

Accolades

Acknowledging the Activities of Our Auxiliaries

Special Projects extend Auxiliaries' impact

When Harriet Zelencik of Woodside-Atherton Auxiliary became Tally Ho coordinator back in 1993, her husband Steve did more than just cheer her on from the sidelines. As she explains it, "Those were prosperous times in the Valley. Steve encouraged me to involve more of the corporate community in fundraising activities around Tally Ho. At that time, the Hospital school was in real need of computers, so we decided to raise extra funds as a special project and buy them a bunch of Apple computers."

Thus was born the "special project" component of Tally Ho and, later, the Jewel Ball. In the past 12 years, a highly profitable upward trend has emerged in raising additional funds for specialized purposes. Often these extra funds enable the Hospital to purchase important equipment, ranging from badly needed dialysis machines to high-speed imaging systems. Says Woodside-Atherton Auxiliary president Libby Russo, "Tally Ho special projects give people the chance to contribute to something tangible; something that directly impacts the lives of patients and their families. Uncompensated care is always the greatest need, but we can go beyond that with specific gifts that give Packard an extra edge."



Special project fundraising, which has generated spectacular support for Packard Children's Hospital since 1993, began when Woodside-Atherton member Harriet Zelencik, left, joined with husband Steve to lead the Auxiliary's first effort which raised \$50,000 to buy computer hardware and software for the Hospital school. Harriet is pictured with Cammy Sunde, Packard's head teacher. Since then, Tally Ho and Jewel Ball have contributed nearly \$2 million in special project fundraising alone.

Last year, Tally Ho raised funds (in addition to uncompensated care support) to purchase monitors for Packard's newly configured pediatric emergency room. This year, Woodside-Atherton Auxiliary raised approximately \$100,000 for a much-needed ventricular assist device in the cardiovascular intensive care unit. This Thoratec equipment enables patients with heart problems to maintain stability either post-surgery, or in anticipation of heart transplantation. Tally Ho chair Marlene Belstock believes special project funding "upholds the gold standard of care for which the Hospital is renowned."

San Francisco Auxiliary's Jewel Ball has broadened the tradition of special project funding. Then-Jewel Ball chair Toni Paterson introduced the concept in 2001. "The Hospital needed to educate people as to what goes on there," she said recently. "We needed to put a face on the phenomenal work they do." Four years and

ASSOCIATION OF AUXILIARIES

<i>Charter Auxiliary</i>	<i>San Jose Auxiliary</i>
<i>Palo Alto Auxiliary</i>	<i>San Mateo-Burlingame Auxiliary</i>
<i>Roth Auxiliary</i>	<i>Woodside-Atherton Auxiliary</i>
<i>San Francisco Auxiliary</i>	

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— continued from cover page

several exciting funding opportunities later, the San Francisco Auxiliary has named Packard's Teen Van as the recipient of operating funds for its work in San Francisco. Dr. Seth Ammerman, Medical Director of the Adolescent Outreach Program, introduced the mobile medical facility to Santa Clara County in 1996, expanding to San Francisco in 1999. His passion for caring for homeless and uninsured adolescents is only matched by his tireless efforts to attract ongoing funding for this vital program. "The Teen Van serves a highly vulnerable population," according to Dr. Ammerman. "Homeless youth generally have complex medical and psychosocial problems. Mobile medical care is a successful way to help these youth access comprehensive primary health care." So successful has the Teen Van been that it is a nationally recognized model for specialized health care delivery. President Nina Clima, along with five other San Francisco Auxiliary members, recently accompanied Dr. Ammerman on his rounds in San Francisco's Tenderloin district. They came away from the experience inspired by the energy and dedication of the Teen Van staff.

Says Dr. Harvey Cohen, Chief of Staff at Packard, "The support by the Jewel Ball of the Teen Van helps us deliver Packard-quality health care to the most vulnerable group of young people. And Tally Ho allows our cardiac program to obtain a device that will advance the care of critically ill children and offer their families hope where there was none previously."

