Make Orange County one of the safest and healthiest places for children in the nation

While many Orange County families may not see the national awards for excellence that CHOC Children's consistently earns, they experience firsthand the world-class care it provides. But in order to sustain its performance as a premier children's hospital, in keeping with advances in medicine and the region's growing needs, CHOC is taking bold action for transformative change.

Orange County has grown robustly since 1964, when CHOC Children's first opened its doors. As the county swelled, more and more families turned to CHOC, developing it into the hub of a regional pediatric healthcare system, responsible for two million children—more than the child population in any one of 39 states.

Now, market and mission demands are pushing this invaluable local asset to grow and pull it toward its destiny: to become a sustainable, world-class children's hospital that stretches the limits of possibility for nurturing and protecting the health of children.

This is why CHOC has launched the Change CHOC, Change the World campaign—and why it is turning to you for help in reaching its potential. To meet CHOC's social responsibility to children and the families of this community, the campaign is comprised of three initiatives that are its focus for the next five years—build a state-of-the-art facility; build a significant endowment; and build an affiliation with an academic medical center.

The campaign is already hard at work. Achieving and sustaining the greatness of a premier children's hospital requires scale. For this reason, CHOC is building a modern tower that will enable it to provide high-quality care and grow well into the future. Beyond improving infrastructure and creating pediatric surgical suites, an emergency department, and radiology and pathology departments, the tower will bring peace of mind and hope to children and families.

CHOC is also working to build a significant endowment to enable it to better attract top pediatric subspecialty doctors. All of the top children's hospitals became great by building endowments that fund talented doctors, and drive research and clinical breakthroughs.

Such breakthroughs at CHOC will improve the lives of children locally, nationally, and globally for generations to come.

The best children's hospitals also have affiliations with leading universities and their medical schools. That is why CHOC and UC Irvine have struck an affiliation agreement that integrates comprehensive clinical care with leading-edge research and world-class teaching programs. The affiliation will help CHOC recruit the best and brightest physicians and improve the region's pediatric care.

The campaign represents a critical opportunity for all of us to make a collective statement about what we want for our children. The evolution of CHOC is a defining, foundational element of the culture of this county that says, "We believe it's critical for Orange County to be one of the safest and healthiest places for children in the country.”

With the campaign, CHOC is taking large, necessary steps to make this a reality.
In 1964 an influential group of Orange County’s citizens came together to create Children’s Hospital Orange County. “Now, we are continuing in this tradition to help CHOC evolve and become better,” says Sandy Segerstrom Daniels, Honorary Chair of the Change CHOC, Change the World campaign.

With Daniels leading the way, committee members are becoming major citizen advocates for the campaign because they realize CHOC is at a pivotal moment in supporting children’s health in Orange County. The committee is creating awareness that there is nothing more important than the health and safety of our children—and that there is no substitute for CHOC Children’s Hospital in the marketplace.

“We have this institution that is so incredible in our community,” says Daniels. “This is why I said ‘yes’ to becoming the honorary chair.”

Daniels’ life and her career as a leading business professional have been representative of her passionate advocacy for children. She is in her tenth year working with the CHOC Follies, helping to raise millions of dollars for CHOC. And two years ago, she worked with members of the Senate and Congress to establish September as National Child Awareness Month, making organizations serving youth a national priority.

In 2002, she founded the Festival of Children Foundation, a nonprofit organization with a mission to improve the lives of children by fostering collaboration between more than 450 children’s charities. The Festival’s logo of a colorful, revolving merry-go-round is especially poignant for the organization and for CHOC’s campaign.

“Like a carousel, if we all move in the same direction, we can build this new hospital and make Orange County one of the medically safest places for children in the nation,” says Daniels.

Daniels’ advocacy for Orange County is rooted in her family’s history of nurturing and giving back to the region’s business and arts. Over the decades, the Segerstrom family has turned its land holdings into one of the most successful shopping, commercial, and cultural centers in the country, founding South Coast Plaza and the Performing Arts Center. And with a campaign dedicated to turning CHOC into a premier children’s hospital, CHOC will be another major asset for the community of Orange County, Daniels says.

