

Healing Children

Changing Lives

CHILDREN'S HOSPITAL &
RESEARCH CENTER OAKLAND
2010 ANNUAL REPORT



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Our Mission

To protect and advance the health and well-being of children through clinical care, teaching and research.

President's LETTER



HEALING CHILDREN—CHANGING LIVES

Each and every physician, nurse, and support staff at Children's Hospital & Research Center Oakland is dedicated to improving the health and lives of the children we serve. I am in my second year as president and CEO, and my 38th year working at Children's, and I continue to be in awe of the work that happens here. The passion to heal and to cure the sickest children in Northern California and beyond is evident in everything we do.

We live in uncertain economic times, and 2010 marked the beginning of a transformational journey to prepare Children's Hospital for the many changes we expect from healthcare reform in the years to come. I assembled a new leadership team, and together we have embarked upon a journey to prepare our organization for the future. We developed a strategic plan that focuses on several key areas: working with our physicians as partners; serving our community; caring for our staff; providing high-quality care; conducting research to understand disease and improved health; educating future generations of physicians, nurses and other healthcare providers; achieving financial sustainability; and growing to

improve children's health.

We reached out to organizations across the community to strengthen old relationships and build new ones. There is much more work to be done, but I am heartened by the warm and welcoming reception I have received from individuals and organizations that are committed to Children's and want to help us succeed and thrive.

Our 2010 Annual Report tells the courageous and inspiring stories of four patients and their families whose lives were changed because of the care they experienced at Children's Hospital Oakland. They represent the thousands of children we are privileged to serve.

Thank you, all, for your ongoing support.

A handwritten signature in black ink that reads "Bertram Lubin, MD". The signature is written in a cursive style with a small flourish at the end.

BERTRAM LUBIN, MD

President and Chief Executive Officer
Children's Hospital & Research Center Oakland

How Many We Serve

219,721

Outpatient visits

11,010

Inpatient visits

50,326

Emergency visits

Patient Cases in 2010

257,183 from California

1,957 from states other than California

23 from countries other than the United States

Largest provider of inpatient and outpatient services under California Children's Services (CCS)

430

Neonatal Intensive Care Unit (NICU) admissions

1,000

Pediatric Intensive Care Unit (PICU) admissions

Healing Children


PATIENT HIGHLIGHTS



Children's Hospital & Research Center Oakland is Northern California's only independent, not-for-profit hospital for children. Our specialized medical staff and facilities enable us to treat both common and rare illnesses, as well as health problems specific to children.

Our care is provided by a team of highly trained, board-certified pediatric specialists, nurses, technicians and therapists from over 30 pediatric specialties.

In the following pages, four families have shared their amazing stories. We hope they demonstrate why Children's is the best choice for your child's healthcare and for your charitable donations.



“It’s a gift to get to hold them. Children’s Hospital is a very special place. You drive by it on the highway—and maybe you donate, and maybe you don’t—but somebody you know might need it someday. I’m so happy to know that it’s there.”

TOM BOLICH, LUKE AND DECLAN’S DAD

Tiny Fighters

LUKE AND DECLAN

NEONATAL INTENSIVE CARE PATIENTS, ADMITTED AT BIRTH

Rebecca Bolich and her husband Tom hoped that when their twins were born, they could begin a joyous new life at home. Instead, they found themselves in a crisis, with no time to prepare for what was to come.

Twins Declan and Luke entered the world struggling for survival. Born at 25 weeks gestation, Declan weighed 2 pounds, 4 ounces, and Luke weighed just 1 pound, 10 ounces. (Normal birth weight is 6 to 7 pounds.) Babies born so early (called micropreemies) haven't had enough time in the womb for their organs to develop and face a range of life-threatening health issues.

The twins were brought to Children's and immediately admitted to the hospital's Level III-D neonatal intensive care unit, where a multidisciplinary NICU team—neonatologists, neonatal nurse practitioners, respiratory therapists, social workers, and developmental specialists—provide specialized care that eclipses what is available in a community hospital. "It's a special place, and everyone who works there knows it," says Jaime Tannenbaum, MD, a neonatologist.

At just 2 weeks of age, Declan and Luke both needed cardiac surgery. Meanwhile, Luke needed another surgery to remove a portion of necrotic intestine, and both boys needed artificial respiration.

