Meet the Simons, excited to see what the future holds for Alexis page 5
Dear Friends,

Spring is in the air and we are well into a new year of exciting plans for strategic growth and new opportunities. Our goal to provide financial stability so the Hospital can continue to expertly care for children with complex medical needs remains steadfast. To that end, we welcomed four new members to the Foundation Board of Trustees whose dedication and passion for our mission is strong, and we are thrilled to have them on our team.

We continue to see incredible growth in our fundraising events, with our 31st Annual Umbrella Gala raising over $375,000 to directly benefit Children’s Specialized Hospital’s Center for Discovery, Innovation and Development. In the fourth quarter of 2018, our Radiothon events doubled their total revenue, raising over $225,000.

In 2018, Walmart and Sam’s Club reached a major fundraising milestone, crossing the $1 billion bar in support of Children’s Miracle Network Hospitals. I am continually impressed each year by the way in which our community partners put their hearts into the drive to raise funds for our kids, and the impact is tremendous.

We also had the opportunity to celebrate CMN Hospitals’ 30 year partnership with Costco Wholesale. In recognition of their longstanding support, we unveiled the Costco Nurses’ Station at PSE&G Children’s Specialized Hospital.

It is also my pleasure to introduce you to the 2019 New Jersey Children’s Miracle Network Hospitals Champion, Alexis Simon. She is an amazing young woman who has worked hard to overcome so much, and we look forward to working with her and her family to raise awareness and funds for Children’s Specialized.

As always, thank you for your support and dedication to our mission to provide the best possible care to children with special health care needs. We could not reach our goals without your generosity and kindness.

Thank you.

Philip Salerno III
Foundation President and Chief Development Officer
Walk n’ Roll is moving to the fall!

Join us on
Sunday, September 15
at Johnson Park in
Piscataway, NJ

Team up with friends, family and colleagues for this fun family event! It’s an easy and fun way to raise significant funds and support for over 37,000 patients treated each year at Children’s Specialized Hospital. Enjoy the beautiful scenery of Johnson Park as you walk or roll a one-mile or 5K course followed by free carnival fun, great food and live music!

Walk n’ Roll brings together passionate people committed to raising funds in support of children and families treated at Children’s Specialized. From chronic illness and complex disabilities to developmental and behavioral issues, every step, every donation has a direct impact on care provided.

Meet the Newly Appointed Members to the Foundation Board of Trustees

**Mairead Goetz** has over 30 years’ experience in the pharmaceutical industry including roles in all areas of Quality & Compliance throughout her time at Novartis, Merck and Schering Plough. Goetz is currently Global Head Analytical Science & Technology, QC, OpEx for Novartis Technical Operations (NTO). She has cross-functional experience in quality and business process reengineering and currently chairs the International Society for Pharmaceutical Engineering Quality Metric Team.

**Anita J. Siegel, ESQ.** is a founding member of the firm of Siegel & Bergman, LLC, a boutique practice limited to estate planning, estate administration, tax planning and land use. She is a member of the New Jersey Bar Association, and the Real Property, Probate and Trust Law Section and Tax Section of the New Jersey Bar Association. Siegel was a member and secretary of the Board of Trustees of the Children’s Specialized Hospital Foundation, Mountainside, New Jersey, for 25 years ending in 2017, and has been Chair of its Planned Giving Council since 1990.

**Justin Mayer** is General Manager of Hess Toy Truck where he leads overall sales, marketing and operations. Mayer is an integral member of the communities where Hess conducts business. Notable achievements have included socially posting real-time fuel inventory after Hurricane Sandy in 2013 to assist residents and first responders, and expanding the Toy Truck donation program to include disaster relief efforts, STEM education initiatives and hospital toy drives, including at Children’s Specialized. Mayer currently serves as Chair of the Foundation’s Marketing Committee.

**Matthew Skurbe** is the Treasurer and Managing Director in Finance for Blackstone. Skurbe leads all Blackstone Treasury-related initiatives, including cash and liquidity management, working capital management, bank and rating agency relationship management, balance sheet risk management, procurement and vendor risk management. He is also a board member of the Association for Financial Professionals, the Blackstone Charitable Foundation and Project Sunshine.