But this is not just about business—Daniels is also a mother with a personal connection to CHOC. “Once you’ve toured CHOC, it stays with you,” says Daniels. “My granddaughter was two days old when she went to CHOC. And it wasn’t just the level of care she received but also how they were taking care of my daughter and son-in-law—that’s the whole package of what CHOC is. It’s specialized care and specialized, caring people. Supporting CHOC has been a labor of love for me ever since.”
Kimberly C. Cripe, President and CEO of CHOC Children’s, takes a tough call in *The Call*, a documentary short film shot over the course of 15 days in the hospital. The filmmakers were given complete access to the hospital, its doctors, patients, and operating rooms, allowing a remarkable behind-the-scenes view of the miracles that unfold every day at one of country’s top children’s hospitals—CHOC Children’s.

“Can a Place Love Its Children the Way a Mother Loves a Child?”

Mother love—the love of a mother for her child—is the most ferocious love on the planet. What mother would not confront any obstacle to nurture and protect the life of her child? It’s nature’s way of ensuring the survival of our species. But who plays the role of the über mother in Orange County—the mother who makes sure all mothers and families have a place to turn to for the well-being of their children?

CHOC Children’s is that mother. And the mother behind all mothers is Kimberly C. Cripe, CHOC’s President and Chief Executive Officer.

How does she think about running an organization where success depends upon the ability to operate consistently at the outer limits of human, technical, and financial possibility—where outcomes are measured in the meaningful survival of innocent lives?

The answer is in *The Call*, a documentary short film that captures what it’s like to sit in the hot seat running CHOC Children’s Hospital. In the film, Cripe takes a tough phone call where she must present the case for investing in the vision of CHOC to become a world-class institution on behalf of all children and families of Orange County.

Can a place love its children the way a mother loves her child? Only you can answer on behalf of Orange County. To experience the film and see the whole story, go to iamforchildren.com.

“We have been very involved in bringing the arts to the next level in Orange County. In the same way, the fundamental system for keeping our children healthy needs to evolve as well. We’re working to help CHOC build the facilities and attract the doctors required to take its rightful place among our nation’s top children’s hospitals.”

—Sandy Segerstrom Daniels
The New CHOC Children’s Tower Will Transform Our Infrastructure

**From**

- Surgery suites shared with adult hospital
- Radiology facilities shared with adult hospital
- Laboratory facilities shared with adult hospital
- Pathology lab shared with adult hospital
- Emergency Department shared with adult hospital
- 238-bed hospital hovering at the edge of capacity
- Cramped Neonatal Intensive Care Unit (NICU)
- Design aesthetic where form follows function
- Patient rooms in various shapes, sizes, and configurations
- Safe environment prone to being noisy

**To**

- CHOC’s own dedicated, pediatric surgery suites—state of the art
- CHOC’s own advanced pediatric radiology facility
- CHOC’s own pediatric laboratory facilities
- CHOC’s own pediatric pathology lab to test our own tumor cultures
- CHOC’s own state-of-the-art emergency department, destined to become Orange County’s designated Pediatric Trauma Center
- 300-plus-bed hospital with plenty of room to meet our needs for growth
- State-of-the-art NICU with plenty of space and private rooms added in future phases
- Design aesthetic that forces safe and proper function
- Standardization of patient rooms to reduce possibility of errors and increase efficiency
- One of the safest and most serene children’s hospital in America

“We’re building an environment where patient safety is not just a slogan but an intrinsic element strategically designed and built into our rooms, information systems, and processes. The tower plays a living role in the quality of our outcomes.” —Debra Mathias, Chief Operating Officer, CHOC Children’s
A Towering New Future for Children’s Health Care in Orange County

Building hope and peace of mind for children and families

Freestanding children’s hospitals are relatively rare in the United States: There are less than 50 of them nationwide. What makes them unique is their ability to apply emerging science, early clinical advances, and the passion of their workers to the immediate care of children—and solely dedicated to children. Without them, primary care doctors would not have places to refer patients that require intensive or specialized treatment.

