



every child deserves to

SOAR

Children's Specialized Hospital & Foundation
Annual Report | 2010



Color the Wind

I saw an old man just today,
Who looked worn and weary from life.
A quiet sorta fella
Who seemed beaten down by his strife.

But as he passed the park that day,
He turned to the lake to see
Why there were so many people there,
Caught up in some reverie.

He stared at a multitude of kites,
Looking all feathered and finned;
Dancing across the open sky,
As they gracefully colored the wind.

And at first he just stood there stoically,
Watching the scene unfold.
Questioning why so many people
Would be flying kites in the cold.

But then, suddenly there came a birth of a smile,
And a twinkle that entered his eye.
All because some very special people,
Were determined to make their kites fly.

And I knew as he slowly turned away,
And reluctantly began to depart;
That deep within his tired soul,
Those kites had touched his heart.

David Okerlund 2010



But then, suddenly there came a birth of a smile,
And a twinkle that entered his eye.

“All because some very
special people were
determined to make
their kites fly.”



SHARE OUR VISION...

A world where every child can reach their greatest potential.

We like to think the sky's the limit.



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Amy B. Mansue



David Kostinas

Dear Friends,

Great kids with inspiring stories are something we see each and every day at Children's Specialized Hospital. We see these kids struggle, and we see these same kids soar. We are incredibly proud of our outstanding reputation for pediatric rehabilitative excellence and the work of more than 1,000 dedicated staff.

This past year was marked by significant changes in healthcare. Throughout the complex debate Children's Specialized Hospital continued to provide the highest quality of care, so children can achieve their maximum potential. Embodying the role of determined and passionate advocates, we worked diligently to put a face on the critical services that are essential to our young and fragile patients.

It is our obligation and privilege to provide kids in need with excellent care. This year, at PSE&G Children's Specialized Hospital in New Brunswick, admissions to acute rehabilitation were the highest in the hospital's 119-year history. The demand for services continued to trend upward; we served over 500 children in our inpatient hospital, and 18,000 patients throughout all our sites. Keeping our promise to serve children closer to home, Children's Specialized opened brand-new outpatient therapy centers in Bayonne and Clifton, and expanded care throughout the state.

It takes a collaborative effort, the talent and commitment of our senior leadership team, doctors, therapists, nurses, staff, volunteers, and donors to make an excellent organization. We are especially thankful for the constant guidance of our Board of Trustees and Stephen K. Jones, President and CEO, Robert Wood Johnson University Hospital.

As we continue to fight for children who need our services, please accept our deepest gratitude for the important part you have played in their lives. Together, we can achieve our vision and watch our kids soar.

Thank you,

Amy B. Mansue
President and CEO

David Kostinas
Chairman, Board of Trustees

Message from the Hospital

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Philip Salerno III



Alexander R. Giaquinto, Ph.D.

Message from the Foundation

Dear Friends,

The spirit of philanthropy is always in the air at Children's Specialized Hospital.

As the demand for rehabilitative services continues to grow, your charitable gifts help us turn possibilities into realities. Our vibrant inpatient center in New Brunswick, our bustling new outpatient sites, and our sparkling renovations throughout all our sites prove that we can achieve great things with your support.

Your collective energy and meaningful friendships are motivating. Our donors, board members, employees, and volunteers provide a constant source of inspiration.

Across the pages of this annual report, you will see the many ways you have contributed to the success and national recognition of Children's Specialized Hospital. During this journey you've enriched the life of a child, and we hope that's a personal reward you will own and cherish.

We are grateful to the men and women who serve on our Board of Trustees, who rise above and lead with their expertise and example every day. We thank you for your unwavering commitment to our hospital, our foundation, and, most importantly, the children we serve.

