



THE TIME HAS
COME FOR A
Transformation.

.....THE CAMPAIGN FOR.....

CHILDREN'S
OF MISSISSIPPI

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CHILDREN'S OF MISSISSIPPI

has launched a *Growing* campaign to fund dramatic enhancements to the state's only hospital for children.



Plans include the construction of new facilities and renovations to the existing space that will support Children's of Mississippi world-class doctors and staff and the already excellent level of care they provide.



But the campaign is about much more than just constructing or renovating a building.

The new facility will enhance recruitment, attracting even more of the profession's most skilled doctors and medical researchers to serve Mississippi's children and to make medical advances that have the potential to dramatically change healthcare in Mississippi and beyond.

This once-in-a-lifetime project will exemplify the generosity and compassion that are Mississippi hallmarks and show the rest of the nation our commitment to caring for the most vulnerable among us.

Most importantly, this project has the potential to save the lives and improve the health of generations of Mississippi's children. The result will be a physical space that embodies the Children's of Mississippi guiding vision, which is to touch the life of every child in Mississippi and help them reach their full potential.

THE CAMPAIGN FOR

**CHILDREN'S
OF MISSISSIPPI**

Growing. So they can grow.



THE HEARTFELT GOAL FOR THE GROWING CAMPAIGN IS TO GIVE ALL OF MISSISSIPPI'S CHILDREN THE BEST CHANCE FOR A FULL AND HEALTHY LIFE.

THE GROWING CAMPAIGN FOR CHILDREN'S OF MISSISSIPPI WILL FUND CONSTRUCTION OF A NEW HOSPITAL TOWER AND A RENOVATION OF THE EXISTING SPACE. PLANS INCLUDE:

- An expanded, updated neonatal intensive care unit
- The creation of a pediatric imaging unit
- Expansion of the nationally renowned Children's Heart Center
- Additional rooms for the pediatric intensive care unit
- Additional and expanded operating suites
- A centralized outpatient clinic housing specialists and centers of excellence in many areas of medicine
- Enhancements to the emergency room and trauma center, Children's Cancer Clinic, elevators, waiting rooms, and other spaces

THE GROWING GOAL

CHILDREN'S OF MISSISSIPPI IS THE OVERARCHING ORGANIZATION that includes Batson Children's Hospital – the only hospital in Mississippi dedicated to caring for children – and all pediatric care at the University of Mississippi Medical Center (UMMC) and its statewide network of outpatient clinics for children.

The organization has served Mississippi's children and their families since 1968, providing child-centered care in a child-friendly environment unlike any other in the state.

Children's of Mississippi cares for more than 150,000 children each year and never turns away any Mississippi child for any reason, including the family's ability to pay.

Children's of Mississippi treats patients suffering from minor illnesses and broken bones to those with the most serious conditions—brave little ones battling aggressive cancers, fragile preemies weighing less than a pound, the most serious of cardiac conditions in the tiniest of hearts. For many of Mississippi's sons and daughters, Children's is the difference between life and death.

More than 200 medical specialists practice at Children's. In terms of lives saved and children healed, the outcomes at Children's of Mississippi are among the best in the country.

But when it comes to the facility itself, Mississippi's children and families deserve better.

The modern medical advances taking place every day at Children's have outgrown the current hospital, which

was not designed to support the level of care Children's now provides.

Faced with dire need and desperate families, Children's of Mississippi has always responded. The hospital has recruited pediatric specialists from around the world whose commitment to serving Mississippi's children outweighed their desire to work in the biggest and best-equipped facilities.

Mississippians statewide have also responded over the years, supporting the hospital at every level, from multi-million-dollar gifts to signature fundraising events to neighborhood bake sales. Now, Children's of Mississippi is embarking on the most ambitious campaign in its history, with the goal of serving not only today's children, but also generations of Mississippi children to come.

When you support the *Growing* campaign for Children's of Mississippi, you'll join other visionary Mississippians who recognize this effort as one of the most worthwhile projects in our state's history and for our state's future.

The monetary goal for the *Growing* campaign is an ambitious \$100 million. The heartfelt goal for the *Growing* campaign is to give all of Mississippi's children the best chance at a full and healthy life.

IT'S TIME TO GIVE MISSISSIPPI'S CHILDREN WHAT CHILDREN IN EVERY OTHER STATE ALREADY HAVE.

	Children's of Mississippi	Le Bonheur Children's Hospital	Children's of Alabama	Arkansas Children's	Monroe Carell Jr. Children's Hospital at Vanderbilt
Private PICU Beds	40%	100%	100%	55%	100%
Private NICU Beds	0%	100%	100%	17%	100%
Pediatric Imaging	No	Yes	Yes	Yes	Yes
Surgical Suites	7	15	17	14	16
Current Square Footage	254,400	1 Million	2 Million	1.2 Million	835,219



“CHILDREN'S BELONGS TO THE PEOPLE OF MISSISSIPPI. Who else but us to lead this effort? I get emotional when I talk about Mississippi's children, but I think leaders *should* be emotional. Our children are our future. They are everything.” – James Keeton, MD, Distinguished Professor of Surgery/Pediatrics and Advisor to the Vice Chancellor



ABBY AND ELI MANNING HONORARY CAMPAIGN CHAIRS



CHILDREN'S OF MISSISSIPPI IS HONORED TO HAVE ABBY AND ELI MANNING AS THE *GROWING* CAMPAIGN'S HONORARY CHAIRS.

Best known for his leadership skills on the football field as the quarterback of the two-time Super Bowl Champion New York Giants, Eli Manning has been lending his support to Children's of Mississippi since his college days as quarterback of the Ole Miss Rebels.

On a visit to Children's in 2004, his rookie year in the NFL, Eli met a young cancer patient named Justin. Justin was a big Ole Miss fan and an even bigger Eli Manning fan.

"Justin had been very sick, and his chemo treatments had left him bald," Eli recalls. "He asked for my autograph, but he didn't have any paper or anything else for me to sign. So, he asked me to sign his head."

Eli complied.

"Justin was fired up and excited about it. It was a special moment for him, but I think it was an even more special moment for me," Eli says. "You hear about sick kids, but you can't understand what they're going through until you physically see it. And when you do see it, your first reaction is, *It's not fair*. I think back to my childhood, and it's all good things. Laughs. Smiles. But for these kids, every day is a fight for their lives. The first time I walked through Batson Children's Hospital, I felt a tugging at my heart. How could I help them? I'm not a doctor. I can't heal them. So I reached out to find the best way I could help."