Register at [www.childrens-specialized.org/walk](http://www.childrens-specialized.org/walk)
2018: A Year in Review

With your generosity and support, we provided innovative therapies and medical treatments to more than 37,000 children and families in 2018!

New Vice President and Chief Medical Officer Appointed

Matthew B. McDonald, III, M.D. was appointed Vice President and Chief Medical Officer of Children’s Specialized Hospital, overseeing the medical staff and medical services across the organization’s 13 sites throughout New Jersey.

“Over the years, he has brought outstanding compassion and dedication to the patients and families we serve, as well as an innovative approach to care and delivery that benefits our entire community.”

Warren E. Moore, FACHE
President and Chief Executive Officer

Over $375,000 Raised for Innovation

Children’s Specialized Hospital Foundation celebrated the 31st Annual Umbrella Gala raising over $375,000 to directly benefit Children’s Specialized Hospital’s Center for Discovery, Innovation and Development (CDID), whose mission is to develop, innovate and discover solutions for the advancement of children with special healthcare needs and their families. Aimed at creating disruptive positive change through innovative care, products, services, collaborations and ideas, the Center will serve to improve the quality of life for our children and families. Projects will focus on ways to address challenges that these children and families face, including access to quality healthcare, and others that determine health outcomes, such as housing, education, transportation and social connectedness. Acting as a cradle for ideas and implementation, the CDID will partner with various corporate, technology, clinical and academic organizations, to help every child and family reach their full potential.
2018 marked the year Walmart and Sam’s Club crossed the $1 billion raised bar! Since 1987, Walmart and Sam’s Club associates, members and customers have raised over $1 billion in support of Children’s Miracle Network Hospitals, of which over $3.5 million has gone to serve the children at Children’s Specialized Hospital.

Mordecai Carthy, Children’s Specialized Hospital patient, set the record for the longest rushing touchdown in Rutgers Football history. Diagnosed with autism at age 1, Mordecai immediately began receiving early intervention services at Children’s Specialized which provides robust therapies, psychology services and developmental intervention among many other services, in the child’s home environment. During Rutgers Spring Game he showed the world the incredible progress he is making in therapy with a 93-yard rushing touchdown!

In 2018, Extra Life celebrated their 10th anniversary of the 24-hour gaming marathon through Children’s Miracle Network Hospitals. With over 640 total gamers participating in New Jersey, the event raised over $210,000 for Children’s Specialized Hospital Foundation. The funds were used to purchase new cardiac monitors for the Children’s Specialized Hospital’s inpatient program in New Brunswick, NJ.

Jill Harris, Director, Research Development and Coordinator of Autism Services, Children’s Specialized Hospital, will lead the provider training effort at the newly launched New Jersey Autism Center of Excellence (NJACE). Children’s Specialized Hospital has one of the few programs in New Jersey that provides coordinated, multidisciplinary care for children, adolescents and their families affected by an autism spectrum disorder.
Children’s Miracle Network Hospitals
2019 New Jersey Champion Child

It was a sunny, June day when 10-year-old Alexis Simon was riding her bike near her home. Distracted by a dog that intersected her path, she crossed the road to play with him. On her way back across the street she was struck by a car in the crosswalk. The front of the car hit the back tire of Alexis’ bicycle, causing her to flip over and hit the windshield.

Rushed to an acute care hospital, Alexis underwent seven hours of emergency surgery. She suffered a traumatic brain injury, a fracture of her C7 vertebrae, a broken leg, ruptured spleen, and needed multiple skin grafts.

Following her surgeries, Alexis was transferred to PSE&G Children’s Specialized Hospital, where she would go through weeks of physical, occupational and cognitive therapies to learn to walk again.