Sincerely,

Philip Salerno III
President and CDO

Alexander R. Giaquinto, Ph.D.
Chairman, Board of Trustees

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Financials





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Children's Specialized Hospital & Foundation Statement of Revenues and Expenses: Year Ending December 31, 2010 (in thousands of dollars)








Hospital Revenues

Patient Service Revenue	97,410		91.7%
Other Operating Revenue	7,421		7.0%
Subsidy from Foundation	1,301		1.2%
Total Operating Income	106,132		
Investment Income	91		<1.0%
Total Revenue	106,223		



Hospital Expenses

Salaries and Benefits	72,365		68.2%
Other Services and Supplies	19,717		18.6%
Depreciation, Interest, & Unreimbursed Services	14,050		13.2%
Total Expenses	106,132		







Foundation Revenues

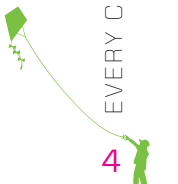
Voluntary Gifts	2,297		39.5%
Investment Income (net)	1,091		18.8%
Contributions from Children's Miracle Network Hospitals	855		14.7%
Capital Campaign	594		10.2%
Bequests	503		8.7%
Special Events (net)	291		5.0%
Direct Mail and Tributes	178		3.1%
Total Revenue	5,809		

Foundation Expenses

Salaries and Benefits	1,484		71.3%
Other Services and Supplies	597		28.7%
Total Expenses	2,081		

How Gifts Were Designated

General Support		63.4%
Capital Campaign and Projects		25.8%
Therapies		5.2%
Equipment		2.9%
Education and Outreach		2.0%
Medical Services		<1.0%



Reaching New Heights...

As we reflect on the past year and look to the future, Children's Specialized continues to challenge the boundaries and look for new ways to improve our medical services and patient care. With a growing reputation for innovative treatments and unique research programs, our hospital is at the forefront of pediatric rehabilitative care.

Children's Specialized recently pioneered two innovative inpatient programs. Our Chronic Illness Program was designed to help kids with type 1 diabetes, cystic fibrosis, HIV, and organ transplants learn how to manage their condition and avoid hospital stays. Our new Infection Control Program illuminates methods for dramatically reducing infection rates for children who are fed intravenously. The results of this groundbreaking program have virtually eliminated blood stream infections in this fragile population. On the outpatient side, our occupational therapy team worked tirelessly this year on advancing modern sensory therapy techniques alongside national experts.

Thanks to the feedback of those who have entrusted their care to us, Children's Specialized realized numerous process improvements in 2010. Through collaboration inside and outside the hospital, our Family Faculty activated strategies for managing increased patient volume, enhancing training and education, cutting costs, and improving the overall patient experience.

We are energized by a future that holds more opportunities for research. Our hospital looks to build upon successful partnerships with prestigious academic institutions and professional associations for research in critical areas, including brain injury, complications of premature birth, and coma stimulation.

We are certain that our investment in talented individuals and cutting-edge research will lead the way to valuable new pediatric programs and services, allowing Children's Specialized to shape tomorrow's healthcare system for all children with rehabilitative needs.

Hospital Leadership



Joseph J. Dobosh Jr.	Warren Moore	Amy B. Mansue	William Dwyer	Michael Dribbon, Ph.D.	Karen DeWitt, Ed.D., R.N.	Philip Salerno III	Frank V. Castello, M.D.
Vice President and CFO	Executive Vice President and COO	President and CEO	Vice President Human Resources	Vice President Rehabilitation Services and Program Development	Vice President Patient Care	President and CDO Foundation	Medical Director

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Hope is in the air

Specialty Programs & Services

Autism Treatment and Research

Leading the conversation on autism. Comprehensive evaluations, expert treatment, community education, and research have earned Children's Specialized bragging rights as a national leader in autism treatment and research. Our program is one of only a few to provide coordinated multidisciplinary care.

Once thought to be a rare disorder, studies now show that 1 in every 94 children in New Jersey is somewhere on the autism spectrum.

An autism diagnosis creates numerous challenges for families, schools, and the healthcare community. Children's Specialized trained over 440 early childhood professionals to recognize early red flags of autism. Last year, we evaluated 504 at-risk preschool children in the Developmental Screening Clinic, reflecting a 6% increase vs. 2009. We also conducted 250 autism team evaluations—that's 14% more than 2009.

Continually recognized for improving lives, our autism program, led by Dr. Yvette Janvier, was most recently the honored recipient of the 2011 Community Outreach Award from the Health Research and Educational Trust of the New Jersey Hospital Association.



Proud mom Lauren Suske cuddles with her children Victoria and Richie—both participants in our “Make Friends with Autism” community outreach initiative.

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Innovative Treatments

Infant Toddler Program

A dedicated medical team. Every day on the Robert Wood Johnson academic campus, Children's Specialized Hospital's acclaimed Infant Toddler Program is making a difference in the lives of newborns and toddlers who suffer from complications of premature birth.



