The vision of Children’s Specialized Hospital and Foundation is a world where all children can reach their full potential.

The mission of Children’s Specialized Hospital Foundation is to inspire and secure philanthropic support for the hospital’s mission to be the preeminent provider of specialized healthcare for infants, children and young adults.

All donations go directly to helping Children’s Specialized Hospital pioneer new specialized pediatric care and serve more children in need.

Our trustees, employees and volunteers embody our values in every interaction with patients, their families, each other and all stakeholders.

**SAFETY**
We are committed to zero incidents of preventable harm for our patients, families, visitors and each other. We speak up for safety, accurately communicate, focus on the task, exercise and accept a questioning attitude, and thoughtfully interact.

**COMPASSION**
We provide a loving, caring, family-centered environment for the children, their families, and each other. We advocate for children and their families.

**EXCELLENCE**
We will be the best at our work and provide the highest quality family-centered care to our children. We are committed to ethical practices and transparency. We will be creative in providing care and solving problems.

**TEAMWORK**
We seek to collaborate and partner in all that we do. Every person on our team is needed to provide the safe and exceptional care for which we are known. We work together and communicate respectfully.

**FUN**
We will provide a positive and friendly environment.
DEAR FRIENDS,

Consider a vibrant ecosystem of doctors, nurses, researchers, therapists, social workers, specialists, volunteers, and donors, all interconnected and making possible never ending evolution and growing capacities to meet the critical needs of the infants, children, young adults and families we help serve.

All of us, together, form a community of support, linked across the Children's Specialized Hospital pillars of inpatient, outpatient, specialty and long-term care. With your help and commitment, we raised more than $8 million in 2018, of which, $1.6 million was given in charity care. This insured that of the 37,000 patients served, every child received the specialized care they needed. Additionally your contributions allow for the expansion of research, programs and services provided annually.

The need is always great and expanding. Your support allows the infrastructure of care to grow, and to break new ground and innovate in technology, programs and services. We instill hope and change the lives of the children facing special health challenges—from chronic illness and complex physical disabilities like brain injuries, to developmental and behavioral issues like autism.

Within these pages, you will read the story of Brighton, a 2 1/2-year-old born at 32 weeks with Down Syndrome, respiratory and pulmonary issues, plus low muscle tone. He spent months in our Infant Toddler Program. After receiving multiple therapies, he continues today with outpatient treatment. His mother Lauren describes a journey of progress and possibility created by our entire community for this joyful boy.

We point with pride and optimism to a new initiative, The Center for Discovery, Innovation and Development (CDID), a dynamic think tank that will create and grow disruptive ideas generating positive change and improving the quality of life and outcomes for children and their families. The growing Special Needs Primary Care practice is putting into place a ground-breaking model of advanced family-centered and holistic medical care involving social workers, patient care coordinators, behavioral health therapists, doctors and nurses.

Our Board of Trustees joins us in thanking you for being part of all of this, and more. You are having a positive impact on medical advancement and care, and in the lives and outlooks of young people being assured a better future.

The Foundation’s annual report is one of the centerpiece ways by which we bring you the impact of our collective achievements. We hope that as you review it, you will not only share it, but also feel inspiration and pride in all we do to impact the lives of those we serve in ways we can only do together.

Philip Salerno, III
President and Chief Development Officer
Children's Specialized Hospital Foundation

John Crisan, Esq.
Board Chair
Children's Specialized Hospital Foundation
37,000+
patients served

In 2018, Children’s Specialized Hospital realized a 6.9% increase in the number of patients treated.

Leah Hansen, age 9 took some of her “first steps” at Children’s Specialized Hospital’s Prom following a spinal cord stroke.
$8+ million raised

Raised by Children’s Specialized Hospital Foundation, of which, $1.6 million was given to support charity care, demonstrating the passion of our caring donor community.

36,058 volunteer hours served

This is a 65% increase from 2017 and a significant broadening in our community of care. From cuddling infants, educational support, to assistance with recreational activities, we are grateful to the 672 individual volunteers who gave so generously of their time.

82 medals awarded

Ten athletes from the Children’s Lightning Wheels Paralympic Sports Club, finished second in the large team division competing in swimming, table tennis, track and field, and powerlifting. Together they took home a total of 82 medals at the 35th annual Adaptive Sports USA Junior National Championships.

