

MIRACLES

A NEWSLETTER FOR SUPPORTERS OF CHILDREN'S MIRACLE NETWORK AT GEISINGER

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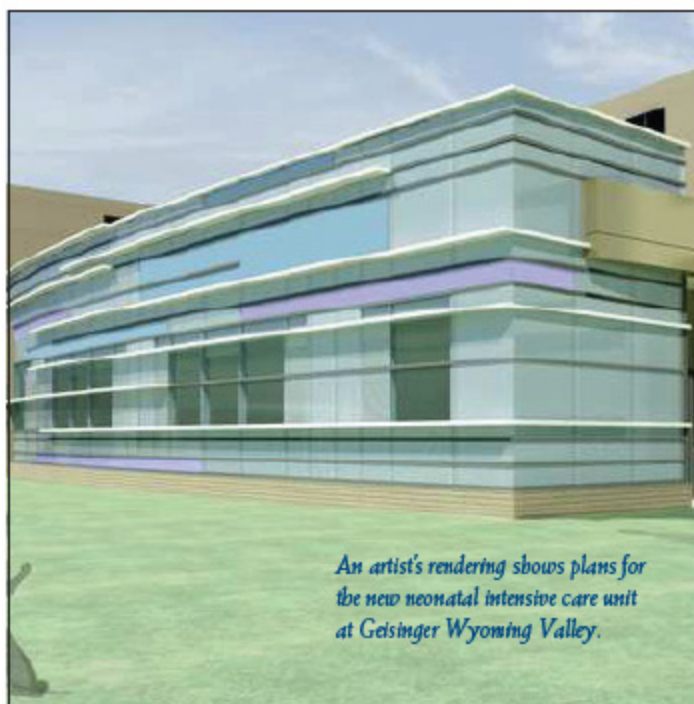
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CONTACT US

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Danville, PA 17822-5020
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FALL 2009



An artist's rendering shows plans for the new neonatal intensive care unit at Geisinger Wyoming Valley.

Your generosity is giving us a chance to

BUILD HOPE

Ground soon will be broken on the all-new neonatal intensive care unit at Geisinger Wyoming Valley — a project that will bring advanced care to families in the Wilkes-Barre area. Children's Miracle Network dollars are helping to make this goal a reality.

See inside for details.



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Thanks to you, neonatal care is coming to Wilkes-Barre

Fifty-seven miles. That's the difference between Wilkes-Barre and Danville. For a child born prematurely, that can be a lifetime away.

Fortunately, that trip will be much shorter for Wilkes-Barre families in the near future, as some babies will have the opportunity to receive Janet Weis Children's Hospital treatment in their own back yard.

Children's Miracle Network at Geisinger donors are helping to fund a new neonatal intensive care unit (NICU) at Geisinger Wyoming Valley. Groundbreaking for the unit is taking place in early 2010, and the project is expected to be completed in 2011.

"This new NICU will allow many families to stay closer to their homes for care," says James Cook, MD, director of neonatology at Geisinger's Janet Weis Children's Hospital. "The need has existed in Luzerne County for some time, and we're glad to now bring it to fruition."

The NICU will be located next to the Labor and Delivery area of Geisinger Wyoming Valley and will be equipped to handle many premature and critically ill newborns. The staff also will work with colleagues in Danville to coordinate care for newborns who require more specialized care.

"Funding from Children's Miracle Network donors was integral to the project," Dr. Cook says. "They are making this possible for our community."



An artist's rendering shows the side of the new neonatal intensive care unit.



Dr. Thomas Challman (second from left) and Miracle Kid Josiah Viera join 94KX's Ali Stevens and Drew Kelly to present their radiothon's final total.

Regional radiothons raise funds for the kids

The ninth-annual 94KX Cares for Kids Radiothon ended with a total \$34,428 for Children's Miracle Network at Geisinger. The total was raised through listeners' donations as well as the basket bingo, Ashley's Auction, and Princess and Pirate Party — events that were held in conjunction with the radiothon.