Medical Director Dr. Frank V. Castello observes one of our littlest patients.

Under the guidance of Dr. Sharon Burke, the team's innovative Neuromuscular Electrical Stimulation Feeding Program is helping many young and fragile patients slowly overcome feeding difficulties. Another remarkable new program uses computer-mediated learning and assistive technologies to aid with the development of cognitive motor skills. Many thanks to the Verizon Foundation for making a \$15,000 gift to purchase the learning system to support this special program.

Our hospital continues to provide hope for babies born with fetal alcohol syndrome. These children often struggle with developmental delays in growth and muscle tone as well as problems with thinking, speech, movement, and social skills. Under the leadership of Dr. Uday Mehta, an outpatient program was created with funding received from a two-year, \$230,960 Continuation Grant, for the Child Evaluation Center/Fetal Alcohol Syndrome, from the New Jersey Department of Health.

Medical Talent & Education

Training tomorrow's caregivers. Extending our legacy of care has always been a point of pride and a priority for Children's Specialized. We continue to take a leadership role in the education and development of the next generation of pediatric physicians.

This past year Children's Specialized Hospital, in conjunction with the Department of Pediatrics at UMDNJ-Robert Wood Johnson Medical School, jointly recruited its first fellow for the newly accredited program in developmental/behavioral pediatrics. This is the first and only accredited program of its kind in New Jersey.

Improving our facilities and helping our kids

Expanding the strength of our hospital, we continue to reach out to serve the children and families who need us most. This year we further improved access to quality care with the addition and renovation of facilities and services. Patients can now stay closer to home to receive expert therapy and care.

Better communications, enhancing our teamwork. Recent technological upgrades to our Mountainside teleconferencing system have expanded communications and enhanced training across the nine sites in our network. New equipment has improved our staff's ability to share clinical and operational ideas efficiently and effectively.

A long-term improvement

Our Mountainside Long Term Care Center has officially begun a major renovation that will make it brighter, friendlier, and more comfortable than ever. The unit was proudly renamed the Peter Jay Sharp Long Term Care Center.

Introducing the newest members of our family

When Children's Specialized Hospital's new outpatient facilities in Bayonne and Clifton officially opened their doors, hundreds of families were able to shorten their commute for physical, occupational, and speech therapy.

Getting ready to take off in 2011

To serve the increasing demand for outpatient therapy, our center in Toms River underwent a \$1.5 million expansion and relocated its services.

A new, brightly colored center will offer private, state-of-the-art therapy rooms for speech and occupational therapy and psychological services. The center also features a large, fully equipped gym and private outdoor play area.



Four-year-old Jack Kruchkowski gets help from his mom as he cuts the ribbon on the new outpatient center in Bayonne. They are joined by Hospital President Amy Mansue and Bayonne Mayor Mark A. Smith.

"I knew that my son felt comfortable and enjoyed coming to therapy by the smiles on his face. For him, Children's was a fun place to be, which meant everything to me and my husband."

Megan Fennelly, Mom

Our Events

Showing support for the children we serve



Junnie Sharkey, our Toms River Site Director, and patient Gianna Trotter accept a donation from Vito Nardelli, President and Chief Operating Officer of OceanFirst Bank (far right), at the Radiothon. They are joined by WOBM radio personalities Shawn Michaels and Sue Moll.

Children's Specialized Hospital Foundation is proud to have raised money for its vital programs and services through a spectacular series of special events.

In 2010, we held the first-ever **Radiothon** for Children's Specialized, with a two-day, 30-hour event on 92.7 WOBM. Morning radio personalities Shawn Michaels and Sue Moll broadcast live from the Ocean County Mall. Donors called in, made donations online, and even brought their change collections to raise \$35,001. The Radiothon was graciously sponsored by OceanFirst Bank and OceanFirst Foundation.

\$35,001 generously donated

The annual **Umbrella Gala**, themed "Hotel California," was held at the Welmont Theater in Montclair. The event featured a live performance by rock great and former Eagles guitar legend Don Felder. We honored highly respected football coach Marcus Borden for his long-time support of the Snapple Bowl.

