding has been integral to the program, which has grown to 20 faculty members and nearly 100 staff.

"These endowments have made a lasting impact on our programs and research, and on the children and families who come through our doors every day," says Alexandra Carter, CHLA's Senior Vice President and Chief Development Officer. "We cannot thank the Pasadena Guild enough for its extraordinary commitment and partnership with Children's Hospital."

In 2018, Guild members embarked on yet another project: the Pasadena Guild Endowed Chair for the Pediatrician-in-Chief and Senior Vice President, Academic Affairs. The inaugural chair holder is Robert Shaddy, MD, a pediatric cardiologist and renowned researcher who joined CHLA as Pediatrician-in-Chief in 2017.



ROBERT SHADDY, MD

One of Dr. Shaddy's many achievements is his leadership of the world's only multicenter clinical trial of a medication for pediatric heart failure. His current research aims to develop future trials of novel therapies for children with heart failure.

"When we met him and learned about his work, we were compelled," Shelton says. "We believe so fully in this leadership position, in the research that's being done in coordination with it, and in Dr. Shaddy himself. We feel privileged to endow this important chair."

#### Fundraisers and friend-raisers

As you might imagine, organizing a three-day, high-end rummage sale like Treasures & Trivia takes a fair amount of effort and good old-fashioned elbow grease.

Virtually the entire membership pitches in. The group collects quality merchandise from members, community residents and local businesses year-round. The women then sift through donations, organize them by "department"—furniture, clothing, jewelry, fine arts, electronics and more—tag them with bargain-basement prices, and store them in a warehouse (donated by a Guild member).

A month before the event, 18-wheeler trucks deliver everything to the sale site. The armies of Guild volunteers roll up their sleeves again—unpacking boxes, scrubbing and polishing items to perfection, and setting up stunning displays and nearly a dozen checkout stations. During the sale itself, more than 100 members work the weekend, from sunup to sundown.



Top photo, left to right: Pasadena Guild members Priscilla Jenkins, Libby Wright, Jinny Wilcott, Rita Bristol, Joni Baker and Marcia Grace at the Treasures & Trivia preview brunch in October 2018.  
Bottom photo, left: Treasures & Trivia was held in a former Albertsons grocery store in 2018.  
Bottom right: Debutantes at the 1966 June Ball







Left: Robert Shaddy, MD, presents his research to the Pasadena Guild during the group's recent visit to Children's Hospital Los Angeles. Right: Members of the Guild get a tour of the Cardiac Catheterization Lab from Sarah Badran, MD (second from right), and Patrick Sullivan, MD, MS (right).

"It's impressive," says Bonnie McClure, the longtime Chair of the Associates and Affiliates at Children's Hospital and a member of the CHLA Foundation Board of Trustees. "They start from scratch every year. It's a lot of hard work, and they work fabulously together."



BONNIE McCLURE

And that's just one fundraiser. The other half of the year is spent planning the June Ball, an elegant, white-tie, dinner-and-dancing debutante gala held at the Langham Huntington in Pasadena. The June Ball itself has been a Southland tradition for more than half a century and has honored more than 1,000 debutantes and families for their commitment to the community and CHLA. Each year, hundreds of guests attend the stylish gala, which includes a live orchestra.

"It's a magical, joyous evening," Shelton says. "Everyone is always so elated to be part of it."

It's also another all-members-on-deck effort for the Guild. But in case you're wondering: No, these women don't burn out. They remain members for years—often, a lifetime.

What drives them? A love for Children's Hospital, definitely. But there's another motivator: fun. "I've made incredible lifelong friends in this Guild," Shelton says. "People are working side by side and just having fun. It is tremendously bonding. These events are more than fundraisers—they're friend-raisers, too."

#### Shining a light

The group includes a mix of women from various age groups and life experiences—from community activists and philanthropists to attorneys, professors and accountants. For many, the Guild is a family tradition. Several have mothers and grandmothers who were members.

Others have had personal experiences at CHLA. For example, years before Shelton joined the Guild, her son was successfully treated at the hospital for a GI condition at age 2.