Eli helped by raising awareness and funds for hundreds of children like Justin. Manning partnered with Friends of Children's Hospital, a nonprofit volunteer



"WHEN YOU JOIN US IN SUPPORTING THE CAMPAIGN FOR CHILDREN'S OF MISSISSIPPI, you'll be giving Mississippi's sickest children new hope. And take it from me, there's no better feeling than knowing you played a part in giving a child a chance to grow up."

Eli Manning

group, to raise \$3 million to build the Eli Manning Children's Clinics. Now, joined by his wife Abby, Eli is once again teaming with Batson Children's Hospital, part of Children's of Mississippi, for the transformative *Growing* campaign.

"Eli and I look at our three healthy daughters, and we feel honored and privileged to be able to help some other parent's child who isn't healthy," Abby says. "These children are so brave. Even when they're scared or in pain, just knowing that someone is there fighting alongside them is sometimes all they need to smile. And when you see that smile, it's an incredible blessing—not for them, but for you."

On a visit to Batson more than four years after signing the young cancer patient's bald head, Eli Manning and Justin met again. This time, Justin was healthy and sporting not only a full head of hair, but also a football for Eli to autograph.

"That's why you put in the time and effort," Eli says, "for moments like that one, when you see a kid who was so sick, but who is now healthy. When you join us in supporting the campaign for Children's of Mississippi, you'll be building a world-class facility that will shape Mississippi's future. You'll be giving Mississippi's doctors the tools they need to fight the good fight. You'll be telling Mississippi's parents that their children matter. You'll be giving Mississippi's sickest children new hope. And take it from me, there's no better feeling than knowing you played a part in giving a child a chance to grow up."

"THESE CHILDREN ARE SO BRAVE. EVEN WHEN THEY'RE SCARED OR IN PAIN, JUST KNOWING THAT SOMEONE IS THERE FIGHTING ALONGSIDE THEM IS SOMETIMES ALL THEY NEED TO SMILE." — Abby Manning



KATHY AND JOE SANDERSON CAMPAIGN CHAIRS



A VISIONARY CAMPAIGN REQUIRES VISIONARY LEADERS.

Children’s of Mississippi is honored to have Kathy and Joe Sanderson serve as chairs of the *Growing* campaign. Leading by example, the Sandersons also made the first major gift to the campaign, pledging \$10 million to help Children’s of Mississippi grow.

“Kathy and I believe the campaign for Children’s of Mississippi is the most worthy and important charitable endeavor in the state at this time,” Joe says. “This is the largest gift we’ve ever made because we believe this project is the most important to the state and to the children of Mississippi for years to come.”

Joe is CEO and chairman of the board of Sanderson Farms, the third-largest poultry producer in the United States. He and Kathy are longtime supporters of Children’s, both personally and through Century Club Charities, the host organization for the Sanderson Farms PGA Championship golf tournament held annually in Mississippi. Proceeds from the tournament have benefited Friends of Children’s Hospital, a nonprofit volunteer organization formed to support the hospital.

The Sandersons also have a personal connection to Children’s. Several years ago, their granddaughter, Sophie Creath, then just four years old, was treated at the hospital for a severe case of pancreatitis.

“We were so impressed with the hospital and with the whole team because they were so genuinely caring,” Kathy says. “Sophie was in severe pain, but she was never afraid because she had such loving care. It means a lot to us to know that every child in Mississippi is able to receive that kind of care and that no family is ever turned away.”

“Growing Children’s of Mississippi will also help grow Mississippi. Knowing that Mississippi provides the highest level of care for its children will certainly be a comfort to any business or any family considering Mississippi as a potential home,” Joe says. “This campaign

will mean better outcomes for children, better research, and more doctors staying in Mississippi because they have the right facilities in which to practice. This campaign isn’t just for the children who need it today. It’s a campaign for future generations and a strategic, long-term plan for our state’s future.”



SOPHIE CREATH, KATHY SANDERSON,
AND KATY SANDERSON CREATH

“OF ALL THE THINGS PEOPLE ACROSS THE state could support, this project will impact the children and the future of Mississippi more than anything else.” – Joe Sanderson

The Sandersons are supported by a campaign steering committee made up of business and community leaders from around Mississippi.

“I’m very grateful to the talented, dedicated people on our steering committee. Many of them have a personal connection to Children’s, and they all share a clear vision of what Children’s of Mississippi can and should be,” Joe says. “People across the state have a great deal of respect and gratitude for what is already being done at Mississippi’s only hospital for children. I think when they hear the plan for Children’s future, they’ll be willing and excited to help. Of all the things they could support, this project will impact the children and the future of Mississippi more than anything else.”



THE CHILDREN'S NICU NEVER TURNS AWAY A BABY IN NEED.

THE NEONATAL INTENSIVE CARE UNIT

THE CHILDREN'S OF MISSISSIPPI NEONATAL INTENSIVE CARE UNIT (NICU) treats the most fragile of newborns, providing the immediate, expert care that is often these babies' only chance for survival.

The Children's NICU is Mississippi's only Level IV NICU—the highest level for neonatal care—and the largest NICU in the state. Children's cares for critically ill and premature babies from all over Mississippi, many of whom are airlifted to Batson Children's Hospital mere minutes after their birth.

While its outcomes are impressive, the NICU itself is dramatically undersized. The unit cares for as many as 102 babies at a time. According to today's national NICU standards, a space its size should hold just 30 babies.

Doctors and staff perform life-saving work around-the-clock in this cramped space, attending to one critically ill infant mere inches from another critically ill infant. These crowded quarters create challenges ranging from infection control to distracting noise levels.

For the parents of these fragile babies, intimate moments—a tiny hand squeezing an offered finger, the fleeting seconds of eye contact, the chance to hold their son or daughter for the first time—happen in a crowded, noisy space where privacy simply does not exist.

The most critically ill infants may call the NICU home for several months; some stay as long as a year. Many parents live hours away and are unable to visit their babies because they cannot afford a hotel room, and there is no place at Children's for them to sleep.