\$160,000 generously donated

Spring and summer bring a welcome tradition of fun-filled, memorable golf outings to Children's Specialized:

The annual **Golf Classic**, held at Montclair Country Club

\$100,000 generously donated

The annual **Golf Invitational**, held at Eagle Ridge Golf Club, Lakewood

\$75,000 generously donated



Compassionate, generous partners make it all possible

Thank You, Kohl's!

Kohl's Cares, the department store's nationwide effort to support children's hospitals, raised an amazing \$418,683 in New Jersey this year—and the money was donated exclusively to our hospital. Our Kohl's KidsAbilities program promotes outreach, education, and activity for children with special needs, both at our hospital and in the community.

Throughout the month of May, thousands of families visited three of our hospital sites for carnivals designed especially for kids with special needs. And on May 22, 1,400 energetic walkers and rollers gathered in Johnson Park in Piscataway to show support at our Walk n' Roll event, presented by Kohl's.

\$140,000 generously donated



Enjoyed by all, the Walk n' Roll nearly doubled in size this year.

Thank You, L'Oréal!

This year marked the third annual L'Oréal USA "Fore the Children" golf outing. Held at two courses to accommodate an abundance of golfers, the event raised a record-breaking gift of \$400,000.

Thank You, PSE&G!

The New York Giants game on October 17, sponsored by PSE&G, benefited our hospital in big ways. Center Shaun O'Hara and former Giant greats came to Children's Specialized to spend time with our kids and families. Later, 150 of our patients enjoyed special on-field access to welcome the Giants at the start of the game.

Community Special Events

Colorful ways to raise awareness and funds

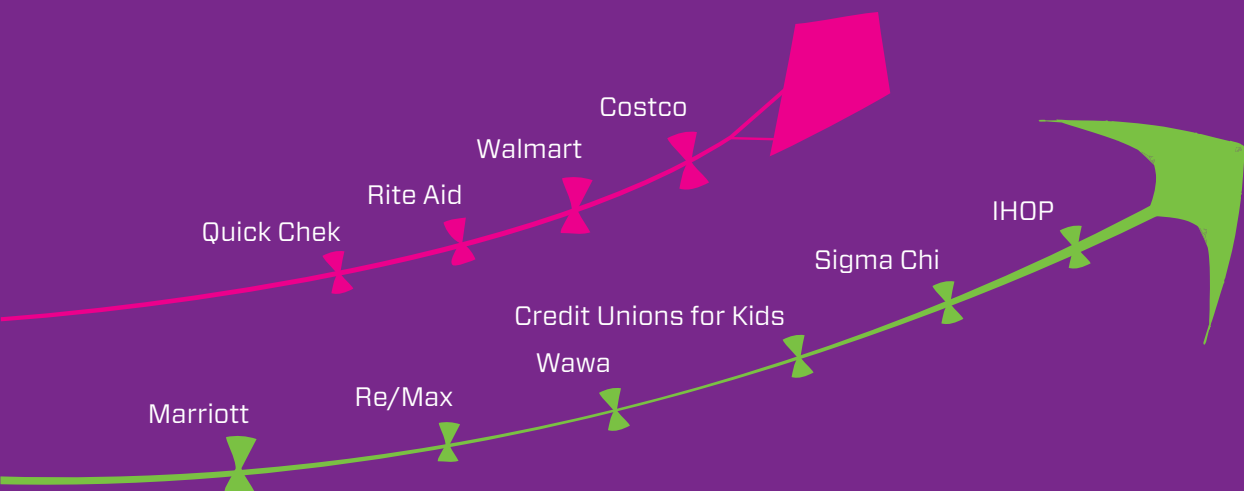
With a long-standing commitment to fund-raising and community events, the Children's Specialized extended family of donors and volunteers works tirelessly to boost the hospital's visibility and reputation across the region.

Thank You, Children's Miracle Network Hospitals!

Through the generosity of area sponsors of Children's Miracle Network Hospitals, over \$1.5 million dollars was raised for our hospital. National standouts include the IHOP of Brick, which was the top fund-raiser in the nation for IHOP's National Pancake Day. Rutgers University's Sigma Chi chapter was top-ranked for its nationwide fund-raiser, Sigma Chi Derby Days, raising \$47,000.

Other highlights include the first Dance Marathon at Ramapo College; Dairy Queen's Miracle Treat Day; Miracle Jeans Day; Play Ball for Miracles, sponsored by the Fireman's Credit Union in Elizabeth; Merck Federal Credit Union's Golf Outing, and the many miracle balloon icon campaigns throughout the year.

