

Dear <Name>,

**Will you make an impact and help children, like Brent, who need CHOC Children's services?**

*So many people take things for granted and don't realize it can all be taken away from you in a second. My name is Brent Sirignano and I'm 19 years old. That I'm still alive today is a miracle and that's because of CHOC.*

*When I was 17, I was a passenger in a friend's car. I was texting my mom about pictures for the Winter Formal when we were in a **horrific car accident**. I don't remember much after that because I was knocked unconscious. From what I've been told, rescue personnel had to use the Jaws of Life to get me out of the car and I was rushed to CHOC Children's emergency room in Mission Viejo where doctors performed surgery that saved my life!*

*After surgery, the doctors put me in a **medically induced coma**. When I gradually emerged from the coma, I couldn't talk, I couldn't walk, I couldn't eat, and I didn't know who anyone was or what was going on. I just had a blank stare.*

*After a few weeks, I started becoming more aware of my surroundings. It was **very frustrating** to hear people talk and not be able to communicate with them. I wanted so badly to say, "Hey, I'm here. I'm going to be fine. But nothing, I couldn't speak." I also went from being a **star baseball and basketball player** to having no control over my body and needing four people to sit me upright.*

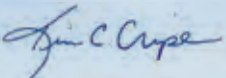
*I've learned that I have **global brain injuries**—at least 20-30 different injuries in the brain versus one specific location—and had to **relearn everything** because my brain was so severely injured, including something as simple as picking up a pen or telling my muscles to grab that food and take a bite.*

*I wish brain injuries were just temporary. But, it's for life. Therapy is a long process. I will definitely get better because I'm very self-motivated and an extremely hard worker. Soon, I'll be able to get my driver's license and attend college! I have so much more respect for life and for being alive right now. I have CHOC to thank for my life!*

*Thank you for your past donations to CHOC. You made a difference in my life and in my family's life. Will you please continue to help by sending in a donation TODAY so CHOC can help other kids like me?*

On behalf of the children we serve at CHOC Children's, THANK YOU for your past support. As Brent said, you do make a difference! We need your help to continue providing life-saving services and programs to the children in our region. Please send in a check today or go online at [www.choc.org/giving/brent](http://www.choc.org/giving/brent) to make an immediate impact.

Sincerely,



Kimberly C. Cripe  
President and Chief Executive Officer

PS: **Your gift today will help CHOC continue to provide life-saving care.**



"We need your help to continue providing life-saving, transformational care to the children who require our services and programs."

455 S. Main Street | Orange, CA 92868  
Phone: 714.532.8690 | Fax: 714.532.8380

**Our Mission:** Secure philanthropic support for CHOC Children's commitment to the health and well being of children.

**Our Vision:** Execute a Campaign to raise \$125 million by June 2013 toward building a world-class hospital in support of CHOC Children's vision.

## CHOC Children's Patient Care Tower on Target to Open Spring 2013

Construction of CHOC Children's new seven-story patient tower, designed to provide a flexible platform to serve this region now and into the future, is on schedule to open in April 2013. The tower will add 426,000 square feet and feature dedicated pediatric surgery suites, radiology and laboratory facilities and a new emergency center. The new tower's design is flexible enough to adapt to new technologies, new methods of care, and new treatments as they evolve and develop.

With added services and increasing capacity to serve patients comes a need to hire hundreds of new staff. CHOC will hire more than 300 Associates to work in the new and currently existing departments—everything from housekeeping, dietary, and environmental to social services and information technology. Every department will grow to accommodate the new, fully integrated children's hospital. To learn more about the new Patient Care Tower, please visit [www.choc.org/publications](http://www.choc.org/publications) for the Change CHOC, Change the World Campaign Newsletter. To learn more about naming opportunities in the new tower, please contact the CHOC Children's Foundation at 714-532-8690.

## Hyundai Gives \$10 Million to Drive Customized Cancer Research

"For more than a decade, we have been stalled at curing 80 percent of pediatric cancer in the U.S., and that means 20 percent are not cured. So what do we do for the 20 percent for whom standard therapies stops working?" says Leonard Sender, MD, CHOC's medical director of the Cancer Institute. "The strategy used in this concept is to find and deliver the right medicine to the right patient, informed by detailed molecular genomic investigation of an individual patient's tumor."

"We've found an incredible partner with CHOC Children's, where breakthrough genomic research and individualized clinical care will move us closer to a world where no child dies of cancer," says John Krafcik, president and CEO of Hyundai Motor America. For more information on this gift, please visit [www.choc.org/publications](http://www.choc.org/publications) for the Change CHOC, Change the World Campaign Newsletter.

## CHOC Children's and St. Jude Medical Center Form Alliance

St. Jude Medical Center in Fullerton and CHOC Children's have formed a strategic alliance that supports the regionalization of pediatric care, and helps to ensure that the community's children have access to the comprehensive, specialized expertise of CHOC and its dedicated pediatric environment and staff.

According to CHOC Children's President and CEO Kimberly C. Cripe, "CHOC has evolved from a community hospital into a regional healthcare system providing quaternary and tertiary care for children with complex, chronic and congenital conditions. As a research and teaching facility, we are dedicated to training and recruiting future pediatricians and pediatric specialists, as well as advancing treatments and cures to benefit children in the communities we serve. We are pleased that St. Jude, along with our other strategic hospital partners, supports us in our passionate pursuit to provide the safest, most advanced care for children."