The *Growing* campaign will provide much-needed space for a NICU expansion, including the addition of private rooms where parents can bond with their newborns, overnight accommodations that allow parents

to be near their babies, quiet areas where new mothers can breastfeed, and a properly sized NICU that will give critically ill newborns their best chance at life.



After image is a representation only.



“WE SEE FAMILIES HERE WHO HAVE SUCH HOPE FOR THEIR children and such faith in us. When a fragile baby's family refuses to give up hope and that baby comes through, it inspires us. Every day in this NICU, we see a miracle.” — Renate Savich, MD, Chief, Neonatology and Newborn Services Division

A NEW NICU – The *Growing* campaign will provide:
A well-equipped, properly sized NICU • Private rooms where parents can bond with their babies
Overnight accommodations for parents • Designated breastfeeding rooms

“THOSE VISITS TO THE NICU WERE ALL ABOUT HOPE. YOU SAY A SILENT PRAYER FOR EVERY BABY THERE, BECAUSE *YOUR* BABY IS THERE.”
Aretha Edwards



GROWING A MIRACLE



ARETHA EDWARDS THOUGHT SHE HAD FOUR MORE MONTHS TO PREPARE FOR THE ARRIVAL OF HER GRANDDAUGHTER.

But when Edwards’ daughter went into premature labor, what should have been a joyful occasion became a medical emergency.

“The baby weighed one pound, seven ounces,” Edwards recalls. “I could have held her in the palm of my hand.”

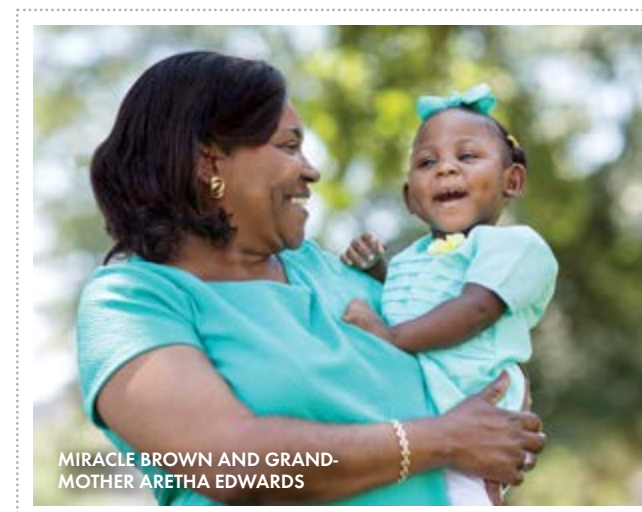
But there was no chance for Edwards to hold her granddaughter. Minutes after the baby was born at Delta Regional Medical Center in Greenville, Mississippi, she was airlifted to the neonatal intensive care unit at Children’s of Mississippi. As the helicopter took flight with its tiny, fragile cargo, Edwards’ daughter said, “I’m going to name the baby Miracle.”

Miracle would spend the next 15 months in the Children’s of Mississippi NICU, fighting to live up to her name. Her family made the two-hour trip from Greenville to visit their tiny Miracle at least once a week.

“Those visits to the NICU were all about hope,” Edwards says. “You say a silent prayer for every baby there because *your* baby is there. You know what it’s like for all the parents, having to scrub up and put on a hospital gown just to touch that tiny finger. And when Miracle moved her little fingers or toes, it was *life*. We knew she had feelings beyond all those tubes and machines.”

As the one-year anniversary of Miracle’s unexpected arrival approached, the NICU staff called Edwards with a special request.

“They asked if they could give Miracle a birthday party. The staff planned the whole thing. All we had to do was show up. When we got there, they had a special room filled with pink princess decorations, gifts, and a birthday cake. And after they did all of that, the NICU doctors and nurses thanked *us* for being there. Just like we had a year ago when Miracle was born, we shed tears, but this time, they were tears of joy.”



MIRACLE BROWN AND GRANDMOTHER ARETHA EDWARDS

“YOU BUILD A RELATIONSHIP WITH THE NICU doctors and nurses. You aren’t just another parent, and your baby isn’t just another child. The doctors and nurses didn’t just care for Miracle, they loved Miracle.” – *Aretha Edwards*

One month after her first birthday, Miracle went home. She still sees specialists at Children’s for regular check-ups, but today, Miracle’s visits to the NICU are purely for the pleasure of being reunited with the doctors and nurses who saved her.

“I took her by for a visit, and all the nurses came out to see her,” Edwards says. “They were crying and saying, ‘Miracle’s here!’ Even though she’s not a patient in the NICU anymore, Miracle is still on the hearts and minds of those who cared for her. Words cannot express how grateful we are to those doctors and nurses. I still pray every day for the NICU staff. To see the love they have for those tiny patients and their families is awesome. When she’s older, I’ll tell Miracle about all the obstacles she had to overcome and about all the people at Children’s of Mississippi who helped her live up to her name.”



CHILD-FRIENDLY IMAGING – The Growing campaign will provide:

A cheerful, comforting imaging area located within the children's hospital • Imaging equipment designed specifically for children

PEDIATRIC IMAGING



CHILDREN'S OF MISSISSIPPI DOES NOT HAVE A DEDICATED AREA FOR ADVANCED PEDIATRIC IMAGING.

Instead, patients as young as newborns in need of MRIs or CT scans are wheeled in incubators, on gurneys, or in hospital beds *a quarter of a mile* through crowded hallways to the imaging area in the University of Mississippi Medical Center's adult hospital.