Children need to be surrounded by highly trained, compassionate staff and attended to with specialized knowledge, equipment, and care—all of which combine to make children’s hospitals indispensable to all infants, children, and adolescents needing health care.

The more advanced medicine CHOC Children’s practices, the more patients it attracts—and the more space it needs to provide quality care. The first initiative in the Change CHOC, Change the World campaign is to build a new tower that will enhance specialized care while allowing for future growth. The tower is the keystone for CHOC to offer the scope, breadth, and depth of services required to help it perform as a top, world-class children’s hospital.

The CHOC Children’s tower will bring over 100 additional beds to the hospital by 2020, as well as pediatric surgical suites, a state-of-the-art emergency department, an advanced radiology facility, and a pathology lab. Beyond more beds and critical services, the new tower will be a place where sick kids and families will find serenity and hope for healing from people who understand their unique needs. The welcoming, open and airy design will create an environment that projects a sense of comfort and playfulness while engaging children’s curiosity and dispelling their fear of being in a hospital. Public spaces on the second floor will offer a dining facility, a composting and community garden, a family resource center and a meditation area.

The total project cost is over $500 million, funded with operations income, new debt, public funding, and philanthropy.

But what the new tower really does is put CHOC in charge of its own core services after four decades of sharing them with St. Joseph Hospital—making CHOC a true, freestanding children’s hospital.

Founded in 1964, CHOC was made possible by the Sisters of St. Joseph of Orange and St. Joseph Hospital, which generously added a children’s wing to its hospital and leased it back to CHOC. To this day, CHOC still shares St. Joseph’s radiology, laboratory, surgical suites, and emergency department. The arrangement, while beneficial, constrains CHOC’s ability to create its own future. Why? Premier children’s hospitals nationwide must control their own core services to attract top subspecialty doctors and pursue greatness. Since elite pediatric doctors are in short supply—and competition is fierce among children’s hospitals—to even get on a top candidate’s “short list,” the hospital infrastructure, research environment, and workforce support systems must be on par with the country’s finest children’s hospitals. And for CHOC to make the leap to sustainable status as a world-class institution, it needs to attract elite subspecialty doctors. The new tower is a crucial step in the right direction—filling the gaps in CHOC’s capabilities and giving it ample room to grow.

The tower symbolizes a new future for children’s health care in Orange County. The facility has all the attributes to attract and retain the best and brightest in medicine and make Orange County one of the safest and healthiest places for children—a place where families and children will find peace and hope for healing.

“The tower is the keystone for CHOC to offer the scope, breadth, and depth of services required to help it perform as a top, world-class children’s hospital.”
Hoag Says CHOC Is “The Place” for Children in Orange County

CHOC manages Newport Beach hospital’s medical care for children and infants

Children’s hospitals operate on a different principle than community or “adult” hospitals for one main reason: Children are not small adults. They are distinct enough, physically, to require doctors and nurses to have specialized medical knowledge, training, and equipment to treat them.

To this end, the more innovative practices and advanced capabilities that CHOC Children’s develops, the more hospitals in our community will look to CHOC to complement their service offerings to children. For example: CHOC is one of the only children’s hospitals in the U.S. to have 24-hour board-certified critical care and neonatology specialists running its units. This superior level of specialized care is why Hoag Memorial Hospital Presbyterian in Newport Beach, California, invited CHOC to enhance Hoag’s pediatric care.

“CHOC is the best provider of children’s care in this market—period,” says Richard Afable, M.D., President and Chief Executive Officer, Hoag Hospital. “Rather than trying to re-create what only they can do, we are partnering with CHOC in order to bring the best in children’s health care to this community. It’s the right thing to do.”

Through the formal affiliation, CHOC helps Hoag adopt a comprehensive way of thinking about the health and well-being of the children in its community by giving Hoag more consistent access to specialized pediatric care—care previously only available by traveling to the CHOC campus.

