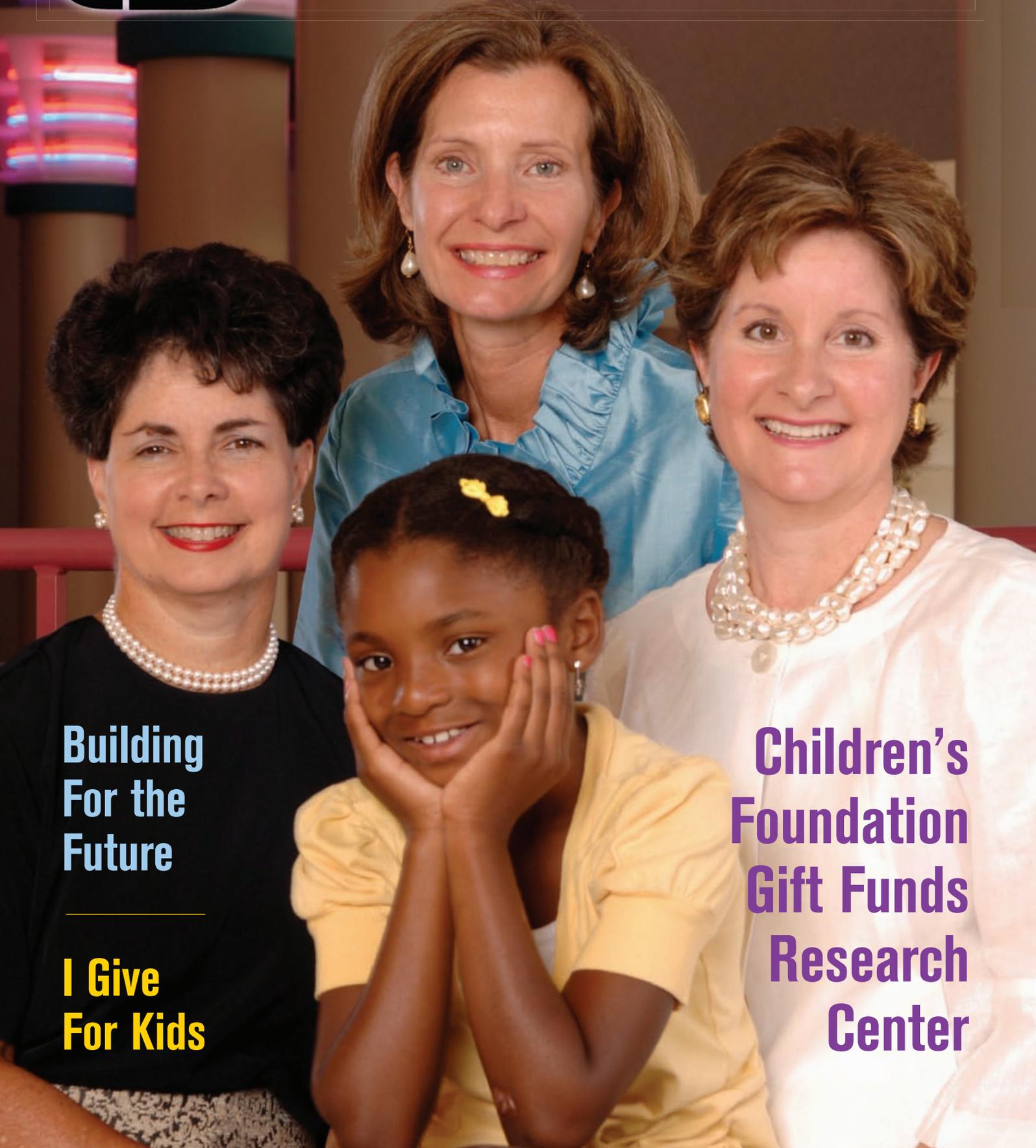




Le Bonheur

Fall 2008

A Magazine for the Friends of Le Bonheur Children's Medical Center



**Building
For the
Future**

**I Give
For Kids**

**Children's
Foundation
Gift Funds
Research
Center**

HEART Of the Matter



Le Bonheur
President and
CEO Meri Armour
with Eli Parker.

Dear Friends of Le Bonheur,



In June we celebrated our 56th anniversary. In 1952, the keys to Le Bonheur's front door were tied to balloons and floated away, symbolizing the founders' commitment that the hospital's doors would never be closed to any child in need.

Supporting the women of the Le Bonheur Club in their initial fundraising efforts were forward-thinking leaders like Dr. Barton Etter, Allen Morgan Sr., Palmer Brown III and J. Everett Pidgeon. A gift of \$200,000 was pledged by the Crippled Children's Hospital board, now the Children's Foundation of Memphis, to match state and federal funds needed to build the \$1.87 million hospital.

Today, we continue the vision of those early civic leaders. In June 2010, we will invite the community to join us in dedicating the new Le Bonheur Children's Medical Center. The 12-story facility will serve as the cornerstone for the medical district and a proud landmark for our entire city. Our affiliation with the University of Tennessee Health Science Center will continue to offer training for the next generation of pediatricians, and with the support of the Children's Foundation of Memphis, important research work will move forward for the betterment of our children.

Construction is under way and the building's foundation has been laid adjacent to the current hospital at the junction of Poplar Avenue and Dunlap Street. Two 14-story tower cranes are in use to build the upper levels of the new hospital and will remain onsite until the construction efforts are completed. With community input and foresight, the new Le Bonheur Children's has been designed to serve the children of Memphis and the Mid-South for at least the next 50 years.

We are very close to reaching the \$100 million fundraising campaign goal which will help underwrite the \$327 million facility. The new Le Bonheur Children's is one of the largest building projects that Memphis has ever undertaken and we can be proud that it has been done together as a community. Corporate citizens and individuals who believe in the importance of healthy children have given generously to build the hospital that our kids deserve.

As our capital campaign moves into the final stages, we want to say thank-you to those who have given us support. For those who have yet to become involved in our campaign, we welcome your participation in helping our community look ahead to tomorrow's needs. When you give a gift to Le Bonheur Children's, you become a partner with our physicians and caregivers in providing a future full of hope for children throughout our region. Make a gift before year's end and see how your investment will make a difference.

As we watch the new Le Bonheur Children's rise from its foundation, let it be a symbol of pride for our entire community of the amazing things that can be done if we allow ourselves to dream big enough. Le Bonheur Children's has been synonymous with pediatric health-care excellence for 50 years and we're going to be here in the heart of Memphis for the next 50 years and beyond, taking care of the heart of Memphis, its children. This is a promise that we all share with a sense of great responsibility and honor.

With great enthusiasm,

Meri Armour, M.S.N., M.B.A.

President and CEO

Le Bonheur Children's Medical Center

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Clarion Awards 2007

Le Bonheur magazine is a 2007 Clarion Award winner. Presented by the Association for Women in Communications, the Clarions honor excellence across all communications disciplines and represent media companies large and small, leading corporations, small businesses and nonprofit organizations and institutions. Le Bonheur magazine was the only magazine to be recognized in the category of Best Internal Magazine and was chosen as the top of its field.

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Le Bonheur, the magazine of Le Bonheur Children's Medical Center, is published three times a year for donors and friends of Le Bonheur Children's. To share your comments about Le Bonheur magazine, please write to Le Bonheur Foundation, P.O. Box 41817, Memphis, TN 38174-1817, call (901) 287-6797 or visit www.lebonheur.org.

On the cover:

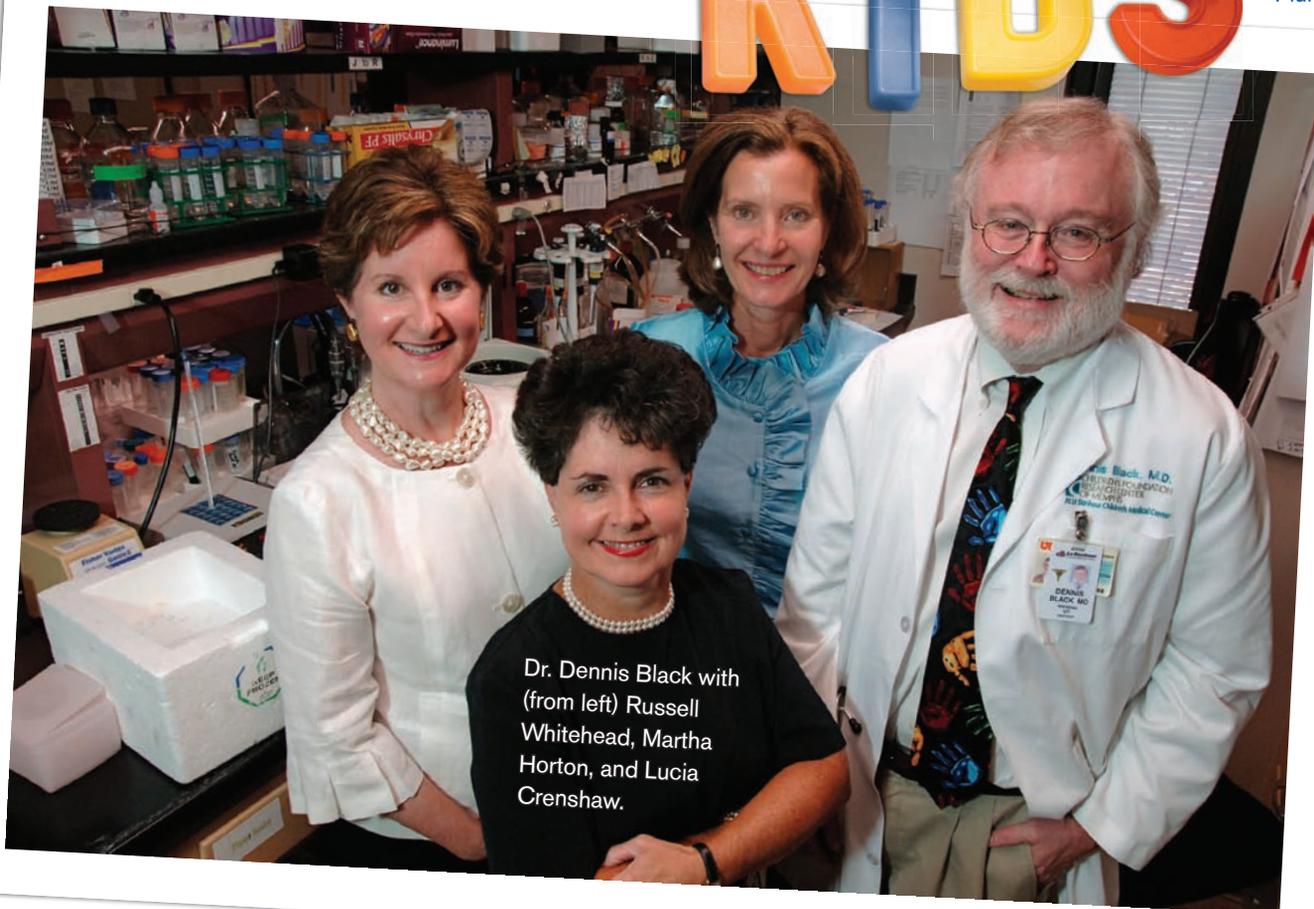
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KIDS

By Kini
Kedigh
Plumlee



Dr. Dennis Black with
(from left) Russell
Whitehead, Martha
Horton, and Lucia
Crenshaw.

