

Children's Hospital

PEDIATRIC SPECIALTY CARE OF RICHMOND, VIRGINIA

FALL 2009 **MAGAZINE**



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MISSION ACCOMPLISHED

Kohl's Gift Expands Dental Outreach Program



Cyndi Cline, Hospital Liaison, (left) and Danielle Edgley, Dental Program Coordinator, (right) led a dental education program at one of the 20 schools participating in the hospital's Dental Outreach Program last year.

Two years ago, Children's Hospital partnered with the Virginia Department of Health – Dental Division to develop a 30-minute dental education program for first grade students in area elementary schools. During the first year, 1,186 students in three Richmond and all Hopewell, Prince George and Petersburg area schools learned about dental health through a program designed to meet the Standards of Learning health requirement. This past year, the program expanded to Charles City and Dinwiddie first grade classes and brought dental hygiene messages to 1,761 students.

Beginning this fall, thanks to an \$88,662 donation from Kohl's Department Stores, the program will add five schools in Richmond and Henrico County, expand into the kindergarten curriculum in all schools except Richmond and reach nearly 9,000 students through a new "Train the Trainer" program. On Sept. 1, school nurses representing 52 schools in Chesterfield, Hanover and Henrico counties were invited to the hospital to receive materials and instruction for taking the programs to their respective schools. Children's Hospital staff will continue presenting two or three outreach programs a month in other schools.

"Children's Hospital's mission is to be a resource and provider of specialized health services," commented Cyndi Cline, Hospital liaison. "This is what we're doing by helping to ensure the importance of good dental health."

Kohl's gift will fund the school dental outreach program, a dental health poster mailing to area schools and physician offices and dental health commercials on Central Virginia radio stations. It will also help offset the cost of the hospital's TidBits calendar, which includes a dental health feature during February's Dental Health Month.

"We are so grateful for the partnership we've had with Kohl's since 2001," said Stephanie Allan, Special Events Coordinator. "Kohl's has donated more than \$685,000 to Children's Hospital Foundation since our partnership began, allowing us to provide health and safety information to children in Central Virginia. Kohl's most recent gift will allow us to expand our Dental Outreach Program and reach even more area children."

Prior to this year's gift, Kohl's annual gift was used to fund the Kohl's Improve Your Safety Sense program, which included three annual health and safety days, a fire prevention day and other safety initiatives.

Mission

Children's Hospital is a resource and provider of specialized medical and therapeutic services customized to meet the specific needs of children and their families.

Vision

Children's Hospital will be a complete and supportive resource where children and their families find the medical and therapeutic services they need to thrive.

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To refer a patient or receive detailed information call 804-228-5818. For our hearing impaired clients, call TDD via Virginia Relay Center at 1-800-828-1120. Visit our website at www.childrenshosp-richmond.org.

On the cover: Ten-year-old Reid Wilkerson conquered his fears about eating with help from Children's Feeding Program. (Photo by Doug Buerlein)

Children's  Hospital

PEDIATRIC SPECIALTY CARE OF RICHMOND, VA

Young at heart



Conquering His Fears

by Alissa M. Poole

Watching 10-year-old Reid Wilkerson devour his Delmonico steak, it's hard to believe it's been only a year since this active fifth grader dropped from 91 to nearly 70 pounds after eating almost nothing for five months. In April 2008, Reid choked on a slice of ham. A few weeks later, it was a piece of pasta. Then in June 2008, Reid choked on a piece of beef jerky and needed the Heimlich maneuver to dislodge the food. After the third incident, Reid stopped eating solid foods and was so terrified to take a bite that even sitting at the dinner table with his parents and 5-year-old sister was agony.

"I wanted to eat," recalled Reid, who existed on chicken broth, Hershey bars, milk and squeezable yogurt during those months, "but I would deny that I was hungry." In social situations like birthday parties, Reid would eat icing but refuse the cake. Even his mom's one-time offer to pay Reid \$40 to eat didn't help.

For Reid's parents, Darrell and Donna, frustration over Reid's refusal to eat soon turned to fear and concern as doctors continued to rule out medical conditions including achalasia, a disease of the esophagus muscle, or enlarged tonsils as the underlying cause.

Finally in Sept. 2008, the Wilkersons brought Reid to Children's Feeding Program, where after an initial evaluation, Reid began outpatient feeding therapy.

