

Children's
Hospital
Association



SUPPORTING **Children's**

ANNUAL MEETING

2019 State of the Association

Wednesday, January 22, 2019 · Midland Hills Country Club



Strengthening CHA's Capacity to Do More Good!

Letter from the Executive Director

Your generosity and support inspire us to do more! In 2019, CHA reached more than 10,000 children and their families through the programs we supported at Children's Minnesota.

The power of CHA is tremendous. Thanks to our donors, volunteers, Board and Guild members, we achieved many firsts and set several records along the way. Guild events experienced record number attendance and fundraising results. Over 1,500 followers read our posts, saw our event updates, learned about our philanthropy and gave to CHA on Facebook. Our web page receives a growing number of visits every year and our web site processed hundreds of transactions this year from event ticket sales, to tribute and memorials gifts, and outright donations. Thanks to talented and skilled volunteers, Board, and staff, our communications and social media strategy has taken an exponential step forward over the past nine months.

Plans to integrate a more strategic approach in our philanthropy and fundraising is on the horizon. In direct response to the interests of our Guild members, volunteers, and Board, we will be focusing on communicating the impact of our giving on those patients cared for at Children's, and our efforts in the community to raise awareness for children's health and volunteerism. Additionally, we look forward to bringing more opportunities forward to all of CHA's stakeholders so that they may learn more about the programs CHA supports.

As a nonprofit, our success lies within the stories we tell about the families we help and the people who are a part of our journey. I hope you'll join me throughout the year to learn more about our work and to spread our message far and wide.

Sincerely,



Erin Bursch
CHA Executive Director

Transforming Through Action

Letter from the 2019 President

As 2019 draws to an end, all of us at CHA feel deep gratitude to all of YOU who have made it such a memorable year. This past year, we raised some \$560,000 thanks to our wildly successful Guild events, Table Talk, the Storyland Gala, and increased fundraising efforts. But we have also made several exciting strategic moves as we prepare for CHA's growth in the coming years.

We have now formalized our Strategic Priorities across four broad categories that reflect the CHA mission. This enables us to diversify our fundraising capabilities and, more importantly, to be more intentional going forward about the kinds of worthwhile Programs we choose to fund. With these clear priorities in mind, we have just chosen a total of 17 innovative programs to support in 2020, including five exciting new initiatives, making a record total of \$718,300 in pledges.

We have also spent considerable time this year imagining and planning for the guilds of the future. At the final Board Meeting of the year, we were delighted to welcome our first corporate guild, formed by Jeff Brekken, President of Blue Sky Benefit Solutions. The Hope Guild will begin operation immediately, and will serve as an interesting new model for additional CHA guilds in the near future. As we move into 2020, we will continue to prioritize supporting our 10 active guilds as well as creating new guilds and pop-up community fundraisers.

As the CHA Community grows, so does our gratitude to all of you who continue to support our efforts to improve the lives of children and their families at Children's Minnesota. On behalf of the Board of CHA, THANK YOU.

Sincerely,



Mary G. Boss

CHA 2019 President

A Year in Review: 2019 Fundraising Events

April

Art with Heart – Westside Guild

May

Table Talk – CHA

June

A Toast to Summer Celebrations - All Inc. & SPACES Magazine

Dine and Donate – Woodbury Guild

Summer Solstice Party – Mahtomedi Guild

Annual Giving Campaign – Rosebud Guild

International Taste of Bald Eagle – Bald Eagle Guild

July

Camrose Hill Luncheon – Lunch Bunch Guild

X-Golf Fundraiser – Woodbury Guild

August

Annual Giving Campaign – Dakota Guild

September

North Oaks Rummage Sale – North Oaks II

Soups on for Kids – Night Owls

First Steps/CHA at the Children’s Museum – CHA

Swing for Kids – Woodbury

October

Surly Brewing Event – Lunch Bunch

Storyland Gala – CHA

Guild President and Treasurer’s Brunch – CHA

November

North Oaks Holiday Home Tour, Boutique and Gala – North Oaks I

December

December Board Meeting – CHA

Annual Holiday Party – Bald Eagle Guild

Congratulations on another successful year!

To Our Guild Members

We are so grateful!

CHA was founded on the power of volunteers giving their time and talents to ensure children receive the best possible care at Children's Minnesota. Our Guilds continue to be the manifestation of this legacy, and this year exceeded expectations. Together, our Guilds raised **\$334,375** over dozens of events: over half of the funds for the Association.

Accomplishing this is no easy feat: our Guilds give countless hours of planning, hundreds of caring hands, and the knowledge that one person can transform the lives of so many.