That goes for the entire Association of Auxiliaries in all of its fundraising endeavors. Thanks to the Auxiliaries, and to their supporters, Lucile Packard Children's Hospital continues to be a beacon of hope.



This year, the Jewel Ball will provide special project funds to help operate Packard's Teen Van in San Francisco. Pictured, left to right, are Seth Ammerman, M.D., medical director of the van, Nina Clima, president of the San Francisco Auxiliary, Lisa Lestishock, nurse practitioner, and Yvonne Nemece, nurse.



Dr. Stephen Roth, right, explains how the Thoratec ventricular assist device will help critically ill patients in Packard's cardiovascular intensive care unit. Dr. Roth, director of the CVICU, speaks with Woodside-Atherton Auxiliary president Libby Russo, left, and Tally Ho coordinator Marlene Belstock, center. Tally Ho raised funds this year to purchase the Thoratec.

A Message from the President

Hello Friends,

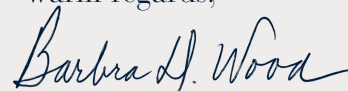
It's hard to believe that fall is upon us and we are snowballing into the holidays once again. It is a time when many of our traditional Auxiliary activities take place. By the time you read this, Woodside-Atherton Auxiliary will have hosted another enjoyable and successful Tally Ho, with the proceeds funding a very special project, the Thoratec equipment for the Hospital's cardiovascular intensive care unit (described in our cover story). On November 5, the San Francisco Auxiliary will host its annual Jewel Ball which will support another important project, operation of the Hospital's Teen Van in San Francisco. You have heard from Chris Dawes, Dr. Harvey Cohen and other doctors from the Hospital that our project support has a tremendous impact on services they can provide to the children. All this, of course, is over and above our ongoing proceeds for uncompensated care.

Along with what we do in our own Auxiliaries, we can offer additional Hospital support by attending events and businesses sponsored by our sister Auxiliaries, which includes making donations (as we clean out our closets) to the San Jose Auxiliary Thrift Box and the Charter Auxiliary This 'n' That Shop. You will

have the opportunity to attend the ever-popular San Jose Auxiliary Pumpkin Patch on October 8. San Mateo-Burlingame Auxiliary will be inviting us to the beautiful 'Tis the Season holiday event on November 12. Drop by Allied Arts Guild during the fall and the holidays to have lunch in the Palo Alto Auxiliary restaurant and to browse in the shops and enjoy the gardens which are inviting during all seasons. Please check your Ongoing and Upcoming calendar in this issue so that you might attend as many of the special Auxiliary occasions and events as you can.

Enjoy this interesting issue of *Accolades*. I applaud Victoria Applegate, Suzanne Hnilo, and others at the Foundation for taking the time to produce our informative newsletter.

Warm regards,



Barbra Wood, *President*
Association of Auxiliaries



Barbra D. Wood

Association of Auxiliaries for Children
770 Welch Road, Suite 150, Palo Alto, CA 94304



Lucile Packard Children's Hospital
STANFORD UNIVERSITY MEDICAL CENTER

Lucile Packard
FOUNDATION for Children's Health

Published for the Association of Auxiliaries by the Lucile Packard Foundation for Children's Health.
For information, please call Suzanne Hnilo at (650) 497-8591.

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P A I D
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Permit No. 925

Ongoing & Upcoming Events

Support your sister Auxiliaries.