Children's Feeding Program

Established in 1998, Children's Feeding Program is designed to help children who have a medical or behavioral issue that limits their feeding and growth. For conditions ranging from picky eating to failure to thrive, the program offers a continuum of care provided by an interdisciplinary team of specialists who join their varied expertise to



After being unable to eat for nearly a year, Reid Wilkerson looks forward to restaurant outings with his family. Pictured here (l-r), Reid's mom Donna, Reid, dad Darrell and sister Rachel reviewed the menu during a recent dinner out. (Photo by Doug Buerlein)

address the multiple factors involved with eating. The program's team-based structure supports a comprehensive approach that incorporates medical and developmental needs, behavioral and oral-motor feeding issues, and family education, training and support. Team members include a dietitian, nurse, physician and nurse practitioner, as well as psychologists and occupational and speech therapists with special training in feeding issues. Services are designed to minimize feeding difficulties, assist in the development of age-appropriate feeding skills, and maximize overall health status.

Children's Feeding Program offers outpatient feeding therapy as well as an

intensive day treatment program, which is the only one of its kind in the area, said Mary Tognarelli, MS, RN, CPNP, CNA, Director of Children's Feeding Program. The program is successful because of the multi-disciplinary model that allows behavioral, therapy, medical and nutrition staff to develop and implement a treatment plan together.

The day program treats children with moderate to severe feeding issues five days a week at the hospital's Main location and includes four treatment sessions a day for six to eight weeks. Outpatient therapy sessions tend to last one hour and occur anywhere from a few times a week to once a month.

—continued on page 4



MEDICAL HAPPENINGS

South Therapy Center to Get New Home


The new year will bring a new home for the South Therapy Center in Midlothian. The current therapy center has been located near the intersection of Huguenot and Robious Roads since January 2002, but because of increasing demand for pediatric therapy services, the hospital has outgrown this space. Last year, the South Therapy Center completed 9,086 physical, occupational and speech therapy visits, up from 3,750 visits when the space opened at its present location. Psychology services are also offered through the South Therapy Center.

The new location will include a therapy gym funded by a \$20,000 gift from the Denny Hamlin Foundation (see page 10). Expected to open in early 2010, the Bon Air Therapy Center will share space within Sheltering Arms' Bon Air facility near Buford Road and Midlothian Turnpike.

Petersburg Therapy Center Continues to Fill Unmet Need

When Children's Hospital's Petersburg Therapy Center opened in November 2008, it scheduled patient visits three days a week. Within two months, a fourth patient day was added, and in August, the Center opened a fifth day.

"We knew there were patients at our Main and South Therapy Center locations from the Petersburg area," said Sallie Tidman, OT/L, Director of Therapy Services, "but I am surprised at how many new patients and patients outside of the primary service market we're seeing."

The Petersburg Therapy Center, which completed nearly 1,900 visits in its first eight months, provides pediatric physical, occupational and speech therapy services. Located off the Wagner Road exit of Interstate 95, the Petersburg Therapy Center operates in 3,108 square feet of space with an additional 1,337 square feet available to build out as demand warrants. 

CONQUERING HIS FEARS, *continued*

Last year, Children's Feeding Program served 35 patients through the day patient program and recorded 4,137 outpatient treatment visits.

The Journey Begins

"I think we expected almost immediate results with the Feeding Program," said Darrell of their first outpatient visit. "We felt relief that we finally found a program to help."

And while Reid eventually met his goal of eating chicken wings from his favorite upstate New York restaurant, his progress didn't happen overnight.

During the first couple months, Reid was scared, defiant and anxious, recalled Occupational Therapist Amber E. Bishop, MS, OTR/L, who conducted joint treatment sessions with Psychologist Gail C. Argenbright, PhD. Some of the earliest sessions lasted two or more hours while Amber and Dr. Argenbright worked with Reid to try a quarter-size bite of applesauce, a food he used to like.

Once Amber and Dr. Argenbright determined that traditional behavioral protocols weren't working, they developed a reward system that gave Reid more control by allowing him to complete his feeding "homework" by 8:00 each night to earn rewards like outings with his dad or uncle. His treatment plan also included a referral to a psychiatrist who prescribed medicine to help manage Reid's anxiety.

"The combination of medication and therapy created the perfect environment for Reid to progress," stated Amber.

With support from his family, including sister Rachel who would hold her brother's hand and cheer, Reid began adding foods back into his diet and was able to try small bites of his Granny's turkey dressing, turkey, green beans and mashed potatoes at Thanksgiving. With Dr. Argenbright's assistance, Reid learned to address his anxiety and created a special system called "flip the switch" that taught him to flip the switch to positive thinking anytime he was intimidated about trying a new food.

"It was neat to watch Reid as his level of confidence improved," recalled Amber of the list, drawings and charts Reid made to highlight the new foods he'd eaten toward the end of last year. "His entire demeanor shifted."