Children's Foundation Supports Le Bonheur Children's Research Center



When Dr. Dennis Black talks about the Children's Foundation Research Center (CFRC), his eyes light up and you can just see the wheels turning. He exudes an unrelenting enthusiasm, "an almost jumping up and down excitement," about the CFRC's programs, like a kid who gets a bicycle for Christmas.

When he is asked about the \$2.5 million gift recently made by the Children's Foundation of Memphis (CFOM), Black derives even more delight in discussing the Center's expansion to build an inpatient research unit at Le Bonheur Children's Medical Center. This gift will enable the Center to expand many research programs now being carried out at Le Bonheur Children's, including his own study of fat absorption in newborns.

Black hopes this study will lead to therapeutic strategies to improve the health of sick infants

as well as possibly controlling obesity in older children and adults. Black's research is in its 19th year of funding by the National Institutes of Health.

"The 12-bed inpatient unit that will be named in honor of the gift from the Children's Foundation of Memphis will provide a big boost for doing more pediatric clinical studies," explains Black, the scientific director of the Children's Foundation Research Center, vice president for research at Le Bonheur Children's and J.D. Buckman professor of pediatrics at the University of Tennessee Health Science Center (UTHSC). "This will put Le Bonheur Children's among the top tier of pediatric hospitals in the country."

Gift Funds Clinical Research

The gift from the Children's Foundation is part of a \$100 million campaign to fund the

new 12-story, \$327 million Le Bonheur Children's. To be housed in the new hospital, the Children's Foundation Pediatric Clinical Research Unit (PCRU) will feature 12,000 square feet of research space and will consolidate all pediatric clinical research currently done at Le Bonheur Children's into the unit. Researchers at the Children's Foundation PCRU will perform Phase I clinical trials, or tests of the first dose of new pediatric drugs in children. Physicians and researchers will also conduct clinical trials of therapies for fever, analgesia, hypertension, obesity, diabetes, gastrointestinal disorders, epilepsy, asthma, infectious diseases, renal diseases, migraine, sedation and many others.



“This gift is a perfect fit for the Children’s Foundation’s commitment to pediatric research,” says Lucia Crenshaw, CFOM board president. “We are delighted to make this gift to Le Bonheur, trusting that the hospital will continue to represent the very best in health care for children while exploring new frontiers in research.”

The Children’s Foundation gift will allow the current PCRU to expand by 600 square feet before the move to the new facility in 2010. Additionally, Le Bonheur Children’s will hire more research nurses and assistants to help physician investigators with research protocols.

“In order for Le Bonheur to hire great doctors, there must be an opportunity for them to conduct research,” says Martha Horton, vice president of the CFOM. “The Research Center is a wonderful facility that attracts world-renowned physicians to Memphis.”

“Delivering exceptional health care to all children is critical,” Crenshaw adds. “For a city the size of Memphis, we must have a world-class pediatric hospital. That requires having an outstanding medical team to perform research.”

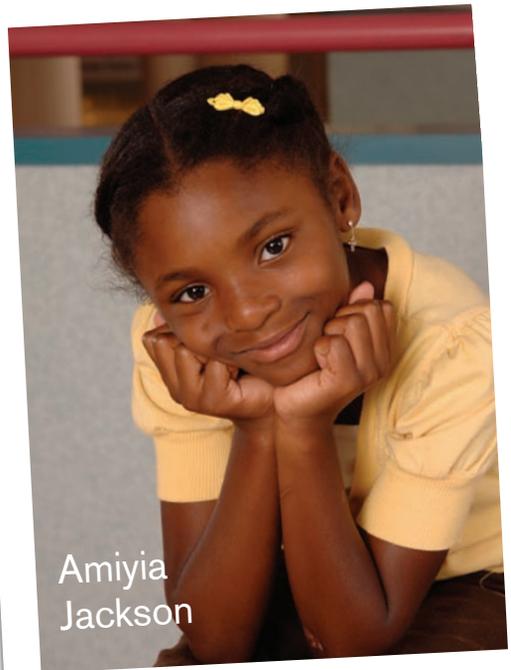
The gift from the Children’s Foundation of Memphis will enable Le Bonheur’s CFRC to double the number of active clinical studies from 30 to 60 within five years, according to Black.

Extensive infrastructure and other support for the new PCRU will also be provided through the UTHSC Clinical and Translational Science Institute (CTSI), notes Black, who serves as the Associate Director of the University’s CTSI.

“Research is important in pediatrics because children have been largely excluded from the many therapeutic advances that have marked the last 75 years of medical research,” Black says. “Drug studies are primarily focused on adults and children are not small adults. For a long time, what has been available are adult doses scaled down for children but it’s not that simple. It is important for us to have a better understanding of the effects of prescription drugs on children of all ages and this unit will facilitate more complex pediatric drug studies. In conjunction with the CTSI, we’ll soon be able to go from bench to bedside treatment.”

Children’s Foundation History

The Children’s Foundation of Memphis, formerly known as the Crippled Children’s Hospital (CCH), has a long history in Memphis. Founded in 1917 at the instigation of Dr. Willis Campbell to serve children who needed to be hospitalized long-



Amiyia Jackson

Name: Amiyia Jackson Age: 8

Study: Pseudomonas Sibling Study
Children’s Foundation Research
Center

School: Cordova Elementary, 3rd grade

Favorite color: Pink

Favorite food: Spaghetti

Favorite movie: “Catwoman”
with Halle Berry

Favorite song: “Who Said?”
by Hannah Montana

Favorite subjects: reading, Bible,
art, science

Personal hero: Mommy, Daddy,
Aunt Troye

Likes: church, Bible, swimming,
cheerleading

Dislikes: blood work, X-rays, throat
cultures, urine specimens

What I do for fun: visit museums,
parks, The Memphis Zoo

What’s the best thing about being a kid:
not having to babysit

Childhood dream: to be a model

If I could change one thing in the world:
people being bad

Thanks to the CFRC: “Amiyia is gaining
weight, her lungs have improved, and
she can now fight infections better,”
says her mom, Alisia Jackson.



Calvin Davis

Name: Calvin Davis Age: 9

Study: IGA Nephropathy (Kidney)
Study Children’s Foundation Research Center

School: Corinth Elementary, 4th grade

Favorite color: Red Favorite food: Fried Chicken

Favorite movie: “House of Wax”

Favorite subjects: social studies, health

Personal hero: Spiderman Likes: football

Dislikes: getting shots, taking medicine

What I do for fun: basketball, swim, ride bikes

What’s the best thing about being a kid:
not having to pay bills

Childhood dream: to become a lawyer

If I could change one thing in the world:
for everyone to love each other

Thanks to the CFRC: I can play outside longer
thanks to my asthma medicine.

“Although we owe much of our success to the hard work of our investigators, the vision and tireless support of the Children’s Foundation of Memphis have formed the catalyst for this success. They are vital to what we are doing and how they can help.”

– Dr. Dennis Black

term for the treatment of polio, scoliosis and other orthopedic problems, it also operated as a school (part of the Memphis school system) and often awarded diplomas as children graduated.

Thousands of Memphis and Mid-South children were treated there through the efforts of the 35 women who have served as its board of managers over the years. In 1949, while still operating the hospital, the board saw the great need for a children’s hospital with extensive services and granted \$200,000 to the Le Bonheur Club to help their fundraising efforts to build a new Le Bonheur Children’s Hospital, which opened in 1952. The amount of the gift made then is equal in today’s dollars to the Foundation’s gift made this year.

“Just look at what strong women can do!” exclaims Nancy Fulmer, a Le Bonheur Club member who has served for nearly 40 years on the evolving organization’s board. “It was miraculous for a group of women to begin a hospital.”

In 1982, when the advances in medical treatment ended the need for the type of long-term care offered by the CCH, the hospital was closed and sold. The board of managers used the proceeds of the sale to continue on as the Children’s Foundation of Memphis.

In 1993, the Children’s Foundation made a \$5 million gift to establish the Children’s Foundation Research Center at Le Bonheur Children’s, a state-of-the-art pediatric research facility housed in Le Bonheur Children’s West Patient Tower.

“The Children’s Foundation would never have been founded if pediatric research had not found a vaccine for polio,” says Russell Whitehead, past president of the CFOM.

Since becoming a foundation, the CFOM has granted \$25.5 million to community agencies that serve children. The current Executive Committee for the Children’s Foundation Board of Directors is: Lucia Crenshaw, president; Russell Whitehead, first vice president; Martha Horton, second vice president; Adele Wellford, secretary; Brandon Morrison, treasurer; and Roberta Anderson, assistant treasurer. The Grant Awards committee includes Catherine Muscari, Melody Taylor and Adele Wellford.

CFRC Partnerships

The Children’s Foundation Research Center is a unique partnership among Le Bonheur Children’s, the UT Department of Pediatrics and the Children’s Foundation of Memphis, notes Black. “It was established to promote and facilitate basic and clinical research to improve the health and well-being of children in the Memphis area,” he explains.

Since opening, the CFRC has grown with a major emphasis on supporting young investigators with a New Investigator Award Program (see story on page 7). Currently, there are 30 full-time investigators involved in basic, translational and clinical research.

Major collaborative ties have been forged with other clinical and basic science departments and Centers of Excellence within the UTHSC and the new UTHSC CTSI, as well as St. Jude Children’s Research Hospital and the University of Memphis. To date, more than 75 new drugs and preexisting drugs now labeled for pediatric use can be attributed to clinical trials conducted by CFRC researchers. CFRC investigators employ over 75 post-doctoral fellows, research technicians, research nurses and study coordinators.