Open all year; closed holidays	<p>Lucile Packard Children's Hospital Gift Shop, <i>Roth Auxiliary</i>; 725 Welch Road, Palo Alto, (650) 497-8596</p> <p>Thrift Box, <i>San Jose Auxiliary</i> 1362 Lincoln Avenue, San Jose, (408) 294-4490</p> <p>Gift Carte, <i>San Mateo-Burlingame Auxiliary</i> 1433 Broadway, Burlingame, (650) 343-8461</p> <p>Allied Arts Guild Traditional Shop, <i>Woodside-Atherton Auxiliary</i>; 75 Arbor Road at Cambridge, Menlo Park, (650) 322-2405</p> <p>Allied Arts Guild Restaurant, <i>Palo Alto Auxiliary</i>; 75 Arbor Road at Cambridge, Menlo Park, (650) 324-2588</p>
October 8	Pumpkin Patch Boutique, 10 a.m. to 3 p.m., First Congregational Church at Hamilton and Leigh in San Jose, <i>San Jose Auxiliary</i> , (408) 294-4490
October 14-15	This 'n' That Shop Sale, Friday (indoors only): 2 to 5 p.m.; Saturday (indoors and outdoors, weather permitting): 9 a.m. to 1 p.m., donations center at 472 Oak Road off Stock Farm Road on Stanford Campus, <i>Charter Auxiliary</i> , (650) 497-8591
October 20	Ralph Lauren Pink Pony Event, 5 to 8 p.m., Ralph Lauren, Burlingame, <i>San Mateo-Burlingame Auxiliary</i> ; (650) 343-8461
October 28-29	Pumpkin Days, 10 a.m. to 3 p.m., Allied Arts Guild, <i>Woodside-Atherton Auxiliary</i> , 650-322-2405
November 3-5	Fall/Holiday Bazaar, 10 a.m. to 4:30 p.m., Sunset Room, Allied Arts Guild, <i>Woodside-Atherton Auxiliary</i> ; (650) 322-2405
November 5	Jewel Ball, Palace Hotel, San Francisco, <i>San Francisco</i> <i>Auxiliary</i> , (650) 497-8591
November 7	Holiday Boutique Opening, Gift Carte, <i>San Mateo-</i> <i>Burlingame Auxiliary</i> ; (650) 343-8461
November 7	Holiday Tea, Allied Arts Guild, <i>Palo Alto Auxiliary</i> ; (650) 324-2588
November 11-12	American Girl Doll Event, <i>Palo Alto Auxiliary</i> ; (650) 324-2588.
November 12	'Tis the Season, Hyatt in Burlingame, <i>San Mateo-Burlingame Auxiliary</i> , (650) 343-8461
November 18-19	Holiday Boutique Sale, Friday (indoors only): 2 to 5 p.m., Saturday (indoors and outdoors, weather permitting): 9 a.m. to 1 p.m., donations center at 472 Oak Road off Stock Farm Road on Stanford Campus, <i>Charter Auxiliary</i> ; (650) 497-8591

Acting Locally

*1,700 women strong,
spanning the Peninsula and beyond*

Charter Auxiliary

This 'n' That Shop, Stanford Campus (650) 497-8591

The This 'n' That Shop on the Stanford campus has just achieved the biggest sales revenue month ever. It is unusual for sales to be so strong in a late summer month, but then again, the sales trajectory for the This 'n' That Shop is practically



Annually, the Charter Auxiliary honors its volunteers at the Hut Workers' Luncheon. Pictured are members from left, Mary Taube, Fredi Elliott, and Carol Mosher.



Members and volunteers had a lovely time. Pictured from left are Maggie Dauer, past president of Charter Auxiliary; volunteers Kathryn Linz-Cox and Shirlee Olson; and newest member Jean Schwendiman.

About to partake of the delicious lunch are Joanne Holman and Janet Buhrke, Charter Auxiliary treasurer.



vertical these days. Donations are constantly on the increase —just ask Nancy Greenland, who heads up the sorting crew, made up of new members and volunteers who quickly learn the ropes as they sort and distribute the mountains of goods that come through the door.

The Antiques and Collectibles department is continually well-stocked. Some finds that are unearthed in the sorting process end up on eBay, where they fetch optimal prices. With ads in every local paper, as well as the ongoing listing on Craig's List, the This 'n' That Shop expands its following.