An Unlikely Supporter

Reid, who attends Providence Elementary School in Chesterfield County, loves playing guitar, being outdoors and watching one of his favorite wrestlers, Jeff Hardy. One evening while watching television with his mom, Reid saw an interview where the wrestler said "there's nothing to fear but fear itself." Reid felt "this was a message sent just to me" and adopted the motto during his therapy sessions.

As Reid progressed, his treatment sessions moved from twice a week to once a week then every other week. His family was always involved, either by being in the same treatment room or watching outside on video, so they could help Reid continue his work at home.

"Every tiny success was celebrated," said Donna, "because it was a big step for Reid."

When he was discharged from Children's Feeding Program in May, Reid had regained his lost weight and was eating more than 60 foods without anxiety. He even received a graduation certificate and celebrated with his family and therapists at the hospital.

"I don't know what we would've done without Children's Hospital," Donna said. "The Feeding Program staff supported us, guided us, listened to us but most of all, cared about us as a family. We're so grateful to these very dedicated and special people." 



ADVOCACY

Hospital Represented at NACHRI Family Advocacy Day

Leslie Wyatt, President/CEO and Kendall Lee, Government Relations and Advocacy Coordinator, traveled to Washington, D.C. in June with hospital patient Kelsie Tyler, her mom Dawn and brother Kelvin for Family Advocacy Day sponsored by the National Association of Children's Hospitals and Related Institutions (NACHRI). The annual event allows hospital staff and families to meet with legislators and serve as ambassadors for all children's hospitals and children in the community.

This year's program focused on health care reform, specifically guaranteed coverage, comprehensive pediatric-specific benefits, an adequate supply of pediatricians and pediatric specialists, and access to health care providers who are fairly reimbursed for the cost of care. Two hundred thirty representatives from 39 children's hospitals spent time on Capitol Hill meeting with legislators and their staff during the two-day event.

Children's Hospital's group met with Sen. Mark Warner and representatives from the offices of Sen. Jim Webb, Rep. Bobby Scott and Rep. Eric Cantor to share 15-year-old Kelsie's story about a healthy active teenager who had a stroke, suffered a traumatic brain injury and is continuing rehabilitation to re-learn the skills she once mastered. Kelsie's story highlighted the important role Medicaid reimbursement has had on her recovery after her family's private insurance ran out.

"It's been a journey for our family trying to get what Kelsie needs," said Dawn who also attended the hospital's Legislative Breakfast at the Virginia General Assembly in January. "We wanted legislators to know that children are an



Dawn (right) and Kelsie (center) Tyler talked with Sen. Mark Warner during Family Advocacy Day in Washington, D.C. in June.

important part of the population and to not forget them during health care reform."

For the Tylers, the trip also provided an opportunity to meet other families experiencing similar issues.

"Participating in Family Advocacy Day motivated me more to speak out, network and do more things to make people aware of this issue," commented Dawn.

"Legislators and their staff were very receptive and vowed their continued support for children's health care," commented Kendall. "Staff was more than happy to spend time with our group and hear the reality associated with health care coverage." 🌟



Hospital Names Advocacy Coordinator

Kendall L. Lee, MPA, was recently named Government Relations and Advocacy Coordinator. Kendall, who previously worked as one of the hospital's Infant Services Coordinators, has been on staff for six years. In his new role, he will promote the hospital's advocacy agenda and support the efforts of partner organizations including the National Association of Children's Hospitals and Related Institutions (NACHRI) and the Virginia Hospital and Healthcare Association (VHHA). He will also collaborate with Children's Hospital Foundation staff on community events and outreach programs and serve as the staff liaison to the Community Liaison Committee of the Board of Trustees.

Kendall holds a bachelor's degree in psychology from Longwood University and a Masters in Public Administration from Virginia Commonwealth University (VCU). He also serves as an early intervention consultant for the Metro READY Advisory Committee at VCU and on the National Association of Children's Hospitals (N.A.C.H.) State Policy Services Advisory Group.

Children's Hospital's Advocacy Day Celebration

Thursday, Sept. 24, 6:30-8 p.m. • Children's Hospital's Main location

"Partners on the Path: Nurturing the Spiritual Journeys of Children with Special Needs and Their Families" facilitated by Rev. Dr. Cathie Stivers, Children's Hospital's Chaplain, followed by the presentation of the Spirit of Advocacy awards.

Contact Laura Allen at 804-228-5921 or lpallen@chva.org to make your free reservation.

Sunshine Circle Cooks Up Funds

Members of the Sunshine Circle are selling *The Sun Flour*, a cookbook featuring favorite recipes from Children's Hospital employees, volunteers and their friends and families, to benefit Children's Hospital Foundation. Nearly 300 recipes in eight categories are included in the book, which sells for \$14.95. Visit the hospital's Sunshine Gift Shop, or contact Stephanie Allan at 804-228-5827 for details about the cookbook or any other Sunshine Circle projects.



