

# 2020

## ANNUAL REPORT

OVERCOMING  
DISRUPTION  
TO ACHIEVE  
OUR BEST  
FUNDRAISING  
YEAR EVER!

Finding Success in a  
**Transformative Year**



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# Reflections on a Truly Transformative Year

Dear Friends,

What can I say about last year that hasn't already been said? Unprecedented? An unforeseen pandemic of a lifetime? Or what about the new vocabulary we have all developed? Zoom is now a noun instead of a verb. GoToMeeting is a complete sentence. You're on mute. Log off and try again. I can't hear you, can you hear me?

Throughout 2020, the one saying that kept rising to top of mind was, "It's not what happens to you but how you react to it that matters." In fact, the only thing we could control was our response to the uncertainty that surrounded us.

I can tell you with great pride that our response to the disruptive events of 2020 powerfully demonstrated that our commitment to children has never been more clear or certain.

For us on the Foundation staff, it only took a few days to realize that in spite of our concerns, patients and families would continue to turn to us with hope in their hearts that their child would receive the care they need. Their care is always our first priority—and it couldn't wait.

We adapted quickly launching an emergency COVID-19 fund to support the expansion of telehealth and converting our Walk n' Roll and Radiothon to virtual events. And we did all of that and more after rapidly switching to a fully remote work environment.

We helped secure PPE, hand sanitizer and meals for staff. The outpouring of support from our donors, local restaurants and community groups—all navigating their own unique challenges caused by the pandemic—was overwhelming and truly humbling.

By the end of the year, we were pleased to see that our unwavering commitment led to our best financial year ever. We moved forward with the restructuring of our Foundation staff. We gained approval for a new self-funding strategy that enables you, our supporters, to make a greater impact for the children who so desperately need our care by providing a method by which 100% of every donation we receive directly benefits the hospital.

These highlights and more are featured in this report.

We could not have achieved such great success without the commitment to the children that we all share.

***Thank you!***



“  
***Our response to the disruptive events of 2020  
powerfully demonstrated that our commitment to  
children has never been more clear or more certain.***  
”

— PHILIP SALERNO III —  
Foundation President & Chief Development Officer



# FINDING SUCCESS IN A TIME OF EXTRAORDINARY DISRUPTION

2020 was a year like no other. As a society, our strength and resourcefulness was challenged at every turn. Like every business, the Foundation faced unforeseen challenges that forced us to think differently and re-imagine the way we work.

There were many initiatives already underway and plans for a fantastic year were in place when our outpatient facilities—and the rest of the world—shut down in March. The hospital moved quickly to implement telehealth services so our patients' care would not be interrupted. The Foundation answered the need immediately with a COVID-19 Emergency Response Fund to support telehealth expansion and other unforeseen expenses that the hospital may incur.

**Despite the disruptions and uncertainty, the Foundation stayed true to its mission and had the best fundraising year in its history.**

Now working at home full time, our staff remained focused and motivated—from raising funds for telehealth costs, purchasing additional personal protective equipment (PPE) and supplying meals for staff to reinventing our planned fundraisers. We moved forward with a restructuring plan that was already in place, reorganizing departments and workflows, moving employees into positions where they would make the greatest impact and onboarding new employees remotely.

We didn't let the pandemic stop our dedication to supporting the kids at CSH. Instead of canceling our 4th Annual Open, we postponed it for a few weeks and worked with the golf course to develop a new, safe way to gather. We implemented a tee time format and a digital program to keep the golfers connected to the purpose of the day. A few weeks later, we developed and launched our first Restaurant Week to support the businesses in our community by encouraging customers to dine at (or pick up takeout from) local restaurants. We held celebrity virtual visits for the patients in New Brunswick and created a virtual holiday concert that they could enjoy through the hospital's Get Well Network.

Stay-at-home and social distancing recommendations made an in-person Walk n' Roll impossible, so we pivoted to a virtual format. We launched a virtual activity challenge and our supporters didn't let us down. We developed new Team Captain Toolkits containing fun Walk n' Roll items and mailed them to participants to keep the spirit of the event alive. On event day, we presented a livestream variety show on Facebook and YouTube that featured local performers who generously volunteered their time to us.