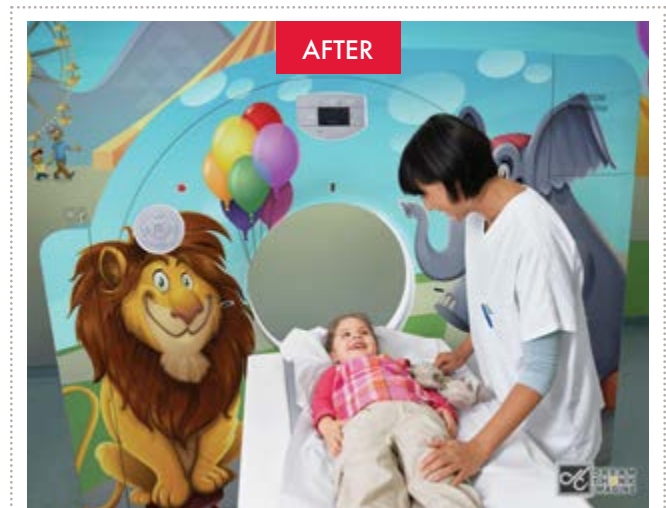
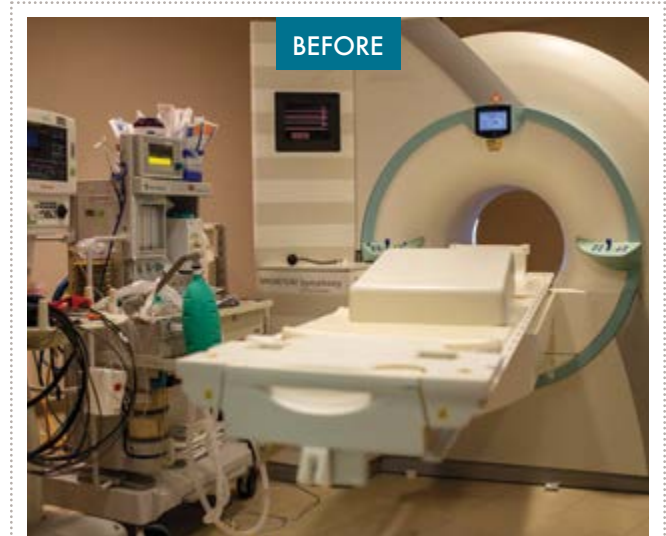
While the imaging procedure itself may take as little as five minutes, the journey to the imaging department and back can take as long as 45 minutes.

The lengthy transport and procedure time may require that a child be sedated, even though the child's condition would not otherwise have required the added risk. The sedation rate for children at Children's of Mississippi is significantly higher than sedation rates for the same procedures at hospitals that offer well-situated pediatric imaging equipment.

The *Growing* campaign will provide a pediatric imaging center appointed with MRI and CT equipment designed especially for children. State-of-the-art MRIs and CT scanners will be dedicated to analyzing specific areas of small bodies, from images of broken bones to complex evaluations of the brain.

The quarter-mile journey to the imaging area will become a short trip down the hall, ending at child-friendly equipment that allows young patients to watch movies or cartoons during their procedures.

Without the long journey to the adult hospital and with equipment that works faster and is designed to serve children, the need for sedation will be greatly reduced.



After image is a representation only.

WHILE THE IMAGING PROCEDURE ITSELF MAY TAKE AS LITTLE AS FIVE MINUTES, THE JOURNEY TO THE IMAGING DEPARTMENT AND BACK CAN TAKE AS LONG AS 45 MINUTES.



“WHY DID THEY CALL IT A TWO-MUR WHEN I ONLY HAD ONE? AND NOW, I CAN CALL IT NO-MUR.”
Rayne Deuel



HAPPY, EVEN IN THE HOSPITAL



“THE DOCTOR WALKED IN AND SAID, ‘BRAIN TUMOR.’ I DIDN’T HEAR ANYTHING ELSE AFTER THAT.” – Heather Deuel

Heather and Chris Deuel’s daughter, Rayne, was just seven years old when she was diagnosed with a rapidly growing brain tumor that would require surgery. At Children’s of Mississippi, the Deuel family found the medical expertise and the loving care to help them through the most terrifying experience of their lives.

“The doctors and nurses talked to us, but they also talked to Rayne on her level, so she could understand what was happening,” Heather says. “Every little detail of that long hospital stay was about keeping Rayne not just comfortable, but happy. They brought her coloring books and wrote her prescriptions for ice cream. They popped popcorn for her while she and her daddy watched movies in bed. Everyone from the doctors and nurses to the housekeeping staff were so attentive to her every need. Their care was *intentional*. You have to love children to create that environment. The most important thing for me as her mom was seeing that, even in the hospital, Rayne was still happy. In fact, they had to call the room once and ask her to stop dancing around because her monitoring equipment was going crazy.”

A week after the surgery, the relieved Deuel family learned that Rayne’s tumor was not malignant.

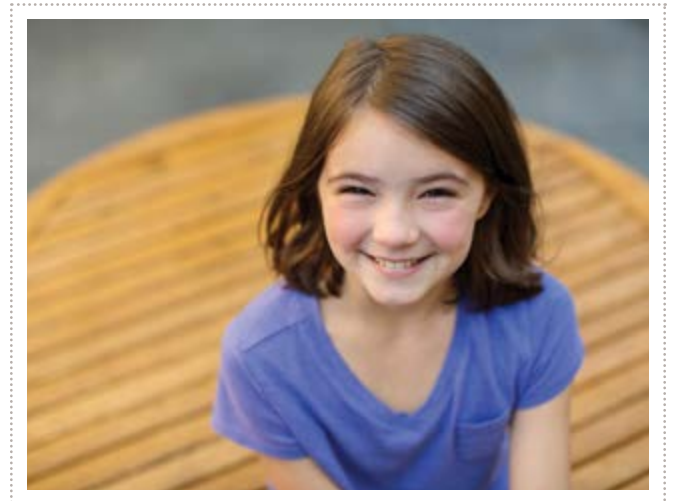
What Rayne remembers most about her brain surgery isn’t the many long trips she made to the imaging unit for noisy MRIs, the three weeks she spent in the hospital, or even how long it took her thick, dark hair to grow back.

“The night before my brain surgery, the nurses came into my room with a bottle of nail polish and doctor’s

orders to give me a purple pedicure,” Rayne says with a smile. “The hospital was mostly just fun.”

Because Rayne’s doctor carefully made his surgical incision in the part of Rayne’s hair, there are no visible scars left from her battle with the tumor, just a joke that’s become Rayne’s favorite to share with new friends.

“Why did they call it a *two*-mur when I only had one?” Rayne says, holding up two fingers with a giggle, then adds as her fingers form a zero, “And now, I can call it *no*-mur.”



“THE NIGHT BEFORE MY BRAIN SURGERY, THE nurses came into my room with a bottle of nail polish and doctor’s orders to give me a purple pedicure.” – Rayne Deuel

THE HEART CENTER

PERFORMS MORE THAN
400 PROCEDURES EACH
YEAR, WITH OUTCOMES ON
PAR WITH THE LARGEST
PEDIATRIC HEART PROGRAMS
IN THE COUNTRY.