It was an anxious time, but the Bolichs say their boys were in good hands. "It was a symphony of coordination, and, next to flight ops at night on an aircraft carrier, I've never seen anything like it," says Tom, who served in Iraq. "These are just amazing people, and they do their jobs so flawlessly."

The couple's darkest moment came one night when Luke's blood pressure was unstable and he wasn't responding to medication. Dr. Tannenbaum stayed at Luke's bedside, carefully monitoring his blood pressure. "She held our hands until three in the morning," Tom says. "We could see that she wasn't going to let him go. It wasn't just a job for her."

Luke finally did begin to recover. "Our hours are long and hard, and when you're able to save a life, it feels like you're there for a reason," says Dr. Tannenbaum. "It's a gift to us."

Slowly, Declan and Luke gained strength. Despite the many challenges they have overcome, today they're two spirited 1-year-olds. Declan is playful but has a sensitive side, earning him the moniker The Gentle Giant. Meanwhile, Luke likes to oversee his environs, making thoughtful observations. His parents call him The Mayor.

"It's a gift to get to hold them," Tom says. "Children's Hospital is a very special place. You drive by it on the highway—and maybe you donate, and maybe you don't—but somebody you know might need it someday. I'm so happy to know that it's there."

Overcoming Brain Cancer

AMARIYANNA

CANCER PATIENT, ADMITTED AT 12 YEARS OLD

A straight-A student, 13-year-old Amariyanna “Mars” Anderson is a math whiz, loves to read and even tutors her brothers, sisters and cousins. “Everybody asks her questions—even the adults—because she can make sense out of a lot of things,” says her mom, Jena.

But this past January, Mars began getting confused. “One day, she came to my bedroom more than once and asked me the same question over and over again,” Jena says. “I knew that something was wrong, because she remembers everything.”

A CT scan at a local hospital revealed a brain mass. Mars was immediately taken by ambulance to Children’s Hospital Oakland, where she was diagnosed with a mixed-cell brain tumor.

“It was shocking,” Jena says. “For a tumor to appear all of a sudden was hard to accept. But we had to accept it.”

Joseph Torkildson, MD, Mars’s pediatric neuro-oncologist and brain tumor specialist, designed a treatment plan that would provide the best chance for curing her while minimizing the side effects associated with treating brain tumors.

The level of care Mars required is not available at most community hospitals. At Children’s, the multidisciplinary pediatric team has access to experts in 30 pediatric specialties. “She required a neuro-oncology department that understands how complicated her tumor is, neuro-radiologists who are seasoned at assessing images and determining responses to therapy, and nurses who can deliver complicated chemotherapy,” says Phillipa Doyle, RN, Mars’s oncology nurse and case manager. “You can only get this kind of care in a large, highly specialized pediatric center.”

“Dr. Torkildson is awesome, and Phillipa really educated us,” Jena says. “You can ask her any question, and she’s going to explain exactly what’s going on, but she does more than that. She also gives my daughter hugs and encouragement.”

Following five months of chemotherapy, an MRI revealed another small growth on top of Mars’s brain. Peter Sun, MD, a pediatric neurosurgeon, performed the complex brain surgery in early July. Mars is currently undergoing the final phase of her care: radiation.

Despite extensive treatment, Mars seems as sharp as ever. “Even after brain surgery, she’s still reminding me of things that I need to do,” Jena laughs. “I call her my secretary.”