“Although we owe much of our success to the hard work of our investigators, the vision and tireless support of the Children’s Foundation of Memphis have formed the catalyst for this success,” Black says. “They are vital to what we are doing and how they can help.” ■



Areas of Study

The Children’s Foundation Research Center is a non-profit laboratory-based and clinical research organization created to promote the health of children. The Center was formed in 1995 by the Children’s Foundation of Memphis, the University of Tennessee Health Science Center and Le Bonheur Children’s Medical Center. Located in Le Bonheur Children’s, it is the home of both basic science laboratories and clinical and translational research facilities. It hosts more than 30 pediatric researchers.

The CFRC conducts basic, clinical and translational research programs in the areas of:

- Obesity/Nutrition
- Cardiology/Hypertension
- Pediatric Pharmacology
- Inflammation in Pediatric Disease
- Pediatric Wellness/Health Promotion

A goal of the CFRC is to increase the number and variety of drugs that are FDA-approved for use in children. Collaborative efforts with other research centers have established dosing guidelines for pediatric drugs. Many discoveries by research teams in other centers have already made a positive impact on the health and well-being of children everywhere. A significant portion of the research conducted in the CFRC is supported by the National Institutes of Health, an important benchmark for success in research.

For more information, visit www.utmem.edu/cfrc. ■

RSV

Researcher Makes Gains in Finding Treatments



Dr. John DeVincenzo has taken another step closer to finding an effective treatment for Respiratory Syncytial Virus, more commonly known as RSV.

In clinical trials conducted earlier this year, DeVincenzo and his team of investigators at the Children's Foundation Research Center located at Le Bonheur Children's Medical Center have found a potential new drug treatment to combat RSV, the leading cause of bronchiolitis and pneumonia among infants under one year of age.

"The drug ALN-RSV01 offers a potential new therapeutic approach for the treatment of RSV infection, a serious respiratory viral disease that leads to the hospitalization of nearly 300,000 children and adults annually in the U.S. alone," says DeVincenzo, who is attempting to develop the first human therapeutic that uses the 2006 Nobel Prize-winning discovery of RNA interference, or RNA.

"In clinical trials, we have demonstrated that ALN-RSV01 was safe and had statistically significant anti-viral activity in experimentally infected adults," he says.

The treatment showed a reduced infection rate from approximately 70 percent to 40 percent and doubled the number of uninfected subjects, according to DeVincenzo.

"Harnessing RNA interference could be used to conceptually treat many diseases," DeVincenzo notes. "RNA interference can theoretically block the production of any disease-causing protein."

In the past, most drugs have worked by targeting specific proteins (fundamental components of all living cells) that typically cause or make illnesses worse. In DeVincenzo's study, instead of drugs targeting a protein, the drugs target RNA to work upstream of protein synthesis. The drug is delivered directly to the lungs to down-regulate a key viral gene in infected lung cells. This neutralizes the virus and prevents viral spread and further infection.

The implications of DeVincenzo's research are wide-ranging. Its potential application includes blocking oncogenic proteins that cause cancer, as well as offering new therapies for genetic diseases such as cystic fibrosis and disorders such as cardiovascular disease. DeVincenzo's RSV study is the first definitive proof that RNA-interference-based therapeutics can work in humans.

"Scientists all over the world are closely watching Dr. DeVincenzo's work," says Dr. Dennis Black, scientific director of the Children's Foundation Research Center (CFRC), vice president for research at Le Bonheur Children's and professor of pediatrics at the University of Tennessee Health Science Center. "If this therapy can be used to treat RSV, then this same innovative therapeutic approach can be used to develop effective treatments for an abundance of other illnesses. Dr. DeVincenzo has definitely put Le Bonheur and the CFRC on the map with this important scientific breakthrough."

DeVincenzo presented the complete results of his study at the International Symposium on Respiratory Viral Infections meeting in Singapore in March. ■



Bryce Terry

On Christmas Day 2007, three-month-old Bryce Terry awoke from a nap with what his mother thought was a cold. He was congested and wheezing and when his breathing became labored, his parents, Bernard and Shelby, called their physician's office. Once the nurse heard Bryce wheezing over the phone, she instructed the Terrys to take Bryce to Le Bonheur Children's Emergency Department.

The doctors at Le Bonheur Children's tested Bryce for Respiratory Syncytial Virus, commonly known as RSV, and he was positive. Bryce was admitted into the hospital but discharged the next day because his symptoms had improved.

Unfortunately, once Bryce was home, his wheezing and breathing began to worsen. By evening, Bryce began to cry and could not be consoled. Frantically, Bernard and Shelby called the doctor again and were instructed to return immediately to Le Bonheur Children's.

That night, Le Bonheur's Emergency Department was full.

However, Le Bonheur's medical team treated Bryce without delay. Bryce was stabilized with oxygen and an IV and he and his parents spent the next five nights at Le Bonheur Children's while his condition improved. The Terry family returned home on Dec. 31. Since then, Bryce has had no difficulty from the virus.

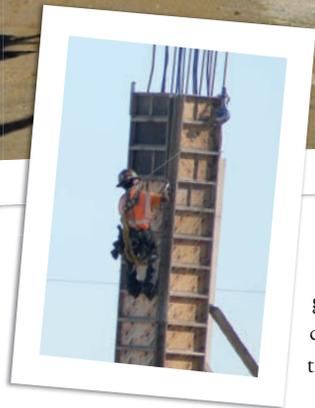
"Everyone at Le Bonheur made us feel like they had all the time in the world to take care of Bryce *and* us," says Shelby. "Knowing that Le Bonheur is on the cutting edge of RSV research so that others won't have to go through what we did has given us such peace of mind." ■



Dr. John DeVincenzo with RSV patient Bryce Terry.

BUILDING FOR

the Future



Building For the Kids



The corner of Poplar and Dunlap has taken on a new look. Two giant cranes are visible from miles around and more than 200 members of our construction team are working seven days a week to build our new 12-story, state-of-the-art medical facility. Due to open in June 2010, the new Le Bonheur Children's will be an anchor for the medical center and part of a campus that fosters family-centered care, healing, collaboration and hope.

Plans are being finalized for the FedExFamilyHouse, a future facility that will provide housing for families of patients who receive extended care at the hospital. Expected to open in 2010, the FedExFamilyHouse will provide 24 sleeping rooms, a kitchen and dining facilities, an indoor recreational space and other

comforting amenities. The FedExFamilyHouse will occupy space on the corner of Poplar and Ayers in the new Legends Park development. To watch the new Le Bonheur grow, take a look at our live Web cam by going to lebonheur.org. You can control the camera and watch in real time as the building goes up.

Campaign Update

The past year has been an exciting one for Le Bonheur Children's Medical Center and much progress has been made toward the opening of our new facility. Thanks to the generosity and support from corporations and individuals throughout the community and region, we have currently raised almost \$88 million, bringing

us within sight of our \$100 million goal. Many additional "asks" are being considered and we hope to complete the capital campaign in early 2009.

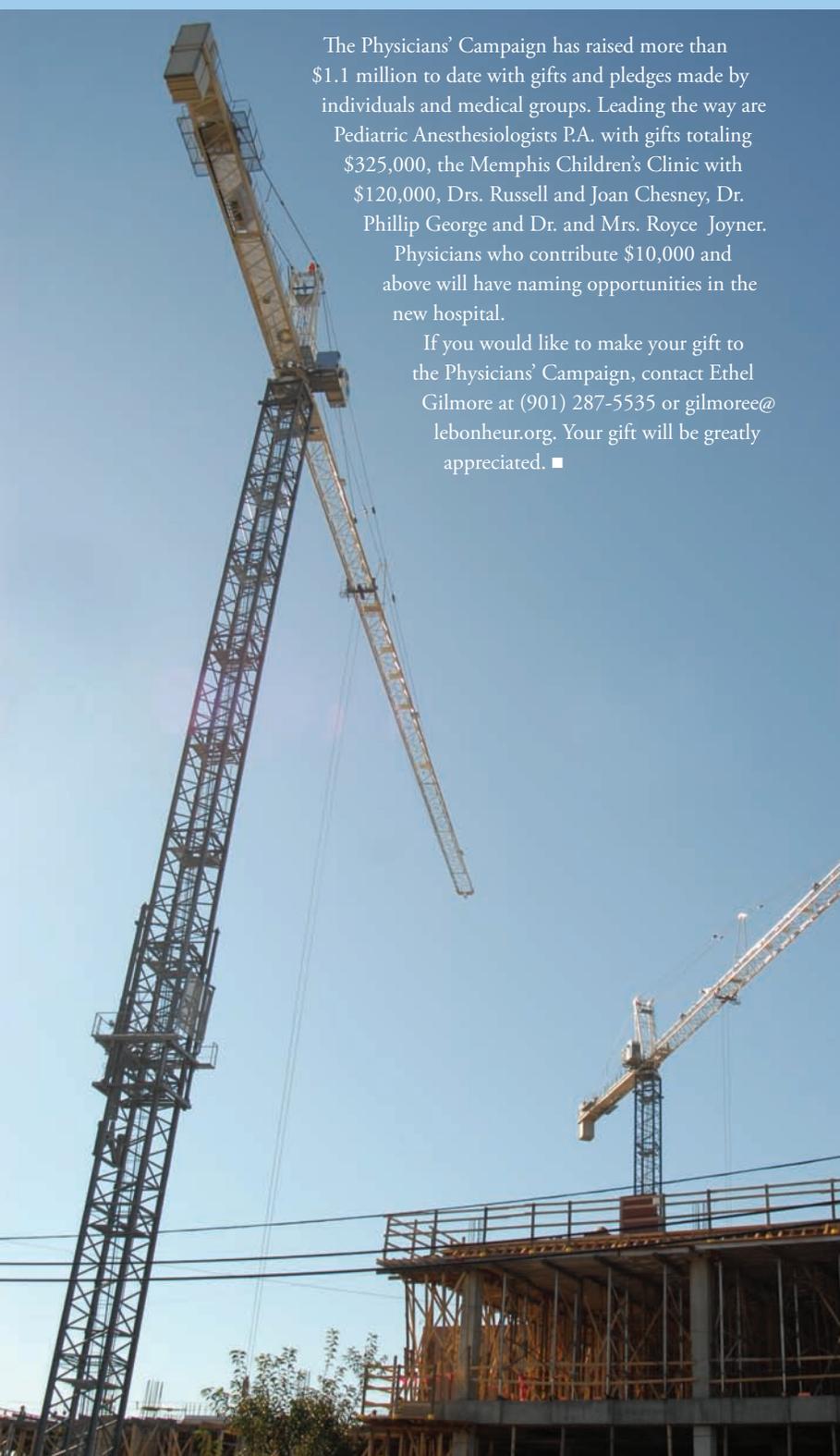
Families from across our region and around the country are looking to

Le Bonheur Children's to provide hope for healthy tomorrows. We cannot ask them to wait. You and other caring friends have given us the inspiration we need to offer them the exceptional care they deserve. It is that inspiration we draw upon during these final months of our campaign.