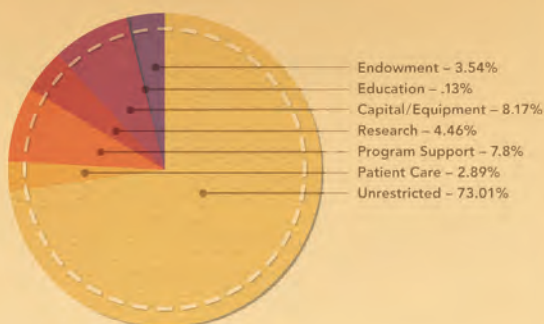
## Proud Achievements

- In the 2011 US News and World Reports' Best Children's Hospitals edition, CHOC is ranked nationally in eight specialties.
- CHOC Children's was named a 2011 "Most Trustworthy Brand" by Orange County residents.
- CHOC was voted the "Best Place to Volunteer" in the 2011 The Best of Orange County survey.
- The Pediatric Intensive Care Unit is the first of its kind in the nation to be honored with the Beacon Award for Critical Care Excellence from the American Association of Critical Care Nurses.
- CHOC is the only children's hospital in the state to earn a Silver Level CAPE Award from the California Council for Excellence.
- CHOC has been awarded Magnet Recognition for Nursing Excellence by the American Nurses Credentialing Center.



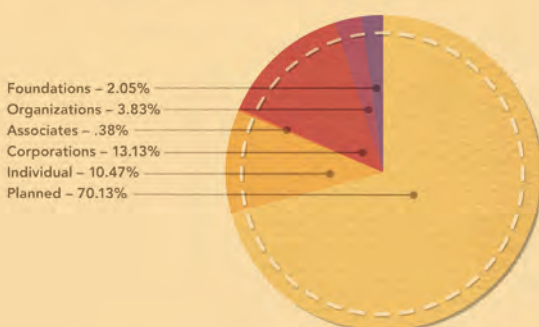
## CHOC Children's Foundation For Fiscal Year Ending June 30, 2011 Gross Revenue - \$49.38 million

### GIVING BY AREA

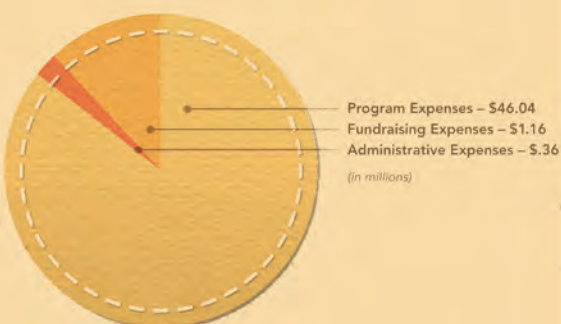


(Unrestricted includes approximately \$30.5 million estate gift)

### GIVING BY SOURCE



### EXPENSE BREAKDOWN



(in millions)

## Planning your Vacation is Important ... But So Is Planning Your Estate

Many people spend more time planning their vacations than planning their estates. Why? A vacation is more fun to plan and since planning your estate requires more time and effort, it's often left to be completed at a later time. With a comprehensive estate plan, what you worked so hard to achieve during your lifetime, will benefit the people and causes that you hold dear. The CHOC Children's Foundation stands ready to assist you at whatever stage of the estate planning process you are in. Please contact us today at 714.532.8690 for more information.

## Your donations allowed CHOC to accomplish the following:

CHOC Children's Bone Marrow Transplant Unit celebrated its 25th anniversary. More than 525 blood and marrow transplants have been performed at CHOC since the first one on June 25, 1986.

A new therapeutic pet therapy program was developed which included dogs assisting with ambulation, IV and vitals distraction, pain management, and assistance with rehabilitation interventions.

CHOC's Social Services Team provided 4,038 families with assistance due to their economic troubles, i.e. bus passes, taxi, food vouchers, mortuary, pharmacy, etc.

## CHOC Children's uses the following items to help the children who need our services:

ITEM	COST	THE NEED (per year)
Bath Blanket	\$0.55 / each	39250
Arm Sling	\$2.75 / each	420
Tongue Depressor	\$32.00 / 1,000 per case	22,000
Gauze Sponge	\$37.00 / 1,500 per case	44,000
Isolation Gown	\$38.00 / 100 per case	41,000
Blood Pressure Cuff	\$45.00 / 20 per case	5,820
Crutches	\$90.00 / 8 per case	130
IV Pole	\$175.00 / each	10
Sure Temp Thermometer	\$525.00 / each	45
Patient Overbed Tables	\$655.00 / each	66
Suction Regulators	\$729.00 / each	142
Infusion Pumps	\$1,870.20 / each	108
Air Oxygen Blender	\$2,000.00 / each	28
Patient Bed	\$13,500.00 / each	15

## CHOC Children's Signature Events:

- CHOC Cherishes Children Gala - January 21, 2012
- CHOC Follies - March 29-31, 2012
- CHOC Charity Classic - May 14, 2012
- CHOC Walk in the Park - October 14, 2012