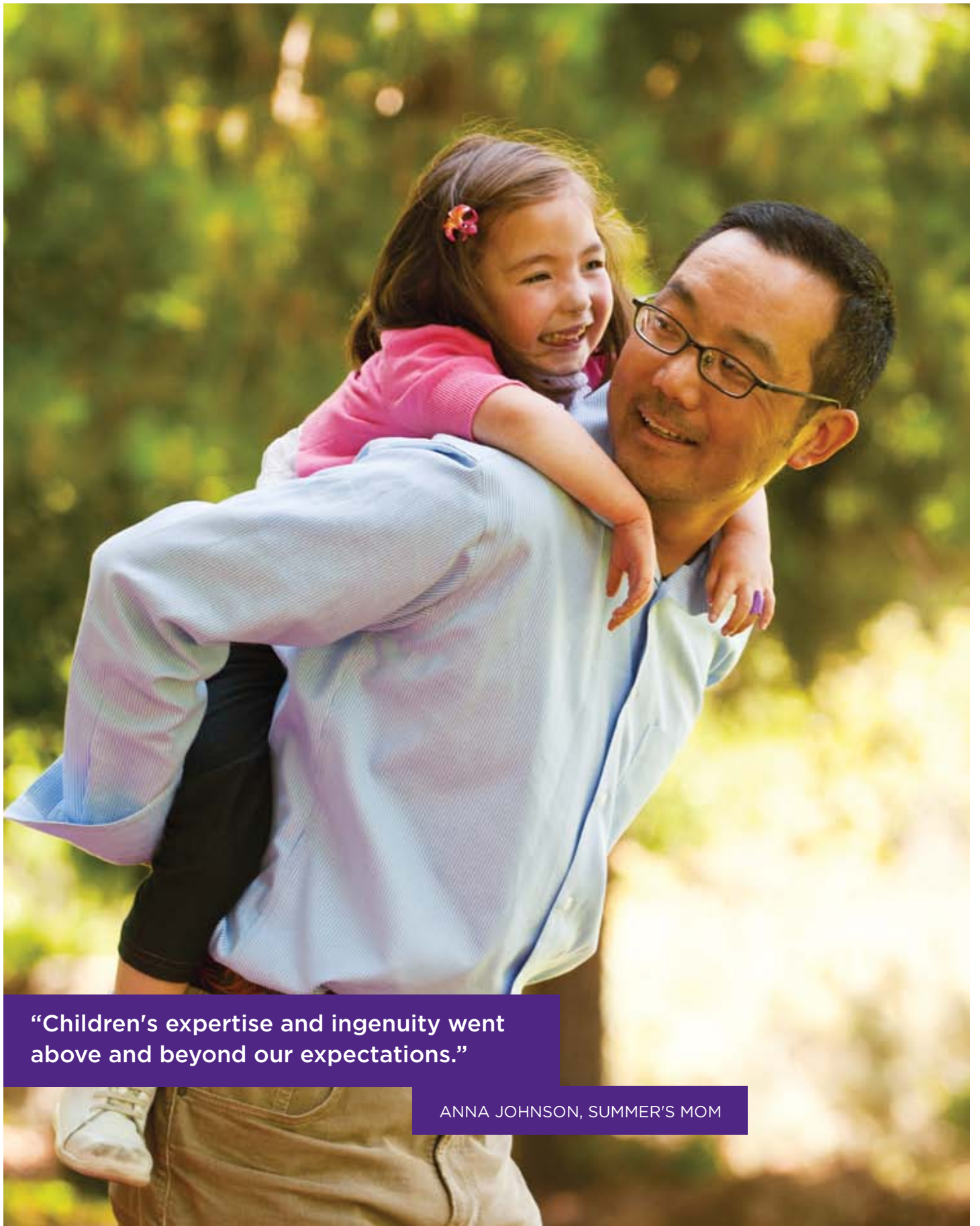
“I’d never stepped foot in a children’s hospital until January 27,” Jena says. “It was a whole other world. The staff gives these kids everything they need.”

Today Mars is keeping her eyes on her goals—including going to Harvard, where she wants to study law. As Jena says, “Her attitude is, ‘I’m just going to do what I have to do, because this is not the end of me.’”

“Her attitude is, ‘I’m just going to do what I have to do, because this is not the end of me.’”

JENA ANDERSON, AMARIYANNA’S MOM





“Children’s expertise and ingenuity went above and beyond our expectations.”

ANNA JOHNSON, SUMMER’S MOM

Courageous Heart SUMMER

HEART CENTER PATIENT, ADMITTED AT BIRTH

Five-year-old Summer Wong is a curious, pint-sized adventurer. “She loves new people, places and situations,” says her mother, Anna Johnson. “She always wants to know what people are doing. I think she’ll be a foreign correspondent or something that requires her to connect with people.”

Summer’s happy-go-lucky spirit is especially remarkable given her difficult start in life. Just 12 hours before Summer was born, an ultrasound showed that she had a heart abnormality. Gregg Helton, MD, a pediatric cardiologist from Children’s, traveled to Alta Bates to see Anna and perform a fetal echocardiogram. That imaging test showed that the lower right chamber of the baby’s heart was completely underdeveloped (called pulmonary atresia with intact ventricular septum), a rare and serious heart defect. Without surgery as a newborn, she wouldn’t survive. Once she was born, Summer was taken to Children’s for treatment and care.

