

# Children

# FIRST



University of Iowa Health Care



Dear Friends,

As you know, children are at the very core of our mission, and everyone at University of Iowa Children's Hospital is dedicated to meeting the needs of our patients and their families. Each year we rely on gifts of all sizes from grateful families and friends from across the country to provide that extra-special caring touch for the children we are privileged to serve.

This annual report on giving, **Children First**, will give you a glimpse into an important and exciting time at the UI. This spring the University and the UI Foundation announced *Iowa First: Our Campaign for Breakthrough Medicine*, an ambitious \$500 million campaign that will transform medical research, education, and patient care at UI Hospitals and Clinics and the Roy J. and Lucille A. Carver College of Medicine.

A major component of that campaign is to raise \$100 million to support children's medicine, including \$50 million toward the construction of our new, dedicated UI Children's Hospital. You can read more about that building, which will be adjacent and linked to the UI Hospitals and Clinics complex, in this report.

This campaign also will bolster pediatric research efforts; support the physicians, nurses, and other health care staff who care for our young patients; and provide funding to further realize our commitment to compassionate, family-centered care. In short, it will allow us to do all we can to put **Children First**.

Meanwhile, we continue to provide expert health care for children, and we are proud to be the only hospital in Iowa ranked by *U.S. News & World Report* as one of the country's "Best Children's Hospitals." UI Children's Hospital is ranked in all 10 pediatric specialties.

The stories we share in this **Children First** annual report are just a few of the many ways caring supporters like you have worked to improve the lives of our young patients.

No matter the size of your gift, you have played an important role in our ability to *change medicine* and *change kids' lives*. Thank you for supporting UI Children's Hospital!

With sincere thanks,



Jody Kurtt, R.N., M.A.  
Executive Director (interim),  
UI Children's Hospital



Thomas Scholz, M.D.  
Physician-in-Chief (interim),  
UI Children's Hospital



Mary Ferentz  
Chair,  
UI Children's Hospital Council



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## *Dance Marathon*

is a nationwide movement involving students at more than 150 schools across the country who raise money for Children's Miracle Network Hospitals in their communities. This year, University of Iowa Children's Hospital benefited from the energy, leadership and generosity of students from the following colleges and universities, who held events across our region:

*Augustana College,  
Rock Island*

*Central College, Pella*

*Coe College, Cedar Rapids*

*Iowa State University,  
Ames*

*Kirkwood Community  
College, Cedar Rapids*

*Loras College, Dubuque*

*Mount Mercy University,  
Cedar Rapids*

*University of Iowa,  
Iowa City*

*Wartburg College, Waverly*

Bonnie Geer happily refers to herself as an “adopted Hawkeye.” The New Mexico native met and married Iowa native and University of Iowa alumnus, Dennis Geer (1966, B.B.A.), 43 years ago.

The couple, who divide their time between New Mexico and Florida, often come back to Iowa to visit family in Dennis’s hometown of Clarinda, and to cheer on the Hawkeye football team.

“When I first met Den, I always thought of the UI as Oz,” says Bonnie. “Iowa was talked up quite a bit, so I just pictured Iowa City as the Emerald City.”

So far Iowa has lived up to its reputation, and Bonnie has come to love Iowa and the UI as much as Dennis does. So much, in fact, that the University of New Mexico graduate has directed her half of the couple’s estate to the UI. The bulk of her bequest will be used to establish a pediatric research fund at University of Iowa Children’s Hospital.

The couple do not have kids of their own, but children have always held a special place in Bonnie’s heart. For nearly 40 years, she worked as an educator, spending the first 17 as an English teacher, then serving as a high school principal for Fairfax County Schools in Virginia.

“As a principal, I was aware that many of our kids were dealing with hardships outside the classroom,” says Bonnie. She particularly connected with a student named Sarah, who had been in and out of the hospital battling anorexia.

“That was my first interaction with a sick child,” Bonnie explains. “But Sarah and I just clicked, and during her high school years we spent a lot of time together.”

After Bonnie retired and Dennis began phasing into retirement, the couple started to think about estate planning and where they might eventually direct their money. They decided to divide their estate 50-50, and each of them would decide what to do with their half.

“I immediately thought about how I could help children like Sarah in some way,” says Bonnie, whose love for her adopted state led her back down the yellow brick road to the UI.

**“All of the staff are passionate about working hard to fight for children who otherwise can’t help themselves.”**

Dennis and Bonnie arranged for a visit to UI Children’s Hospital. After touring the facilities and learning more about the important work being done in pediatric research—particularly in the area of developmental origins of disease—Bonnie knew she had made the right connection.