An unprecedented year brought out the best in our team. We learned a lot about ourselves, our business, and our flexibility. In addition to the success we had in 2020, we also discovered a renewed energy and burst of innovation that carried us through the pandemic and is sure to inspire great success in the future.



## **The COVID-19 Emergency Fund** was launched by the Foundation.

This fund raised over \$900,000 to support the hospital's greatest needs during the pandemic, including the implementation of telehealth, additional personal protective equipment (PPE), and meals for staff.



## **CSH opened its 14th NJ facility** in Somerset.

This new facility offers two new programs, the Pediatric Feeding Disorders Program and CSH RUCARES Severe Behavior Program. Pictured here are CSH RUCARES Severe Behavior Program Pre-Doctoral Intern, Sean Smith, and Registered Behavior Technicians, Halle Norris and Shannon Angley.



## **Children's Specialized Hospital** **named Long Term Care Facility** **of the Year** by NJBIZ, New Jersey's Leading Business Journal.



# 2020: YEAR IN REVIEW



"Although 2020 challenged us like never before, I also feel that it brought our CSH community closer together. The appreciation and kindness shown to us by generous donors was truly overwhelming. Your donations enabled a smooth transition from in-person to telehealth services for our patients, ensured our team members were never without a warm meal, and lifted our spirits with kind words shared during the earliest and darkest days of the COVID-19 pandemic. The strength, resiliency and flexibility of our CSH team members was also never more apparent. Our team went above and beyond to ensure the safety and well-being of our patients, families and one another during a very uncertain time. And even though they were facing incredible demands both at work and at home, they continued to provide the personalized, quality care needed for every child to reach their full potential."

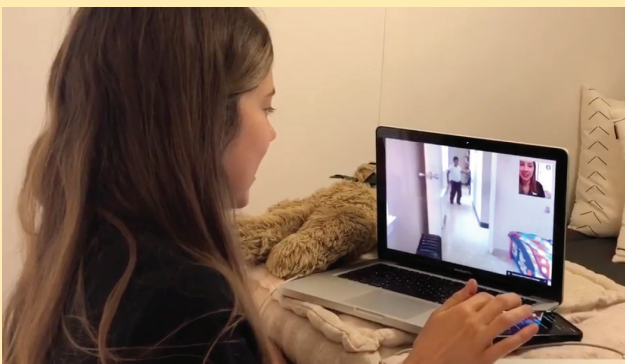
—Warren E. Moore, FACHE, President & CEO, Children's Specialized Hospital and Senior Vice President, Children's Services, RWJBarnabas Health



## The Foundation's 4th Annual Open

was a success with over 140 golfers in attendance.

After a date and format change due to the onset of the COVID-19 pandemic, our team moved forward with the 4th Annual Open and raised over \$100,000 for CSH.



**CSH outpatient facilities closed for two weeks** in March and the transition to Telehealth began.

After a two week mandatory closure, our outpatient facilities reopened with new safety measures in place. Telehealth services were rapidly launched and by summer, 75% of our patients were continuing their care using the new service. CSH therapists rose to the occasion, designing creative ways for patients to have impactful therapy sessions at home.



**TUNE IN ON SEPTEMBER 13, 2020 FOR A LIVE STREAM CELEBRATION**

HOSTED BY YOUR FAVORITE PERSONALITIES FROM MAGIC 98.3 & 1450 WCTC AND FEATURING...



## The 14th Walk n' Roll was virtual!

With safety as the first priority, the Foundation decided to host a virtual Walk n' Roll. The summer-long activity challenge culminated with a 3-hour livestream event featuring acts by ten talented local performers hosted by Magic 98.3 and WCTC radio personalities. Our community of supporters rallied around our efforts and we raised over \$145,000!



**Inaugural Restaurant Week** was launched by the Foundation.

Amid the disruption of our usual activities, our innovation team developed the Better Together initiative that included our first ever restaurant week.

## RADIOTHON

for Children's Specialized Hospital  
SEPTEMBER 10, 2020



**LISTEN LIVE**  
MAGIC 98.3 FM &  
1450 WCTC AM  
**OR ONLINE**  
MAGIC983.COM  
WCTCAM.COM

## Give Hope Radiothon

We took over the airwaves on 98.3 FM and WCTC AM to raise funds for CSH! We quickly adapted new technologies to make the Radiothon a success including text to give and a virtual phone bank.