Hoag is a major birthing hospital in Orange County, delivering nearly 6,000 babies per year. As part of the agreement, Hoag’s Neonatology Intensive Care Unit, where at-risk newborns are rushed after delivery, is staffed and managed by the CHOC Pediatric Subspecialty Faculty, a specialty physician group affiliated with CHOC.

Children and families in coastal Orange County also have more services available to them due to Hoag’s expanded pediatric outpatient services. Hoag Health Center in Newport Beach houses both the CHOC Children’s Specialty Center and the CHOC Children’s Endocrine and Diabetes Center. The centers make scarce pediatric subspecialty doctors accessible by bringing cardiology, gastrointestinal, pulmonary, genetics, hematology, neurology, diabetes, and endocrinology services to the children in the area. The partnership also establishes a true connection to CHOC with the addition of a designated team to quickly evaluate and transport Hoag pediatric patients to CHOC when children or infants require more intensive inpatient care.

“Every hospital in this county should be supporting CHOC Children’s,” says Afable. “Again, it is the right thing to do.”
After years of working through complex details, CHOC Children’s and UC Irvine, including its school of medicine, have completed an historic affiliation agreement that integrates their comprehensive pediatric clinical services, innovative research, and teaching programs. The collaboration between CHOC and UC Irvine, one of our nation’s most prolific academic and research-powerhouse universities, brings new hope to families with chronically ill children.

The affiliation is a key factor in CHOC’s ability to continue its transformation from an invaluable community asset into a nationally recognized premier children’s hospital. In addition, the collaboration of these local institutions enables Orange County to join the ranks of cities like Philadelphia, Boston, Cincinnati, and Houston—leading centers of innovation in pediatric medicine.

Through the agreement, UC Irvine and CHOC Children’s are aligning their research programs to produce more treatment options, pediatric clinical trials, and strategies for cures. The residency and fellowship programs of the two institutions will be integrated into a new program under UC Irvine School of Medicine sponsorship, with most of the clinical training occurring at CHOC. This will provide a more comprehensive environment to train and mentor pediatric subspecialty doctors and medical students.

The affiliation also helps address a critical shortage of pediatric subspecialty doctors in Orange County. Since so few of these specialists are board-certified each year, the competition to recruit them is fierce. Such physicians are drawn to hospitals with university medical school affiliations giving them opportunities to teach, apply emerging science, conduct research, and access clinical advances to improve patient outcomes. Now the combined capabilities of CHOC and UC Irvine promise to provide a more competitive platform from which to recruit. Much is at stake. The addition of a single doctor can bring unique, new competencies to a hospital to better support children with complex medical needs.

Children and families are already feeling the value of this affiliation. CHOC Children’s provides inpatient and outpatient pediatric specialty care to patients, while UC Irvine Medical Center continues to provide pediatric emergency services, burn care, trauma services requiring immediate surgery, neonatal intensive care, newborn nursery care, and child and adolescent psychiatry. Through this sharing of services, CHOC is expecting an additional 4,800 outpatient visits each year.

CHOC and UC Irvine remain separate institutions, but their strategic affiliation will transform the delivery of pediatric care in Orange County and beyond.
“With the new campaign, CHOC has an important reason to ask for donations, and it’s time for the community to respond. This is the next step for CHOC and one that everyone should get behind. This will improve the care for children so much—and now is the time to give.”
—Cindy McMackin

“We believe that a top-level children’s hospital is a necessity in Orange County because children need and deserve first-class care.”
—Dr. Ali Kavianian

“Providing high quality pediatric care is essential and therefore CHOC is partnering with the medical community, and the community at large, to build a state of the art facility that will give us the ability to improve the lives of children and their families now and in the future.
—Dr. Paul Lubinsky

“The Pediatric Sub-specialty Faculty made a $1 million donation so that perhaps others would say, ‘Well, if it’s that important to the physicians, it must really be important to all of us.’ ”
—Hale Kuhlman
As an organization, we recognize the importance of this campaign and the construction of the new tower to the long-term viability and success of CHOC to serve patients in the future.