The all-new Froggy radiothon in Wilkes-Barre ended its broadcast on September 12. For the latest on how much this first-time event raised, visit us online.

Still want to make a donation? Find out how at www.geisinger.org/cmn.

New cart offers more food options for patients

What do you think of when you hear “hospital food”? Unrecognizable blobs on a tray?

The Geisinger Foodservices team has always worked hard to provide nutritious and enjoyable meals for patients — not blobs on trays — but now, with help from Children’s Miracle Network at Geisinger donors, children at Janet Weis Children’s Hospital soon will have even more kid-friendly and convenient meal options during their stays.

Children’s Miracle Network recently provided funding for a new food cart, which will allow kids to place orders for hot or cold foods during breakfast, lunch and dinner. When the roving cart reaches each floor, children will be able to select items with the hostess.

“Previously, our process didn’t lend itself to items like grilled cheese or chicken fingers,” explains Director of Foodservices Steve Cerullo. “With the new cart, those are just a couple of the options the kids will have.”

This new method of service will provide more opportunities to meet each child’s nutritional needs while giving patients a greater selection — all within a stone’s throw of the inpatient rooms.

Funding brings essentials to community locations

It’s easy to take the small things for granted. But when it comes to medical equipment, Children’s Miracle Network at Geisinger knows that small things often can make a big difference.

For that reason, we regularly fund essential equipment for Geisinger community practice and pediatric specialty outreach sites throughout the region. Items such as scales, blood-pressure monitors and pulse oximeters — necessary equipment that you expect to find at your local doctor’s office — are purchased with donations to Children’s Miracle Network. By providing such funding, we ensure that each office’s equipment is up-to-date and able to accurately measure a child’s progress.



Infant scales, like this one at Geisinger-Gray’s Woods, are just one example of how Children’s Miracle Network at Geisinger funds are benefiting community sites across the region.

In 2009, locations including Reichart Road (Bloomsburg), Carbondale, Gray’s Woods (State College), Kulpmont, Lake Scranton, Lewistown, Lock Haven, Lycoming (Montoursville), Millville, Mount Pocono and Selingsgrove received funding for items ranging from infant scales to exam tables. In addition, several outreach locations received funding to install automated external defibrillators.

For a complete list of these items and all 2009 funded items, or for information on previously funded items, visit us online at www.geisinger.org/cmnn.

2009 CHILDREN'S MIRACLE NETWORK

Sponsors and levels listed are from events, promotions and donations.

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Giant Food Stores, Inc.
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Wal-Mart Associates &
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WTAJ-TV 10

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Auntie Anne's Hand Rolled Soft Pretzels
Central PA Community Foundation/
Anthony Misciagna Fund
Charles B. Degenstein Foundation
Columbia-Montour Visitors Bureau
International Dairy Queen,
Owners and Operators
Marie F. Kisner Charitable Trust
The Paul Newman Foundation/Fairfield



Michaela Nagel, a 2009 Miracle Kid, attended the Giant event as a representative for Geisinger's Janet Weis Children's Hospital. Shown here after receiving a medal for her participation are (left to right): actor Richard Karn, Michaela, and Giant Executive Vice President of Format and Merchandising Casper Meijer.

Two Giant fundraisers help local hospitals

Giant Food Stores and Martin's Food Markets joined forces with their customers, associates and vendors this year to raise \$1.8 million to support five local children's hospitals, including Geisinger's Janet Weis Children's Hospital.

Giant and Martin's customers showed their support with a \$1 donations at checkouts from June 15-29. This year, a total of \$435,681 was raised through those donations.

Also this summer, Giant hosted its Our Kids golf outing with more than 1,700 participants at 12 golf courses in Pennsylvania. The annual event brings together Giant Food Stores associates, local celebrities and vendor sponsors.

WORK AT GEISINGER SPONSORS

ations in Fiscal Year 2009 — July 2008 through June 2009.

County Community Fund

White and Williams LLP

Zimmerman Truck Lines, Inc.