A STATE-OF-THE-ART HEART CENTER – *The Growing campaign will provide:*

Additional, larger, and better-equipped operating rooms • A layout that reduces the need to move fragile patients over long distances
A renovated PICU with more privacy for patients and families • Comfortable, quiet waiting areas out of the public eye

THE CHILDREN'S HEART CENTER AND PEDIATRIC INTENSIVE CARE UNIT



THE HEART CENTER AT CHILDREN'S OF MISSISSIPPI
was founded in 2010 and is already recognized as offering
expert care for congenital heart problems.

Before the creation of the Heart Center, Mississippi children with life-threatening congenital heart problems were sent out of state for treatment; some who were not strong enough to travel did not survive. Today, some other states refer their most serious heart cases to Children's of Mississippi.

In addition to performing life-saving surgeries, Heart Center specialists provide ongoing follow-up care for patients over a period of years. Without access to this crucial follow-up care in Mississippi, children and their families would have to travel or relocate to other states.

While the care provided by the Children's Heart Center is exceptional, the *facilities* were not designed to accommodate today's complex medical procedures.

Operating rooms are limited in number, size, and design. Doctors perform the most intricate pediatric surgeries in operating rooms designed for tonsillectomies and other less complex procedures. The operating rooms are one-fourth the size of the industry standard, making it difficult for all of the members of a child's medical team to work efficiently in the space.

The operating rooms are located on multiple floors, requiring fragile patients to use public elevators and hallways to travel from one treatment area to another. A shortage of operating rooms makes scheduling life-saving procedures for multiple patients a constant challenge.

Cardiac patients and other critically ill children are cared for in the cardiac intensive care unit, a section of the Croft pediatric intensive care unit (PICU). The open-plan PICU offers little privacy. Patients and their



IN ADDITION TO PERFORMING LIFE-SAVING surgeries, Heart Center specialists provide ongoing follow-up care for patients over a period of years.

families weather the greatest fear and stress imaginable in a crowded space without walls and are forced to bear witness to the life-and-death struggles of the other PICU patients around them.

The *Growing* campaign will provide operating suites designed and equipped to support the complex procedures already being performed at Children's. An appropriate number of new operating suites will offer the space and equipment for doctors to work at the highest level, and will prevent delay in scheduling life-saving surgeries. The layout will be designed to minimize the need for critically ill patients to be transported from one area to another. An expanded PICU will offer comfortable waiting rooms for family members, as well as private rooms for patients and their families to rest and heal.



"CHILDREN'S OF MISSISSIPPI ALREADY HAS THE BEST MEDICAL talent and provides the best care in this part of the country. What we *don't* have is the infrastructure. This campaign can take us to the next level, which is as close to perfect as we can get in medicine." – Mary Taylor, MD, Interim Chair of the Department of Pediatrics

**“CHILDREN’S
OF MISSISSIPPI**

**WAS JOHN
PEARSON’S
HOME. IT WAS
THE ONLY
HOME OUR SON
EVER KNEW,
AND I JUST
HAD TO BE A
PART OF IT.”**

Lauren Clay



**A WHOLEHEARTED LOVE FOR
CHILDREN’S OF MISSISSIPPI**

**LAUREN AND WESLEY CLAY’S SON, JOHN PEARSON, SPENT HIS ENTIRE LIFE
IN THE PEDIATRIC INTENSIVE CARE UNIT AT CHILDREN’S OF MISSISSIPPI.**

John Pearson was born with hypoplastic left heart syndrome, a condition in which the left two chambers of his heart failed to develop in the womb. With their fragile son under around-the-clock care, Lauren and Wesley virtually lived in the PICU, spending every moment possible by their baby’s side.

“Living in the hospital became our normal,” says Lauren. “I stood by John Pearson’s side and talked to him. I could see him react to me and to Wesley and to the sound of our voices. He knew we were there. We couldn’t feed him and we couldn’t hold him, but we could be there. This was the way we could take care of our son.”

Over their long months at Children’s, the Clays became close friends with the doctors and nurses who cared for their son.

“They loved John Pearson like he was their own family,” Lauren says. “John Pearson was a person to them, not a just a patient. They loved us, too. That’s something I’ll never forget.”

John Pearson lived for just five months, but the Clays managed to make sweet memories of their baby boy that will last for their lifetimes.

“On Christmas Day, Dr. Barr [Children’s chair of pediatrics] came to the PICU dressed as Santa Claus,” Lauren recalls. “His wife was Mrs. Claus, and their children were elves. They passed out gifts to every child in the hospital. I had been expecting Christmas to be horrible, but instead it was one of the best days we ever had with our son, a little piece of normalcy in the middle of all that deep pain and sorrow. I never look back on that Christmas Day as sad. Instead, it was a piece of joy.”

Following John Pearson’s death, family and friends understandably assumed that Lauren and Wesley would prefer never to visit Children’s of Mississippi again, but the Clays reaction was just the opposite. Lauren and Wesley both found new careers connected to Children’s. Wesley left his position as the governor’s advisor on health policy to become the economic developer for the University of Mississippi Medical Center, a position that finds him charged with growing the medical center so that UMMC can continue to provide Mississippians, including children like John Pearson, with the best possible care. Lauren joined the development staff of Children’s of Mississippi, where she assists in raising awareness and financial resources for the hospital and the doctors and nurses she came to love.

“After John Pearson died, I called Children’s and said, ‘I need a place there,’” Lauren says. “I’m sure people were surprised that I wanted to come back to the hospital, much less come here to work every day. But Children’s of Mississippi was John Pearson’s *home*. It was the only home our son ever knew, and I just had to be a part of it.”



**AFTER THE LOSS
OF THEIR SON,
LAUREN AND
WESLEY CLAY
WELCOMED A
HEALTHY BABY
DAUGHTER, REED.**

**“THEY LOVED JOHN PEARSON LIKE HE WAS THEIR OWN FAMILY.
JOHN PEARSON WAS A PERSON TO THEM, NOT A JUST A PATIENT.” – Lauren Clay**

A NEW SPACE IS NEEDED IN WHICH PATIENTS AND FAMILIES CAN RECEIVE THE SPECIALIZED CARE THEY REQUIRE.



OUTPATIENT SPECIALTY CLINICS

MANY OF MISSISSIPPI'S CHILDREN RECEIVE ONGOING CARE through the Children's Jackson-area outpatient clinics, which are spread across the hospital campus.

