

## **University of Virginia Children's Hospital Development Report 2007-2008**

### **Program Status**

The UVA Children's Hospital development team's mission is to gain philanthropic support for the Children's Hospital, the Department of Pediatrics, and all other areas/divisions that provide healthcare services to children. The University of Virginia launched the public phase of its \$3 billion campaign in September 2006. Of that total, the UVA Health System is seeking to raise \$500 million. The UVA Children's Hospital's campaign goal is \$60 million. Funding priorities include increased support for research, new and improved facilities, including the construction of the Bill and Barry Battle Building, equipment, and training.

The UVA Children's Hospital development team became fully staffed in FY 08. Jeff Lamie, Director of Development, leads the team and is responsible for its overall fund-raising strategy and direction. In October 2007, Kimber Menssen was hired as a Development Associate and, in November 2007, Amy Wicks-Horn became the Director of Annual Fund. Jocelyn Lewis, the former Director of Annual Fund, took on expanded responsibilities in her new role of Associate Director of Development focusing on major gifts. In May 2008, Jocelyn began her maternity leave and returned in August.

Significant advancements have been made in our efforts to identify our top prospects and to develop appropriate strategies for cultivating and soliciting these individuals, while at the same time verifying the viability of previously identified prospects through further qualification. We also began identifying new grateful patient prospects, an area that until now has been largely untapped but has the potential to yield good results for Children's Hospital initiatives. Planning for the new Bill and Barry Battle Building progressed this year; we are near the stage where final renderings will be available to share with prospects. As part of this process, some key decisions remain regarding the children's play terrace in the Medical Center and the Kluge Children's Rehabilitation Center (KCRC).

### **Volunteer Leadership**

We are extremely indebted to all of our volunteers for their financial support but most importantly for the many hours they give of their time to further the mission of the UVA Children's Hospital.

- *Campaign Steering Committee:* Randy Shure is the Chair of the University of Virginia Children's Hospital Campaign Steering Committee. Sally Carroll serves as co-chair. Barry Battle and Harry van Beek are also members of this committee. In the 2008-09 year, we intend to recruit 2-3 additional members. Under Randy's leadership, this committee will work with the Development Office to achieve our \$60M goal.
- *UVA Children's Hospital Committee:* The Committee operated in its first year under the new Charter. Lee Mullen led the Committee. Ian Ratcliffe chaired the fundraising sub-committee and Janet Centini served as vice-chair. Penny Holmes led the Child and Family Support and Advocacy subcommittee. Charles Ancona chaired the Research sub-committee. Several new members were recruited to the Committee including Rosa Atkins, Anne Gordon, Mollie Krebs,

Robert Patterson, and Robert Paxton. Recruitment for additional members continues.

### **Annual Giving**

This year's Annual Giving program raised \$1,669,435

### **Annual Giving Fund Raising Programs**

*Telethon 2008:* WVIR-TV NBC29 continues to be the backbone of the two-day Children's Miracle Network live broadcast from the University of Virginia Children's Hospital. The \$78,895 that was raised over the phones is a testimony to the incredible local support UVA Children's Hospital enjoys in the Shenandoah Valley. The success of the Telethon can be attributed to the hard work and dedication of our amazing partners at NBC29, our incredible corporate partners, and our countless telethon volunteers. As always, our UVA Children's Hospital Committee members, staff, and our annual giving volunteers gave unselfishly of their time to help behind the scenes, presenting committee checks, and acting as our cheering section during the actual broadcast.

In addition to our Telethon broadcast, that weekend included the 24<sup>th</sup> annual *University of Virginia Children's Hospital Walk-for-Kids* sponsored by Klockner-Pentaplast. Once again we successfully partnered with the NICU Reunion to create a wonderful program celebrating our patients and their families. Over 500 people participated in the day's events including a four-mile walk, a picnic, an appearance by Charlie the Bear, and water balloon fights. The Walk was a great success.

Other fund raising gifts and programs this year included:

- *The Main Event* was held at Darden and with the support of an incredible new volunteer committee; the event raised \$23,000 in its first year. This 70's themed event raised money to support The UVA Children's Hospital Fitness Clinic, the DuBose Fund and The Hearts of Gold project at KCRC. This annual event represents the return of a signature event for UVA Children's Hospital.
- *The UVa Dance Marathon* organized solely by current UVa students was a great success. Involving University of Virginia Children's Hospital patient families, corporate sponsors, students from area colleges. This event raised over \$34,000.
- *Jeffrey's Gifts* continues to attract donors from across the community. Through the Charlottesville 10-miler, birthday parties, little league tournaments, and several other smaller events, this fund continues to raise much needed awareness, support, and money to provide joy and gifts for pediatric cancer patients. This year Jeffrey's Gifts raised \$39,328
- The *Annual Mac McDonald Invitational Golf Tournament* was hosted at Old Trail, and its sister event, the 6<sup>th</sup> annual *Bad Pants Bash* met their goal and raised \$120,000 for the UVA Children's Hospital. Held at King Family Vineyard and sponsored by Embarq and Klockner-Pentaplast, the Bad Pants Bash was once again a sold-out event. Awards were given for University of Virginia Children's Hospital caregiver, volunteer, benefactor, and comeback kid of the year.
- The Boar's Head's 26<sup>th</sup> annual *Turkey Trot*, a Charlottesville tradition, raised \$32,000
- Residents of the *Orange County Nursing Home* again combined to raise over \$3,200 to help kids at the UVA Children's Hospital.
- UVa employees and friends also did their part. The *Employee Campaign* raised over \$8,500 and the *Hospital Auxiliary* raised \$19,750.

So many groups organize events to raise money for the children of the University of Virginia Children's Hospital: church groups, school groups, fraternities and sororities organizing softball tournaments, dances, raffles and yard sales. We are grateful to them all.

### **Annual Giving Volunteer Leadership**

- *The Main Event Committee.* Comprised of local volunteers who are helping us involve new families and friends. This Committee, led by Liz Ratcliffe, helped create a totally new event with great energy.
- *Bad Pants Bash Committee.* Comprised of an enthusiastic group of volunteers from the Charlottesville community. This Committee, led by Michelle Conner and Damon Devito, worked together to make the Bad Pants Bash the most financially successful to date. They raised \$130,000 when combined with their sister event, the Mac McDonald Invitational. The cumulative giving of the Mac and Bad Pants Bash since their inception topped the half-million dollar mark this year.
- *Faculty/Staff Campaign Committee.* Enthusiasm for University of Virginia Children's Hospital came from within our own walls with strong leadership and high energy from a committed group of volunteers. This committee got their co-workers to commit over \$8,500 to University of Virginia Children's Hospital.

### **Publications**

For the campaign, the Health System Development Office has expanded its publication, *Pulse*, and the UVA Children's Hospital was featured in several issues. The Annual Giving program produced a Thank You piece to honor our Annual Fund donors.

### **Conclusion**

2007-2008 has been a year filled with campaign planning and successful fund-raising events for the University of Virginia Children's Hospital Development Office. With the Children's Hospital development team fully established, we are confident that 2008-2009 will be a year of growth and achievement. We look forward to great success as we conduct this unprecedented campaign that will transform children's health care at the University of Virginia.

Respectfully submitted by:

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