Alexis described those first few days after surgery: “I was battered and bruised, I had bandages for my wounds, a hard shell cast on my left leg, a sling for my left shoulder and a neck brace. I was scared. But as soon as I rolled into Children’s Specialized and saw the giant fish tank and rainbow colors, I felt at ease.”
Alexis calls Children’s Specialized her “home away from home” and remembers that summer as a special time when she made new friends and almost forgot she was there for rehabilitation. Her parents, Gerry and Katrice, stayed with their daughter as they worked hard with the doctors, nurses and therapists to get Alexis back on her feet. “I had to learn how to do all the basics again and Children’s Specialized Hospital was right there with me, continuously guiding me and supporting me,” said Alexis.

“In the time span of six weeks, my physical therapist got me from sitting in a wheelchair, to using a walker, then to crutches. The day I took my first steps was one of the proudest days I remember.”

Before the accident Alexis was passionate about dance and pursuing her dream with the Alvin Ailey’s junior dance program. Unable to continue dance at that level after the accident, Alexis turned a setback into a triumph by redirecting her focus to musical theater. Four years after her accident, she is currently a musical theater major at the Professional Performing Arts High School in New York City and has performed in over seven musicals in less than two years.

Alexis and her family are grateful for the inpatient and outpatient care received at Children’s Specialized Hospital. With the help of her doctors and therapists, Alexis is able to pursue her love of the arts and follow her dreams.

She is a true Champion!
Three cheers for our amazing community partners Elizabeth PBA and Elizabeth Fire Department! Going above and beyond their duties, these generous men and women volunteer their time and talents to organize two events each year benefitting Children’s Specialized Hospital Foundation.

Raising over $60,000 in the past five years, the Jingle Bell 5K is a fun, family-friendly, USATF-certified race held annually at The Mills at Jersey Gardens in December. Embracing the core values of Children’s Specialized Hospital -- fun, teamwork, excellence and innovation -- the Elizabeth PBA plans the event from beginning to end. In addition, they host a post-race event called “Shop with a Cop,” where kids enrolled in Children’s Specialized Hospital’s Friday Night Fever program team up with police officers to purchase holiday gifts for family members and caregivers. The officers provide gift cards for kids to help pay for their gifts.

In February, the Elizabeth PBA and Elizabeth Fire Department go head-to-head in a charity hockey game, The Battle of the Badges. The two departments take to the ice in an intense competition to bring home a coveted trophy. All proceeds from ticket sales – more than $50,000 over the past five years – benefit Children’s Specialized Hospital’s Activity Connection recreation programs.

“Our kids learn important lessons and gain confidence and a sense of belonging through the social interactions that our programs provide. The funds from Battle of the Badges help to ensure that we are able to provide this meaningful programming for our kids,” said Caitlyn Foelsch, Manager of Community Programs at Children’s Specialized Hospital.

“A lot of work goes into organizing these two events each year and I’m grateful for the support and commitment I get from all the men and women who come together to help make it happen. We enjoy doing it because we know these funds are making a difference in kids’ lives and that Children’s Specialized Hospital is serving a real need in our community,” said Paul Pasternak, Detective, Elizabeth PBA.

The generosity of community partners like the Elizabeth PBA and Elizabeth Fire Department leaves a lasting impact on the lives of the children served at Children’s Specialized Hospital.
Donor Spotlight

Meet the Bradshaws

Nick and Marjory Bradshaw have a long family history with Children’s Specialized Hospital. As a young girl, Marjory visited the original Children’s Specialized location in Mountainside, NJ with her mother and father during the polio epidemic when a young family friend was being treated at the hospital. Years later, after Marjory and Nick moved to Mountainside, their daughter, Jenny, began volunteering in the pool at Children’s. The experience had such a positive impact on Jenny that she followed a path to a career in teaching and working with children with special health care needs.

Volunteerism and philanthropy are a cornerstone of the Bradshaws’ life together, and for the past 50 years they have been committed to supporting the important work at Children’s Specialized Hospital. A board member for many years, Nick also served as president of the board. Each year they looked forward to the Foundation’s Annual Umbrella Gala as an opportunity to introduce their friends to the hospital. As Marjory noted, “We found that many times local people knew the hospital was there, drove by it, but really didn’t know about the miracles that were taking place inside.”