"I remember being so grateful Children's Hospital was there, because they specialized so beautifully in exactly what he needed," she says. "We are so

“ THE PASADENA GUILD HAS CONTRIBUTED TREMENDOUSLY TO CHLA. THE GUILD'S LONG LEGACY OF PHILANTHROPY HAS LEFT AN INDELIBLE IMPRINT ACROSS OUR HOSPITAL. WE ARE DEEPLY GRATEFUL FOR THE GROUP'S ENDURING SUPPORT. ”

—PAUL S. VIVIANO

fortunate as a community to have CHLA right here in our backyard."

And Children's Hospital, notes McClure, is fortunate to have the Pasadena Guild.

"In addition to raising money, the Pasadena Guild and all our A&A groups raise enormous visibility for Children's Hospital," McClure says. "Whenever they go out into the community, they shine a light on the fine work of CHLA. We are really lucky to have them." 🌟



An illustration featuring two boxing gloves, one maroon and one yellow, with a large, stylized butterfly logo in the center. The background is decorated with yellow stars and a burst of orange and yellow rays.

# SUGAR RAY LEONARD'S

# BIGGEST FIGHT YET

The legendary boxing champion and his wife are using their foundation to bolster CHLA's efforts against pediatric diabetes.

BY JEFF WEINSTOCK




*Sugar Ray and Bernadette Leonard*

**Who could miss the sweet irony of a man called Sugar taking aim at diabetes and obesity?**

Certainly not Sugar Ray Leonard himself, though he might suggest that the irony, like a glass of iced tea, be taken unsweetened. But it makes absolute sense that Leonard, whose celebrated boxing career included an Olympic gold medal and multiple world titles, has turned his post-boxing life toward battling endocrine disease.

Over the past several years, the Sugar Ray Leonard Foundation has given more than \$450,000 to Children's Hospital Los Angeles for the Center

for Endocrinology, Diabetes and Metabolism. The donations have supported and augmented resources that help type 1 and type 2 diabetes patients with diet, fitness and weight management, as well as with the psychological strain associated with their condition.

A red circular callout with a white border and several yellow stars. It contains text about the Center for Endocrinology, Diabetes and Metabolism at CHLA.

The Center for Endocrinology, Diabetes and Metabolism at CHLA is ranked No. 5 in the nation by U.S. News & World Report.



As familiar as Leonard is with a good fight, he is overly familiar with diabetes, an illness he saw strike his father, who passed away last May, along with several friends and children of friends.

"One of my friends was a picture of health," he says. "He trained every day, worked out. He ate right. When he told me that he had diabetes, it scared me. It hit home that I should try to do more, do something. I felt with my fame and my contacts, I should start a foundation."

He did so a decade ago, partnering with his wife, Bernadette, with one intention: "Diabetes was always the target." Residents of Pacific Palisades, the Leonards began their relationship with Children's Hospital Los Angeles in December 2011, when they visited the hospital and took a tour of the Endocrinology Clinic. If, as Ray says, diabetes was the opponent, children were his collaborators.

"That has been my focus from day one," he says, "trying to make sure kids have a great future. Not just my own kids, but other kids."

"The first time I met with the kids and their families, it was nerve-wracking because the kids looked at me like, 'Who is this guy?' I talked about knocking out diabetes. I was using boxing as a metaphor. They caught on. I told them, 'Don't ever quit, continue to dream your dreams, and don't eat too many sweets.'"



*Mitchell Geffner, MD, Chief of CHLA's Division of Endocrinology, Diabetes and Metabolism, and Sugar Ray Leonard*



*Still a model of fitness long after retiring from boxing, Leonard often leads a light workout for patients during his visits to CHLA.*

**“DIABETES WAS ALWAYS THE TARGET. THAT HAS BEEN MY FOCUS FROM DAY ONE, TRYING TO MAKE SURE KIDS HAVE A GREAT FUTURE. NOT JUST MY OWN KIDS, BUT OTHER KIDS.”**

— SUGAR RAY LEONARD

He laughs, noting that as a teen he would have dismissed any adult who tried to lead him away from his Snickers habit. "I was trying to break it down for them. And when I saw a smile on their faces, I knew that I was getting through."

Mitchell Geffner, MD, Chief of the Division of Endocrinology, Diabetes and Metabolism, who escorted Leonard on his first tour of CHLA and has shown him around the hospital several times since, is taken by his graciousness.