“My husband and I were in shock—and I was in labor,” Anna remembers. “The fear of the unknown weighed heavily on us.” But the couple was relieved to be at Children’s, whose surgical team is specially trained to perform complex heart procedures on newborns, offering expertise that simply isn’t available at most community hospitals.

“There are many different congenital heart defects in children—and then variations within those defects—so every case is different,” says Olaf Reinhartz, MD, Summer’s pediatric cardiothoracic surgeon. “We do very complex procedures here, and we do them very well. We have outcomes at Children’s that are comparable to other nationally recognized programs.”

When Summer was just 6 days old, she underwent her first surgery: to connect two major vessels and provide consistent blood flow into her lungs. She would have two more surgeries; the final procedure would take place at age 3½.

Due to the severity of Summer’s heart defect, she has faced several health challenges, but Anna says the Children’s team consistently offered top-notch care. “Children’s expertise and ingenuity went above and beyond our expectations,” she says. “Many of the nurses have been there for many years, taking care of just kids, and they are there at your child’s bedside to impart their wisdom.”

Just as important, the whole team provided moral support. “When we needed hugs, they gave hugs, and when we needed humor, they had humor,” Anna says. “The staff is like family to us. We share food, laughter, and tears.”

Summer is now 5 years old and her prognosis is good, although she will always have a fragile heart, so her family takes life one day at a time.

Anna says that being at Children’s made all the difference. “The children who go there get such good care,” Anna says. “This diagnosis wasn’t a blessing, but all of the people we’ve met at Children’s are blessings.”

Back in the Game

ANDREW

ORTHOPEDECS PATIENT, ADMITTED AT 6 MONTHS OLD

Thirteen-year-old Andrew Hirsch loves to be on the move. When he isn't playing Little League or water polo, he's swimming or shooting hoops. "He likes to play anything, with anyone, at any time," says his mom, Luann.

But being active hasn't always been easy for Andrew, who was born with a rare condition called fibular hemimelia, which, in his case, resulted in a clubfoot, a missing toe, and a shortened tibia (shin bone) on his right side. When Andrew was born, doctors advised clubfoot correction surgery when he reached his first birthday, but they said, beyond that, there was nothing else they could do.

Dissatisfied with that plan, Luann and her husband Scott contacted Children's Hospital, where they met with Scott Hoffinger, MD, a pediatric orthopedic surgeon and Division Chief of Orthopedics. "This situation felt enormous to us, but Dr. Hoffinger has a casual style and he set us at ease," Luann says. And the Tigger tie that he wore certainly won over their son.

Dr. Hoffinger outlined a long-term plan, including clubfoot correction surgery, which he performed when Andrew was 11 months old, followed by additional foot surgeries over the next several years.

Then, on November 4, 2010, Andrew had leg-lengthening surgery, which involved attaching an external fixator—a halo-shaped brace with six cranks—around the outside of his leg. The fixator would be cranked one millimeter a day, for five months, to slowly stretch the leg.

"It's a complicated surgery, but Children's surgical team has done more of these procedures than any other hospital in Northern California," Dr. Hoffinger says.

"It was scary to come home with that thing [the brace] and to think, 'I'm in charge?'" Luann says. "But Dr. Hoffinger always made us feel like we could call and interrupt him at any time. I was eternally grateful for that, because if something went wrong at home, I knew he was in my back pocket."

After using a wheelchair and then crutches, Andrew could eventually walk with the fixator on. Then, on March 15, after his leg had grown 4.7 centimeters, off it came.

Andrew has physical therapy and uses a temporary brace, but he's back in action, playing the sports he loves. And knowing that makes Dr. Hoffinger feel humbled by what he and his team can do. "You can make such a huge difference in these kids' lives, and they're so happy," he says.

"We went into this wondering what kind of life was our child going to have," Luann says. "But now, I just know that it's going to be okay."

“We went into this wondering what kind of life was our child going to have. But now, I just know that it’s going to be okay.”

LUANN HIRSCH, ANDREW’S MOM



Children's

HIGHLIGHTS



Dr. Saba performs a catheterization in The Stephen Bechtel Fund Interventional & Angiographic Suite.