—Jim Caudill

Donors Step Up to Support the Evolution of CHOC Children’s

Leading citizens rally around campaign to raise vital funds

For the Change CHOC, Change the World campaign to be a success, the hospital needs a coalition of business and citizen leaders to endorse the message and then actively telegraph its virtues to others to spur investment in CHOC’s future. And this is exactly what many of CHOC’s prominent donors have done in their efforts to help it evolve into a world-class children’s hospital.

While the donors share similar sentiments about CHOC’s value in pediatric care, they reached their decisions to give in different ways. And with each new donor, CHOC moves one step closer to reaching its $125 million campaign goal.

For some, a personal experience drew them closer. Ron and Cindy McMackin, who gave $500,000 to support the campaign, had such an experience. Ron, the president of Irvine-based Pan-Pacific Plumbing, and wife, Cindy, who works in its marketing department, became friends with Dr. Michael Muhonen, Director of Neurosurgery and Medical Director of the CHOC Neuroscience Institute. As the friendship grew, the McMackins began to attend fundraising events and support the Neuroscience Institute. And when their 3-year-old granddaughter, Cate, developed a brain tumor; their first call was to Muhonen. Four days later, Cate was in surgery at CHOC.

“Suddenly, this experience was in our family. It was very emotional. We were already supporting the hospital at the time, but this brought us even closer. Now, we can’t seem to do enough to help,” says Ron.

“It was a very special experience. CHOC cares for the whole family—not just the patient,” says Cindy. “All of this really solidified our support for CHOC.”

Cate is now five years old and doing fine, and CHOC has become a main focus for the McMackins.

Jim Caudill, a CHOC Children’s Foundation board member and former president of Black & Decker Hardware and Home Improvement Group, which gave $500,000 to name the Conference Room in the new tower, also recognizes how important CHOC can be for families. Caudill says that many of the 400 employees who work for the Lake Forest-based division have children, and many have made trips to CHOC for everything from bumps and bruises to more serious pediatric illnesses.

“When people have kids and visit CHOC, they see the expertise and the level of services that are very unique to this area. Due to the importance of CHOC in the community and the impact it makes, Black & Decker has stayed connected to CHOC and its future,” says Caudill.

Some of CHOC’s donors have also been driven to action due to the demands put on the hospital by the burgeoning community. “This is the resource for children in this county. It serves three million people. Without CHOC, there is no care for these kids—and that is a constant struggle,” said Dr. Paul Lubinsky, Associate Director of CHOC’s Pediatric Intensive Care Unit and President of CHOC’s Pediatric Subspecialty Faculty (PSF). The 140 physicians of the multispecialty pediatric faculty (PSF) are committed to advancing quality, cutting-edge, care, says Lubinsky.

“It’s a donation supporting the fact that what CHOC does for children no one else can do in Orange County,” he says.

Hale Kuhlman, Executive Director of the PSF, agrees. “It’s crucial that CHOC’s physicians are willing to give back. The $1 million donation was meant to set the tenor for the community in terms of what kinds of gifts people need to be thinking about,” he says.

For many donors, their gifts have become their largest ever to CHOC. The reason is simple, says Caudill: “To expand, CHOC needs increased funding. CHOC’s campaign and new tower project have become the primary cause that Black & Decker Hardware and Home Improvement Group supports, and the organization is rallying around it.”

Such a rallying cry can also be heard in the efforts of the group Persian Community for CHOC (PC4CHOC), which was organized by Dr. Ali Kavianian, Surgeon-in-Chief of CHOC. Kavianian began the group to broaden awareness and to cultivate fundraising for CHOC’s campaign within Orange County’s Persian community.

“For CHOC to remain competitive, it needs to move to the next level,” says Kavianian. “Many in the Persian community feel obligated to help and do what they can to make this happen.”