"One particular time," he says, "I remember we were walking in the lobby, going from one part of the hospital to another, and every two seconds somebody stops him and says, 'It's Ray Leonard! It's Sugar Ray Leonard!' Patients, staff. He took time, I swear, for every one of them. And his wife said to me, 'He always does that. We can never get to where we're going.'"

*[continued on next page]*





Members of the Division of Endocrinology, Diabetes and Metabolism with Sugar Ray Leonard (center). Left to right: Mitchell Geffner, MD; Cassandra Fink, MPH, CCRP; Cynthia E. Muñoz, PhD, MPH; Lynda Fisher, MD; Santa Georgia, PhD; and Megan Lipton-Ingó, MA, CCRP

“ HE ESPOUSES A HEALTHY LIFESTYLE AND HE KNOWS THAT’S THE TRICK, SO HE WANTS TO HELP. YOU LOOK AT HIM AND YOU KNOW HE’S THE REAL DEAL. HE WALKS THE WALK AND TALKS THE TALK. ”

—MITCHELL GEFFNER, MD

Dr. Geffner has also witnessed Leonard’s interactions with patients. He says that even if the kids don’t know his boxing history, when Sugar Ray breaks out the boxing gloves and does a light workout with them while talking about the importance of exercise and eating right, they listen because, trim and fit as ever, Leonard is a manifest example of healthy living.

He recalls one visit where Leonard gave a high-speed jump-rope demonstration. “I mean, the guy’s 62 years old! He’s going 100 miles an hour and I’m getting tired just watching him.

“He recognizes the crisis that’s out there,” Dr. Geffner says. “He espouses a healthy lifestyle and he knows that’s the trick, so he wants to help. You look at him and you know he’s the real deal. He walks the walk and talks the talk.”

The gifts from the Sugar Ray Leonard Foundation have funded services within the Diabetes and Obesity Program, including Teen Power and Kids N Fitness®, which teach children

and families ways to maintain healthy routines. Teen Power, in particular, has been buoyed by the donations.

Dr. Geffner says Ray and Bernadette donated essential funds to help get the program off the ground. “They provided the seed money, and that led to the ability to sustain the program, gather some data, and then go out and get some additional outside money.”

Leonard recently amplified his involvement at CHLA by joining the hospital’s Foundation Board of Trustees. He’s hoping the position will allow him to have even more influence in the struggle against diabetes and obesity. Whereas he could once rely on his own effort and skills to defeat man-sized opponents, Leonard knows this fight is on a scale and against an adversary that he can’t manage alone.

“It’s going to take all of us,” he says. “It’s not one person. Not two, not 20, not a thousand. The more we have, the better off we’ll become.” 🙌



Leonard, shown here after defeating Thomas Hearns for the world welterweight championship in 1981, won boxing titles in five weight classes.





# A BEAUTIFUL FRIENDSHIP

5 Questions for Wendy Garen, President and CEO of the Ralph M. Parsons Foundation

BY MARLA LEHNER



The relationship between the Ralph M. Parsons Foundation and Children's Hospital Los Angeles exemplifies one of CHLA's core values: achieving our best together. For the last 38 years, the Parsons Foundation has supported CHLA through 31 grants totaling \$6.2 million. Dedicated to improving the lives of Angelenos, it has provided funding for a wide variety of needs, such as orthopaedics, palliative care, general operations and capital projects—including naming the Ralph M. Parsons Foundation Dining Terrace during CHLA's Living Proof campaign. Wendy Garen, President and CEO of the Parsons Foundation, reflects on a long and meaningful partnership with CHLA.

THE  
RALPH M. PARSONS  
FOUNDATION

## 1 Why has the Ralph M. Parsons Foundation chosen to support CHLA for nearly four decades?

*We began giving grants in 1978 and gave our first grant to CHLA in 1981—it's one of our most enduring relationships. Why? The Parsons Foundation has always cared deeply about the lives of disadvantaged children and families in Los Angeles. From the beginning, it's been clear that CHLA is special—not only because it's the top-ranked children's hospital on the West Coast, but also because of its overall excellence. It conducts leading-edge research, it gets innovations to the bedside, and it has tremendous community outreach. Also, nearly 70% of kids served at CHLA are covered by Medi-Cal. It's an amazing alignment of mutual priorities: The things CHLA is concerned about, we care about too.*