3 Holiday radiothons to raise awareness and funds

The 2018 holiday season was filled with glad tidings as radiothons on 95.5 WPLJ-FM, 94.7 NASH-FM and 92.7 WOBM collectively raised over $134,000 to support our kids with special health care needs.

1,795 community engagement volunteers

Corporate, educational groups and local community volunteers helped provide patient and family care in many meaningful hands-on ways...from creating cards for our Long Term Care patients, to welcome bags, hosting meals, or decorating shadow boxes in the Hall of Transformation. This community of helpers increased by 14% since last year.

1,774 children and youth served

Our Activity Connection Programs offers a variety of sports, recreational and social opportunities for children and youth between the ages of one to 21. Of these served in 2018, we saw 377 unduplicated participants and also gained 42 new members!
“At Children’s Specialized Hospital, Brighton is not just a chart and an appointment...In fact, he’s quite the opposite. Therapists there know who he is, his mannerisms, his quirks, and what makes him smile.”

Lauren Mansour, Brighton’s mother
MEET Brighton Mansour

At 2 1/2 years old, Brighton is showing the world what it looks like to meet special health challenges head-on and with spirit and optimism.

Born prematurely at 32 weeks with Trisomy 21, or Down syndrome, Brighton also suffered from underdeveloped lungs. He lived his first four and a half months in a neonatal intensive care unit and the next six weeks at Children’s Specialized Hospital in New Brunswick, NJ. Through the Infant Toddler Program, he received intensive and advanced inpatient rehabilitation specifically designed for infants and young children up to two years of age with complex medical needs and requiring all levels of pediatric care.

During those critical weeks, Brighton went through rigorous occupational, physical and speech therapies—the latter to develop his oral feeding abilities—and prepared to go home to his family with a nearly full-time nurse who remains with him still. Brighton is not fully mobile yet, requires a feeding tube, and sometimes oxygen, and he visits Children’s Specialized regularly for outpatient occupational therapy.

Brighton has become the center of an expansive family of care, warmth and love. It supports not only his immediate and long-term needs, but also uplifts and fuels his spirit, confidence and drive. “It takes a village,” says Lauren Mansour, Brighton’s mother, as she expresses sincere gratitude for the community her son and his family have found at Children’s Specialized. Medical professionals, support staff, donors, and volunteers are part of an ecosystem of compassion, kindness, and acceptance.

“At Children’s Specialized, Brighton is not just a chart and an appointment,” Lauren shares, “In fact, it’s quite the opposite. Therapists there know who he is, his mannerisms, his quirks, and what makes him smile.”

“The team cares about him and creates an environment in which everyone involved has one goal—to nurture this amazing kid and give him every possible opportunity to grow and get stronger,” shared Lauren.

Brighton now goes to pre-school—accompanied by his nurse—two days each week with his two sisters, Marigold, his twin, and Madeline, age 4 1/2.

“He’s a very busy and social kid,” Lauren said, “We are grateful that he has reached the point that he is strong enough to do that.”

There is much work to do and to be done. However, Lauren knows that Brighton wouldn’t be where he is without the care of Children’s Specialized Hospital’s community, and what is made possible through it, including the future.

So what does the future hold for Brighton?

Lauren predicts, “In five years, I see him bouncing around second grade laughing and making friends and running after his sisters in the backyard. He will come out dancing and swinging.”

“Everyone can take a lesson from him. Nothing has been easy, but he would never let you think that. We always say he is our bright one,” Lauren says proudly.
In 2018, Children’s Specialized Hospital launched its Center of Discovery, Innovation and Development (CDID), a think tank aimed at transforming healthcare for children, adolescents and young adults with special healthcare needs, and their families.

CDID is aimed at creating positive disruptive change and uncovering new approaches to advance the lives of children with special healthcare needs and their families. Through unique collaborations with corporations, clinicians, academic institutions, and technology partners, CDID uses innovative approaches to design solutions and replicable practices to improve health and reshape the delivery of care for these children locally, nationally, and globally.