Wishing Well Update

The 10th annual Wishing Well program completed another successful year with students from 18 area schools raising nearly \$15,000 through coin collection programs. Students from Collegiate Lower School, St. Mary's Catholic School, Benedictine High School and Riverside School were honored for their five-year commitment to the Wishing Well program, which is coordinated by the hospital's Senior Board and has raised more than \$120,000 for Children's Hospital Foundation since the program began.

To have your school participate in the 2009-2010 program, contact Stephanie Allan at 804-228-5827 or srllan@chva.org.

BOARD NEWS

Sunshine Gift Shop Celebrates 25 Years

On Nov. 18, 1984, members of Children's Hospital's Senior Board, Junior Board and Sunshine Circle joined forces to open the Sunshine Gift Shop. Selling designer items, cookware, silver gifts and pottery, the shop catered to hospital staff, families and volunteers with its unique and affordable gifts.

Over the years, the Gift Shop, which is operated entirely by volunteers, has undergone a renovation and donated more than \$204,000 to Children's Hospital. Monies have been used to purchase medical equipment, pay for construction of the Smart Suite, renovate the Transitional Care Unit and fund uncompensated care.

These days, the Sunshine Gift Shop, which is open five days a week, sells hospital apparel, holiday merchandise, candy, snacks and some designer items. It also allows volunteers to interact with staff and families, who often come in just to talk.

On Nov. 5, the Sunshine Gift Shop will celebrate its 25th year with a reception and raffle for jade and pearl jewelry and a \$100 Gift Shop certificate. For more information, contact the Children's Hospital Foundation Office at 804-228-5814.



Fashion for Funds

Guests at the Junior Board's 46th annual Ball will enjoy an evening of fashion to raise funds for Children's Hospital Foundation. With the theme "Runway to Care," this year's Ball will be held on Nov. 6 at the Country Club of Virginia and will include a runway show featuring designs from the Wearable Art InLight Fashion Show, sponsored by 1708 Gallery.

Junior Board members have also partnered with Peter-Blair Associates to create custom-designed silk ties and bow tie/cummerbund sets featuring the Children's Hospital logo.

Proceeds from the Ball and tie sales will support the expansion of the hospital's Community Therapy Centers in Glen Allen, Fredericksburg, Midlothian and Petersburg.

This year's Presenting Ball Sponsor is Owens & Minor, Inc. Other Ball sponsors are Ampa Events, Anonymous, Bon Secours Richmond Health Services, Car Pool, circle S studio, Davenport & Company LLC, Dominion Resources, Evergreen Enterprises, Inc., HCA Virginia Health System, Lilly Pulitzer, Max Specialty Insurance Company, Charlotte and Gil Minor, NewMarket Corporation, Packet360, Pella Windows & Doors, Richmond Capital Management, SyCom Technologies, Inc. and Worth Higgins & Associates.

For more information about the Ball or the custom ties, contact the Children's Hospital Foundation Office at 804-228-5814.

Hospital Welcomes New Board of Trustee and Foundation Board Members

Meera Gokli, DDS has been elected to Children's Hospital's Board of Trustees, and George C. Freeman, III has been elected to the Children's Hospital Foundation Board.

Dr. Gokli is in private practice with Pediatric Dentistry and Orthodontics of Virginia and serves as an associate clinical professor at the Medical College of Virginia at Virginia Commonwealth University. She is a former president of the Virginia Society of Pediatric Dentistry and is a member of the Virginia Board of Dentistry. Dr. Gokli received her undergraduate degree from the University of Richmond and her dental degree from the VCU School of Dentistry.

Mr. Freeman is President, Chairman and Chief Executive Officer of Universal Corporation. He joined Universal Corporation's legal department in 1997 and became General Counsel in 2001 before moving into general management as Executive Vice President of Universal Leaf Tobacco Company. Before joining Universal Corporation, Mr. Freeman was an attorney with Hunton & Williams, working with the corporate and securities team. He is a graduate of the University of Virginia and Yale Law School.



HELPING HANDS

Photographing Memories

As a child, Missy Bane was treated for scoliosis at Children's Hospital. Sitting in the outpatient waiting area, Missy recalled "vivid memories of being in the waiting room with other kids with severe challenges. I realized how lucky I was just to have a crooked back."

As the years passed, Missy, who grew up in Chesterfield County, graduated from Virginia Commonwealth University and began a corporate career as a menswear buyer, music buyer and finally a sales representative for a music distribution company. Unlike her sister who is a nurse, Missy said she thought her work would never have an impact on others' lives.