We are grateful to the top sponsors of Children's Miracle Network Hospitals:



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Volunteers & Donors

The wind beneath our wings

The time, enthusiasm, and extraordinary talents of our volunteers and donors are gifts we consider precious. Every charitable act has a direct impact on the care we can provide our young patients. Our foundation continually strives to bring in new partners and create new opportunities for our community to enjoy an association with Children's Specialized Hospital. We hope our friends and partners continue to be inspired by the unique ways they can get involved.

We are proud to be building the model for successful service programs, whether for individuals, community organizations, or members of a corporation dedicated to social responsibility. Our unique team-oriented approach has created a meaningful experience for all our volunteer groups:

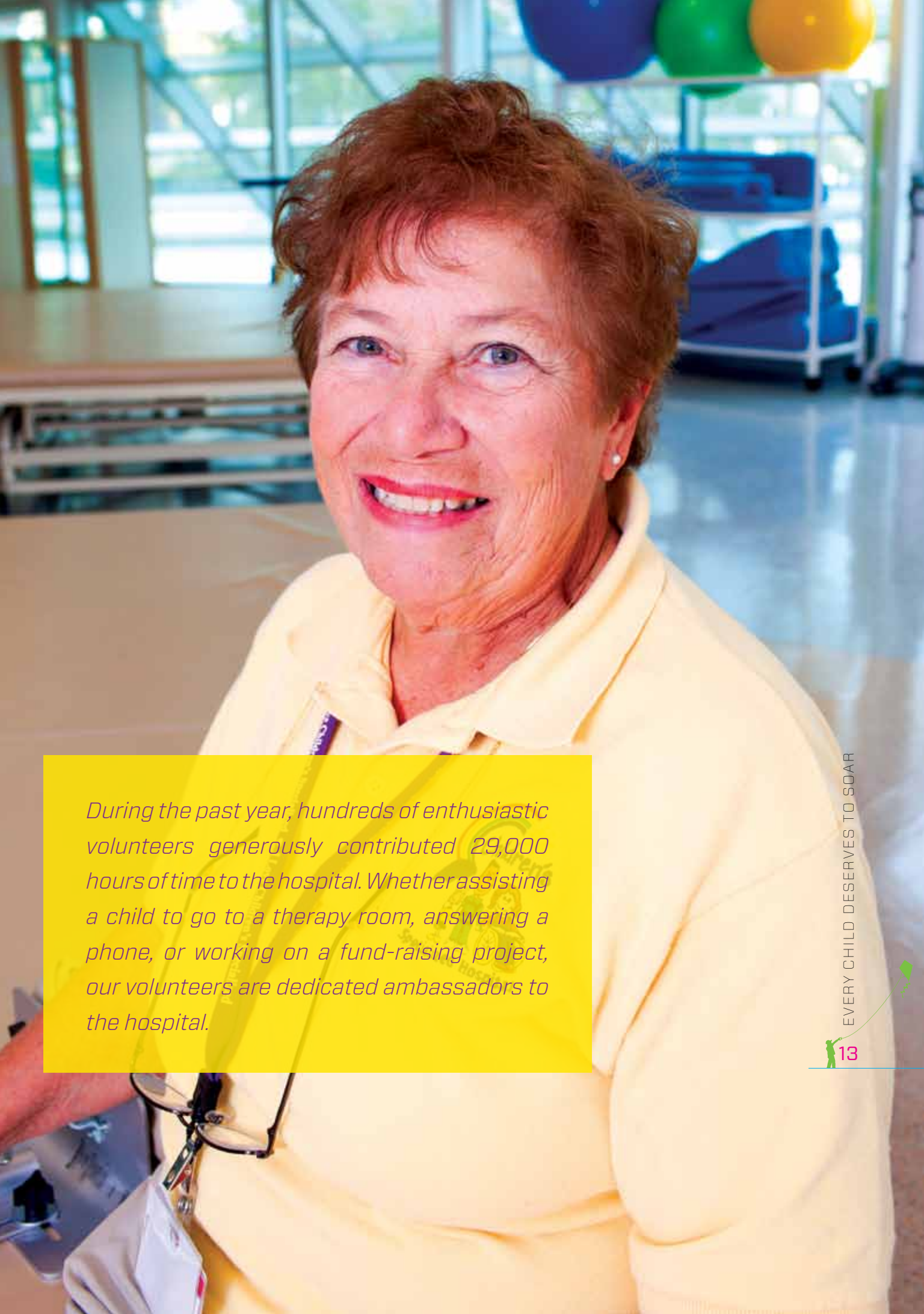
400+ volunteers:



Along with hundreds of corporate volunteers

Our hospital is a special place for volunteer participation for businesses and corporations. Last year, more than 75 companies and organizations donated time, held an event to raise money for us, or donated in-kind items to our patients and families.