Together with a network of collaborators such as the Clinical and Translational Genome Research Institute, Emerson College, Kohl’s, Rutgers University, Stevens Institute of Technology, and the University of Pennsylvania, CDID serves as a vehicle to improve quality of life and revolutionize the health of children with special healthcare needs through the following:

- Addressing social determinants of health such as housing, food insecurity, and employment;
- Using data driven insights to establish models to guide beneficial health choices;
- Creating equitable access to care for children who are at developmental risk;
- Promoting health literacy;
- Employing science and technology to revolutionize approaches to diagnosis and treatment.

This year, Children’s Specialized Hospital Foundation celebrated its 31st Annual Umbrella Gala raising over $375,000 in support of CDID. The evening’s celebration recognized Distinguished Individual Honoree, Amy B. Mansue, EVP and Chief Experience Officer for RWJBarnabas Health and Corporate Leadership Honoree, Autoland, represented by President and Owner, Mark Montenero (above left and right). During the celebration, Autoland made a tremendous gift of $100,000 to the Foundation.

For a complete listing of CDID’s projects, visit www.cdid.org/projects.
“Finding Children’s Specialized changed our life,” said Deb Acerno, whose daughter Adeline was born with Coffin-Siris Syndrome (CSS) and Congenital Diaphragmatic Hernia, rare and complex conditions that require 24-hour care. Adeline spent the first 18 months of her life in the hospital, and at the time, physicians told her parents that it was unlikely their daughter would ever recognize them, be able to engage with them or even walk.

With only 200 known cases of CSS and given her additional health complexities, Adeline’s parents struggled to find a pediatric practice that could handle her daughter’s needs. That’s when they turned to Children’s Specialized Hospital’s Special Needs Primary Care practice.

Special Needs Primary Care at Children’s Specialized demonstrates dedication to team-based care coordination, population health management, family-centered care, and continuous quality improvement in support of all the children who have special healthcare needs, and their siblings. This unique practice, which carries a Patient-Centered Medical Home (PCMH) designation by the National Committee for Quality Assurance (NCQA), serves children with complex physical and mental health needs at two locations—Hamilton and Mountainside, NJ.

Bringing together social workers, patient care coordinators, behavioral health therapists, doctors, and nurses, families have access to a team dedicated to coordinating care between multiple care teams. While a dream come true for any parent, it’s especially true for parents with children facing complex medical needs.

“The doctors and staff understand all of Adeline’s challenges and complex health issues. They work tirelessly to ensure that Adeline thrives and to help make our daily lives manageable,” continued Deb.

Now almost four years old, Deb is proud to report, “Adeline is an engaging and sweet little girl, very aware of her surroundings and is WALKING!”

Thanks to longstanding corporate partners PSE&G-DP&C, over $415,000 was raised in 2018 at their 7th annual golf outing to benefit the Special Needs Primary Care practice. “Knowing the impact we can have to help Adeline receive the critical care she needs is beyond gratifying,” said Vic Viscomi, Director-Project Support, Delivery Projects and Construction, PSE&G. “I am beyond proud of our employees and vendor community.”
1 Walmart and Sam’s Club crossed the $1 billion mark for funds raised 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. It is the largest amount raised by one company for a non-profit in North America. We celebrated the tremendous fundraising efforts of store associates, members, and customers at the Walmart in Edison, NJ.

2 Children’s Specialized Hospital Foundation hosted its 2nd Annual Open at Metedeconk National Golf Club in Jackson, NJ, raising more than $90,000 to support our outpatient site in Monmouth County. The facility is expected to open in 2020.
3 Members of the Shacknews team raised over $100,000 during Extra Life’s 10th annual gaming marathon for Children’s Miracle Network Hospitals (CMNH). Their team, the 4th highest fundraising team in the nation, supported fundraising efforts on behalf of Children’s Specialized who raised more than $210,000 with the help of over 640 total New Jersey gamers to purchase new cardiac monitors for our inpatient program in New Brunswick, NJ. Go gamers!

4 Jay Evangelista, a patient of Children’s Specialized Hospital’s Chronic Illness Management Program, learns healthy cooking skills. This opportunity was funded by Wakefern Food Corp./ShopRite’s $25,000 grant to the Let’s Cook for Wellness program partnership between Children’s Specialized Hospital’s Chronic Illness Management Program and Elijah’s Promise.