As we look at the history and budding future of CHA, we are deeply grateful for the diverse ways that our Guild members invest in integral health care programs for children, their families, and our community.



2019 Pledges to Children's Minnesota

\$705,000

| | |
|--|-----------|
| Autism Spectrum Disorder Care Initiative | \$40,000 |
| Child Life in the Emergency Department | \$45,000 |
| Child Life Zone | \$20,000 |
| Child's Cancer Survivor Program | \$45,000 |
| Children's Hospital Clinic of St. Paul | \$75,000 |
| Children's Minnesota Community Connect | \$65,000 |
| First Steps Program | \$20,000 |
| MCRC – Midwest Children's Resource Center | \$100,000 |
| Mental Health Special Needs Fund | \$40,000 |
| Music Therapy Program | \$55,000 |
| Pediatric Obesity and Wellness Program | \$25,000 |
| Runaway Intervention Program | \$40,000 |
| Spiritual Care On-Call | \$40,000 |
| Star Studio's Lights, Camera, Interaction Initiative | \$70,000 |

In addition to the program pledges, this year CHA will contribute a \$25,000 payment on a \$150,000 pledge to the NICU Multiples Neighborhood at the St. Paul Campus.

2020 Pledges to Children's Minnesota

\$743,300

Integration – Integrating care to serve the needs of the whole patient and family

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|--|----------|
| • Child Life in the Emergency Department | \$50,000 |
| • Child Life Zone | \$20,000 |
| • Mental Health Special Needs Fund | \$40,000 |
| • Music Therapy Program | \$50,000 |
| • Spiritual Care On-Call | \$30,000 |
| • Star Studio's Lights, Camera, Star Studio's Lights, Camera, Interaction Initiative | \$50,000 |

Innovation – Innovating new approaches to treatment and care

| | |
|--|----------|
| • Adolescent and Young Adult Cancer Program | \$25,000 |
| • Autism Spectrum Disorder Care Initiative | \$40,000 |
| • Complex Cardiac Disease Caregiver Simulation | \$10,300 |
| • HIV Family Case Management | \$56,000 |

Involvement – Increasing community and family in the care experience

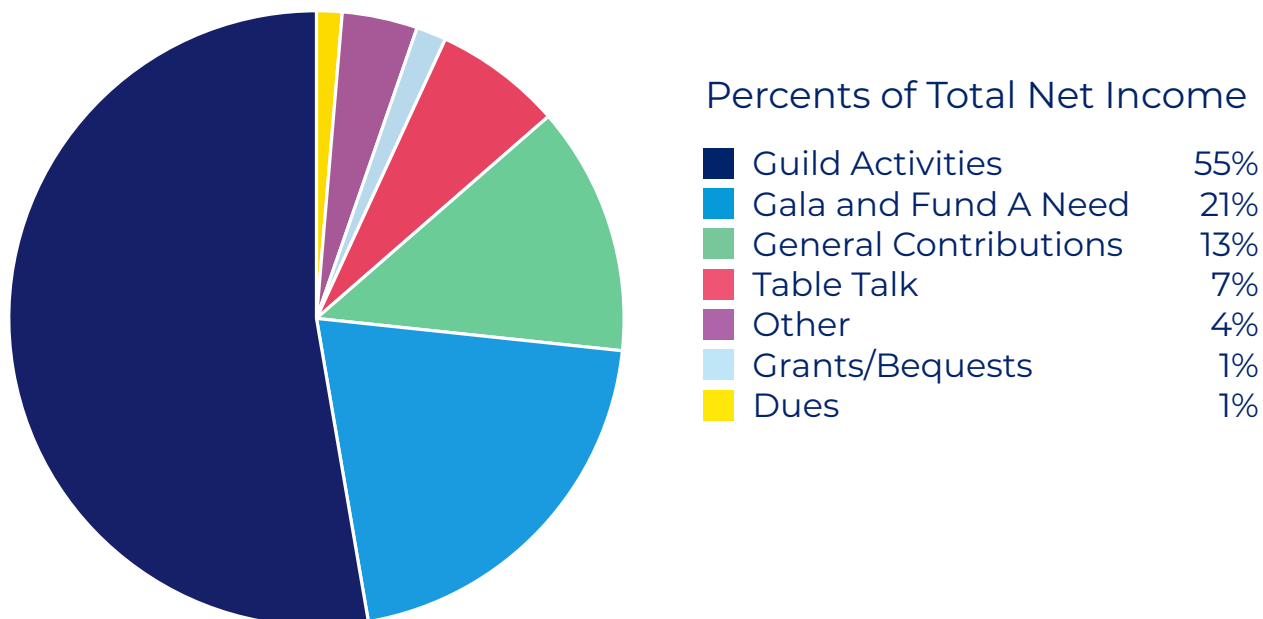
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|---|----------|
| • Audiology – Improving Amplification Access and Family Education | \$17,000 |
| • Children's Minnesota Community Connect | \$65,000 |
| • Expanding Child Life Anticipatory and Bereavement Programs | \$20,000 |
| • HealthySteps | \$10,000 |