After her second daughter was born, Missy stayed home to raise her family and took photography classes on the side. Two years later, she started her own company, Missy Bane Photography, and in the spring of 2005 volunteered to photograph residents and families from Children's Hospital's Transitional Care Unit.

"I've always felt like I need to volunteer my time," said Missy, who also serves on the board of the Hayes Foundation and volunteers with Now I Lay Me Down to Sleep Foundation, an organization providing remembrance photography to parents who have lost a child.

At Children's Hospital, Missy worked with Cathie Stivers, hospital Chaplain, to coordinate photographs of TCU children and their families during the annual Family Day and has returned every 18 to 24 months to share her talents.

"The children all respond beautifully to her," said Cathie, "and she to them. The families are always extremely pleased with the pictures. You've never seen such smiles on their faces as when they receive those photos."




Children have a special place in Missy Bane's heart, photographed here with her daughters, Abby and McKenna.

Missy, who has 8 and 12-year-old daughters, said she enjoys providing memories through her photographs.

"The thing that warms my heart the most is to see the special bond between the child and family," said Missy, who also photographs children and families in her 1,800-square-foot home studio and on location.

"Missy is naturally gifted," remarked Cathie, "and has a great talent for capturing the essence and personality of each child."

Missy has taken TCU Family Day photographs three times and hopes to get involved in more hospital events.

"There are so many people out there with different gifts and talents who get caught up in life and don't give of their time," Missy said. "If everybody donated a couple hours a week, this could be a better community." 



Lavinia Johnson (second from left) donated \$7,097, representing gifts from her Bat Mitzvah, to Children's Hospital Foundation in May. Pictured from left are Jane Sternheimer, Lavinia's mom, Lavinia, Dede Vass, Volunteer Coordinator, and Chris Broughton-Spruill, President, Children's Hospital Foundation.



Find Children's Hospital on Facebook

Stay up-to-date with news, events and general hospital happenings through Children's Hospital's new Facebook page. Become a fan of Children's Hospital, and get connected to others who support the hospital. To find the hospital's page, click on the "Find us on Facebook" button on Children's Hospital's website, www.childrenshosp-richmond.org. Share the page with family and friends, and check back frequently for regular updates.

Hospital Publication Wins Top Honor

Children's Hospital's Transitional Care Unit newsletter, "Transition Edition," was recently honored with a D.A. Woody Brown Community Involvement Award for the best newsletter from a facility with less than 100 beds. Written and edited by hospital Chaplain Cathie Stivers, "Transition Edition" is published six times a year for families of TCU residents. In 2006, the awards, sponsored by the Virginia Healthcare Association, recognized the annual TCU beach trip as the best special event for facilities of the hospital's size.



HAPPENINGS

On Par for Kids

On June 25, 25 teams and celebrities golfed for a cause during the American Family Fitness Celebrity-AM Golf Tournament. The third annual event was held at Hunting Hawk Golf Course and featured teams headlined by sports stars including 1974 NHL All-Star Johnny Grubb, 16-season NBA veteran Johnny Newman, former UVA All-American and NBA veteran Cory Alexander, former New Orleans Saints quarterback Aaron Brooks, and former New York Yankees All-Star pitcher Jim Coates.

"We are very excited about our Celebrity-AM Charity Golf Tournament," said Cindy Brown, Director of Community Events with American Family Fitness. "Each year the golf tournament gets better and better, and it is extremely rewarding to be able to help Children's Hospital Foundation with the proceeds from the event."

This year's tournament raised more than \$12,000 for Children's Hospital Foundation through team registrations, silent auction donations, and generous sponsors.

"We are very grateful for the continued support from American Family Fitness," said Stephanie Allan, Special Events Coordinator. "We had a terrific turnout with more teams than ever before, and the celebrities brought a lot of new excitement. We are really looking forward to turning this event into a Richmond tradition."



More than 100 golfers and celebrities participated in the third annual American Family Fitness Celebrity-AM Golf Tournament in June.

Camp Makes Waves

Residents of the Transitional Care Unit welcomed summer by participating in Camp WAVES (Wheeling Around Virginia Enjoying Summer), a camp designed by Recreation Therapy Department staff. Residents enjoyed daily morning outings to Jamestown Settlement, Mesa Vista Farm, Harrison Lake, Lucky Lake of Virginia and Great Wolf Lodge for historical tours, therapeutic horseback riding, fishing,

gem mining and water activities then returned to the hospital for a variety of afternoon programs including crafts, massage therapy, zoo education and a puppet performance. Each resident participated in one or two morning outings based on age, past outing experiences and personal interests.