## 2 What does success look like for the Parsons Foundation?

*We accomplish our goals through the nonprofits we fund. When CHLA achieves its goals, or hits the ball out of the park and exceeds expectations, that's when we know we have been successful.*

## 3 From your perspective, what does CHLA represent to the community?

*I think of CHLA as a cornerstone institution. You can't imagine L.A. County without it. If CHLA didn't exist, we'd have to create it. It's a tentpole of what we need for children and families in Los Angeles.*

## 4 How does CHLA help the Parsons Foundation achieve its goal of improving the lives of Angelenos?

*We want to invest in things that have a return on the well-being of the community. The scientific evidence is clear that investing in the health of kids ages 0 to 5 pays off. As a society, if we invest in children, we have a healthier community.*

## 5 What role does philanthropy play in our community?

*I think of philanthropy as the secret sauce. Philanthropy allows organizations to test new things, to drive toward excellence and to leverage other opportunities because we can truly do more together. When we come together, we make meaningful change. 🌟*



# FROM GRATEFUL MOM TO CHLA AMBASSADOR



Kathy Hauck and her daughter, Jia, a longtime patient, dedicate time and effort to fundraising for CHLA—and having fun.

**BY SARA NAFIE**

**I**f it had been up to her mother, Kathy Hauck would have been a nurse. “I just couldn’t do the blood!” she admits, laughing.

Fortunately for Children’s Hospital Los Angeles, Hauck’s aversion to blood does not extend to hospitals in general. In fact, growing up the daughter of a nurse has given her a deep appreciation for the medical profession and the compassionate individuals who can “do the blood”—and so much more.



Hauck is a founding member of the Ambassadors of Children's Hospital Los Angeles. Launched in 2012, the Ambassadors are a network of community leaders and patient families who raise support and awareness for the hospital's lifesaving care, education and research that have given hope to generations of families. Hauck is also a founding co-chair of the Care Ambassadors, a leadership group dedicated to raising money for the Institute for Nursing and Interprofessional Research (INIR) at CHLA.

### Life-changing care

Before she was a CHLA Ambassador, Hauck was a grateful patient mom. Her daughter, Jia, was born in China with a cleft lip and palate. As Hauck prepared to bring her 17-month-old home to L.A., she knew she needed to find a place that could ensure the best surgical and comprehensive care for years to come. And she knew she'd found it when friends introduced her to Mark Urata, MD, DDS, Chief of the Division of Plastic and Maxillofacial Surgery at CHLA.

Now 11, Jia has had nine surgeries so far, including lip and palate repair and an ear tube placement. Once a year, Jia comes to CHLA to meet with specialists in reconstructive surgery, pediatrics, speech and hearing, dentistry and orthodontics, otolaryngology and psychology, who collaboratively assess her development.



JIA, AGE 2



MARK URATA, MD, DDS

Since Jia's first appointment with Dr. Urata just five days after she arrived from China, her CHLA care team has taken care of Hauck, too. From listening to her concerns about anesthesia to making sure she knew how to care for Jia when they went home, the doctors and nurses truly practiced family-centered care, says Hauck. That kind of inclusive, individualized care inspired her to support CHLA.



Kathy and Jia continued their tradition of supporting CHLA by participating in Walk and Play L.A. in June 2018. Left: Former UFC middleweight champion Anderson Silva with Jia. Right: Kathy Hauck and Jia with INIR team members Kevin Blaine, MAEd, and Jessica Ward, PhD, MPH, CPNP, RN

### Giving back to CHLA

Hauck was drawn to the Ambassadors' idea that "you don't need to have hundreds of thousands of dollars" to make an impact, she says. "It's a way to give, even a little bit, and know that you're doing something, and be acknowledged for it. Whether it's \$5 or \$5 million, it all counts."

In 2015, Hauck started looking for a specific area of the hospital to support. For a nurse's daughter and a patient's mom, the INIR, which supports scientific education and investigation for nurses and other care professionals across the hospital, was the perfect fit.

"What brings you to CHLA are the world-renowned doctors, but what makes you passionate about CHLA are the nurses," says Hauck. "You spend so much time with the nurses and other clinical care staff. You create a close bond and see how genuinely they care about their patients and families."