NEW CATHETERIZATION LABORATORY

Children's new \$4.9-million catheterization lab, named The Stephen Bechtel Fund Interventional & Angiographic Suite, opened in late 2010. The lab features state-of-the-art equipment that speeds up procedures and reduces radiation exposure to patients and clinicians by up to 70 percent, making it safe for babies as small as 2½ pounds. Annually, Children's Cardiology Department performs about 200 catheterization

procedures to diagnose and treat cardiovascular conditions. The new equipment is designed to perform some non-cardiac services as well.

MULTIMILLION-DOLLAR GRANT FUNDS TRAINING FOR MORE PEDIATRICIANS

There is a dire shortage of primary care physicians in the United States, including pediatricians. But now, thanks to a \$3.84-million grant from the Department of Health and Human Services, Children's will

train up to 20 new pediatricians over the next five years. The grant was awarded as part of the national healthcare reform bill, whose goals include expanding the country's primary care workforce. Children's received the largest grant of its kind in California and was one of only six residency programs in the country funded at this top level.

CHILDREN'S A TOP RECIPIENT OF NIH FUNDING

Leading-edge research is the cornerstone of pioneering medical care, and Children's is proud to be ranked eighth in the nation for total National Institutes of Health (NIH) awards to children's hospitals and is the only Northern California children's hospital included in the top-10 list. In 2010, Children's received more than \$22 million in awards from the NIH—which translates into the most innovative care and treatment for our patients.

OUTSMARTING HEART DISEASE

Cholesterol-lowering drugs called statins can reduce some people's risk



PICU nurse David Laquidara, RN, is one of 14 Children's medical staff who volunteered on a 10-day medical relief trip to Haiti in June.

of heart disease, the leading cause of death in the United States, but they offer no benefit to others—and scientists want to know why.

Ronald Krauss, MD, a senior scientist at Children's Hospital Oakland Research Institute (CHORI), is spearheading a national, multidisciplinary research study called Pharmacogenomics and Risk of Cardiovascular Disease (PARC) that is looking into a possible genetic basis for how people respond to statins. Last fall, Dr. Krauss was awarded \$13.23 million by the NIH for a five-year renewal of his grant. This exciting research could eventually lead to routine use of genetic testing to predict how a patient might respond to statins and may even lead to new and better treatments for heart disease.

HEALING HAITI

Last year's devastating earthquake in Haiti may have dropped from the headlines, but the need for aid has lasted long after January 2010. Many Haitians continue to suffer from poorly healed wounds, infections,

and communicable diseases like diphtheria—which are on the rise. In May 2010, a Children's volunteer pediatric surgery team—including a plastic surgeon, anesthesiologist, nurses, and respiratory therapists armed with 35 boxes of donated medical supplies—took a 10-day trip to Port au Prince to provide much-needed medical care to children in Haiti.

WORKING LOCALLY, HEALING GLOBALLY: LEADING SICKLE CELL CARE

Internationally recognized hematologist/oncologist and scientist Elliott Vichinsky, MD, hosted the second annual international sickle cell disease conference, bringing more than 40 hematologists from Pakistan, Saudi Arabia, Mexico, Venezuela, Brazil, and beyond to Children's Hospital Oakland Research Institute (CHORI). The impressive conference hosted the premier sickle cell experts from the United States for a dialogue on research, comprehensive care, and new treatments and therapies. This collaborative conference improves the care of more than 300,000 babies

born with sickle cell anemia each year throughout the world.

COMMUNITY BENEFIT

To address the healthcare needs of children in Northern California, Children's conducted hundreds of community benefit activities in 2010 that address specific health issues identified as highest priorities for children in Alameda and Contra Costa counties. The economic value of these activities, including uncompensated costs of medical services, subtracting out grants and supplements, totaled \$73,835,245.

The top children's health issues in our community include chronic diseases (asthma, diabetes, obesity), infectious diseases (influenza, STDs), mental health issues and suicide, tobacco and alcohol abuse, exposure to violence (unintentional injuries, motor vehicle accidents, assaults, homicides), and low birth weight. Startling racial and ethnic disparities are seen for most of these issues.