At their summer luncheon at Allied Arts Guild, Roth Auxiliary leaders honored their 15-year members. From left, Margaret Barret, Mary Dowden, Shirley DeCrosta, Rose Lash, Tobbye Kaye, Marge Bentley, Marge Hausmann, Gloria Levin, Maureen Roskoph, and Marion Euphrat. Not pictured: Joan Brown, Pinky Chan, Nancy Dusthimer, Jeanne Kline, and Margo Parmacek.

Roth Auxiliary

Gift Shop at Packard Children's Hospital (650) 497-8596

How does a thriving business like the Lucile Packard Children's Hospital Gift Shop manage to stay ahead of the demand curve with fresh and interesting merchandise? Who could possibly anticipate tomorrow's trends in jewelry, baby fashion, kids' toys and games, all on a volunteer basis? Head buyer Gloria Levin almost single-handedly stocked the shop with all of the charming items that sell so well and help raise so much money for Packard's patients. Now, the Roth Auxiliary has enlisted a range of assistant buyers from the membership ranks, in the hopes that some of her magic will rub off!

The Candy and Sundries department has a magic of its own and the story is sweet. When the Hospital was newly opened in 1991, Maureen Roskoph and Margo Parmacek worked the early evening shift at the Gift Shop. Between 6:30 and 7:30, traffic was so slow that the ladies started to think there might be a better use of their time, and they resolved to retire from retail. But the Roth leadership had a different idea, and thus began a nearly fifteen-year partnership between the "Candy Ladies" that has kept the sweets shelf stocked with all the latest treats. After three hours of cuddling babies in the intensive care units in her Hospital volunteer role, Maureen meets Margo at the shop and they take stock of the inventory—how appropriate that they order both candy and toothbrushes. Says Margo, "Sometimes patients show up at the Hospital, not expecting to stay overnight. We have all the sundries they or their families might need in that situation." But candy is the most fun feature on their inventory list. They stock sugar-free items for special diets, new gums that come along, and all of it goes.

Woodside-Atherton Auxiliary

Allied Arts Guild, Menlo Park (650) 322-2405

The holiday season will shortly be upon us, and there is no better time to visit the Allied Arts Guild to get into the holiday spirit. Thanks to the ingenuity and hard work of the buyers for the Traditional Shop, you will find an exceptional array of unique gifts and home décor to liven up your holidays. And Allied Arts Guild has many opportunities in place for you to make the most of your time and talent.

On September 29, many stores and galleries at the Guild will host a Day of Inspiration for patrons to mine their creativity. On October 27 and 28, Pumpkin Days will return, featuring again a unique photo opportunity for children in a real barnyard setting as designed by the Guild's head gardener. Don't miss the Holiday Bazaar on November 3, 4 and 5 in the Sunset Room, for exquisite handcrafted items from the Laurel Leaf of San Carlos. The Sunset Room makes a charming venue for private functions any time of year. And don't forget to sign up for the Christmas Party for children and families on December 4. This has been a Guild tradition for as long as anyone can remember. Watch for your newsletter from the Friends of Allied Arts for more dates and details of ways to enjoy the coming months.

Woodside-Atherton Auxiliary heads into the holiday season after another highly successful Tally Ho on September 10. Nearly 300 guests enjoyed the Auxiliary's signature event at the Menlo Circus Club.



Once a week, Essie Newton (pictured here) artistically designs a floral arrangement to be displayed in the new Sunset Room at Allied Arts Guild. When possible, she uses flowers and greens from the gardens at the Guild. Essie designed the arrangement in this photo with Tally Ho's *Emerald Elegance* in mind using calla lilies, orchids and agapanthus.



Palo Alto Auxiliary's core cookbook team has produced *Tastes, Tales and Traditions* which promises to be equally at home on your coffee table as on your kitchen shelf. Pictured are (front) Donna Jones, co-chair, core cookbook team, and Mary Hicks, (back) Lenore Lafayette and Gail Sachs, president, Palo Alto Auxiliary.