Through group fundraising efforts, Hauck has helped raise more than \$1 million for the INIR.

In addition to her work with the Ambassadors, fundraising walks have become a tradition for Hauck and her daughter. In April 2011, Hauck pushed 3-year-old Jia in a stroller in CHLA's "Turn on the Lights!" Walk for Kids. Hauck, who at the time worked for the Capital Group

Companies, raised almost \$10,000 for the event while also helping the Capital Group corporate team raise nearly \$30,000.

More recently, Hauck and Jia have participated in Walk and Play L.A., which engages the community and raises funds for CHLA's lifesaving care. In June 2017, the INIR Journey to Research team, along with Jia's Joggers, were among the top fundraisers, together inspiring \$53,104 in donations. In June 2018, INIR Journey to Research was again a top team, raising more than \$33,100. Jia had a blast participating in the event's sports clinics and meeting athletes, including mixed martial artist and former UFC middleweight champion Anderson Silva.

Year after year, this mother-daughter team inspires generosity in others, and the pair is looking forward to continuing this tradition at the 2019 Walk and Play L.A. on June 22. 🌈

### TO LEARN MORE

about supporting Children's Hospital Los Angeles through the Ambassadors Program, contact the Ambassadors team at [ambassadors@chla.usc.edu](mailto:ambassadors@chla.usc.edu) or 323-361-1700.



# A LEGACY TO SUPPORT AN 'UNBELIEVABLE RESOURCE'

Christina and George Legg honor their nephew's care and establish a substantial estate gift for CHLA.

BY CANDACE PEARSON



*George and Christina Legg*

Even after 23 years, Christina and George Legg can still recall in vivid detail the anxious hours they spent in a waiting room at Children's Hospital Los Angeles—"like so many families experience," Christina says—while their 1-year-old nephew, Matthew, underwent surgery for a brain tumor.

The year was 1996. The toddler survived that first surgery and another one six years later, plus several rounds of chemotherapy. "The doctors designed a regimen that saved his life," says George.

Today, Matthew, who is visually impaired, is a smart, busy 24-year-old. He volunteers for various nonprofit organizations and is a passionate Los Angeles Dodgers fan. "He is very opinionated about the team's management," George says with a laugh.

The Leggs started donating blood to the CHLA Blood Donor Center at the time of Matthew's first surgery, but after the initial crisis had passed, they wanted to give back in another way. Over the years, they routinely contributed annual gifts to CHLA, often coinciding them with a matching campaign to increase their value.

**“ WE FEEL GOOD ABOUT BEING ABLE TO SUPPORT SUCH A WONDERFUL PLACE. ”**

—CHRISTINA LEGG

## Planning for the future

When Christina's mother passed away with no estate planning in place, the couple began considering what they wanted their own legacy to be. They wrote down the organizations they believe have value—"and Children's Hospital Los Angeles was No. 1 on the list," says George.

The result: The Leggs have designated a substantial estate gift to CHLA, which the hospital will be able to apply to its highest priority needs. "We feel good about being able to support such a wonderful place," says Christina.

The couple have always been thoughtful about looking ahead. They both worked in management at Northrop Grumman Corp. and participated in the company's employee savings plan. Christina, who started at the aerospace and defense



technology giant in 1968, remembers being advised early in her 36-year career to maximize the company's match of her contributions. That kind of prudent investment enabled the Leggs to make a generous planned gift to CHLA.

They both traveled a great deal for work. Now retired, they are "content to be homebodies," George says, and explore the best Los Angeles has to offer, including concerts, museums and cultural events.

To the couple, that "best" includes one of the top pediatric hospitals in the nation. The Leggs recently toured CHLA with Matthew and his mother, Dana. They were impressed with the Marion and John E. Anderson Pavilion, which opened in 2011—"and even more impressed with the people who work in it," says George. "Children's Hospital Los Angeles is such an unbelievable resource for Southern California."