If you would like to make a gift to the new Le Bonheur Children's, it is easy and convenient. Go to lebonheur.org, click on the yellow "Remember Le Bonheur" box on the home page and then proceed to the online donation form. You can also email Kavanaugh Casey at caseyk@lebonheur.org or call (901) 287-6308 and the Le Bonheur Foundation will assist you.



The Physicians' Campaign



The Physicians' Campaign has raised more than \$1.1 million to date with gifts and pledges made by individuals and medical groups. Leading the way are Pediatric Anesthesiologists P.A. with gifts totaling \$325,000, the Memphis Children's Clinic with \$120,000, Drs. Russell and Joan Chesney, Dr. Phillip George and Dr. and Mrs. Royce Joyner. Physicians who contribute \$10,000 and above will have naming opportunities in the new hospital.

If you would like to make your gift to the Physicians' Campaign, contact Ethel Gilmore at (901) 287-5535 or gilmore@lebonheur.org. Your gift will be greatly appreciated. ■

 Construction on the new hospital began in February and is expected to last 30 months. Le Bonheur has partnered with Skanska to build the new hospital. Skanska was ranked as the No. 1 healthcare builder in 2007 by *Modern Healthcare*.

 When it opens in 2010, the new Le Bonheur Children's will double its current space for patient care, research and teaching and enable us to better serve our children and our families, as well as grow our critically important academic and research partnerships with the University of Tennessee Health Science Center and St. Jude Children's Research Hospital.

 The new hospital will have dedicated units for pediatric intensive care, cardiovascular intensive care and neonatal intensive care. All patient rooms are private and designed to accommodate two parents.

 The facility will feature multiple play areas, a mini-movie theatre and a large parent resource center with access to learning materials, the Internet and patient educators.

 The new Le Bonheur is going "green" by using renewable resources, recycling waste, conserving energy and reducing water consumption.

 Since early August, Memphians have been craning their necks to check out two tower cranes that were installed onto concrete foundations at the construction site of the new Le Bonheur Children's. The height of the cranes is about as tall as the hospital will be when completed. The tower cranes will be used to build the upper levels of the new hospital and will remain onsite until the construction efforts are completed.

 Frameworks for concrete pillars now stretch above Poplar Avenue and support the first several floors of the new Le Bonheur. As the framework for the new hospital has become readily visible from street level, Skanska workers have begun pouring concrete to form flooring for the ground and first floors of the hospital. Skanska will continue pouring concrete through April 2009.

 The new Le Bonheur will contain almost 60,000 feet of auger cast piles. If lined up, they would stretch 10 miles. When it is complete, the new building will be 30 feet taller than the cranes are now.



Champions for CHILDREN

By Kini Kedigh Plumlee

Allen and Evelyn Taylor



Allen and Evelyn Taylor live in a comfortable farmhouse just north of Corinth, Miss. The quiet of the rolling countryside is broken only by the bark of Joe, the neighbor's dog, or the occasional car that drives down the country lane. In the family living room, praying hands made of brass are displayed near the television. A Holy Bible rests on an antique oak table beside Mr. Taylor's favorite easy chair. A house blessing hangs near the front door and family photos grace the walls and bookshelves, depicting favorite moments and people of days gone by.

The Taylors never had children of their own but their home was always filled with the laughter and antics of many nieces and nephews. "All the kids in the family would come out to the farm to visit," recalls Teresa Beasley, the Taylors'

niece. "They had a big garden. We played under the big tree in the yard. And Uncle Allen made the best cornbread!"

Over the years, the Taylors talked about making a gift to Le Bonheur Children's Medical Center because it was a natural fit with Evelyn's love for children. They chose to make a charitable gift annuity which provides generous support for Le Bonheur while also giving the Taylors a monthly income. (See box at left for more information.)

"Evelyn never met a child she didn't love," explains Mr. Taylor, which prompted the couple's decision to make a contribution to the hospital. "My wife has always had a great love for children. She volunteered in the church nursery and always taught Sunday school. We wanted to do something not just for today but for the future, so we chose Le Bonheur."

Allen D. Taylor, 91, was born and raised in the Whitehaven area of Memphis. As a teenager, he went to work for the Chevrolet dealership in West Memphis, working for \$5 a week greasing cars and selling gas for 19.9 cents a gallon. It wasn't long before he moved into auto mechanics and then the body shop, where he says he made "real money," getting paid \$5 a day.

In 1938, a friend introduced him to Addie Evelyn Darby who lived in Ramer, Tenn., just north of Corinth. They married the following year, when he was making \$25 a week.



Evelyn worked at the Ben Franklin store and Allen continued with the car dealership.

The Taylors lived modestly and spent and invested wisely over the years. They began buying and selling farm land and by 1958 decided to move to their farm in Michie,

Tenn., where they raised cotton, corn, soybeans, Black Angus cattle and hogs. They still live there today.

"We never bought on credit and never bought anything we couldn't pay for," says Mr. Taylor, a practice he has upheld his entire life and one that enabled the couple to make their gift. "We live a Christian life and follow the Lord," he adds. "Giving to Le Bonheur was the thing to do and we're glad to know our gift will help many children." ■

Charitable Gift Annuity

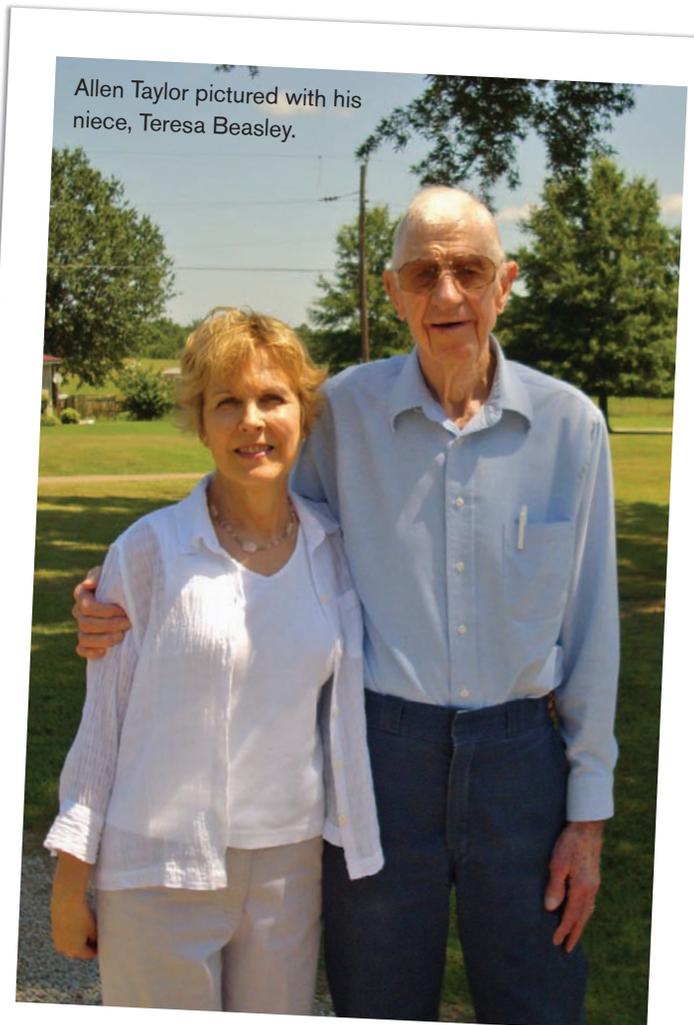
The concept of gift annuity is simple. You donate assets that we reinvest. Le Bonheur agrees to make fixed payments to you for life (and, if desired, for another beneficiary's lifetime). At the end of the agreement, the funds are available for our use.

A charitable gift annuity is particularly attractive because the rates (based on your age) typically produce higher yields than you would receive in the stock and bond markets. And when combined with partially tax-free payments, the effective rate of return is even higher.

Benefits

- Receive lifetime payments for yourself and possibly another person.
- Obtain a charitable deduction for a portion of the value of the gift.
- Secure partially income-tax-free payments.
- Save on capital gains taxes when you contribute appreciated securities.

For information about making a charitable gift annuity, e-mail Kavanaugh Casey, director of Le Bonheur Foundation, at caseyk@lebonheur.org or call (901) 287-6308 and the Le Bonheur Foundation will assist you.



Allen Taylor pictured with his niece, Teresa Beasley.

Charles and Mary Wurtzburger



If you have ever spent any time in conversation with Charles Wurtzburger, you will likely hear a story or two before long. Once

Charles begins telling stories, the baseball-loving, entrepreneurial business owner turned financial consultant turned philanthropist will often note that the tale he is telling is “in my book!”

His tales are not “tall” either. “I wouldn’t have put it in my book if it wasn’t interesting or true!” he says of the book he self-published earlier this year for his family about the wonderful life he has lived.

Charles, who turned 82 this year, and Mary, his wife of 55 years, along with their beloved West Highland Terrier, Mr. Chips VII, make their home in East Memphis. They have three grown children – Amy, Lee and Wendy – and, until recently, they spent years traveling the globe to exotic locales. (Hawaii is their favorite and where they spent their honeymoon.)

In 2007, the Wurtzburgers received the Crystal Award as Outstanding Philanthropists of the Year from the Memphis Chapter of the Association of Fundraising Professionals. This award is presented to an individual or family with a proven record of exceptional generosity and commitment to philanthropy. Their outstanding civic and charitable responsibilities, coupled with their generosity, have encouraged many others to take a philanthropic leadership role in the Memphis community. This year, Le Bonheur Children’s Medical Center was the recipient of the Wurtzburgers’ benevolence.

“What Le Bonheur is doing [building a new facility] is a good thing and we know our gift is going to a great cause,” Charles says from the desk of his home office. “Normally, Mary and I do not like to give to bricks and mortar but we made the exception for Le Bonheur. Le Bonheur is the only comprehensive hospital available in Memphis where the entire focus is on the children. Le Bonheur is geared toward helping kids in this region and beyond. When you give to Le Bonheur, you are helping children today and children in the future. You know your gift will go in the right direction.”