"The highlights for the week were therapeutic horseback riding and water play with the kids," remarked Vernita Easley, CTRS, Recreation Therapy Manager. "Some of the children who participated in these activities experience spasticity issues so it was great observing the kids out of their chairs enjoying stimulation from riding a horse or floating around in a pool."

The week was funded through donations to the Recreation Therapy Fund.



With assistance from Mesa Vista Farms staff, Praise Derricott enjoyed horseback riding as part of the hospital's annual Camp WAVES program.

Enjoying Sun and Sand

Michelle Palik, CTRS, pushed Jordan Seigler on the beach during the hospital's annual beach trip in June.



On June 10, the sounds of breaking waves and the scent of a salty sea breeze brought smiles to the faces of 14 Transitional Care Unit residents, five families, and more than 20 hospital staff as they traveled to Virginia Beach for their annual beach trip.

During the day's outing, wheelchairs were abandoned for beach seats and towels, and staff assisted the children to the shore, where most were able to sit in the water, enjoying the sun and surf. Vernita Easley, Recreation Therapy Manager, said the children "enjoyed the water thoroughly. Most splashed in the water and dug in the sand."

For some patients and families, this was the first time they had been to the beach, an activity so many kids take for granted.

Cathie Stivers, hospital Chaplain, said, "This year we had more family members able to join us than ever before, and they were really excited about the opportunity to experience the beautiful weather and change of scenery together."



HAPPENINGS

Children's Miracle Network Richmond Continues to Make Miracles

Despite a weak economy, Children's Miracle Network Richmond posted a strong year, donating \$201,064 to Children's Hospital Foundation at the Children's Miracle Network Richmond Executive Board meeting on July 30. The donation will support the efforts of Children's Hospital Foundation. Monies raised through Walmart will support Children's Feeding Program.

Ryan Corrigan, Children's Miracle Network Richmond's Executive Director, was thrilled with the total, which he attributed to the support of corporate, civic and community donors.

"We haven't missed a beat this year," remarked Ryan. "Our sponsors and supporters are being more creative in this economic climate."

Dollar campaigns from sponsors including Costco and Rite Aid allow Children's Miracle Network Richmond events to be "approachable because everyone can give a dollar," commented Ryan. Events like the annual Anthem LemonAid project, a weekend-long fundraising drive highlighted by lemonade stands around the area, allow individuals to support the organization by making a small donation. Additionally, this summer's LemonAid expanded beyond Central Virginia to Roanoke, Tidewater and Charlottesville and included a virtual campaign providing donors an online fundraising option.

Ryan said Children's Miracle Network Richmond is proud of the event, which was developed locally thanks to tremendous corporate support from Anthem. Next year, Ryan hopes to see LemonAid expand to Northern Virginia.

Children's Miracle Network Richmond utilized social media like Facebook and Twitter to promote LemonAid as well as other events like its first spring Under the Boardwalk reception, which raised \$16,000, and August's second annual Tour de Lions, a 25-50-mile bike ride through Hanover and Ashland sponsored by Food Lion.

Recurring events continued to expand last year and included the Walmart Miracle Challenge, which brought in \$75,000. This year's event, scheduled for Sept. 19 at Richmond International Raceway, hopes to include more cars. The



Chris Broughton-Spruill, President, Children's Hospital Foundation, accepted a check for \$201,064 from Ryan Corrigan, Executive Director, Children's Miracle Network Richmond, in July.

Marriott Torch Relay, planned for Oct. 27, will get a new route this year as the 5K charity walk travels from Virginia Commonwealth University to Children's Hospital. Other annual events like Log-A-Load for Kids and the Randolph-Macon College Dance

Marathon continue to add new and creative ways to engage supporters and raise money for Children's Miracle Network Richmond. "Our eyes and ears are always open for opportunities," commented Ryan, who is working with Main Line Radio on a radiothon this fall. "We're going to ask Richmonders to give money and help make a miracle."

All monies raised by Children's Miracle Network Richmond are used locally to support its member hospitals, Children's Hospital and VCU Children's Medical Center. For more information, call 804-228-5929 or visit www.childrensmiraclenet.net.



The Filipowicz family's lemonade stand raised \$350 as part of the annual LemonAid event, which included 915 stands and raised more than \$115,000 for Children's Miracle Network Richmond this year.



Junior Volunteer Kyle Thornton and patient Virginia Taylor enjoyed some one-on-one time this summer.

Junior Volunteers Share Big Hearts and Big Smiles

Junior volunteers from several Richmond area middle and high schools gained real-world experience in the healthcare field through the hospital's 14th annual Junior Volunteer Program this summer. Students volunteered twice a week during two four-week sessions, each averaging 30 hours of community service, while helping staff in the Transitional Care Unit, Therapy, Children's Feeding Program, and Recreation Therapy, as well as various administrative capacities.