5 Taryn Garriques, 2015 CMN Hospitals Champion, cuts the ribbon with Paul Pulver, Vice President of Operations for the Northeast Region of Costco Wholesale at the unveiling of the new Costco Nurse’s Station at PSE&G Children’s Specialized Hospital in New Brunswick, NJ. The new station is in recognition of CMN Hospitals 30 year partnership with Costco Wholesale, who raised over $850,000 this year alone for Children’s Specialized. Also pictured: Warren E. Moore, President and Chief Executive Officer of Children’s Specialized Hospital, Bonnie Altieri, Vice President of Patient Care Services and Chief Nursing Officer at Children’s Specialized Hospital, Kelly Keefe-Marcoux, Chief Nursing Officer and Section Chief APN at Children’s Specialized Hospital and Children’s Specialized Hospital Family Faculty member and Taryn’s mom, Kathy Garriques.

6 Isabel “Izzy” Rita our 2018 Children’s Miracle Network Hospitals New Jersey Champion attended the 27th annual Speedway Miracle Tournament in Dayton, OH, which raised over $2.5 million for CMN Hospitals nationally, and over $85,000 for Children’s Specialized.

BUILDING AND ENGAGING a strong community

Children’s Specialized Hospital Foundation’s community of individual, corporate, and volunteer support is committed to building a brighter future for all children facing special healthcare challenges. Thanks to the continuous support of donors like you, through hours of volunteer service and leadership, as well as financial contributions, you directly impact our reach and results as we strive to provide life-changing specialized care. We celebrate your outstanding achievements and contributions.

Together, we give hope.

Join us as we create an expanding and engaging community of care and compassion, instilling hope and future for children, young adults and families.

VOLUNTEER

Becoming a volunteer is easy and fun! Whether you’re searching for a rewarding way to spend your time or looking for an opportunity to renew your commitment to children, we’d love to have you join our community. For more information about volunteer opportunities, both clinical and non, please contact Vivian Cappolla at volunteer@childrens-specialized.org.

BECOME A PARTNER

Is your company, school or organization looking for a unique way to get involved while giving back to the local community? Our community engagement program is an excellent way to see first-hand how your generosity makes a difference in the lives of our children and families. Schedule a volunteer day for your group by contacting Sara Mapes at smapes@childrens-specialized.org.

DONATE

Your financial support ensures that every child who comes through our doors will receive the specialized care needed most as they learn to walk, talk, eat, and breathe independently—again or for the first time. Visit www.childrens-specialized.org/giving to make a donation, honor someone special or remember us in your estate or retirement planning. To learn more, contact Elena Herskovitz at eherskovitz@childrens-specialized.org.
As many who know him will attest, Mark Montenero adopts you into his “family” and makes it his mission to support in any way possible. His gregarious spirit and investment in others is a welcome energy in our community here at Children's Specialized.

Serving on the Board of Trustees for Children's Specialized Hospital Foundation, as owner of Autoland and through his relationship with the Greater New York Toyota Dealers Association, Montenero has helped to raise hundreds of thousands of dollars to benefit children facing special health challenges. Recently, he’s helped to launch an innovative new program—Go Baby Go, powered by Toyota.

A national non-profit research program, Go Baby Go helps children with disabilities get a jump-start on their cognitive, language, and motor skills—all while having fun driving an adaptive motorized car. The toy cars, like ones found at any major retailer, are electrically modified to be accessible by a push-button switch. This simple change in the structure of the vehicle gives children with special needs the ability to operate the toys unaided—an essential step in establishing self-awareness and independence.

In addition to providing enhanced support for children who have difficulties keeping their bodies propped up, the car seats are outfitted with extra straps, so that children with limited mobility have the opportunity to explore their world on their own for the first time. Vehicles offer a wheelchair alternative for children who aren’t able to walk or need assistance. The effort doesn’t replace wheelchairs but provides a fun, temporary supplement.

Giovanni Demetrio-Espinoza, age 3, was a recipient of a car. Giovanni, born without his lower right leg, has difficulty sitting-up and experiences weakness in his left arm. “I wanted to cry when Giovanni got into his car,” said his mother, Marimar. “He pushes the button with his left arm, helping him to build strength and it’s helping him to sit up. The car is teaching him to do new things. It’s wonderful to see him so happy!”