To view the 2010 Community Benefit Report, go to: <http://bit.ly/childrensbenefit2010>

CHILDREN'S HOSPITAL
& RESEARCH CENTER OAKLAND

Financial

HIGHLIGHTS



BALANCE SHEETS*

As of December 31, 2010, and December 31, 2009 (\$ in thousands)

ASSETS	2010	2009
Cash and short-term investments on hand	\$ 50,461	\$ 27,460
Amounts owed to Children's by insurance companies, government agencies, patients, and other entities	123,153	97,882
Inventory on hand to meet the needs of our patients	4,098	4,285
Net value of property, plant, and equipment	190,234	196,224
Investments to be held longer than one year	163,343	150,654
Other assets	31,431	13,177
Total assets—the strong financial base that ensures our ability to continue to care for sick children	\$ 562,720	\$ 489,682

LIABILITIES AND NET ASSETS	2010	2009
Amounts owed to vendors, employees, third parties, and deferred revenue	\$ 197,267	\$ 141,172
Amounts borrowed to fund the projects and purchase the equipment needed to serve our patients; payments due within a year	1,260	1,215
Amounts borrowed to fund the projects and purchase the equipment needed to serve our patients; payments due in the future	64,737	65,998
The difference between what we own (our assets) and what we owe (our liabilities), representing the community's interest in Children's	299,456	281,297
Our liabilities, plus the community's interest, equals our total assets	\$ 562,720	\$ 489,682

*The financial results represent the consolidated entity of Children's Hospital & Research Center Oakland, which includes the assets, liabilities and operations of Children's Hospital & Research Center Foundation.



STATEMENT OF OPERATIONS*

Year Ended December 31, 2010, and December 31, 2009 (\$ in thousands)

Sources of income for delivering quality healthcare services to our community

REVENUES	2010	2009
Patient service revenue	\$ 334,616	\$ 334,087
Funds for designated research projects and community programs	54,600	50,855
Undesignated fundraising, investment, and other revenues	29,760	28,887
Total net revenue available to care for the children who need our specialized services	\$ 418,976	\$ 413,829

From our income we paid for

EXPENSES	2010	2009
Salary and benefits for our medical and support staff	\$ 236,504	\$ 238,904
Professional fees	47,624	42,397
Operating supplies and services	57,113	60,116
Depreciation and interest on plant and equipment	24,050	21,770
Professional liability protection and other direct expenses	16,453	17,298
Research and specific-purpose grant expenses	53,529	50,322
Total expenses required to meet the needs of serving our patients and mission	\$ 435,273	\$ 430,807
Excess of revenue and other support over expenses incurred to support our mission	\$ (16,297)	\$ (16,978)

*The financial results represent the consolidated entity of Children's Hospital & Research Center Oakland, which includes the assets, liabilities and operations of Children's Hospital & Research Center Foundation.

CHILDREN'S HOSPITAL
& RESEARCH CENTER OAKLAND

Leadership

**CHILDREN'S HOSPITAL &
RESEARCH CENTER OAKLAND
SENIOR LEADERSHIP**

Bertram Lubin, MD
President & Chief Executive Officer

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Senior Vice President & Chief Development Officer

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Vice President, Marketing & Corporate Communications

Richard DeCarlo, RN, BSN, MBA
Senior Vice President & Chief Operating Officer

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Vice President, Institutional Quality

Jacquelyn Garman, Esq.
Vice President, General Counsel

Jim Grosskopf, CRA, FAHRA
Vice President, Hospital Operations

James H. Hanson, MD
Vice President, Medical Affairs

Kathleen Hogue Gonzalez
Vice President, Research Administration
Children's Hospital Oakland Research Institute

Konard Jones
Vice President, Human Resources

Donald Livsey, MBA
Vice President & Chief Information Officer

Alexander H. Lucas, PhD
Senior Vice President, Research & Executive Director,
Children's Hospital Oakland Research Institute

Sara Merrick, MA
Vice President, Philanthropy

Nancy Shibata, RN, MSN
Vice President, Nursing & Chief Nurse Executive

Kim Strange, MS
Senior Vice President & Chief Financial Officer

Patricia Taggart, MBA
Vice President, Ambulatory Services & Chief
Administrative Officer, Bay Children's Physicians

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RESEARCH CENTER OAKLAND
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**MEDICAL STAFF LEADERSHIP
2010-2011**

Sharon Pilmer, MD
President

Hitendra Patel, MD
President-Elect

Jacob Neufeld, MD
Secretary-Treasurer

Who We Are



Founded in 1912
30 specialties
190 licensed beds

557

Hospital-based and community-based physicians on medical staff

758

Registered nurses, full- and part-time

2,719

Employees, full- and part-time

21 years, 2 months

Longest tenure for a Children's employee in surgical services

315

Basic and clinical research staff

What We Do



100% Kid-Focused

We have the Bay Area's only level 1 pediatric trauma center (for the most severe injuries) exclusively for kids, staffed 24/7 with board-certified pediatric emergency medicine specialists