Born to Philanthropy

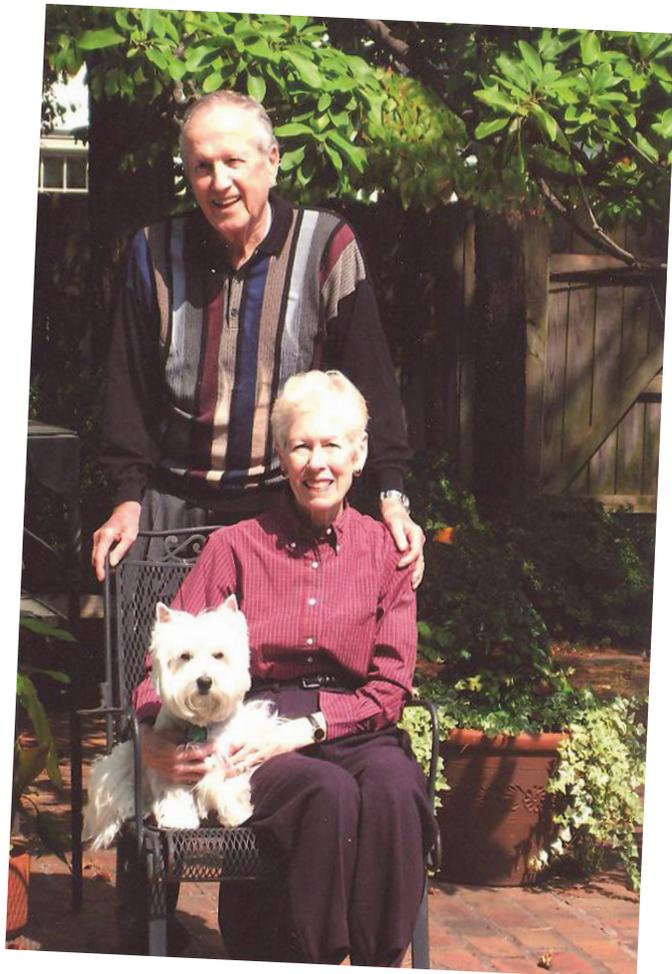
In 1953, Charles and his father founded the Memphis Converting Company, which became Cleo Wrap, Inc. in 1962. He served as president of the company for 25 years. Today, Cleo Wrap is the world’s largest manufacturer of gift wrap.

Now that he is retired, Charles and Mary enjoy visiting with their four grandchildren and spending time at their second home in Florida. They also keep busy overseeing the Mary H. and Charles L. Wurtzburger Foundation, under the auspices of the Greater Memphis Community Foundation, supporting about 40 art, civic, community and religious organizations.

For years, Charles Wurtzburger has been a champion of many Memphis causes. When he was a young man, Charles helped build parade floats for Cotton Carnival and the annual Downtown Christmas parade.

In the 1950s, Charles was asked to sit on the board of directors that started the Memphis Food Bank and by the early 1970s he was invited to serve on the board of Le Bonheur Children’s as a member of the finance committee. He was also on the search committee that hired Gene Cashman as Le Bonheur’s president (1977-1995).

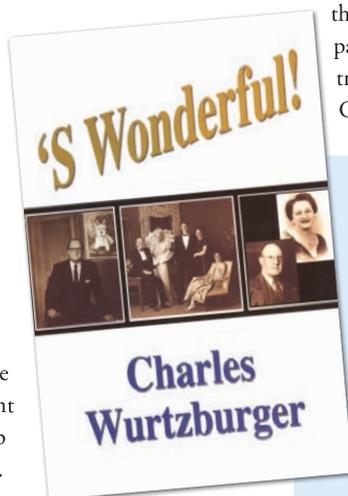
“I discovered that the hospital took care of many children who came from poor families that could not pay for their treatment,” Charles says.



“Le Bonheur never turns any sick child away. This gave me compassion for folks who didn’t have the security of health insurance and showed me just how important it was that all of us who were able should support treatment centers like Le Bonheur.”

As the famed baseball legend Tommy Lasorda once said: “There are three types of baseball players: Those who make it happen, those who watch it happen, and those who wonder what happens.”

For the children of Le Bonheur and our community, Charles and Mary Wurtzburger have helped to make it happen. ■ — *KKP*



The Wurtzburgers’ Philosophy for a Long, Happy Marriage

- Don’t go to bed mad.
- Each side has to give 60 percent.
- Whenever you’re wrong, admit it. Whenever you’re right, shut up!



J.L. and Lorrie Fisk

By Kini Kedigh Plumlee



After 25 years in the broadcasting business, former deejay and radio program manager J.L. Fisk says his happiest moments in radio were the days he spent at Le Bonheur Children's Medical Center hosting the annual fundraising radiothon.

"The three days I spent at Le Bonheur every year for seven years were tops for me," says the owner of Sona Med Spa in East Memphis. "Emotionally and spiritually, just to see the miracles performed there every day and being a part of it, even a small part, was some of the best radio I ever did."

Fisk has been a supporter of the annual Le Bonheur radiothon for the past 10 years, first as the on-air celebrity of the event when it was broadcast on WSRR Star 98 from 1998 to 2004. The past three years Sona Med Spa has sponsored the radiothon on FM-100.

"I fell in love with Le Bonheur Children's the first time I interviewed the patients for the radiothon," Fisk says about his ongoing support of the hospital. "In talking with the families and the great hospital staff, I learned about the passion the nurses and physicians have for all the kids. It's really an amazing place."

As a college student, Fisk says he wanted to be a "rock star," but, like many other young, musical hopefuls, it just wasn't in the cards. So, he decided to do the next best thing and sought a career in radio.

"Children are our future and in order to keep pace with technology it is time to build a new facility to keep up with the growth of our city and the health-care needs of our kids. As parents, we hope we never have to use it. But it's a nice insurance policy if you need it."

— J.L. Fisk

While working in markets outside of Memphis, Fisk gained experience in broadcasting radiothons in what were then live, on-air, around-the-clock events. When he relocated to Memphis to work for Star 98, the station decided to host the Le Bonheur radiothon and Fisk was a natural to spearhead the event.

"Le Bonheur specializes in kids," Fisk says. "From the smallest of band aids to the best technical approaches to pediatric care, Le Bonheur

is the place you want your child to be if needed. Many people don't understand what goes on at Le Bonheur 24 hours a day, seven days a week. If you ever wonder if the Lord still performs miracles in this day and age, all you have to do is take a trip to Le Bonheur and you'll see miracles happen every day."

In the seven years Fisk served as radiothon announcer for Le Bonheur, the station raised more than \$1 million in contributions for the hospital. He and Lorrie, his wife of 17 years, plan to continue their support for the new hospital and sponsorship of future Le Bonheur radiothons.

"Le Bonheur serves a large region," Fisk explains. "Children are our future and in order to keep pace with technology it is time to build a new facility to keep up with the growth of our city and the health-care needs of our kids. As parents, we hope we never have to use it. But it's a nice insurance policy if you need it."

Although he's been out of the broadcasting business for two years, Fisk says he just can't help but get involved every year when Le Bonheur's radiothon airs. "I miss doing the radiothon, the patients, the staff and the public involvement," Fisk says longingly. "Every year when the radiothon rolls around, I get the itch." ■

Corporate

KUDOS

I Give 4 Kids



Ursula Roman and Fred's Team at the Summer Avenue store in Memphis.

Balloons Expand Fred's Support



As the Marketing Director at Fred's, Ursula Roman is the driving force behind the significant contributions that are raised each year by Fred's, Inc. for Le Bonheur Children's Medical Center. Not only does Roman and her team support Le Bonheur Children's through the company, she is a hospital volunteer and a member of the Le Bonheur Club. Additionally, at Roman's urging, Fred's donates Halloween costumes every year to Le Bonheur Children's Child Life Department for the patient Halloween party. Roman's personal history with Le Bonheur Children's was a large part of the reason Fred's management joined the Children's Miracle Network (CMN) as a national partner. Le Bonheur Children's is one of 170 pediatric hospitals in the United States that comprise CMN. For more than 15 years, Fred's discount general

merchandise stores, headquartered in Memphis and located throughout 15 states in the southeast region, has supported Le Bonheur Children's through various company-wide promotions, including sponsorship of the Enchanted Forest.

Each year Fred's retail stores participate in a month-long campaign to raise funds for Le Bonheur Children's and other pediatric hospitals throughout the country. Employees at individual stores sell paper balloons to customers for a contribution. The balloons are then displayed in the store. In the past three years, Fred's has raised over \$1.2 million chain-wide through CMN balloon sales.

"We love the Children's Miracle Network concept because local contributions stay in the community," explains Roman. "Each individual Fred's retail store is helping the children's hospital located in its area and we are grateful for our customers in the Memphis area who have helped contribute to Le Bonheur Children's one dollar at a time."

Additionally, every October for the past 15 years, Fred's has "treated" Le Bonheur patients with a Halloween party. Marketing coordinator Lesley Butler says that Fred's employees decorate the hospital's lower lobby, organize face painting and bingo games and coordinate arts and crafts for all the patients. "We enjoy giving each child a safe, fun alternative to celebrate Halloween. For a moment they can forget their troubles and just be kids," she notes.

Fred's volunteers also deliver toys, books and children's costumes to those who are not able to make it to the lobby to participate in the festivities. ■

Le Bonheur Children's new web-based fundraising site www.IGive4Kids.org enables donors to purchase special items for the hospital with the click of a mouse. Just like your favorite.... check out! All it takes is three clicks at www.IGive4Kids.org and you can make a gift for the children.

You might consider purchasing a laptop computer for Le Bonheur's school program or blankets for the neonatal intensive care unit (NICU). Perhaps you would like to assist the Child Life Department through the purchase of arts and crafts supplies or board games and puzzles to keep patients entertained during their hospitalization. Or you might want to send a child to Cardiac Kids Camp or purchase an overnight stay at a local hotel for an out-of-town family whose child is critically ill. The list of giving opportunities is endless.

Similar to online retailers, Le Bonheur's "I Give 4 Kids" enables users to search for a particular item, a specific category (equipment, toys), a designated amount or age-appropriate gift. Once an account is created, you just shop and check out. An e-mail receipt will be sent immediately for your records.

"Le Bonheur Children's is one of only three hospitals in the country to offer this new, e-philanthropy-giving opportunity to hospital supporters," says Kavanaugh Casey, director of the Le Bonheur Foundation. ■

Your Giving Makes a Difference

Corporate contributions are crucial to Le Bonheur Children's to continue to ensure the health of this generation and the next generation of children. Many opportunities abound to help Le Bonheur Children's meet urgent needs on a daily basis. Your company and your employees can make an important difference for children through donations or sponsorships.