Our year-round giving program provides new toys, toiletries, and clothing for our young patients and culminates with the Children's Specialized Holiday Toy Drive. Finally, our physical and occupational therapy volunteer positions offer unique observational opportunities for students to learn more about prospective career choices.



During the past year, hundreds of enthusiastic volunteers generously contributed 29,000 hours of time to the hospital. Whether assisting a child to go to a therapy room, answering a phone, or working on a fund-raising project, our volunteers are dedicated ambassadors to the hospital.

We wish to express thanks to all our donors for their continued partnership and passion for our mission. Your gifts ultimately make it possible to improve the health and lives of our children.



DONOR LIST: 2010 Annual Report

HUMANITARIAN

\$50,000.00+

- Anonymous
- BASF Corporation
- Children's Miracle Network
- Estate of Lenore A. Johnson
- John N. and Mary E. Weed CRUT*
- Katherine L. Rummeler CRUT*
- Kiwanis Foundation - NJ District International
- Kohl's Department Store
- L'Oréal USA
- Louise Washington CRUT*
- Ruth & Peter Metz Family Foundation, Inc.
- New Jersey District Key Club
- Nicholas J. and Anna K. Bouras Foundation
- The Peter Jay Sharp Foundation
- PSEG Foundation
- Mrs. Dorothy Sturcke
- Wachovia Bank Pooled Income Fund
- Walmart Foundation

FOUNDER

\$25,000 - \$49,999

- Angelo Fiorito Trust
- Anonymous
- Bruce and Melissa Fischer Family Foundation Trust
- C.I.N.D.Y., INC.
- The Connell Company
- Mr. and Mrs. Jeffrey Fischer
- Johnson & Johnson Family of Companies
- Ms. Amy B. Mansue
- Olaf John Olsen CRT**
- PSEG
- Scott Hazelcorn Children's Foundation
- Starlight Children's Foundation NY*NJ*CT Chapter
- Summit Area Public Foundation
- Mr. and Mrs. Albert Yu

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* CRUT - Charitable Remainder Unitrust
 ** CRT - Charitable Remainder Trust

CORNERSTONE

\$10,000 – \$24,999

Anonymous
 Anonymous
 Barclay's Capital
 Beacon Trust
 Blanche M. & George L. Watts
 Community Foundation
 Mrs. Linda I. Blatt
 BluePrint Information
 Strategies, LLC
 C. R. Bard, Inc.
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 Association
 Children's Specialized
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 Ms. Leona Deliberato
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 Center
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 Lola Schug CRUT*
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 New Jersey Manufacturers
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 Foundation, Inc.
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 The Lucy & Eleanor S. Upton
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BUILDER

\$5,000 – \$9,999

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 PNC Financial Services
 Group
 PNC Foundation
 The Prudential Foundation
 Robert Wood Johnson
 University Hospital at
 Hamilton
 Robert Wood Johnson
 University Hospital at
 Rahway
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PILLAR

\$1,000 – \$4,999

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	Joan Bruno, Ph.D.	Mr. and Mrs. Robert E. Donahue
	Mrs. Judith E. Burgis	The D'Onofrio Foundation
	Ms. Caitlin Burkard	Dr. and Mrs. Michael R. Dribbon
	Mr. John Bush	Mr. and Mrs. William J. Dwyer
	C&R Insurance Services, Inc.	Mr. and Mrs. Frederick W. Engel
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	Capgemini Financial Services USA, Inc.	
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	Mr. Robert J. Moore	Mr. and Mrs. Steven M.
		Rosenberg, Esq.

PROVIDER

\$850 - \$999

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 Mr. Philip Salerno and Dr. Mary T. Fitzgerald
 Sara De Coursey Trust
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