The Bradshaws not only continue to be generous supporters of Children’s but they also continue to educate their friends and colleagues about the hospital’s important work and its strides in technology and treatment by hosting an annual party at local restaurants. They love organizing the event each year and sharing their enthusiasm for the hospital that they have grown to love and respect so much.
April is Autism Awareness Month, a timely moment to highlight the many safety resources available in English and Spanish that support safety for children and teens with Autism Spectrum Disorder (ASD). While safety is important to everyone, it is a major concern among many people with ASD as the complex communication, social, sensory and behavioral challenges associated with ASD may place people with this disorder at increased risk of injury.

With funding from Kohl’s Cares, Adrienne Robertiello, the Special Health Care Educator at Children’s Specialized Hospital, develops educational workshops, webinars and materials to address this need. Found on the Children’s Specialized Hospital website, below are just a few of the many resources available for patients, their families and the community:

- Autism Family Handbook
- 911 Means Emergency (resource for individuals with ASD)
- 911 Means Emergency (associated resource for emergency dispatchers)
- ID cards for individuals with ASD
- Emergency information form for people with ASD
- Providing Information to 911 Dispatch Centers
- Signs for Safety
- Customizable Safety Picture Book

It’s important people with ASD, their families, and service providers – including first responders, child care providers, schools, therapists, health care workers, child protection workers and emergency shelter staff – receive training to improve safety awareness in order to prepare, prevent, and more effectively intervene. Contact the CSH autism department for more information about autism and safety at KohlsAutismAwareness@childrens-specialized.org.
Do you know about the gift that pays you back?

How it works
Very simply – make a donation using cash, marketable securities or other assets, and, in turn, we pay you a fixed amount for life. With this type of gift, you can feel secure knowing you will receive stable payments for as long as you live.

You Get
- Steady cash flow for the rest of your life
- A rate of return that is guaranteed regardless of market fluctuations
- An immediate charitable tax deduction
- Avoid capital gains tax when you fund your gift with appreciated stock

You Give
- Years of income to Children’s Specialized Hospital Foundation
- Support to future generations of children in need
- A lasting statement to the world about who you are and what is important to you

You Make a Difference
With your help, we can continue to make an impact on so many children and families in need.

Request your free, personalized, no obligation, illustration today. Please call 908-301-5462 or email eherskowitz@childrens-specialized.org
Costco had another record-breaking year, bringing in over $845,000. We are also pleased to recognize their efforts over the past 30 years by dedicating a nursing station in New Brunswick to them.

John Lauck, Chief Executive Officer of Children’s Miracle Network Hospitals (CMNH) pictured here with Children’s Miracle Network Hospitals Champion Ariana McGuire and Shafaq, a Walmart associate, celebrated Walmart raising $1 billion for CMN Hospitals over the past 30 years at the Edison, NJ Walmart. “The impact of $1 billion raised by Walmart and Sam’s Club customers, members and associates is hard to fathom,” said Lauck. Of the $1 billion raised nationally, $3.5 million has gone to support the over 37,000 patients being treated locally at Children’s Specialized Hospital.

Due to an exceptional year with Speedway in 2017, Miracle Child, Izzy Rita and her family were invited to attend the 27th Annual Speedway Miracle Tournament in Dayton, OH. The tournament raised over $2.5 million for Children’s Miracle Network Hospitals nationally. Nestlé Waters, a new vendor for the golf tournament, sponsored the Rita family. In 2018, Speedway raised over $85,000 for Children’s Specialized Hospital.
Miracle Network Dance Marathon season 2018 brought great fundraising success. Kean University was the first program to raise over $50,000 and Stevens Institute of Technology was able to increase their year-over-year fundraising by over 51%, raising more than $45,000!

RE/MAX partners increased their commitment adding 15 new RE/MAX offices and three new events to support programs and services at Children’s Specialized Hospital. Vincent Baricaua, Broker Owner of RE/MAX Our Town hosted his 8th Annual Casino Night with a record breaking year raising over $70,000!