Children with chronic illnesses or serious health conditions may need to see as many as four or five specialists in multiple clinic locations on the same day.

The state-of-the-art Eli Manning Children's Clinics provide non-emergency care and wellness care for more than 3,700 children per year. Opened in 2009, the 15,600-square-foot clinic is in need of more space to serve the growing number of Mississippi children who rely on its services.

A new space is needed in which patients and families can receive the specialized care they require and where multiple physicians can confer about shared cases, all in one central location.

The *Growing* campaign will allow Children's Jackson-area clinics to be consolidated into a single, conveniently located facility. Patients and their families will be able to consult with multiple specialists in one location, and doctors will be able to collaborate on cases with ease.



GROWING THE OUTPATIENT CLINICS

The *Growing* campaign will provide:
An outpatient clinic in which patients receive treatment from multiple specialists in one centrally located facility.



"I'M JUST SO THANKFUL THAT WE HAVE A SAFE, FUN PLACE TO TAKE Aiden, right here in Mississippi. Several people tried to talk us into going out of state, but we never gave it a second thought. Think about what you love most about Mississippi, and it's that sense of family. You get the same level of medical care at Children's that you would get anywhere else, but what you also get at Children's is the love, compassion, and sense of family that you *don't* get anywhere else." – Kristel Robinson • Kristel's son, Aiden, has been treated at Children's of Mississippi and its outpatient clinics since he was 10 weeks old.



AFTER THREE YEARS AND FOUR HEART SURGERIES, KINGSTON IS A HAPPY BOY WHO CONSIDERS HIS FREQUENT VISITS TO THE CHILDREN'S OUTPATIENT CLINICS JUST A ROUTINE PART OF LIFE.



HOME IS WHERE THE HEART IS

KINGSTON MURRIEL'S VOCABULARY IS STILL GROWING, BUT THERE'S ONE KEY PHRASE THE ANIMATED THREE-YEAR-OLD HAS DOWN PAT.

"I'm okay!" Kingston says with a 1,000-watt smile. "I'm okay!"

The motivation behind Kingston's catch phrase is a life-threatening congenital heart condition. Kingston has undergone multiple surgeries, the first when he was just five days old, and has made weekly and sometimes twice-weekly visits to the outpatient clinics at Children's of Mississippi ever since. Kingston has been responding to the question, "How do you feel?" every day since he could speak.

A routine ultrasound conducted a few weeks before he was born revealed that Kingston suffered from hypoplastic left heart syndrome, which meant his left heart ventricle did not grow in the womb. As few as 20 years ago, the diagnosis would have left no hope. Thanks to medical advances, Kingston had a chance at survival, but the condition would require multiple, high-risk heart surgeries. Kingston's stunned parents, Elizabeth Foster and Marcus Murriel, were referred to the Heart Center at Children's of Mississippi, but prior to their appointment, Elizabeth made what she describes as "the mistake of doing research on the internet."

"I thought we were going to have to move to Washington, D.C., or maybe to Florida, because it looked as though those were the only places where there were doctors with the skills to perform the surgeries and provide the long-term follow-up care Kingston was going to need," Elizabeth says. "I went from decorating my baby's nursery to wondering how we were going to move to a new city?"

Their appointment with Children's of Mississippi changed everything. Elizabeth and Marcus were relieved

to learn that Kingston could be treated by leading pediatric surgeons and cardiologists at home in Mississippi. Three years and four heart surgeries later, Kingston is a happy boy who considers his frequent visits to the Children's outpatient clinics just a routine part of life.

"There's a very low turnover in clinic staff, which means a lot to us since Kingston has to come to the clinics so often," Elizabeth says. "He never gets scared because he's grown up with everyone here. He knows his doctor very well. In fact, he knows that the nurses and the techs might have to take his blood, but that his doctor isn't going to do that. Kingston will tell the nurse, 'It's time for *you* to go now. I want Dr. Aggarwal!'

"When I hear him yelling, 'I'm okay!' now," Elizabeth continues with a laugh, "it's usually because he's in another room doing something naughty, and he doesn't want me to come in there and check on him. I love hearing my little boy say 'I'm okay' and knowing that because we have Children's of Mississippi right here at home, it's really true."



"I THOUGHT WE WERE GOING TO HAVE TO MOVE TO WASHINGTON, D.C., or maybe to Florida, because it looked as though those were the only places where there were doctors with the skills to perform the surgeries and provide the long-term follow-up care Kingston was going to need." – Elizabeth Foster



ADDITIONAL SPACE IS NEEDED TO KEEP PACE WITH RISING PATIENT VOLUME.

MORE ROOM FOR GROWTH



THE *GROWING* CAMPAIGN WILL PROVIDE CRITICAL ENHANCEMENTS throughout the hospital, including expansion of the Col. Harland Sanders Children’s Emergency Department and the Selby and Richard McRae Children’s Trauma Unit, enhancements to the Children’s Cancer Center, and additional elevators dedicated to specific services.

EMERGENCY ROOM AND TRAUMA CENTER

Children’s of Mississippi is home to Mississippi’s only pediatric emergency room and to the state’s only Level 1 pediatric trauma unit, the highest level of trauma unit rating.

Additional space is needed to keep pace with rising patient volume. The emergency room includes just 23 spaces but treats as many as 150 patients per day. Children’s urgent care unit, which treats patients with sudden but non-life-threatening conditions, is also housed in the emergency room, even though these cases do not require emergency care. Children who need immediate care must sometimes wait due to a sheer lack of space in which to treat them.

THE CHILDREN’S CANCER CENTER

The Children’s Cancer Center is the only center in the state providing comprehensive care for children with cancer or blood-related diseases. Made possible through fundraising efforts by the Junior League of Jackson, the center provides outpatient care needs for children with cancer as well as children with sickle cell anemia and other blood diseases.

The Cancer Center has outgrown its current space. Congested waiting and treatment areas hamper smooth patient traffic flow and increase the risk of infection for cancer patients with suppressed immune systems.

The *Growing* campaign will fund enhancements to the Cancer Center, including a redesigned space that will allow separate flow for cancer patients and patients with blood disorders, reducing congestion and lowering the risk of infection.

HOSPITAL ELEVATORS

Currently, vulnerable young patients being transported to other floors of the hospital must travel on public elevators. These shared elevators are constantly busy carrying hospital visitors and staff, meal carts, and other service personnel and equipment.