Impacting Mission – Legacy programs and general funds that represent the core of CHA's Mission

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|--|-----------|
| • Midwest Children's Resource Center | \$100,000 |
| • Runaway Intervention Program | \$40,000 |
| • The Unreimbursed and Undercompensated Care Program | \$75,000 |
| • First Steps | \$20,000 |

Our 2020 Pledges to Children's Minnesota also include a \$25,000 payment on a \$150,000 pledge to the NICU Multiples Neighborhood at the St. Paul Campus.

2019 Finance Report



In 2019, our Guilds contributed **\$334,375** to support programs at Children’s Minnesota.

Since their inception, the Guilds have contributed **\$8,301,365** to Children’s Hospital Association. Our volunteers have created an incredible legacy for the children and families in our community.

Thank you to the 2019 Board of Directors

President: Mary Boss
Vice President: Erin Herman
Treasurer: Todd Loudenslager

Treasurer Elect: Daniel Batten
Secretary: Jo Ann Weber

Nancy Atwood
Daniel Batten
Teresa Berge
Mary Boss
Robin Bristol
Courtney Cardwell
Carol Evans
Erin Herman
Stacy Jacobson
Pamela Kellenberger

Tara Lashley
Todd Loudenslager
Lynn Mandle
Meredith Peterson
Dan Quam
Emma Rosener
Marilyn Schultz
Roger Seaver
Martha Severson
Jo Ann Weber

**Affiliate Board
Members**
Debbie Andrews
Connie Aram
Patricia Commers
Darcy Frederickson
Connie Merz
Virginia Meuers
Cindy Schweizer

Welcome to the 2020 Board of Directors

President: Erin Herman
Vice President / Treasurer: Todd Loudenslager

Treasurer Elect: Daniel Batten
Secretary: Nancy Atwood

Nancy Atwood
Daniel Batten
Teresa Berge
Kenya Bodden
Mary Boss
Courtney Cardwell
Carol Evans
Erin Herman
Stacy Jacobson
Amy Jauman*

Todd Loudenslager
Jennifer Martini*
Meredith Peterson
Emma Rosener
Marilyn Schultz
Roger Seaver
Martha Severson
Eva Spenny
MJ Whalen*

Director Emeritus
Pamela Kellenberger
Connie Merz
Cindy Schweizer
Jo Ann Weber

** New member*

Making A Difference Award

In celebration of CHA's 75th anniversary in 2008, an annual award was created to recognize an individual, group or business whose strong, consistent support of CHA over the years has significantly contributed to the success of the organization.

Individuals and organizations like these provide CHA with the ability to fulfill its mission of making a difference for the most amazing people on earth...one child at a time.

With deep appreciation and gratitude, we are pleased to recognize:

Linda and Harry Haluptzok

Jo Ann and Keith Weber

All, Inc.

**As this year's recipients of
The Making A Difference Award!**

*Their generosity to help others,
Their compassion to ease the suffering of children,
Their dedication to Making a Difference:
Challenges us...
Supports us...
Inspires us...*

You are CHAnging kids' lives!

Children's Hospital Association Mission Statement

OUR VISION

To ensure that there are well-funded programs in our community to support the health care related needs of children and their families.

OUR MISSION

- To provide economic assistance for the care and well-being of sick children with financial need
- To support hospital-based programs that benefit children at risk
- To support education and research programs benefiting children's health
- To support health-related programs that contribute to the well-being of children and their families within the community

WE VALUE

- Our donors' and volunteers' commitment of time, talent and resources
- Our grant recipients' commitment to innovation, fiscal responsibility, and compassionate and high quality care to the children and families they serve
- Opportunities to promote awareness of the difference CHA makes in the community

Children's Hospital Association, Inc. is a Minnesota nonprofit organization.

The Corporation is organized and shall be operated exclusively for charitable, scientific and educational purposes within the meaning of Section 501 (c)(3) of the Internal Revenue Code.

For information about ways to support and advance the mission of CHA, please visit our website at www.cha4kids.org

ADMINISTRATION

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