Ranked 8th in NIH health research awards to children's hospitals

351

Clinical trials, advancing
new treatments for children

23

Patents filed, helping move new discoveries
out of the lab and into the world

9

Patents issued, keeping us on the leading edge
of medical technology and advancements

Changing Lives

DONOR HIGHLIGHTS



On the following pages, you will see three stories about the power of giving, and how gifts from generous donors make life saving care and research possible for children.

We hope these stories inspire you to give to Children's Hospital & Research Center Oakland.

Inside the back cover, you will find a preprinted envelope for your tax-deductible gift. If you'd like more information about giving to Children's Hospital & Research Center Oakland, go to www.chofoundation.org, or call us at 510-428-3814.

A heartfelt thank you to everyone who donated to Children's Hospital & Research Center Oakland in 2010. We would not exist without you.

To be kinder to the environment, we now offer our Donor Honor Roll on our website at www.chofoundation.org. If you would prefer a printed copy, please call us at 510-428-3814.

Your Generosity Changes Lives

KRISTINA SMITH, KELLY CORRIGAN AND MELISSA WILLIAMS



For Kelly Corrigan, it was time for her and others of her generation to start leading in the world of philanthropy.

A Trio of Champions for Children

A mother of two, Kelly Corrigan had been to Children's several years back during a meningitis scare with her daughter Claire. During Claire's hospitalization, Kelly walked the halls and saw children just like her own, sick and being cared for by a staff of professionals who knew exactly how to deal with the unique needs of children and their distressed families. She knew that she and her family were in a special place.

"After that experience, I knew that Children's would be my passion

and my charity," said Kelly.

Enlisting the help of her good friend Melissa Williams—a mother of three with extensive business experience and a Harvard MBA—Kelly set out to raise money for Children's. As they searched for a way to give back, they were fortunate to be introduced to Kristina Smith—a Children's Foundation trustee, a Rowan Branch member, and mom of two—who was intimately familiar with Children's services.

Among these three, a kernel of

an idea formed: an event full of good people and stimulating and thought-provoking entertainment, with the shared goal of doing something concrete to help the community. An astonishingly short time later, Notes & Words was born.

Children's gratefully acknowledges Kelly, Melissa and Kristina for all their hard work in 2010 and for all that they continue to do for the kids of Northern California.

NOTES & WORDS DEBUTED TO RAVE REVIEWS IN MAY OF 2010

The brains, talent and sheer moxie of a trio of women passionate about the well-being of children produced a signature event filled with great entertainment and opportunities to meet and mix with friends and neighbors. For more information, go to notesandwords.org.

Notes & Words

You Make the Vision a Reality

THE CLOROX COMPANY

A \$1-Million Gift Establishes the Clorox Endowed Chair for Immunobiology & Vaccine Development

The Clorox Company and Children's Hospital & Research Center Oakland share much in common. Both are Oakland-born organizations working to improve the health and well-being of children and families here in the Bay Area—and around the world.

Established almost 100 years ago, Clorox developed America's first commercial bleach—a revolutionary product that not only brightened, whitened and cleaned, but also protected against bacteria.

At around the same time, Bertha Wright and Mabel Weed opened the “Baby Hospital” now known as Children's Hospital & Research Center Oakland. Its mission: restoring and protecting the health of children and families.

These two institutions, originally formed to help locals, have since extended their reach.

A transformational \$1-million gift from Clorox established the Clorox Endowed Chair for Immunobiology & Vaccine Development, supporting the groundbreaking research of Dan Granoff, MD, a physician–scientist who has played a major role in the development and evaluation of meningococcal vaccines with the financial support from Clorox.

Children's Hospital & Research Center Oakland is honored to have such a visionary partner in Clorox.

“Safeguarding family well-being is core to our business, and we're proud to support research aimed at stopping the spread of what can be a devastating illness,” says Don Knauss, Clorox Chairman and CEO.