Moreover, the elevators are simply too small to hold a critical care patient’s large care team, all of whom are needed to properly attend to the child. As a result, team members must often take separate elevators in a critical care situation.

The *Growing* campaign will fund an expanded emergency room; new, larger elevators that ensure patients and their care teams are transported smoothly and safely; and additional improvements throughout Children’s of Mississippi.



“EVERYWHERE YOU LOOK IN CHILDREN’S OF MISSISSIPPI, THERE ARE NEEDS. You could pick any service or department, and the facilities are not designed for the level of care we’re providing. These are all changes that would allow better services to our patients. These children need us. And we need a facility that helps us give them the best possible care.” – Edwin Harmon, MD, Director of Pediatric Surgical Services

MORE ROOM FOR GROWTH – The *Growing* campaign will provide:
An expanded ER and trauma center • Improved flow in the Children’s Cancer Center • Elevators dedicated to specific services

“I GREW UP HEARING MY MOTHER TELL ME THE STORY OF HOW I WAS SAVED AT CHILDREN’S OF MISSISSIPPI.”

Alexander McRae



GROWING IT FORWARD



ALEXANDER McRAE WAS ONLY 11 WEEKS OLD WHEN HE DEVELOPED A RASPY COUGH THAT JUST DIDN'T SOUND RIGHT.

Alexander's concerned mother, Nora Frances, took her baby to the pediatrician, who immediately put mother and baby in a car and had a nurse drive them to Children's of Mississippi.

"A doctor was at the door waiting to take Alexander when we arrived," Nora Frances recalls. "To this day, we have to give credit to the pediatrician who sent us to Children's. He knew this was something that was beyond his own ability to treat and that we needed immediate help from specialists."

Alexander was diagnosed with a massive pulmonary hemorrhage that was causing bleeding in his lungs. Nora Frances and Vaughan McRae's tiny baby was drowning in his own blood.

"They didn't think he would survive," Vaughan says.

While doctors were able to diagnose Alexander's life-threatening condition, they didn't have the equipment needed to treat the 11-pound baby. In those days, the specialized ventilation equipment needed to treat an infant his size simply did not exist.

"A steady stream of nurses worked 10- to 15-minute shifts over many hours, pumping air into Alexander's lungs by hand," Nora Frances says. "What touched me so was the stamina and determination of those nurses to keep him going through the night until his doctors found a solution. The ingenuity of those doctors and the dedication of those nurses saved Alexander's life."

A quarter century later, Alexander McRae still spends time in the hospital, but now it's as a medical student at the University of Mississippi School of Medicine.

"I grew up hearing my mother tell me the story of how I was saved at Children's of Mississippi," Alexander says. "Every year on the anniversary of the day I was admitted, she tells me the story again, and she still gets so emotional, even all these years later. Lots of times when I was growing up, we would meet someone, and my mother would introduce that person as, 'one of the doctors or nurses who saved you' or 'one of the people who donated blood for you? I was too young to remember any of it, but I think hearing that story over the years is one of the reasons I'm interested in medicine. There were doctors at Children's who had that specialized knowledge that no one else had. I'm interested in becoming a surgeon, and part of my motivation is so that I can have that same kind of knowledge and use it to relieve pain or cure a patient no one else could help."

"As any parents would be, we're proud of Alexander's decision to become a doctor," Vaughan McRae says. "Alexander will have the opportunity to save lives because Children's was there to save Alexander."



VAUGHAN, ALEXANDER, AND NORA FRANCES McRAE

“WHAT TOUCHED ME SO WAS THE STAMINA AND DETERMINATION OF THOSE nurses to keep him going through the night until his doctors found a solution. The ingenuity of those doctors and the dedication of those nurses saved Alexander's life.” – Nora Frances McRae



GROWING CHILDREN'S, GROWING MISSISSIPPI

Enhancing Children's of Mississippi will have a positive effect on the state's economy. The improved hospital facilities will help in recruiting more doctors and researchers to UMMC, which is already the state's second largest employer. Other businesses and families considering locating in Mississippi will also be attracted to a state that provides the highest level of care for its children. Donors who support the campaign for Children's of Mississippi will be making a long-term investment in Mississippi's future.

CAMPAIGN QUESTIONS AND ANSWERS



WHAT IS THE FUNDRAISING GOAL FOR THE *GROWING* CAMPAIGN?

The University of Mississippi Medical Center (UMMC) is working to raise \$100 million to expand Children's of Mississippi.

WHAT WILL THE CONSTRUCTION AND RENOVATION INCLUDE?

The campaign will fund construction of a new hospital tower and a dramatic renovation of the existing space. The size and scope of the expansion and the resulting facility are directly tied to the level of giving inspired. The final project will be an expression of the generosity of our donors.

WHEN WILL CONSTRUCTION BEGIN?

The current plan is for some phases of the planned construction to begin in 2017. Generous donors at every level will determine how quickly Children's will grow.

WHO PLANNED AND ORGANIZED THIS CAMPAIGN?

UMMC's administrative and medical leadership, after long study and planning, agreed to undertake a multi-million-dollar, transformative pediatric expansion project. Because the expansion will largely depend on philanthropic gifts, UMMC leadership launched this major gift fundraising campaign.

WHO WILL BE ASKED TO SUPPORT THE CAMPAIGN?

UMMC leadership, community leaders, grateful patients, and caring citizens from across the state will be asked to support the *Growing* campaign. As this campaign will benefit every child in Mississippi and generations of children to come, gifts from the public in any amount will be warmly welcomed.

HOW LONG IS THE PLEDGE PERIOD?

Donors are asked to consider five-year pledges to reach the generous levels of giving necessary for the success of this ambitious campaign.

MAY I MAKE A CONTRIBUTION OTHER THAN CASH? ARE GIFTS TAX-DEDUCTIBLE?

Yes. Gifts of appreciated stocks and bonds, real estate, life insurance, and charitable trusts will be gratefully received. A planned giving expert is available upon request to help potential donors understand the benefits of different methods of giving. In addition, there is an ongoing opportunity for legacy giving beyond the scope of capital giving. Gifts in any amount are deeply appreciated and are tax-deductible to the full extent of the law.

HOW MUCH SHOULD I PLEDGE TO THE CAMPAIGN?