Palo Alto Auxiliary

Allied Arts Guild Restaurant, Menlo Park (650) 324-2588

Palo Alto Auxiliary members are busy planning for their last two traditional events of the year: the Holiday Tea on November 7 and the American Girl doll event on November 11 and 12. At the former, guests will enjoy a tea plate of festive treats, seasonal music and an informal fashion show. For American Girl doll collectors, the latter annual event has been relocated to the Los Altos Episcopal Church to accommodate a growing audience. Not surprisingly, the children's fashion show is always a big crowd pleaser. The event usually sells out, so early reservations are recommended.

There are numerous other ways to celebrate the holidays at Allied Arts Guild this year. Reserve now for a special spot in the newly renovated restaurant, festooned with holiday décor throughout the season. The first seating for holiday luncheons will begin at 11:30, followed by the second seating at 1:00. Keep an eye out for the handmade treats on display; salad dressings, marinades, plum sauce and lemon curd are some of the items Auxiliary members prepare for your holiday pantry and gift giving. The new cookbook *Tastes, Tales and Traditions* will debut in October, just in time for your holiday shopping and cooking! This culinary homage to the Allied Arts Guild features 180 delectable recipes, and with all the accompanying photos and original artwork, it is truly a labor of love. Buy one for your kitchen and several for your friends. You will be proud to be associated with this stunning and useful keepsake.



Luisa Pliska, co-chair, core cookbook team, has been an inspiration to all who worked on the book for the past three years.

San Jose Auxiliary

Thrift Box, Willow Glen (408) 294-4490

If the Great Pumpkin had to pick its favorite location, no doubt the San Jose Auxiliary's Pumpkin Patch would top the list. Scheduled for October 8, the always-festive Pumpkin Patch has everything kids and adults alike could want. In its 33rd year, Pumpkin Patch offers treats ranging from home-baked goods to handmade decorations. Patrons can enjoy a reasonably priced luncheon, which this year will feature Chinese chicken salad with fruit, iced tea or coffee, and pumpkin ice cream. Lunch will be served by members' grandchildren and friends who enjoy working to help raise funds for uncompensated care at Lucile Packard Children's Hospital.

Many of the raw materials that go into making enticing merchandise are either donated by local merchants, or originate from contributions that the Auxiliary's Thrift Box receives throughout the year. Willow Glen merchants are especially strong supporters of the annual raffle. In addition, Auxiliary members donate stays at their vacation homes to boost sales of raffle tickets. In the Treasures department at Pumpkin Patch, chair Virginia Komar has greatly enhanced the revenues of this already lucrative area. Her uncanny eye for treasures has led to huge profits for the Auxiliary, and she knows when to pass things on to auction or to her network of antiques dealers. Last year, the Auxiliary donated more than \$330,000 to the Hospital, \$50,000 of which came from Pumpkin Patch alone. Hallowe'en doesn't get much happier than that!



Pumpkin Patch's enthusiastic and energetic leadership promises another good time and great profits for Packard as they prepare for the October 8 event. Vintage items and holiday crafts will be available for purchase. Left to right: Margaret Kubec, Pumpkin Patch co-chair; Deanne Weston, San Jose Auxiliary's publicity chair; and Pat Campen, Pumpkin Patch co-chair.



San Francisco Auxiliary's Jewel Ball on November 5 will be one of particular luster this year. Jeweler Darren McClung, owner of Darren McClung Estate and Precious Jewelry in Stanford Shopping Center, has generously donated a stunning Luca Carati gold and diamond necklace for the live auction. Pictured are lovely Auxiliary member Bettina Mullin, wearing the necklace, and Darren McClung.

San Francisco Auxiliary

Jewel Ball (650) 497-8591

On November 5, the 53rd annual Jewel Ball *Havana Nights* will grace the stunning Garden Court of San Francisco's Palace Hotel. This glittering black-tie event will feature gaming, live and silent auctions, sumptuous dinner, and dancing to *Pride and Joy*.