Call the Le Bonheur Foundation at (901) 287-6308 or visit www.lebonheur.org for more information.

For the LOVE Of Le Bonheur



For Brittany and David Spence of Memphis, Le Bonheur Children's Medical Center gave their infant son, Forrest, the gift of life for 55 days.

"Without Le Bonheur we may have had only one day," says Brittany. "Instead, Le Bonheur gave us 55 beautiful days with him."

In his memory, Brittany and David established the Forrest Spence Fund to help meet the non-medical needs of patients and their families who are being cared for in the Pediatric Intensive Care Unit (PICU) at Le Bonheur Children's. The Fund provides care baskets for the families, purchases items from Le Bonheur's "Wish List" (see story on page 13) and donates resources for the hospital's Child Life Department.

"Meeting the needs of sick children involves more than just providing them with medical support," says David, an orthopedic surgery resident with Cambell Clinic. "It requires an integrated team of doctors, nurses, cafeteria workers, janitors, lactation consultants, child life specialists and many more. In order to maintain such a high level of care and to expand the scope of this care in the future, Le Bonheur is depending upon people in the community to make contributions of their time, talent and money. The Forrest Spence Fund is our way of remembering our son and giving back to the amazing doctors and nurses that fought valiantly for his life."

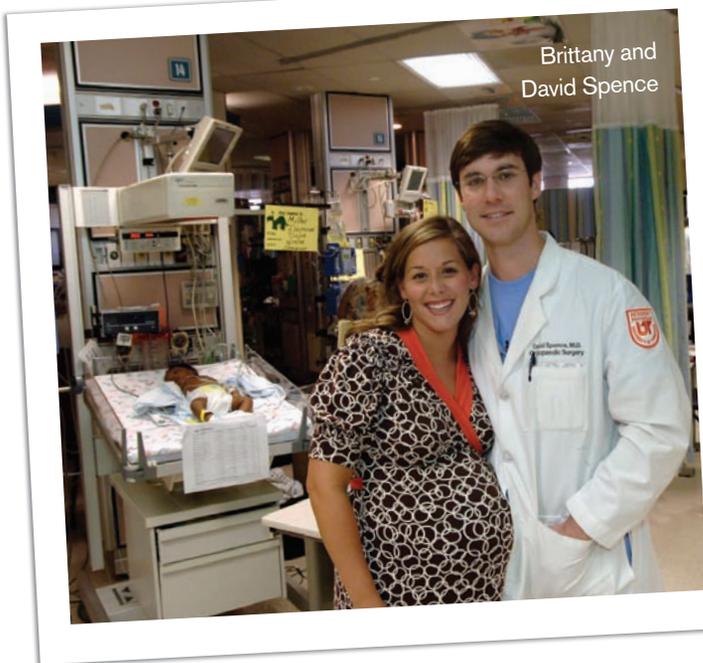
Robert Forrest Spence was born on Sept. 10, 2007. Shortly after his birth, there were complications and he was transported to Le Bonheur Children's PICU where more than 1,600 children received care last year. It is there that Brittany and David have sweet memories of holding and rocking their first son. And it was in Le Bonheur's PICU where they received compassion and love that

gave them hope and helped them survive the most difficult journey of their lives as little Forrest battled countless procedures, illnesses and infections.

Even though Brittany and David often received discouraging news and faced many serious challenges during Forrest's illness, they dreamed of the day they could take their baby boy home to play in the backyard. "It was in these times that we deeply felt the kindness of friends and perfect strangers," Brittany says. "Often it was that kindness that sustained us as we grew weary."

Despite the hospital's world-class care, Forrest passed away on Nov. 4, 2007.

"Even though Forrest didn't get to come home, there wasn't a day that went by that we weren't reassured that there was a dedicated team committed to making Forrest well," Brittany



Brittany and David Spence

says. "They not only took care of Forrest, they took care of our entire family. We are blessed to have a children's hospital like Le Bonheur."

Editor's Note: Brittany and David Spence are the proud parents of Austin Allen Spence, born 7 lbs. 8 oz. on Sept. 25. ■

The Forrest Spence Fund supplies a convenience basket for families with babies in the PICU who are facing an extended stay. Among the comfort items in the baskets are a handmade blanket, a roll of quarters for vending machines, magazines, a journal, snacks, note cards and lotion. The Fund also provides the PICU with crib mobiles, CD players and CDs, sound machines, night lights, plush toys, socks, hats, blankets and books. The Forrest Spence 5K, held in memory of Forrest on Sept. 6, raised \$27,000 for Le Bonheur's PICU.

Grace Agwaru met Ela Valezquez-Moreno and her infant daughter, Sulmi, with Memphis Rotarians Bill Schrader and Bill Pickens, program director for Gift of Life Mid-South.



Gift of Life Recipients Meet at Le Bonheur

In 1975, when Grace Agwaru was not quite 5 years old, she was brought from her home in Uganda to the United States for heart surgery. She was the first recipient of the Gift of Life program sponsored by Rotary Clubs International. The program helps children with congenital heart defects who have little or no health care by arranging treatment at premier pediatric facilities.

Today, Grace works in community development to improve the living conditions of slum dwellers in her native country. Her work has touched more than 1,200 people in Uganda.

In May, Grace and Rotary Club representatives of the Gift of Life Mid-South program toured Le Bonheur Children's Medical Center. Grace had stopped in Memphis while on her way to speak at the Rotary Club International Conference in the U.S.

During her tour of Le Bonheur Children's, Grace met Ela Valezquez-Moreno and her 9-month-old daughter, Sulmi, from La Paz, Honduras. Sulmi is the third recipient of heart surgery at Le Bonheur Children's through the Mid-South Gift of Life program.

Gift of Life Mid-South was founded by the Rotary Clubs of District 6800. The district clubs have partnered with Le Bonheur Children's, the law offices of Butler Snow and various Memphis organizations to give children such as Ela a new lease on life. The Rotary Club of East Memphis provides logistical, moral and financial support to bring young heart patients to Le Bonheur Children's as part of the program. ■

Around the HALLS

New TV Show Gives Kids a "Good Morning"



Bonnie Robinson, Michelle Williams, Casey Caughran, Shelly Burr and Stephanie Kellough

Patients at Le Bonheur Children's Medical Center have a new fun way to start their day. The hospital's Child Life Department has launched its new show, "Good Morning Le Bonheur." It airs on Tuesdays and Thursdays at 9 a.m. on Channel 8, the in-house Le Bonheur television station.

The show is produced by Child Life employees who report the weather, sports and positive news stories. Each show also features a special guest to help children understand more about how the

hospital works. Among the guests have been members of the orthopedics team, a radiology technician, a clinical nutritionist and a representative from online dining. Each show features a code word of the day, which provides patients with a chance to win a prize during the game show broadcast later in the day.

"Good Morning Le Bonheur" is a fun way for patients and their families to stay connected to the world outside Le Bonheur," says Child Life specialist Jessica Kellough. ■

Le Bonheur Partners with Mid-South Moms



The baby, the groceries, the dog and dinner – take it from someone who knows best: Mom.

MidSouthMoms.com, an online local resource for moms, has partnered with Le Bonheur Children's Medical Center to provide parents with comprehensive information and resources concerning children's health issues. Think of this site as the My Space for moms, a "Mom Space," if you will. You can safely ask questions, post baby pictures and create networks of friends, all from a mom's point of view.

"We know that being a parent is hard work and we at Le Bonheur Children's want to make it a little easier," says Meri Armour, Le Bonheur President and CEO. "By partnering with this new online resource, Le Bonheur can provide an invaluable tool for helping our children grow into healthy and happy adults."

MidSouthMoms.com is a new web venture by *The Commercial Appeal*. It is a free and easily accessible site which gives moms, dads and caregivers all kinds of information, from family-friendly restaurants and community events to tips on fun in the sun and child-care facility ratings. With Le Bonheur Children's help, this site now provides a place to find a doctor, ask questions of real health care professionals, and research medical-related information relevant to your child. ■



Wedding Gifts Fund FedExFamilyHouse

You can take the nurse out of the hospital, but you can't take the hospital out of the nurse.

Marian Gann, a Le Bonheur emergency department nurse for 19 years, could not imagine marrying Capt. Armando Castroverde, a FedEx pilot, without including Le Bonheur Children's. So, it was no surprise that, in lieu of gifts, the couple asked friends and family to instead make a contribution to Le Bonheur Children's.

All donations made in honor of their wedding will help fund the FedExFamilyHouse, a future facility that will provide housing for families of patients who receive extended care at the hospital. Expected to open in 2009, the FedExFamilyHouse will provide 24 suites, kitchen and dining facilities, an indoor recreational space and other comforting amenities.

"Donating to the FedExFamilyHouse was something we both wanted to do," says Marian. "It was a perfect fit," adds Armando. "It was a blend of our occupations and our passion."

After three years of courtship, Armando popped the question with a large banner last December. While Marian raced across the finish line of the 2007 Memphis Marathon, the crowd cheered and she almost missed seeing the proposal. They married on Aug. 24 in a small church garden; then, they celebrated with family, friends, co-workers and Marian's fellow runners at Downtown's Central Station. This is the second marriage for both.

"Everyone was excited to give to Le Bonheur Children's," said Marian. "This gave our guests an avenue to contribute to the hospital and we hope it will keep their minds open to future donations and unique ways to give to Le Bonheur."

To date, honorariums for Mr. and Mrs. Armando Castroverde have totaled more than \$2,800. ■

—Julia Adames

SCRAPBOOK



◀ Le Bonheur Children's Medical Center dialysis patient Jermaine Chamberlain meets FM-100 deejays Karen Perin and Ron Olson before going live on the air during the Memphis Le Bonheur radiothon in July.



◀ Le Bonheur Children's President Meri Armour was honored as a Paul Harris Fellow by the Rotary Club of Memphis East. The Paul Harris Fellow, named for the founder of Rotary, is the highest honor that the organization bestows. Rotarian Bill Pickens (left) presented Meri with this award for her service in the Gift of Life partnership between the Rotary Club and Le Bonheur (see story on page 14).

▲ News Channel 3 meteorologist Jim Jagers bicycled 333 miles across the roads of the Mid-South to help raise more than \$175,000 for kids at Le Bonheur Children's. Jim kicked off the 3rd annual Go Jim Go journey Sept. 26 from Peabody Place in downtown Memphis during *Live at 9* on Channel 3. From Sept. 26 to Oct. 3, Jim rode through surrounding towns including Oxford and Southaven, Miss., Brownsville, Tenn., and Forrest City, Ark. His trip ended with a live televised event at Le Bonheur on Oct. 3.