For Christina, the hospital's research into novel treatments for cancer and other conditions is inspiring. "I am so pleased our gift will help these kinds of investigations continue," she says, "so someday what Matthew went through won't have to happen again." 🍷



## WAYS TO GIVE

### Will or Living Trust

Like Christina and George Legg, many donors have found great satisfaction in helping ensure the health and well-being of future generations by including Children's Hospital Los Angeles in their will or living trust. Here are some easy ways to create a legacy that will help CHLA continue to provide the highest-quality pediatric care:

- Create a bequest in your will or living trust of a fixed dollar amount or a percentage of your estate. You can also name the hospital to receive the residue of your estate after all other specific bequests to family members and friends have been made. If your plans are already made, your attorney can draft a codicil to your will or an amendment to your living trust that states your intentions for CHLA.
- Your bequest can be unrestricted and go toward the hospital's greatest needs, or be directed to a program of your choice. You may also create a permanent endowment in your name or that of a loved one.
- You can create a separate trust through your will or living trust that will pay income to an individual for life, with the remaining principal to be given to CHLA thereafter.
- You are encouraged to consult with your personal tax, financial and/or legal advisers to consider how best to help the children served by CHLA. At your request, we are happy to provide a roster of qualified professional advisers who are known to CHLA.

### Recognizing Our Supporters

If you are planning to make Children's Hospital Los Angeles one of your beneficiaries, we encourage you to let us know. If you have already made provisions for CHLA in your will or living trust, you are invited to join the Emma Phillips Society, which honors those who have made CHLA a part of their estate plans. Members are recognized on the donor wall in the hospital's main lobby and in the annual recognition issue of *Imagine* magazine, and are invited to special events held throughout the year.

To discuss including CHLA in your estate plans, please contact:

#### Terry Green

Associate Senior Vice President of Development  
tgreen@chla.usc.edu

#### Robert Weiner

Vice President of Development  
rweiner@chla.usc.edu

#### Martha Garske

Associate Vice President of Development  
mgarske@chla.usc.edu

You can also call the CHLA Gift Planning Office at 323-361-1807 or visit [CHLA.org/PlannedGiving](https://www.chla.org/PlannedGiving) for more information. 🍷





Children's Hospital Los Angeles is grateful for our generous community of philanthropic partners. Throughout the year, supporters of all ages come together to raise awareness about pediatric health care, learn about the hospital's accomplishments, celebrate and fundraise for CHLA. Participating in events that range from golf tournaments to rummage sales and from cocktail soirees to bowling parties, individuals, families, friends and businesses help CHLA continue to provide the best care to the children and families in our community. The following pages feature just some of the many recent events that united people in support of CHLA.



Media mogul, comedian and philanthropist Byron Allen with his wife, Jennifer Lucas, and children (left to right) Olivia, Lucas and Chloe

#### ◀ Byron Allen's Oscar Gala for a Good Cause

The third annual Byron Allen and Entertainment Studios Oscar Gala benefiting Children's Hospital Los Angeles was held at the Beverly Wilshire Hotel on Feb. 24, 2019. The star-studded event celebrated the Academy Awards and raised funds to support the lifesaving care at Children's Hospital Los Angeles.

Images ©2019 Entertainment Studios Oscar Gala  
Dylan King, Photographer



Singer John Legend, pictured with Byron Allen, treated guests to a special performance after the live auction.



Oscar-winning actor Jamie Foxx served as emcee at the gala.



**Make March Matter ▼**

The annual Make March Matter® campaign is aimed at creating awareness about pediatric health care and raising money for Children's Hospital Los Angeles. The 2019 campaign raised \$2 million in support of the hospital.



Members of the Panda Express Panda Cares team and restaurant associates, along with Jillian Green, Assistant Vice President, Corporate Partnerships at CHLA (center), visit KTLA to celebrate fundraising efforts for Make March Matter.



Left to right: Alexandra Carter, Senior Vice President and Chief Development Officer at CHLA, patient Kairi Ramirez, actor Chris Pine, CHLA President and CEO Paul S. Viviano, patient Elliot Fletcher and Dawn Wilcox, Vice President, Corporate Partnerships at CHLA.



CHLA patient Kairi Ramirez holds a cookie created by Porto's Bakery in the shape of CHLA's butterfly logo.



LadyGang members Becca Tobin, Jac Vanek and Kellie Knight participated in a fitness class at Barry's Bootcamp Venice to raise money for Make March Matter.



Fashion designer Jonathan Simkhai donated 15% of sales during a shopping event at his West Hollywood store to support Make March Matter.