Mariam Khooravani, a member of PC4CHOC says, “We want to make sure there is always help and hope for children in our community when they need it—and we cannot afford not to get behind CHOC.”

To join this influential group of citizen-leaders and support the Change CHOC, Change the World campaign, please send in your donation using the enclosed envelope, or go to iamforchildren.com/giving. Your contribution will allow CHOC to provide the best possible care to children and families in our community.
Please Join Your Neighbors Who Have Boldly Said, “I am for children!”

CHOC Children’s Foundation thanks these individuals and organizations for their generosity in supporting quality pediatric care in our community

$1 million+ Leadership Donors (a gift or pledge of $1 million or more from 7/1/2007—3/24/2010)
- Aggyros Foundation
- Costco Wholesale Corp.
- Glass Slipper Guild
- Hoag Memorial Hospital Presbyterian
- Mr. Lars Holmquist
- Jack & Jill Guild
- Kathleen T. McCarty
- Music for a Cure, Inc.
- Pediatric Subspecialty Faculty, Inc.
- Robert M. and Diana Leaverton Family

$10,000+ Campaign Donors (a gift or pledge of $10,000-$999,999 from 7/1/2007—3/24/2010)
- Anonymous (9)
- 2009 CHOC Follies Cast
- SLINKX Enterprise, Inc.
- A. Gary Anderson Family Foundation
- ACE Hardware Corp
- The Active Network, Inc.
- Mr. and Mrs. Terry Adams
- Advanced Ground Systems
- Engineering Corporation
- Aetna Foundation, Inc.
- Aetna, Inc.
- Delphine Lee and Ron Ainsworth
- A-Med Health Care
- Anaheim Ducks
- Dr. and Mrs. Nick G. Anas
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- The Folli Family
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- Fire Safety First
- Mr. and Mrs. Dave Felch
- The Edwards Lifesciences Fund
- Eagle Community Credit Union
- The Edward Lifesciences Fund
- Emerging Family Foundation
- The Sheik Foundation
- EMOC—Emergency Medicine Specialists of Orange County
- Robert and Mary Jane Engman
- Estate of May A. Dudley
- Evan Evans
- Experian
- Mr. Kenneth E. Fait
- Mr. and Mrs. Dave Felch
- Five Safely First
- FKP Architects, Inc.
- Flitron West, Inc.
- The Polli Family
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- Ms. Anita R. Fox
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- The George & Jean Rothschild Family Foundation
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- GMAC
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- Bill Holmes
- Howard A. & Shirley V. Jones
- Family Foundation
- Hugo From Shamus

Three ways to give to the Change CHOC, Change the World campaign:

1. Fill out and return the enclosed envelope
2. Go to: iamforchildren.com/giving
3. Call CHOC Children’s Foundation: 714.532.8690

Questions? Please contact Jennifer Wagner, Campaign Manager, CHOC Children’s Foundation: jwagner@choc.org
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Orange County Sheriff for the Cure, Inc.
Mr. Griffen Ordway and Mrs. Yulia Vasileva
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Marilyn Hunter Robbins and William Robbins
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Family Foundation
The Jim Rome Family
Mr. and Mrs. Waldo Romero
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Family Foundation
Ronald McDonald House of Orange County
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Stan and Beth Rosett
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of Japanese Animation
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on behalf of Gregory James McKeon,
Michael Patrick Keppell, and
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Mrs. Margaret L. Sprague
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WPO (hwööp/ö) Business Solutions
Young Presidents’ Organization
California SW Chapter

Campaign Progress

Progress to Date (as of March 31st, 2010)
Campaign Goal $125 million
Total Campaign Funds Raised to Date $42,930,855

Campaign Timeline:
FY 2008 – FY 2012

May 2010 Public Launch Ceremony
Spring 2013 Grand Opening Ceremony and Tower Occupancy
June 30, 2013 Campaign Concludes

33% Campaign Funds Raised to Date: $42,930,855
67% Campaign Funds Needed: $82,069,145
Create one of the safest, most serene Children’s Hospitals in the Nation

Change CHOC, Change the World