◀ Joanne Cunningham, Ester Patrick and Susan Graf were honored Aug. 25 at the 50 Women Who Make a Difference Awards dinner presented by *Memphis Woman* magazine. Joanne (far left) is an active member of the Le Bonheur Family Partners Council. Ester (center) is a liaison for Le Bonheur Children's Community Outreach. Susan works with the Le Bonheur Foundation and is a member of the Le Bonheur Club.



◀ The Student Council of Saltillo High School presented a \$1,000 gift in memory of Shelby Brown during the radiothon hosted by Wizard 106.7 at the Mall at Barnes Crossing in Tupelo, Miss., Sept. 10 - 12. The event raised more than \$73,000 for Le Bonheur Children's. Pictured are deejays Kelli Karlson (left) and "Roadkill Bill" (at right) with students Keymo Coleman and P.J. Sheffield. Sheffield is a Le Bonheur patient.



◀ The 4th annual Le Bonheur 5K Pumpkin Run and Family Walk Oct. 11 at the Marsh Center in East Memphis raised more than \$60,000 for the hospital. The 3.1-mile race ended with a post-race Boo Bash Party that included a costume contest, family activities, live music, refreshments and race awards. Pictured are winners in the 25-29 age group Tiffany Hall (1st), Lindsay Waugh (3rd) and Lauren McGee (2nd).

▶ Le Bonheur Children's Medical Center and WWYN 106.9 hosted the 7th annual radiothon at the Old Hickory Mall in Jackson, Tenn., Sept. 3 - 5, raising more than \$76,000 for Le Bonheur Children's. Pictured are deejays Shane Conner (left) and Phil Hickerson with Le Bonheur Foundation event coordinator Marcie Tebben.



◀ Jill Crocker (right), Le Bonheur Club President for 2007-2008, presented Le Bonheur Children's President and CEO Meri Armour with a \$500,000 check for the Club's annual contribution. This gift completed the Le Bonheur Club's capital campaign commitment to build the new Le Bonheur.



▲ TWIGS member and 2007 Enchanted Forest Chair Memorie Gosa and TWIGS President Monica Lemmon presented a check to Foundation Director Kavanaugh Casey (right) for the final payment on their capital campaign commitment of \$500,000. TWIGS raised \$33,000 more than their original commitment for a total of \$533,000 for the new Le Bonheur Children's.



▲ Le Bonheur Children's extended a warm welcome to members of the Skanska construction crew in August by hosting a breakfast. Skanska has eight trailers on the build site for the duration of the new hospital construction, affectionately known around the campus as "Skanska Town." Pictured (from left) are Project Manager Henry Chapman, Le Bonheur VP of Building Projects Dave Rosenbaum, Le Bonheur Medical Director of Utilization Management Dr. Ken Robertson, Skanska Project Manager Adam Hicks, Le Bonheur President Meri Armour, Skanska Project Manager Cathy Mauk and Skanska Project Engineer Richard Kelley.



▲ Employees of First Citizens National Bank in Munford, Tenn., held a summer yard sale and donated over \$425 in proceeds to Le Bonheur Children's. The ladies who made it happen are (from left): Ruth McClain, Rose Stringfellow, Cassie Harris, Tamara Watson, Becca Ping and Laura Wilkerson.

Family Affair Catches Jungle Fever



McCarter Family

The 2008 Family Affair heated up with eight weeks of fundraising events and culminated with more than 200 guests catching “jungle fever” at the Miracle Maker Blast. The event on June 5 was held at the Northwest Passage at the Memphis Zoo. Children feasted their eyes on polar bears and sea lions while moms and dads gobbled up sandwiches and hearty pasta.

For two months, Drs. Johnetta and Martin Blakely, Steven and Angela McCarter and Dino and Chrissy Tashie employed creative techniques in a friendly “competition” to raise money for Le Bonheur’s campaign to build a new hospital. The evening included a silent auction which brought the total amount raised to more than \$106,000.

The title of Miracle Maker Family of the Year was awarded to the McCarter family for collecting more than \$53,000 in donations. Mathew, their son, is a heart patient who is alive today because of the exceptional care he received at Le Bonheur.

All three of the families who participated in this year’s event have a child who received treatment at Le Bonheur. By reaching out to their families and friends through this fundraiser, they have enabled many other children to get the same exceptional care that their children received.

If your family or company would like to be involved in the 2009 Family Affair, please contact Erin Duncan at (901) 287-6101. ■ — *Julia Adames*

Holiday Cards from Le Bonheur



Send a special greeting to everyone on your gift list by ordering holiday cards from Le Bonheur. This year, six colorful and creative seasonal cards designed by children whose lives have been touched by Le Bonheur are available. Honorarium cards offer unique personalization; packaged cards are available with a preprinted holiday greeting.

Recipients of Le Bonheur holiday cards

will be touched by the thought you gave in acknowledging them this holiday season.

Honorarium cards are offered for a \$10 donation per card and include your individual message and mailing to the list you provide.

Or, select from two variety card packages of a dozen cards — four each of three different designs — for \$12 per set. The Happy Holiday

card pack includes penguins at play, a winter home scene and a happy holidays greeting. The Merry Christmas card pack features an angel, carolers and holiday hearts.

To place your order for cards, call Liz Salton at (901) 287-4440. To view the holiday cards and learn about the artists, visit www.lebonheur.org/holidaycards. ■

Holiday Happenings *All events will be held at the Memphis Pink Palace Museum.*

Nov. 21
Enchanted Forest Preview Party
7:30 - 11:30 p.m.

Nov. 22 – Dec. 31
Enchanted Forest
M-S 9 a.m. - 5 p.m.
Sun. noon - 5 p.m.

Nov. 23
Snow Forest Ball
2 - 5 p.m.

Dec. 8
Senior Stroll with Santa
9 a.m. - noon

Dec. 9 & 19
Story Time with Santa
6:30 - 8:30 p.m.

The Enchanted Forest Festival of Trees will run Monday - Saturday from 9 a.m. to 5 p.m. and on Sundays from noon to 5 p.m. Entrance fee is \$5 for adults, \$4 for seniors and children ages 3 - 12. Children 2 and under are free. Group rates are available. For more information, call (901) 525-TREE or visit www.TheEnchantedForest.org.

For 30 years, the Enchanted Forest Festival of Trees has marked the beginning of the holiday season for many Mid-South families. This year, from Nov. 22 to Dec. 31, children of all ages will again be captivated by the sites and sounds of Christmas at the annual holiday event at the Memphis Pink Palace Museum.

Thanks to TWIGS of Le Bonheur, the museum will be transformed into a winter wonderland for the holidays with animated characters and over 50 illuminated Christmas trees. Santa arrives by helicopter at 9 a.m. on

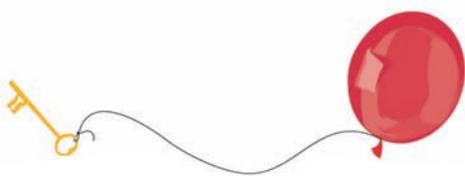
Nov. 22 on the front lawn of the mansion. He will be visiting with children and making his list daily through Dec. 23.

Stroll down a snowy lane to the Gingerbread Village where the enticing creations of local chefs, artisans and children are showcased. Visit Holidays Around the World to learn how other countries celebrate the season. Stop by the penguin pond to recognize the many individuals who help make the season brighter for Le Bonheur patients. Because of their generous contributions, each patient who is hospitalized

over the holidays will receive a plush penguin pal just like those skating in the pool.

Other special activities include the Snow Forest Ball, a Daddy-Daughter dance, from 2 to 5 p.m. on Nov. 23; Senior Stroll with Santa from 9 a.m. to noon on Dec. 8; and Story Time with Santa from 6:30 to 8:30 p.m. on Dec. 9 and 19.

It takes 25,000 volunteer hours every year to produce the wonders of the Enchanted Forest. If you or your company would like to sponsor a tree in the Enchanted Forest, contact Erin Duncan at (901) 287-6101. ■ — *Julia Adames*



Children's Fund Drive Begins in January

The 2009 Children's Fund Drive for Le Bonheur Children's Medical Center runs Jan. 6 through March 7. Chairmen of the project are Peggy Lovell and Theresa Adams.

Introduced to the community in 1962 as the Gold Tag Drive, this project has raised in excess of \$10 million since its inception, according to Mary "Mac" Carrier, Le Bonheur Club president. This year, as well as the previous four years, donations raised during the fund drive are earmarked for the Le Bonheur Club Parent and Family Resource Center, a center for patients and their families to be located in the new Le Bonheur hospital.

"As part of our commitment to the families of Le Bonheur, the Le Bonheur Club wants to provide a home away from home," Carrier explains. "The community holds the key to opening this door for the patients. Contributions to the fund drive will help Le Bonheur Club provide a space for families to use in the new hospital while their children are undergoing treatment."

Le Bonheur Club, founders of Le Bonheur Children's Medical Center, has been actively involved in fundraising efforts since before the original Le Bonheur hospital even broke ground. Through the years the Club has contributed to funding a variety of projects within the walls of the hospital, including the rehabilitation unit, an art therapy room, the Bunny Room and the Emergency Department.

"The enthusiasm of our entire Le Bonheur Club membership promises that the 2009 Children's Fund Drive will be an exciting and rewarding endeavor for Le Bonheur," Carrier says. For information on contributing to the 2009 Children's Fund Drive, contact Le Bonheur Club headquarters at (901) 682-9906 or lbcgoldtag@bellsouth.net.



Peggy Lovell and Theresa Adams

"Fore" the Kids

Imagine the perfect tee off: clear skies, a light breeze and every shot a hole-in-one for kids. This opportunity is

available each spring as hundreds of golfers take to the greens during the Log-A-Load for Kids Golf Tournament, a fundraiser for Le Bonheur Children's Medical Center. The 2009 tournament will take place at Shiloh Golf Course in Adamsville, Tenn., on May 2.

The fundraiser, sponsored by the Tennessee Forestry Association, began as payroll deductions contributed by employees of the logging and paper industries to the Children's Miracle Network (CMN). The amount individuals donated "equaled" the value of one day's load of logs, thus the name Log-A-Load. Le Bonheur Children's is one of 170 pediatric hospitals that make up CMN.