It is a major effort to keep a successful tradition of philanthropy going. With the significant decline in volunteerism, due in large part to women entering the workforce, the San Francisco Auxiliary is managing this trend creatively. Nina Clima, Auxiliary president, describes how the board has responded to changing circumstances of the Auxiliary's demographics. For members who are working full-time, or staying at home raising small children, or for those who have moved away from the area, there is a new category of membership called Member-at-Large. Conditions of membership include regular annual dues, and financial obligations associated with the Jewel Ball. But the rest is easy—attendance is required at only one meeting per year. There are no voting privileges. Members-at-large are welcome to help on Jewel Ball committees, if it is convenient. One member-at-large, Catherine Allington, recently had a baby. While she can't attend meetings easily, she works from home on Sponsors and Patrons for the Jewel Ball. Another member is a full-time caregiver for her mother. She can still attend the Jewel Ball, and put in hours on that day to help with the event. Nina Clima believes that anything the Auxiliary can do to accommodate members' needs and schedules is worth considering.

Auxiliaries Endowment

San Mateo-Burlingame Auxiliary

Gift Carte, Burlingame (650) 343-8461

The holidays seem to come earlier every year, especially for San Mateo-Burlingame Auxiliary. Members start planning for their holiday boutique a full year in advance. Libby Rebele and her team of nine busy elves begin their handmade creations in January for the Holiday Boutique at the Gift Carte in November. The weekend before the November 7 boutique opening is the busiest on the calendar for the Gift Carte staff. They spend Sunday decking the shop with lavish holiday displays. The table trees are decorated thematically and scooped up at the grand opening. Shoppers line up early for the best selection. Enthuses Nancy Farrel, shop manager, "The reward for our hard work throughout the year is the flurry of sales in November and December. Knowing how much we raise for Packard makes it all worthwhile."

Mark your calendars for the Auxiliary's 'Tis the Season gala fundraiser on November 12, co-hosted by Terry Lowry and Fred LaCosse. Trees, wreathes and garlands are featured in the auction, as well as a weekend in Squaw Valley, and a sail on San Francisco Bay, among other delights. Bring your dancing shoes!

On your next visit to the Gift Carte, you might spot ladies behind the counter knitting madly while you shop. This is the Blanket Brigade, launched by Mitzi Dowse in February 2004. Her team of nearly 40 knitters has produced over 200 blankets, 250 caps, and a dozen booties and sweaters for patients at Packard.



San Mateo-Burlingame Auxiliary's Blanket Brigade produces mountains of beautiful blankets for Packard patients of all sizes. Pictured are a few of these talented and committed women. Seated left to right, Glenda Carney and Gini McLellan; standing, Rosina Weiskopf, Margie Ambrunn, and Mitzi Dowse, Blanket Brigade coordinator.

Each year, the Association of Auxiliaries directs payout from the Auxiliaries Endowment to projects it selects for Packard Children's Hospital.

For 2005, the Association has so far funded three projects, for a total of \$444,949. They are:

GetWellTV: \$200,000
This is a closed circuit television upgrade and expansion which will have educational, entertainment and interactive capabilities, and will provide major improvements in communication that will reach every patient and family at Packard Children's Hospital.

Pilot program to combat youth obesity \$103,949
Medical staff of the LPCH Adolescent Health Van have created an innovative new program directed at underserved and at-risk adolescents who have no other support or options for improving their weight and their health.

Chemiluminescent assay for sepsis in newborns \$141,000
This funding is for a comprehensive effort to quickly and effectively determine the presence and causes of infection in newborns, ultimately translating laboratory advances into immediate clinical treatment for the sickest babies and children.

The Auxiliaries Endowment, established in 1999, currently stands at \$12.2 million. Income generated from the Endowment supports Hospital projects. The Endowment is funded by unrestricted bequests to LPCH from Auxiliary members and their families. To learn how you can join, please call Mark Gundry at (650) 736-1211.