“As we walked through the hospital I realized that I was in a wonderful place that exists to help kids overcome barriers,” says Bonnie. “All of the staff are passionate about working hard to fight for children who otherwise can’t help themselves.”

Shortly after the visit, Bonnie worked with UI Foundation staff to establish the Bonnie J. and Dennis F. Geer Research Fund for Pediatric Medicine.

“I understand that researchers need funding to make important discoveries,” says Bonnie. “I thought, ‘if I can be of help in some small way, how wonderful would that be?’”

Bonnie’s gift—estimated at \$1.35 million—is by no means small, and will be used for a variety of research efforts, including hard-to-find startup funds for promising young investigators and bridge funding for more established projects.

In fact, the Geers have directed their entire estate to the UI, and their remarkable gift will be distributed across numerous disciplines at the University.

“Iowa has always been close to Den’s heart,” says Bonnie. “We wanted our estate to help young people achieve their full potential, and I think our gift to UI Children’s Hospital will help do that; it’s a special place.”



Bonnie and Dennis Geer

## *Iowa Touchdowns for Kids*

During the 2010 season, Iowa Hawkeye football fans pledged to support UI Children's Hospital for each touchdown the team scored through *Iowa Touchdowns for Kids*, presented by The Eastern Iowa Airport. The Hawkeyes scored 45 touchdowns in their regular season, resulting in commitments totaling \$181,966.50. You can join the team and pledge \$1 or more per touchdown during the 2011 season at [www.iowatouchdownsforkids.com](http://www.iowatouchdownsforkids.com).



On the wall of the study in their home in Scottsdale, Arizona, Jerre L. (1965 B.B.A.) and Mary Joy Stead have hung a photocopy of a favorite quote:

**“A man wrapped up in himself makes a very small package.”**

These words originally may have been uttered by Benjamin Franklin—but for the Steads, they are words to live by. High school sweethearts from Maquoketa, Iowa, Jerre and Mary Joy share deeply held beliefs, rooted in their Christian faith, that emphasize humility, compassion, generosity, and service to others. Their generous support for University of Iowa Children's Hospital is both an outgrowth of those beliefs and their acknowledgement of the ways in which the hospital exemplifies the ideals they hold dear.

The Steads have generously committed \$10 million for children's medicine at Iowa. Their gift will create two endowed faculty positions: The Joel and Jay Stead Chair for Leadership in Children's Medicine, named for the Steads' sons, will establish a chair in the UI Department of Pediatrics; and The Mary Joy and Jerre Stead Professorship in Pediatric Hematology/Oncology, will be held by the director of the Division of Pediatric Hematology/Oncology, also in the Department of Pediatrics. In addition, the Steads' gift includes the establishment of the Stead Family Competitive Research Award Fund, The Stead Pediatric Excellence Fund, and The Stead Leadership Awards.

“Our relationship with UI Health Care goes back almost 50 years,” Jerre said. “Both Mary Joy and I were students at the UI when we got married. Our sons, Joel and Jay, were born at University of Iowa Hospitals and Clinics. And with two active boys, you can just imagine the number of unexpected visits we made to the hospital throughout the years.”

“We still think of Iowa first when it comes to quality health care, because breakthroughs happen at Iowa every day,” Mary Joy points out. “Not only in the form of game-changing research discoveries, but— even more important—also in the ways in which the small, thoughtful discoveries can make an enormous difference in a single patient's life.”

For example, Mary Joy recently learned how nurses at UI Children's Hospital were concerned about pediatric pain and used

**“We still think of Iowa first when it comes to quality health care, because breakthroughs happen at Iowa every day.”**

current nursing science to develop protocols to prevent unnecessary pain. The nurses began treating children's pain during urinary and nasogastric tube placement by using a small amount of numbing medicine. When their approaches proved to be effective, they shared them with other health-care facilities—and today, methods developed at UI Children's Hospital with its youngest patients in mind are used to minimize discomfort for children nationwide.

“The patient-focused attitude at UI Children's Hospital is unbelievable—they treat children and families like royalty,” says Mary Joy. “We have a niece from Chicago who is being treated in pediatric ophthalmology, and to help her feel comfortable, they ‘tested’ her little stuffed rabbit before they tested her.”

“UI Children's Hospital puts children first,” Jerre agrees. “There is no better place to invest in the future of children's health care.”



Mary Joy and Jerre L. Stead



## Child Life Specialists

at University of Iowa Children's Hospital focus on meeting the emotional and developmental needs of patients and their families. Through the use of play and other forms of communication, a child life specialist helps reduce stress and pain, and enables children and families to cope with their hospital experiences.