Rising high school freshman Kyle Thornton, a volunteer in Recreation Therapy, said of his first experience interacting with TCU patients, "the first day broke my heart in some ways, but it was still a lot of fun." Fortunately, instead of discouraging him, that initial experience made him want to help more.

Though he had not volunteered at Children's Hospital before, as one of the older children at an area daycare center, Kyle had previous experience helping with younger children. However, he said working in the TCU "is just a bigger opportunity. I can't even begin to explain it."

Applications for the 2010 Junior Volunteer Program will be available by March 1. For more information, contact Dede Vass, Volunteer Coordinator, at 804-228-5920 or djvass@chva.org.

Children's Hospital Foundation recently received gifts from the following:

- Jessica Morgan School of Dance - \$15,214 from January's 10th annual Virginia Dance Festival
- The Brinks Foundation - \$5,000
- Universal Leaf Foundation - \$4,500
- The Franklin Federal Foundation - \$3,000
- The Overton & Katharine Dennis Fund - \$2,500
- The Woodward Foundation, Inc. - \$2,000
- Bowl America Charity Fund - \$1,500
- Patient First Corporation - \$1,000
- Harry & Harriet Grandis Family Foundation - \$1,000
- Thomas Jefferson Key Club - \$1,000



GIFTS

Denny Hamlin Foundation Makes \$20,000 Gift



Chris Broughton-Spruill, President, Children's Hospital Foundation (far left), and Eleanor Goode, Chairman, Children's Hospital Foundation (far right), accepted a check from Denny Hamlin Foundation representatives, Candace Harman, Director of Development (second from left), and Jennifer Reuss, Executive Director (second from right).

The Denny Hamlin Foundation recently donated \$20,000 to Children's Hospital Foundation to construct the therapy gym in the planned new Bon Air Therapy Center (see page 4) in Denny's honor.

"Partnering with Children's Hospital is a natural fit for us," said Jennifer Reuss, Executive Director of the Denny Hamlin Foundation. "Denny has always had a place in his heart for children who are disabled or ill, and his hope is to give them the means and the inspiration to win the battles they fight."

Denny, the 2006 Sprint Cup Series Rookie of the Year and four-time NASCAR Sprint Cup Series winner, was raised in Chesterfield County where the Bon Air Therapy Center will be located. He has visited the hospital over the years to spend time with patients and families before his races at Richmond International Raceway.

Be Your Own Event Planner -

AND MAKE A DIFFERENCE IN OUR CHILDREN'S LIVES

Join the FirstGiving challenge, and help raise funds for Children's Hospital Foundation online! Visit www.firstgiving.com/childrenshospitalrichmond to create your fundraising page. Then forward the link to friends, family, colleagues and neighbors.

For an Icon Project Kit, contact Stephanie Allan at **804-228-5827** or srallan@chva.org.

It's United Way Time

Please remember Children's Hospital Foundation during this year's United Way campaigns. The codes for Children's Hospital Foundation are 422 for the Local Government and Schools Campaign, 84929 for the Combined Federal Campaign and 3622 for the Combined Virginia Campaign. All other United Way campaigns should use code 3001 or write in Children's Hospital Foundation, Richmond, VA. Thank you for remembering our children during your annual giving.



STAFF NEWS

Sharing Knowledge

Laura Allen, BSW, Service Coordinator, and Joyce Carter, BS, Service Coordinator, presented "Diversity and Multicultural Awareness in Early Childhood Services" at Virginia's Sixth Annual Early Childhood Conference, Shining Stars - Charting the Future for Today's Children, in Virginia Beach in July.

Carol Elliott, OTR/L, Registered Occupational Therapist, and Donna Purcell, PsyD, LCP, Licensed Clinical Psychologist, appeared on CBS6's "Virginia This Morning" on May 12 to discuss how to help children overcome picky eating habits.

Cathie Stivers, PhD, MDiv, Chaplain, was featured in an article entitled "I Can't Imagine Being Anywhere Else" in the Spring 2009 issue of "The Silver Cross."

Kudos

Kendall Lee, MPA, Government Relations & Advocacy Coordinator, was named to the 2009/2011 State Policy Services (SPS) Advisory Group for the National Association of Children's Hospitals (N.A.C.H.). The SPS Advisory Group provides N.A.C.H. staff with advice, suggestions and critiques of SPS initiatives, offers input on how well SPS annual agenda objectives are being met, identifies new priorities and assists in developing new plans and issues for the coming year. 🌟



Growing leaps & bounds

Like a young child, Children's Hospital has had a major growth spurt over the last year. The Hospital has grown by leaps and bounds to better serve our patients. We have expanded the Transitional Care Unit to 47 inpatient beds, renovated the playground and education areas, added additional space to our West Therapy Center and opened a new Therapy Center in Petersburg. This growth would not be possible without the help of the many donors who give to Children's Hospital throughout the year.