PATRON

Ace Hardware Corporation

Butter Krust Baking Company

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Carmike Cinemas

Children's Miracle Network

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Reinhart Food Service

Scent-Sations, Inc.

Shaner Hotel Group LP

Silver Salmon Enterprises

Six Flags Theme Parks, Inc.

Smart Partner, LLC

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The Daily Item

TOPS Markets, Sayre

UTZ Quality Foods, Inc.

Xpedx

For more information regarding corporate sponsorship, including the benefits available for each sponsorship level, please visit us online at www.geisinger.org/cmn or contact your regional Children's Miracle Network at Geisinger office — (570) 271-6188 or (814) 943-8887.



Dr. Michael Ryan (standing to right of tote board) announces the final total at the conclusion of the 2009 Celebration broadcast on WYOU.

Together, we raised \$2.48 million for kids in 2009

Children's Miracle Network at Geisinger ended its 2009 Celebration Weekend with a total \$2,487,787 raised to benefit Janet Weis Children's Hospital pediatric services.

The total was announced at the close of the annual Celebration broadcast, which serves as the culmination of year-round fundraising efforts. The Wilkes-Barre area broadcast, airing on WYOU, garnered \$1,686,683 from corporate sponsors, community and employee groups, and phone-in pledges. The Johnstown-Altoona broadcast on WTAJ posted a total of \$670,325, and the Binghamton, NY, broadcast on WBNG recorded \$130,779.

"We know this is a difficult economy, and we're grateful for every dollar that came in from the community, our local businesses and our employees," says Michael E. Ryan, DO, chairman of Janet Weis Children's Hospital and Children's Miracle Network at Geisinger. "The support of our donors and volunteers, along with the skill and dedication of our caregivers, is what allows us to bring world-class care to central and northeastern Pennsylvania – and the families here deserve nothing less."

A perfect gift for the person who has everything

The holiday season is quickly approaching, and a great gift is only a few clicks away. Make a donation to Children's Miracle Network at Geisinger in honor of your friends and family members this year. You'll receive a receipt acknowledging your donation, and your honoree will receive a notecard indicating that a donation was made in his or her honor (but the amount will not be disclosed). It's a great opportunity to make a difference for local children while showing you care about the special folks in your life.

Visit www.geisinger.org/cmn to make your donation or for more information.

HELP MAKE MIRACLES HAPPEN

Enclosed, please find my donation of:

- \$10 \$25 \$50 \$100
 \$12x12 (credit card only; \$12 per month for 12 months)
 \$25x12 (credit card only; \$25 per month for 12 months)
 Other \$ _____

Name _____

Street address _____

City, State, ZIP _____

Phone _____ E-mail _____

Payment:

- Check/money order (payable to "Geisinger Health System Foundation")
 MasterCard Visa Discover American Express

Account number _____

Exp. date _____ Signature _____

Please send completed form with payment to:

Children's Miracle Network at Geisinger
100 N. Academy Ave.
MC 50-20
Danville, PA 17822-5020

Want to make your donation in honor of or memory of someone special?
Visit www.geisinger.org/cmnm to print out a donation form or make your gift online.

M-1009

Ready to launch

Participants lined up kayaks and canoes as they prepared for the launch of River Day 2009 this summer. The annual event features a ride on the Susquehanna River between Bloomsburg and Danville.

Want to stay informed about all of our upcoming events? Visit us online at www.geisinger.org/cmnm and view our Calendar of Events.



The official registration and financial information of GHSF may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania 1-800-732-0999. Registration does not imply endorsement. A person may obtain from the New York State Attorney General's Charities Bureau, Attn: FOIL Officer, 120 Broadway, New York, NY 10271, a copy of the last annual report filed by GHSF with the attorney general. GHSF will also provide, upon request, a description of the programs and activities for which it has requested contributions. GHSF may from time to time make contributions to other charitable organizations and, upon request, will provide a list of all such organizations which have received contributions from GHSF during the past twelve months.