Specialists provide support during medical procedures, coordinate group art activities and games, and assist with school re-entry. They also provide peer support groups and a club for siblings of patients.

To learn more about the Child Life program at UI Children's Hospital, please visit [www.uihealthcare.org/childlife](http://www.uihealthcare.org/childlife).

In many ways, the Meier girls of Eldridge, Iowa, are typical kids. Nell, 16; Lee, 13; and Lana, 11, excel in school and are active in a variety of sports and extracurricular activities.

"And we all love to ride our horses," adds Lana.

The sisters recently did something unique, particularly for kids their age. Nell, Lee, and Lana donated \$1,650 to University of Iowa Children's Hospital, and their gift will provide some much-needed fun and distraction for young patients.

In 2010 the girls' parents, Delia and David Meier, decided to establish a family fund in the Community Foundation of the Great River Bend, but with a very special twist: They appointed their daughters as directors of the fund.

"We had *lots* of family meetings about it," laughs Nell. "All of us kids were to choose three charities that we were interested in giving money to."

Delia and Dave asked the girls to do research on the organizations and make individual presentations to the family. In the end, Nell's research on UI Children's Hospital was so enthusiastically received by the young board members that they unanimously voted to direct all of the year's funds to UI Children's Hospital.

"We all thought it sounded like a great idea because we'd get to help other kids," says Lee. "We realized we could help make their hospital stay a little better, and that was exciting." Added Lana, "Plus, our family knows kids who have been treated there."

The trio wanted to find out where their gift would make the most impact, so Delia helped arrange a visit to UI Children's Hospital, and Lisa Miguel, a child life specialist, met with the Meier family.

"Lisa talked about her work using distraction techniques for kids while they get various treatments," Nell recalled.

"That was inspiring because she helps children get better and also helps them stay comfortable while they receive medicine or a tough treatment," said Lee.

The girls heard about patient rooms, a computer station where young patients can keep in touch with friends and relatives, and the patient gymnasium.

"I was amazed that they had a gym in the hospital," said Lana, who learned that it was used for patient therapy and play.

**"We realized we could make their hospital stay a little better, and that was exciting."**

The girls also saw a recreation room and the patient library before ultimately deciding that the donation should go toward purchase of gym equipment for the Child Life program. The girls specified that half of the money be used to purchase special activity equipment for young patients in the burn unit.

Child Life specialists wasted no time in putting the Meiers' gift to good use. After purchasing a wide variety of gear, including dodge balls, scooters, soccer balls, and hula hoops, the staff gathered it all into an enormous pile and took a picture, which they promptly sent to the family.

"Getting that photo was the coolest part, because we knew how happy the kids would be," said Lee.

The sisters all felt that making a gift to UI Children's Hospital was a great choice, and their mom agreed.

"This was a great learning experience for the girls," said Delia. "They took the process very seriously."

Nell, whose research led to the first-ever gift from the Meier Family Foundation, was proud of the outcome.

"I hope more people give to UI Children's Hospital, because it will give them a really great feeling," said Nell. "We were very excited to help the kids. It's a great cause."



Lee, Lana, and Nell Meier

## FIRST *Stage of Development*



### Building Status Update

On February 3, the Board of Regents, State of Iowa, approved plans to build a new, dedicated University of Iowa Children's Hospital. Their unanimous vote paved the way for planning and design of the \$284 million tower, which will be built on the existing University of Iowa main medical campus and will consolidate the pediatric health care services that currently are spread throughout the hospital complex. Construction of the tower is scheduled to begin in 2012, with projected completion in 2015.

In addition to hospital revenues and bonding, \$50 million in philanthropic support will be raised to pay for the construction of the new children's hospital. The new children's hospital is part of \$100 million in fundraising priorities for children's medicine as part of *Iowa First*, a \$500 million campaign to advance medicine at Iowa. For more information, please visit [www.uifoundation.org/iowafirst](http://www.uifoundation.org/iowafirst).

### UI Dance Marathon Lab

On April 8, University of Iowa President Sally Mason and UI Children's Hospital leadership announced the dedication of The University of Iowa Dance Marathon Pediatric Cancer and Blood Disorders Research Laboratories.

The newly-renovated lab space was named in honor of UI Dance Marathon to recognize their two-year, \$1 million gift commitment to support research in pediatric cancer and blood disorders. In addition to supporting the renovation of laboratory space in the state's only comprehensive academic medical center, their gift created a special research fund to support work conducted in the lab.

In 17 years, UI Dance Marathon student participants have raised nearly \$10 million in support of the pediatric oncology and bone marrow transplant programs at UI Children's Hospital.