Brick IHOP was once again the #1 fundraising IHOP in the country! Nicole Hudson joined Kaitlin Clutter, former CMN Hospitals Champion and longtime patient ambassador, in Brick on National Pancake Day 2018 for a free short stack and to thank employees and customers for their support.

The NY/NJ Marriot Business Council’s annual golf outing raised nearly $170,000 for our three local Children’s Miracle Network Hospitals, including Children’s Specialized Hospital.

Upcoming Campaigns

- **April 1-30**
  - Ace Hardware Round Up Campaign Launch

- **May 1-31**
  - Costco Balloon Icon Campaign

- **May 6-26**
  - WaWa Scan Campaign & Coin Collection Launch

- **June 1-July 25**
  - Dairy Queen Balloon Icon Campaign Launch

- **June 10**
  - Compass Group Golf Outing

- **June 24, 2019**
  - NY/NJ Marriott Business Council Golf Outing

- **July 25, 2019**
  - Dairy Queen Miracle Treat Day
Photo Gallery

Children’s Specialized Hospital Foundation held three Radiothons in 2018! Families showed their support sharing their stories live in-studio during all three broadcasts. Pictured from top to bottom: The Skurbe family stopped by the studio of 95.5 WPLJ-FM to talk about their daughter Jessica’s fundraising efforts on behalf of Children’s Specialized Hospital Foundation. The Peck family sharing their story live in-studio. Matthew Polifonte and his family pictured with members of the 94.7 NASH-FM morning crew.

Over 300 players and 65 sponsors united at the 7th Annual PSE&G-DP&C Vendor Golf Outing raising more than $415,000 to benefit the Special Needs Primary Care program at Children’s Specialized Hospital’s Hamilton site. Pictured here: Dr. Matthew McDonald, Vice President and Chief Medical Officer at Children’s Specialized Hospital; Tom and Deborah Acerno with daughter, Adeline; Kim Hanemann, Senior VP of DP&C/PSE&G and Children’s Specialized Hospital Board member; Vic Viscomi, Director-Projects, PSE&G, Delivery Projects & Construction; Philip Salerno III, Children’s Specialized Hospital Foundation President and Chief Development Officer.

Anthony Fernicola presented a $60,000 donation on behalf of the Anthony M. Fernicola Foundation, Inc. to Children’s Specialized Hospital Foundation in support of the Rehabilitation Technology Department at Children’s Specialized Hospital. Pictured here: Patricia Foley, Assistant Vice President of Access Management at Children’s Specialized Hospital, from the Anthony M. Fernicola Foundation, Inc., Florence Petrecca, Anthony Fernicola and Sheri Carlisle, and from Children’s Specialized Hospital Foundation, Philip Salerno, President and Chief Development Officer.
That transformational gift you want to make doesn’t have to wait – you can create a better future for our children today with a gift that costs nothing during your lifetime. A planned gift to Children’s Specialized Hospital through your will or trust (a “bequest”) makes it possible.

• You can make a generous commitment to their future right away.
• It will not reduce your savings or your cash flow.
• It is revocable, so you can make changes if you choose.

Making a bequest is easy – you don’t have to rewrite your will. You can leave your mark on the future. *Start being remembered today.*

For more information, please contact Elena Herskowitz at eherskowitz@childrens-specialized.org or call 908-301-5462.
Mission

Children’s Specialized Hospital Foundation’s mission is to inspire and secure philanthropic support for Children’s Specialized Hospital, the preeminent provider of specialized healthcare for children and adolescents facing special health challenges—from chronic illnesses and complex physical disabilities like brain and spinal cord injuries to developmental and behavioral issues like autism and mental health. Working with parents and families, award-winning doctors, researchers and pediatric specialists, Children’s Specialized Hospital depends on the generosity of donors to discover new innovative ways to help more children overcome their health challenges. All donations go directly to help pioneer new specialized children’s care and serve more children in need.

To learn more about
Children’s Specialized Hospital Foundation

Visit:  www.childrens-specialized.org/giving
Email:  foundation@childrens-specialized.org
Call:  908-301-5561

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