Jerry Beck of International Paper and Richard Jones of Packaging Corp. of America decided a golf tournament would be more fun and raise more contributions for Le Bonheur. Assisted by Jay Wolfe of Hankins Forest Products and Ray Scott of Shiloh Golf Course, the four-man committee hosted the first Log-A-Load for Kids Golf Tournament in 1996. Now in its 12th year, the tournament has contributed more than \$200,000 to Le Bonheur Children's, including \$16,000 raised at this year's event.

The tournament kicks off with a fish dinner on Friday night followed by golf and lunch on Saturday. Team and individual players compete for airline tickets and outdoor sporting equipment. Awards are presented for longest and shortest drives. Players who hit a hole-in-one will win a new vehicle.

For Wolfe and Beck, giving back to Le Bonheur Children's through their involvement with the tournament is a personal quest. Both have children who were treated at Le Bonheur.

"We saw the tournament as an opportunity to recognize the importance of Le Bonheur Children's in a much bigger way regionally," says Jones. "Having Le Bonheur as the benefactor of this event always seemed like the right thing to do," adds Beck.

Several years ago, when Beck's daughter, Kimball, was taken to Le Bonheur for treatment, he realized just how important his involvement with the tournament has been. "We saw how many children were served by Le Bonheur Children's," Beck says. "I was so impressed with how Kimball was treated, and how well they treated me and our entire family. That's when you realize you've been doing the right thing for years and just didn't know it."

Hearing about Beck's daughter, as well as stories from other Le Bonheur families, Wolfe couldn't agree more: "It makes you realize just how important our time and effort is to making this event successful."

If you or your company is interested in participating in the 2009 Log-A-Load for Kids Golf Tournament, either as a sponsor or team players, contact Marcie Tebben at the Le Bonheur Foundation at (901) 287-5561 or tebben@lebonheur.org. — Julia Adames



Richard Jones, Ray Scott, Jerry Beck and Jay Wolfe

Save DATE

2009

January 29
Wine, Women & Shoes
Sip-n-Shop Marketplace
Memphis Botanic Garden

January 30
Wine, Women & Shoes
Be There, Be Fabulous Gala
Fleming's Prime Steakhouse

February
A Family Affair Kick-Off

IHOP International Pancake Day
All area IHOPs

March
TWIGS Spring Fundraiser

April
YALL Big Wig Ball

Miracle Maker Blast

May 1
Le Bonheur Club
Fashion Show



Nancy Fulmer reads to patients Calvin Davis and Amijia Jackson.

May 1 - August 15, 2008

In an effort to feature more stories about Le Bonheur patients, physicians and donors, listed are only Memorials and Honorariums received from May 1 to August 15, 2008. Each year's spring issue is the annual donor report, including a complete donor listing.

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Remember a special person or occasion or honor the memory of a loved one with a special gift in his or her name to Le Bonheur Children's Medical Center. Your gift conveys your appreciation, best wishes, congratulations and love to the special people in your life. With sincere appreciation, we notify the appropriate family member(s) of the deceased or the person being honored by your gift. Persons making the gift receive a note of appreciation from Le Bonheur Children's. Gifts should be mailed to Le Bonheur Foundation, P.O. Box 41817, Memphis, TN 38174-1817, or can be made through our website at www.lebonheur.org. Call (901) 287-6308 for more information.

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GIVE



When you give a gift to Le Bonheur Children's Medical Center, you become a partner with our physicians and caregivers in providing a future full of hope for children throughout our region.

Le Bonheur Children's is the only hospital in our region with the range and depth of pediatric specialists necessary to care for the sickest and most fragile children. Children are transported daily by helicopter and ambulance to our door from a six-state area for care they can only receive at Le Bonheur Children's.

Give a gift and see how your investment makes a difference for children. Listed here are some of the ways you can give back to Le Bonheur Children's. Our Le Bonheur Foundation staff will be happy to work with you to achieve your wishes. A donation envelope can be found inserted in this magazine for your convenience.

Young Philanthropists

Encourage your child or your child's school to become involved with Le Bonheur Children's. Learn more about our Kids Caring for Kids programs by visiting www.lebonheur.org or call Liz Salton at (901) 287-4440.

Planned Giving for Future Generations

A gift made through your estate will help preserve the future of Le Bonheur Children's and safeguard our role in providing quality children's health care for generations to come. Planned gifts permit Le Bonheur Children's to provide continuing support for the well-being of patients today and in the future. Such gifts include bequests, life insurance policies and life income plans, such as charitable trusts and gift annuities. Not only can planned gifts provide possible tax savings, they also can provide increased income for you, your spouse or other members of your family. When you designate all or part of your estate to Le Bonheur Children's, you'll join others as a member of the DreamBuilders Society. For information, call the Le Bonheur Foundation at (901) 287-4430.

Endowment Gifts for Cutting-Edge Programs

Provide a legacy of perpetual support to Le Bonheur Children's by making an endowment gift. Your gift is combined with gifts from other donors and invested on a permanent basis and the income earned annually by your gift is used to support the program of your choosing. Or you can direct it to help fund the hospital's most urgent needs. Gifts made to Le Bonheur Children's endowment may honor or remember a special person or celebrate an event or personal milestone. For information, call the Le Bonheur Foundation at (901) 287-4430.

Volunteering & Benefit Events

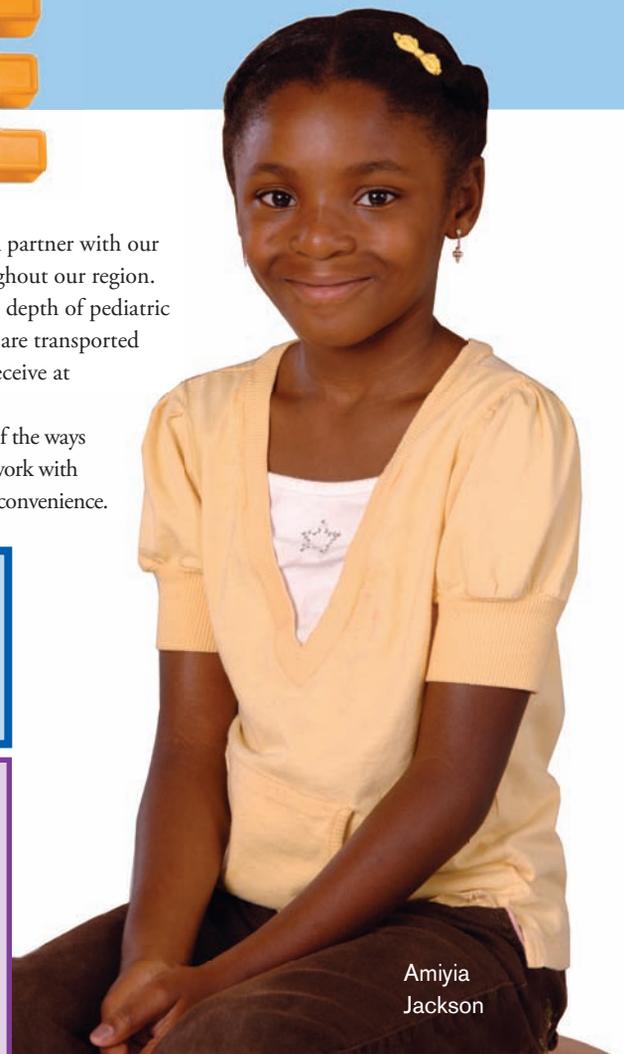
Volunteers, supporters and friends of Le Bonheur Children's host more than 120 events each year. Among the special events you are invited to support are gala parties, silent auctions, golf tournaments, walks and runs, and the annual Enchanted Forest and Festival of Trees. You support our patients by participating in such events. Also, please consider volunteering your time with patients and families. For information, call Michelle Stubbs at (901) 287-5688.

Gifts of Securities

A gift of appreciated securities held for more than one year may provide significant benefits to you as a contributor. For wire transfer instructions and other information, please call the Le Bonheur Foundation at (901) 287-4430.

Contributing to the "New" Le Bonheur

Nothing is more important than ensuring the health of this generation and the next generation of children. Your contributions — large or small — are needed to help us raise \$100 million to build the new Le Bonheur Children's. Make your gift or pledge today and turn dreams into reality. Call (901) 287-4430 or visit www.lebonheur.org.



Amiyia
Jackson

Annual Gifts for Urgent Needs

There are many opportunities to give unrestricted donations that help Le Bonheur Children's meet urgent needs on a daily basis. You can make a one-time gift by check, credit card or online donation. Become a DreamMaker monthly donor through credit card or monthly bank draft. You can also make a donation to honor someone special in your life, celebrate a special occasion or remember someone who has passed away. Visit www.lebonheur.org to learn more or call the Le Bonheur Foundation at (901) 287-6308. (Check with your employer to get information on matching contributions.)



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For the

LUV



Pediatric cardiologist Rush Waller, M.D., has taken his love for Le Bonheur Children's Medical Center to a new level. Waller unveiled his Le Bonheur Utility Vehicle (LUV), his new personal car that has been transformed into an "ad on wheels" for the hospital at a ceremony for patients and Le Bonheur associates in August.

The brightly colored Dodge Nitro is Waller's brainchild and something he wanted to do to share the excitement he feels about the new hospital, scheduled to open in 2010. Waller approached the hospital's marketing team and volunteered his car to be a traveling billboard.

It was a crazy idea, but Marketing Manager Julie Ashby couldn't refuse the offer. "All of us who work at Le Bonheur believe this is a special place, but I don't know many who would volunteer to do something like this," she says.

Waller's wife, Clara Gwen, and sons Benjamin and Wilson were equally surprised by the idea. "At first I thought he was joking and then I wondered what the neighbors would think. I'm really happy that his heart is so into the hospital," Clara Gwen says.

Waller, who has worked at Le Bonheur since 1999, currently serves as the president of the Methodist Le Bonheur Healthcare Medical Staff and is the medical director of Le Bonheur's Catheterization Lab.

"I'm excited and happy about the new hospital," says Waller. "It's my life. I want people to know that Le Bonheur is Memphis' children's hospital."

He has a long history with Le Bonheur Children's. His late grandmother, Virginia Waller, was a member of the original Le Bonheur Club in the 1950s that raised money to build the first hospital in 1952. Also, he was a patient in the 1970s when he was diagnosed with pneumonia.

Waller did his medical training at the University of Tennessee Health Science Center and his residency at Le Bonheur Children's. After completing a fellowship in South Carolina, Waller returned home to Memphis in 1999.

"My previous car was a sports car and I enjoyed it," Waller says. "However, just walking up to the LUV makes me smile." ■ — *Jennifer Parris*

of Le Bonheur