Your Gifts Can Help Save Kids' Lives

SETH FRIAS

1982–2010



A Father, a Soldier, a Philanthropist

You don't have to be a millionaire to have a big impact on the lives of children; you only need heart. Seth Frias of Oakdale knew that when he made Children's Hospital & Research Center Oakland the beneficiary of a life insurance policy. Sadly, after a two-year battle with Ewing's sarcoma, Seth Frias passed away too soon at the young age of 28.

"Seth was an outgoing, funny guy who loved being in the Navy," says his mother Michelle. "He and his dad liked to barbecue and would often compete with each other. He loved to laugh and get people laughing along with him, and that's why we called him 'Dr. Giggles.'"

Seth Frias was also the proud father of Catherine, now 5. He was moved to make Children's his beneficiary after a child from his church battled cancer at Children's Hospital Oakland. "Making Children's Hospital his beneficiary was a touching gift and showed incredible foresight," says Kevin Hughes, Children's Director of Gift Planning. Designating Children's as a beneficiary is an easy way to help and does not require a will or a lawyer.

We send our deepest sympathies to the Frias family for their profound loss as we also celebrate Seth's giving spirit. Seth Frias's gift will help in the battle against childhood cancer.

How We Are Supported



1,045

In-hospital volunteers

43,467

Hours of service contributed by
in-hospital volunteers

14,710

Individual donors

\$435

Largest amount raised for Children's
from a child's birthday party

\$19,111,000

Total amount raised in 2010

125

Number of events dedicated to
raising money for Children's

\$1,001,903

Largest gift received in 2010

CHILDREN'S HOSPITAL
& RESEARCH CENTER FOUNDATION

Financial

HIGHLIGHTS



CONTRIBUTIONS *Year Ended December 31, 2010 (\$ in thousands)*

Group	Capital	Endowment	Program	Research	Unrestricted	Grand Total
Branches	\$ 335	—	—	\$ 400	—	\$ 735
Children's Miracle Network	32	—	\$ 171	—	\$ 1,768	1,971
Foundations/Corporations	126	1,128	1,684	1,231	924	5,093
Individual	40	59	683	268	2,859	3,909
Planned Gifts	—	1,000	150	—	4,719	5,869
Special Events	—	—	377	154	1,003	1,534
Grand Total	\$ 533	\$ 2,187	\$ 3,065	\$ 2,053	\$ 11,273	\$ 19,111

NET ASSETS *As of December 31 (\$ in thousands)*

	2010	2009	2008	2007	2006
Unrestricted	\$ 136,812	\$ 152,399	\$ 140,963	\$ 160,604	\$ 152,553
Restricted	61,050	64,018	55,723	52,978	49,339
Net Assets	\$ 197,862	\$ 216,417	\$ 196,686	\$ 213,582	\$ 201,892



Whom We Teach



78 pediatric residents and
4 chief residents

20 subspecialty fellows

1,132

Number of graduates from our
residency program since 1926

637

Applicants for Children's Pediatric Residency
Program (for 30 first-year positions)

64

Visiting medical students from
all over the country

194

Visiting residents in orthopedics, general surgery,
anesthesia, emergency medicine, and primary care

Make a Difference in the Lives of Children

GIVE TO CHILDREN'S HOSPITAL & RESEARCH CENTER OAKLAND

An irrefutable passion to help children is what inspires everyone who works at Children's Hospital Oakland. We are 100-percent focused on kids. That's what makes us so different from other hospitals. Contrary to common belief, kids are not just "little adults"—instead, their developing bodies and minds need the highly specialized care we can provide.

Your tax deductible gift can help provide:

THE VERY BEST MEDICAL CARE FOR KIDS

Whether it be a complicated heart defect or a simple broken bone, kids get the most advanced and innovative care available.

BASIC SCIENTIFIC RESEARCH

Our research is widely recognized, both nationally and internationally. Children's researchers are renowned for their bench-to-bedside findings and ability to swiftly bring lifesaving discoveries from the lab directly to the families who need them.

TRAINING AND EDUCATION

Children's is home to one of the largest and most competitive pediatric residency programs in the Western United States.

ASSISTANCE TO OUR COMMUNITY'S MOST VULNERABLE KIDS

We are the medical safety net for thousands of children in the region. Giving to Children's ensures the hospital's ability to continue to provide for our community's most vulnerable kids.

To learn more about how you can give, call us at 510-428-3814 to speak to one of our knowledgeable gift officers, or use the envelope on the opposite page.



**CHILDREN'S HOSPITAL
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