Your pledge should be based on your ability to give and your belief in the mission of Children's of Mississippi. Campaign leaders are happy to answer questions and discuss the size and structure of your gift with you personally. Please talk with a member of the steering committee or the UMMC Office of Development to learn how you can help.

HOW WILL DONORS BE RECOGNIZED?

Major donors who wish to be recognized will be listed on a donor wall upon completion of the campaign. The campaign also includes named gift opportunities that will recognize donors or those they wish to honor and will inspire others to give.

WILL I BE NOTIFIED WHEN THE PAYMENTS ON MY PLEDGE ARE DUE?

Yes. You will receive regular reminders based on the pledge program you requested.



"WHEN I THINK OF SPECIAL MOMENTS, IT USUALLY INVOLVES A hug from a mom or dad. Every child touches your heart, and I hope that something I did somehow touched that child's family. My *other* hope is that they take home a healthy child, and that I become a distant memory."

— James Polson, DNP, NP-C, Administrative Director, Children's Heart Center

FRIENDS OF CHILDREN'S HOSPITAL



FOR MORE THAN A QUARTER CENTURY, FRIENDS OF CHILDREN'S HOSPITAL HAS served as a volunteer fundraising and service organization for Batson Children's Hospital, part of Children's of Mississippi. They've raised millions to help build the hospital, its surgical and emergency centers, and the Eli Manning Children's Clinics. With their pledge of \$20 million, Friends will play an integral role in the *Growing* campaign.



SARA RAY, FRIENDS OF CHILDREN'S HOSPITAL CHAIR OF THE BOARD

"I've been on the Friends Board since 2004, and I've seen the needs at Batson Children's Hospital first-hand," says Sara Ray, board chairman and a former cardiovascular surgery nurse. "I know how much it will mean to families to have the best care in the best environment for their children."

Under Ray's leadership, along with that of longtime chairman Suzan Thames and Friends founder, Dr. Owen B. Evans, Friends' commitment has always included meeting the extraordinary needs of caring for patients and their families.

Friends annually funds an entertainment system for patient rooms, reading programs for school-aged patients, Child Life and playrooms, grief support for

families, patient needs accounts, and dozens of smaller projects that keep Friends squarely within their mission of making the hospital a more comfortable place for children and families. They have committed to continue funding these projects during the *Growing* campaign.

"There's not a single children's hospital in this country that can support itself without community help—that's why Bev and Suzan started Friends," says Ray. "During the *Growing* campaign, Friends will work to bring the community together so we can make Batson Children's Hospital and Mississippi a better place. Our hope is that Mississippians will recognize the critical needs now facing our state's only children's hospital and join us in transforming our pediatric facilities for future generations."

LEADERSHIP FOR GROWTH



LEADERS IN THE CAMPAIGN FOR CHILDREN'S OF MISSISSIPPI INCLUDE:

JEFFREY S. VITTER, PHD
Chancellor
University of Mississippi

LOUANN WOODWARD, MD
Vice Chancellor for Health Affairs and Dean of the School of Medicine
University of Mississippi Medical Center

MARY TAYLOR, MD
Interim Chair of the Department of Pediatrics
Children's of Mississippi

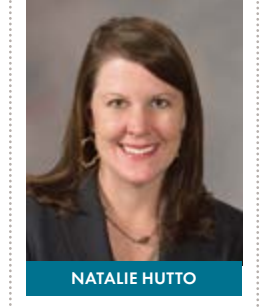
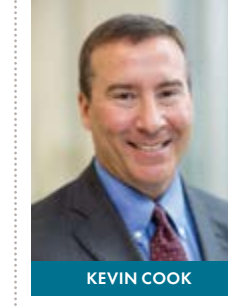
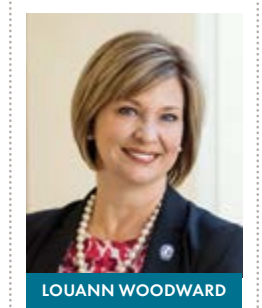
GUY GIESECKE, MBA, MHA, DHA
Chief Executive Officer
Children's of Mississippi

JAMES KEETON, MD
Distinguished Professor of Surgery/Pediatrics and Advisor to the Vice Chancellor
University of Mississippi Medical Center

CHARLES O'MARA, MD, MBA
Associate Vice Chancellor for Clinical Affairs
University of Mississippi Medical Center

KEVIN COOK, MSBA
Chief Executive Officer, Health System
University of Mississippi Medical Center

NATALIE HUTTO, CPA, JD
Chief Development Officer
University of Mississippi Medical Center



"THIS FORWARD-THINKING CAMPAIGN FOR OUR CHILDREN IS WITHOUT QUESTION THE direction Mississippi should take to have a healthier state today and in the years ahead. The need is great. The stakes are high. There is no room for mediocrity if Mississippi is to move out of last place in so many health-related categories. We are Children's of Mississippi. We own the responsibility to develop world-class facilities for our children. If we don't answer this call, no one will!" – LouAnn Woodward, MD, Vice Chancellor for Health Affairs and Dean of the School of Medicine

HELP CHILDREN'S OF MISSISSIPPI GROW, SO THE CHILDREN OF MISSISSIPPI CAN GROW.



A LIFE-CHANGING PROJECT SUCH AS THIS ONE COMES ALONG ONLY ONCE
IN A GENERATION BUT CHANGES LIVES FOR GENERATIONS TO COME.

Please join Children's of Mississippi and visionary Mississippians statewide as we work
together to change the lives of our children and the future of our state.



**"THIS CAMPAIGN
IS BIGGER THAN
THE UNIVERSITY
OF MISSISSIPPI.
IT IS ABOUT SAVING
AND IMPROVING
THE LIVES OF
THE CHILDREN
AND FAMILIES IN
OUR STATE."**

*Jeffrey S. Vitter, PhD
Chancellor,
University of Mississippi*

**FOR MORE INFORMATION ON THE *GROWING* CAMPAIGN
FOR CHILDREN'S OF MISSISSIPPI, CONTACT:**

OFFICE OF DEVELOPMENT
University of Mississippi Medical Center • 2500 North State Street
Jackson, MS 39216 • 601.984.2300 • growchildrens.org

.....THE CAMPAIGN FOR.....
**CHILDREN'S
OF MISSISSIPPI**
.....
Growing. So they can grow.