Actress Natalie Portman with CHLA patient Teresa Alaniz, after reading to kids as part of CHLA's Literally Healing Program.



Celebrities and social media influencers joined together in support of Make March Matter during a CHLA Hollywood Cares for Kids Third Thursday event. These special guests delivered coffee, tea and snacks to families and staff and enjoyed craft projects with patients. Top row, left to right: Darlene Rodrigo, Rowan Blanchard, Cara Santana, Caroline Stewart, Skai Jackson, Charlotte McKimney, Victoria Arlen, Megan Henderson, Isabel Polzad and Kaia Gerber. Bottom row, left to right: Harry Hudson, Anne Winters.



## Children's Orthopaedic Center Leadership Council Events ▼

Throughout the year, the Children's Orthopaedic Center (COC) Leadership Council raises funds to elevate orthopaedic care, research and education at CHLA. In May 2018, a group of council members—Trisha Cardoso and Jim Rishwain; Janet Crown and Steve Robinson; Blair and David Kohan; and Katie and Matt Tarses—hosted a cocktail party featuring presentations by Division Chief David L. Skaggs, MD, MMM, and Nina Lightdale-Miric, MD, Director of the Hand and Upper Extremity Program, and heartfelt speeches by grateful patient families. Council members and other supporters came together again in November 2018 for the COC's annual Holiday Family Volunteer Day. Attendees donated and wrapped gifts for patients and families, and created cards to be distributed throughout the Center.





**Junior Ambassadors Activities ▶**

The Junior Ambassadors of Children's Hospital Los Angeles are kids and teens who share a passion for helping other children. Together, they create innovative ways to raise funds for the hospital, inspire each other and get a head start on becoming compassionate philanthropists. On Nov. 10, 2018, approximately 80 Junior Ambassadors and their families gathered at Universal Studios Hollywood, where they enjoyed a celebratory breakfast and were recognized for their hard work before setting out for a day of fun at the park. These generous kids met again on March 3 at the 2019 Junior Ambassadors Conference at CHLA to hear about upcoming events, set new goals and participate in team-building activities.



Back row, left to right: Patrikio Osegueda, Tessa Scharff, Tracy DeStefano, Raia Doshi-Shah, Parker Tagliere, Alyssa Tagliere, Tara Rauenswinder and Avalon Distaso. Front row, left to right: Nicolette Simoni, Alena Sales, Kalea Doryon and Clara Mangali



Andre and Monique Robinson



Blake Meidel and Shira Josephson



Tiffany Chang



Left to right: Isaac, Quentin, Aiden and Jennifer Zea



Left to right: Scott, Jacob, Tara, Lily and Sandee Rauenswinder





Elisa (left) and Michael Schenkman (far right), both members of the CHLA Foundation Board of Trustees, with their children, Amanda (second from left), Gabe and Shelby, at the Fifth Annual GOFARR Funfest on Nov. 11, 2018.



### ▲ GOFARR Funfest

The annual event raises funds for kidney-related clinical programs and research at CHLA.

### Spotlight Recognition ►

Los Angeles third baseman Justin Turner and his wife, Kourtney, visited Children's Hospital Los Angeles on March 26, 2019, for the unveiling of a spotlight featuring their names and the Justin Turner Foundation.

The recognition on the Spotlight Wall honors the Turners, who frequently visit the hospital and are philanthropic supporters. Thanks to funds raised through the Justin Turner Foundation Golf Tournament, the Foundation recently donated \$50,000 to CHLA.



ESPN personality and Paralympian swimmer Victoria Arlen, seen here with patient Tucker Hayden, handed out valentines at CHLA.



Actress and longtime CHLA supporter Jamie Lee Curtis helped celebrate Valentine's Day this year at CHLA.



### ◀ Valentine's Day

CHLA supporters from over 70 countries sent 105,000 Valentine's Day cards to children at the hospital this year. Thank you!



◀ Associate and Affiliate Events

Launched in 1914, the Associates and Affiliates are an all-volunteer force of more than 3,000 dynamic women and men who support Children's Hospital Los Angeles. Today, 34 different groups raise money and goodwill for CHLA through a variety of events and efforts year-round.