UI student Kyle Walters, executive director of the 2011 Dance Marathon, was a member of the allocations committee that made the most recent gift.

"Pediatric cancer affects the lives of many families and does not receive nearly enough funding for research," Walters said. "To have been able, as a student organization, to provide the resources to create a space for pediatric cancer research to be done right here at the University of Iowa was an amazing opportunity.

"One mantra of the University of Iowa Dance Marathon is, 'When cancer is cured we will dance for joy, until then, we dance for life!'"



*Jamison Arends, Iowa State University Dance Marathon; Eric Seuren, BP; Jean Smith, Volunteer Services; Ken Kates, CEO, University of Iowa Hospitals and Clinics; and Mindy Egeland, Director, Patients' Library celebrate opening the newly-renovated Patients' Library*

## Patients' Library

During National Library Week in April, the newly-renovated Patients' Library at University of Iowa Hospitals and Clinics was unveiled to hospital patients, staff, volunteers, and donors. This renovation provided a much-needed facelift and upgrades to the existing facility; after all, shelving for cassette tapes was still taking up valuable space within the library!

Three groups made the renovation possible: **Iowa State University Dance Marathon** funded the technology alcove, which includes seven computers and an electronic, heat-activated counter to track library attendance; **BP** made a contribution to create a specific area for children, complete with space for story time and the hospital's first Xbox Kinect; and a gift from the hospital's **Volunteer Services** supported updates to the circulation desk.

## Dairy Queen Miracle Treat Day

*Blizzards in August? During the fifth annual Dairy Queen Miracle Treat Day on August 5, 2010, more than 40 Dairy Queen and DQ Grill and Chill locations throughout the region donated proceeds from the sale of every Blizzard.® Ice cream lovers helped raise \$64,230 for UI Children's Hospital through Children's Miracle Network.*

*Alivea Carnahan, Honorary Captain, is joined by Academy participants and members of the UI Football team.*



## Ladies' Football Academy

On June 18, UI Children's Hospital patient Alivea Carnahan rallied nearly 300 women as Honorary Captain of the inaugural Iowa Ladies' Football Academy.

Carnahan, now 12 years old, has undergone numerous plastic surgeries and physical therapy treatments after a 2009 accident caused burns over 19 percent of her body.

Through the Iowa Ladies' Football Academy, fans of the Iowa Hawkeye football team and UI Children's Hospital teamed up with head coach Kirk Ferentz and his football coaching staff to raise support for the hospital. Participants "swarmed" the field of Kinnick Stadium, were led through pregame warm-ups by coaches and players, and took part in a demonstration by strength and conditioning coach, Chris Doyle.

More than \$150,000 was raised through Iowa Ladies' Football Academy, a huge "win" for UI Children's Hospital!

# HONOR Roll

University of Iowa Children's Hospital would like to thank the caring individuals and organizations who offered their generous support this year.

We gratefully recognize those contributors who made gifts totaling \$500 or more to University of Iowa Children's Hospital through The University of Iowa Foundation between July 1, 2010, and June 30, 2011.

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## University of Iowa Children's Hospital Leadership Team

**Jody Kurtt, R.N., M.A.**  
*Executive Director (interim),  
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 UI Children's Hospital*

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Since 1984, University of Iowa Children's Hospital has been a proud affiliate of Children's Miracle Network Hospitals. The mission of Children's Miracle Network Hospitals is to generate funds and awareness programs for its 170 children's hospital members. Throughout the year, fundraising events are held by corporate sponsors, media partners, grateful families, and community members. Those efforts, combined with the generosity of individual donors, have generated more than \$39 million for University of Iowa Children's Hospital over the past 27 years.



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*University of Iowa Children's Hospital  
 Total Gift Productivity for the Period  
 July 1, 2010, through June 30, 2011*

**The University of Iowa  
 Foundation (UIF) Gifts Received:**

Outright Gifts	\$3,918,031
Gifts in Kind	\$15,022
Estate Gifts	\$2,500
<b>Total UIF Gifts</b>	<b>\$3,935,553</b>

**Deferred Gifts:**

Pledges	\$10,050,880
Planned Gifts	\$1,794,666
<b>Total Deferred Gifts</b>	<b>\$11,845,546</b>