Thanks to Montenero’s support and Toyota’s commitment, Children’s Specialized Hospital will work with local ‘pit crew’ teams consisting of hospital clinicians and community volunteers to build a total of 100 customized cars for our children.
Greg and Cyndi Tufaro know firsthand the impact of specialized care provided by hospitals like Children’s Specialized. His daughter, Marisa, was born with a complex cardiac defect that required six open-heart surgeries. Marisa benefited as an outpatient—once as an infant and again following her heart transplant—from Children’s Specialized Hospital’s care. Despite hundreds of doctor’s appointments and more than two years of hospitalization, Marisa lived a vibrant life that inspired everyone. A heart transplant performed to extend Marisa’s life, tragically cut it short after a post-operative complication developed into a rare form of cancer. Radiation and chemotherapy treatments failed to thwart the relentless onslaught of an aggressive disease that riddled her brain and body, and Marisa succumbed to her illness at the age of 13, following a valiant battle.

In memory of his daughter, Greg and his wife Cyndi created the Marisa Tufaro Foundation whose mission is to serve children in need throughout the greater Middlesex County area.

In 2018, in commemoration of Marisa 15th birthday, through their Foundation, Greg and Cyndi hosted a boardwalk-themed “Family Fun Night” for the patients at Children’s Specialized Hospital’s New Brunswick location. From carnival games like whack-a-mole and “The Claw,” to a fortuneteller, arts and crafts, DJ and summer food favorites, our children were able to celebrate a place that Marisa frequented and loved. Additionally, through his role as a scholastic sports writer for the Home News Tribune and MyCentralJersey.com, Greg has been a longtime supporter of the Snapple Bowl, a charity football game bringing together all-star high school players across New Jersey. Each year, players, cheerleaders, and coaches host a pre-game pep rally for the children in our Mountainside, NJ Long Term Care Center, complete with a photo booth, and arts and crafts. Recently re-branded as the MyCentralJersey.com Autoland Classic, this event has raised nearly $682,000 over the past 25 years, benefiting Children’s Specialized Hospital and the Edison-based Lakeview School, a program of the New Jersey Institute for Disabilities.

Thanks to the generosity of community partners like Greg and The Marisa Tufaro Foundation, our children and families have the opportunity to take a break from their normal routines through interactive programs that support our vision here at Children’s Specialized—a world where all children can reach their full potential.
Year Ending December 31, 2018 (in thousands of dollars)

Foundation fundraising expenses incurred include special events though exclude marketing fees. Administrative expenses, not directly related to fundraising, include support staff salaries, benefits and other non-fundraising costs.

Foundation Revenue

- Children’s Miracle Network Hospitals $2,928
- Events $1,393
- Investment Income $1,311
- Voluntary Gifts $785
- Grants $567
- Direct Mail $459
- Planned Giving $432
- Capital Campaigns $157

Total $8,032

Foundation Expenses

Fundraising $3,165 (84%)
Administrative $600 (16%)

Total $3,765

How Gifts Were Designated (rank highest to lowest)
CHILDREN’S SPECIALIZED HOSPITAL FOUNDATION

2018 board leadership
As of September 2018

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New Trustees Elected in December 2018
Mairead Goetz
Justin Mayer
Anita J. Siegel, Esq.
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CHILDREN’S SPECIALIZED HOSPITAL FOUNDATION

2018 supporters

Whether you volunteer, make a monetary donation or offer expertise, you make a difference in the lives of the children and families we serve. Thank You.

VISIONARY ($500,000+)
Costco Wholesale Corp.*

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Kohl’s Department Stores, Inc.
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*Donor to Children’s Miracle Network Hospitals program
**Deceased
Whether you volunteer, make a monetary donation or offer expertise, you make a difference in the lives of the children and families we serve. Thank You.

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Central Jersey Family Health Consortium
Church & Dwight Employee Giving Fund
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W. A. Chester, L. C.
Westfield High School Dance Marathon*
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($1,000 - $4,999)
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Amici Club at the Fairways
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