Left to right: Lee Ann Sanderson, 2018 President of the Westside Guild; Bonnie McClure, Chair of the Associates and Affiliates at CHLA; patient mom Bobbie Gerson; and CHLA physicians Lindsay Andras, MD, and Lydia Andras, MD, at the Westside Guild's Luncheon for Hope fundraiser at the Beverly Wilshire Hotel on Nov. 6, 2018



Charlene Blalock Carlson (left) and Betty Paulsen, members of the Antelope Valley Guild since 1963, at the Guild's annual golf tournament



Members of the Antelope Valley Guild at their annual golf tournament



Every year the Pasadena Guild puts on the Treasures & Trivia rummage sale to fundraise for CHLA. Left to right: Pasadena Guild members Beth Price, Anne Alford, Melissa Patterson, Cherie Harris, Alison Condon and Cathy Woolway at the Treasures & Trivia preview brunch in October 2018

Photo courtesy of Cheryl Neumann



Left to right: Westside Guild members Linda Grossman and Sheri Sanil, who co-chaired the Luncheon for Hope, and 2018 Westside Guild President Lee Ann Sanderson



The Centennial Guild's Teen Group held a Play-Doh drive to help meet the CHLA Toy Room's high demand for the pliable substance. Left to right: Kennedy Youmans (seated), Jessica Baumann and Brenna Cheney pose with their group's efforts.



## Discover CHLA ▶

Community leaders and philanthropists gathered on Nov. 14, 2018, for the first Discover CHLA, a new speaker series featuring talks with experts from across the spectrum of pediatric care at CHLA. At the November event, held at the Waldorf Astoria Beverly Hills, faculty leaders from the Children's Center for Cancer and Blood Diseases (CCCBD) at CHLA discussed the latest advances in pediatric cancer care and innovative research.

DISCOVER  
CHLA

Mary Hart  
served as  
the evening's  
moderator.

Left to right: Mary Hart, a member of the CHLA Foundation Board of Trustees, with panelists Alan Wayne, MD, Director of the CCCBD, and Deepa Bhorwani, MD, Director of the Leukemia and Lymphoma Program at CHLA.



Alan Wayne, MD, Director of the CCCBD (left), and Arnold J. Kleiner, a member of the CHLA Foundation Board of Trustees



Left to right: Alexandra Carter, Senior Vice President and Chief Development Officer at CHLA, with Gigi and Joe Schubeck.



Sisters Sami Freedman (left) and Marilyn Wallace (right) with Terry Green, Associate Senior Vice President of Development at CHLA.



Sandra Rapke (left) and Joyce Bogart Trabulus, a member of the CHLA Foundation Board of Trustees.



Left to right: George H. Brown with members of the CHLA Board of Directors and Foundation Board of Trustees Beth Price and Burt Levitch.



Left to right: Stephanie Kradjian, CHLA President and CEO Paul S. Viviano and Alia Tutor, a member of the CHLA Board of Directors and Foundation Board of Trustees.



Discover CHLA ▶

The second Discover CHLA speaker series, held at the Langham Huntington in Pasadena on April 18, 2019, featured experts from the Children's Orthopaedic Center at CHLA: Division Chief David L. Skaggs, MD, MMM; Tracy Zaslow, MD, Director of the Sports Medicine Program; and Rachel Goldstein, MD, MPH, Director of the Hip Preservation Program.



Left to right: Alexandra Carter, Senior Vice President and Chief Development Officer at CHLA; Tracy Zaslow, MD; David L. Skaggs, MD, MMM; Mary Hart, the event's moderator and a member of the Foundation Board of Trustees; Rachel Goldstein, MD, MPH; and CHLA President and CEO Paul S. Viviano



Left to right: Kimberly Shepherd, a member of the CHLA Board of Directors and Foundation Board of Trustees, Valerie Ulene, MD, and KOST 103.5 radio personality Ellen K



Left to right: Nelson Holdo, Paula Steele and Meshell Sohl-Holdo



Left to right: Sushma Adarkar, MD, Christina Hoffman and Tara Adarkar



Jason Clark (left) and Jeni B. Wilson



Left to right: Leonard Dick, Jane Palmer and Terry Green, Associate Senior Vice President of Development at CHLA



Left to right: Janet Jack, Cynthia Vandenberg and Phyllis D'Ambra, RN



CHLA President and CEO Paul S. Viviano with Michele and Todd Doney



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