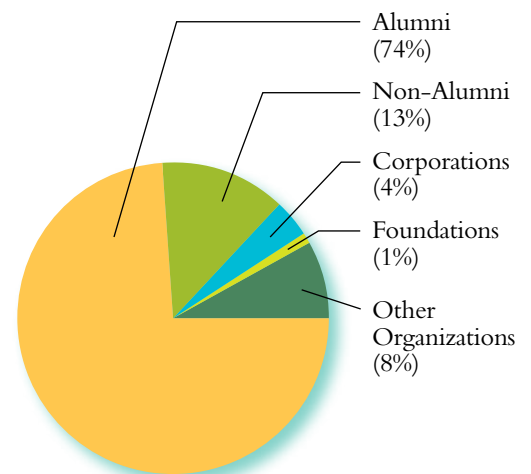
**Total UIF Productivity \$15,781,098**

**The University of Iowa (UI)  
 Gifts Received:**

Outright Gifts	\$2,005,202
Grants (private)	\$2,462,714
<b>Total UI Gifts</b>	<b>\$4,467,916</b>

**Total Productivity: \$20,249,014**

**Source of UI Children's Hospital Gifts (UIF)**



The University of Iowa Foundation offers a number of ways for contributors to make gifts to benefit University of Iowa Children's Hospital. No matter how—or how much—you give, your support improves lives and gives hope. Thank you!



## *Cash Gifts*

The simplest, most frequently used method of providing support for UI Children's Hospital through the UI Foundation is a cash gift—whether outright through currency, personal check, or credit card—or through monthly withdrawals by credit card authorization, bank draft, or electronic funds transfer. You may use the envelope included in this annual report to make a gift in support of UI Children's Hospital, or you may visit [www.givetoiowa.org/children](http://www.givetoiowa.org/children).

## *Appreciated Securities*

Gifts of marketable stocks, bonds, or mutual fund shares that have appreciated in value can have an immediate benefit for UI Children's Hospital and an immediate income tax deduction for contributors. Please contact the UI Foundation for individual help with the transfer of assets.

## *Planned Giving*

Planned gift commitments to UI Children's Hospital, such as those made through bequests or life-income gifts, can be unrestricted (to be used wherever the need is greatest) or designated for a specific department or program. All correspondence, legal documents, and distributions should use our full legal corporate title:

The State University of Iowa Foundation. To learn more about the many ways to make a planned gift, visit our planned giving web site at [www.uifoundation.org/giftplanning](http://www.uifoundation.org/giftplanning).

## *Matching Gifts*

Many contributors multiply their support to the UI Foundation each year by making use of their employers' matching gift programs. We are grateful to these companies and foundations for their generosity. For a searchable database of companies that participate in matching gift programs, go to the Foundation's web site at [www.uiowafoundation.org/matching](http://www.uiowafoundation.org/matching).

## *Honorary and Memorial Gifts*

A gift in memory or in honor of a family member, medical staff member, or friend is a generous and thoughtful way to recognize a person's life and accomplishments. When an honorary or memorial gift is made, the Foundation notifies the honoree or next of kin, and the gift is administered as the contributor specifies.

## *For more information, contact:*

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#### Your gift

After reading this report, many supporters of UI Children's Hospital may wish to respond with a gift. Please complete the form on the attached, self-addressed remittance envelope. On behalf of the faculty, staff, and patients at UI Children's Hospital, we thank you!

Visit the UI Children's Hospital  
web site at:

[www.uihealthcare.com/children](http://www.uihealthcare.com/children)

Visit the Children's Hospital section  
of the UI Foundation web site at:

[www.givetoioowa.org/children](http://www.givetoioowa.org/children)

**The State University of Iowa Foundation is a 501(c)(3) tax-exempt organization soliciting tax-deductible private contributions for the benefit of The University of Iowa. The organization is located at One West Park Road, Iowa City, IA 52244; its telephone number is (800) 648-6973. Please consult your tax advisor about the deductibility of your gift. If you are a resident of the following states, please review the applicable, required disclosure statement. GEORGIA: A full and fair description of the charitable programs and activities and a financial statement is available upon request from the organization using its address/telephone number, listed above. MARYLAND: A copy of the current financial statement is available upon request from the organization using its address/telephone number, listed above. For the cost of copies and postage, documents and information submitted under the Maryland Solicitations Act are available from the Secretary of State, 16 Francis Street, Annapolis, MD 21401, 410-974-5521. NEW JERSEY: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://www.state.nj.us/lps/ca/charfrm.htm>. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. NEW YORK: A copy of the last financial report filed with the Attorney General is available upon request from the organization using its address/telephone number, listed above, or from the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. PENNSYLVANIA: The official registration and financial information of The State University of Iowa Foundation may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, (800)732-0999. Registration does not imply endorsement. WASHINGTON: Financial disclosure information is available upon request from the Secretary of State, Charities Program, by calling (800) 332-4483. WEST VIRGINIA: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, West Virginia 25305. Registration does not imply endorsement.**



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