For 90 years, Children's Hospital has made sure our patients have the support they need to grow stronger and live life to the fullest. Watching each child who comes through our doors grow stronger and more independent is how we measure success. Whether it's teaching a premature infant how to eat by mouth, taking a ventilator dependent child to the beach or helping a young adult with cerebral palsy live independently, these children are growing in their own way by leaps and bounds.

Our recent expansions and renovations will allow us to see more children than ever before. By being a resource and provider of specialized medical and therapeutic services customized to meet the specific needs of children and their families, Children's Hospital is helping children across Central Virginia grow physically, emotionally and mentally.

Our Pediatric Therapy Program serves more children than any other in the region and does so with five area locations to meet the needs of the families we serve. Our 47-bed Transitional Care Unit provides developmentally appropriate inpatient care for children and young adults with complex medical needs, within a supportive, family centered environment. The Multispecialty Clinics bring together numerous disciplines at one time, allowing families

to get the expertise they need for their child's care all in one place. Children in need of dental services, whether just a routine cleaning or more elaborate work requiring outpatient surgery, attend our Dental Program. And, our Children's Feeding Program is one of only a few programs of its kind in the entire country. In addition to our core programs, Children's Hospital hosts numerous outreach programs to educate children in our region about health and safety, fire prevention, nutrition and dental hygiene.

Children's Hospital is a special place where we nurture our children and their families so that they can grow and reach their full potential. The growth of Children's Hospital and the children who come here is made possible by continued support from our community.

Whether that is for a short term need or a lifetime condition, with your help, the care we provide can make dreams come true. Please contribute to Children's Hospital Foundation. Your donation can make a big difference in the life of a child.

To make a gift online using Visa or MasterCard or learn how your donation will help our children, visit www.childrenhosp-richmond.org

For information about making a gift or donation, contact Chris Broughton-Spruill, President, Children's Hospital Foundation, at 804-228-5814 or cbroughton-spruill@chva.org.

For information on volunteer opportunities, contact Dede Vass, Volunteer Coordinator, at 804-228-5920 or djvass@chva.org.



SPECIALTY SERVICES FOR CHILDREN

Physician Services

- Cerebral Palsy
 - Muscular Dystrophy
 - Physical Medicine & Rehabilitation
 - Spasticity
 - Spina Bifida
- Therapy Services
 Transitional/Specialized Long-Term Care
 Dental Program
 Children's Feeding Program

CHILDREN'S HOSPITAL THERAPY CENTERS

FREDERICKSBURG
 Lee's Hill Medical Center
 10530 Spotsylvania Ave.
 Suite 102
 Fredericksburg, VA 22408
 540/891-4485

PETERSBURG
 321 B Poplar Dr.
 Suite 4
 Petersburg, VA 23805
 804/733-7233

SOUTH
 2925 Polo Parkway
 Midlothian, VA 23113
 804/323-9060

WEST
 The Forum, Building 2
 10124 West Broad St.
 Suite P
 Glen Allen, VA 23060
 804/273-6656

Children's Hospital
PEDIATRIC SPECIALTY CARE OF RICHMOND, VA
 Young at heart

2924 Brook Road, Richmond, VA 23220-1298
 804-321-7474
 TDD via Virginia Relay Center 1-800-828-1120
 www.childrenshosp-richmond.org

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MARK YOUR CALENDAR:

7TH ANNUAL
American Family
Fitness
10K/5K



Saturday, Oct. 10
8:30 a.m. Kids Mascot Mile
9 a.m. 10K/9:15 a.m. 5K
www.amfamrace.com

Benefits Children's Hospital Foundation

27TH ANNUAL
Teddy Bear Run
Saturday, Nov. 7



1:00 p.m.
Children's Hospital
2924 Brook Road

Sponsored by the Blue Knights of Virginia

38TH ANNUAL
Dong's Karate Tournament
Saturday, Nov. 7



L.C. Bird High School

10301 COURTHOUSE ROAD, CHESTERFIELD

Call 804-747-6166

Benefits Children's Hospital Foundation

Congratulations to Grand Master Dong on 38 years of teaching excellence and raising more than \$220,000.

16th Annual Bowl-A-Thon
and 3rd Annual
Battle of the Banks
Saturday, Feb. 20, 2010

AMF Shrader Lanes

8037 SHRADER ROAD, RICHMOND

804-228-5827
or srallan@chva.org

Benefits Children's Hospital Foundation