# INVESTING 100% IN CHILDREN'S FUTURES

*As of January 1, 2020, 100% of every donation to Children's Specialized Hospital Foundation directly supports the hospital's vital programs and services that are transforming the lives of children with special healthcare needs.*

Over the last three decades, the Foundation's stewardship of your philanthropic support has enabled us to provide funding for Children's Specialized Hospital (CSH) to add new programs, initiate new research projects, and build or open new facilities throughout New Jersey. With our help, the CSH network of care for children has grown to include the PSE&G Children's Specialized Hospital inpatient hospital in New Brunswick and 13 outpatient centers spanning the state from Clifton to Egg Harbor.

The funds we raised together helped to elevate CSH to the nation's leading provider of pediatric rehabilitation. Our careful planning and successful fundraising efforts have contributed to the hospital becoming the largest regional provider of services for children living with autism spectrum disorder. Perhaps most importantly, by supporting the growth of CSH, together we have helped to increase access to life-changing care for tens of thousands of children living with special healthcare needs in New Jersey and beyond.

We pride ourselves on being exceptional stewards of every responsibility entrusted to us including donations, relationships, the success of hospital programs and services, and ensuring that children with special healthcare needs have access to care. It is this dedication to stewardship and a forward-thinking leadership style that led Philip Salerno III, CSH Foundation President and Chief Development Officer, to review the Foundation's structure, assets, and initiatives in an effort to maximize the impact of our past, present and future philanthropic efforts.

After many months of work with our strategic planning partners, Nonprofit Velocity, a new financial strategy was developed and launched in 2020 that takes our commitment to the next level and secures the future of the Foundation.

Disciplined management the Foundation's investments over the last decade now allows us to sustainably cover all of the Foundation's operating expenses. In essence, the generosity of our key donors in the past has secured the future of the Foundation and the further growth and development of CSH by providing support for hospital programs and services and establishing a strong financial base that now allows us to give 100% of every dollar we raise to the hospital.

We are proud of the impact this new financial strategy will have on the children in our community living with special healthcare needs. Our donors can take pride in knowing that every penny of their donation is working to improve kids' futures by increasing access to specialized pediatric healthcare and enhancing the medical programs and services at CSH that are transforming children's lives every day.





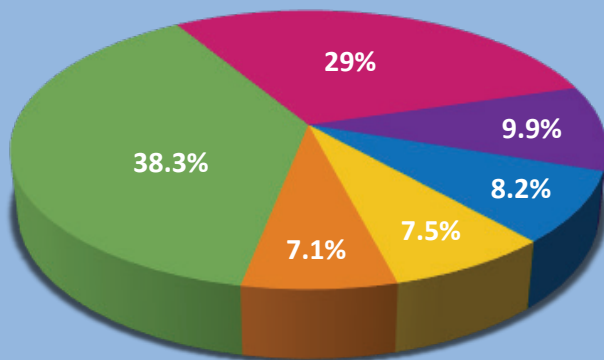
# FINANCIALS

STATEMENT OF REVENUE AND EXPENSES  
YEAR ENDING DECEMBER 31, 2020  
(IN THOUSANDS OF DOLLARS)

The Foundation raised over \$18.3M in 2020—making it our best fundraising year in our history.

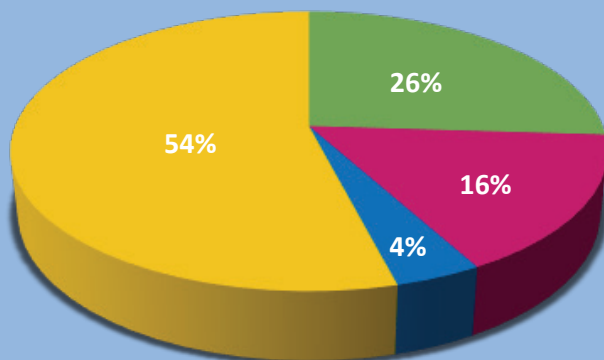
The 100% model began on January 1, 2020 and therefore no fundraising revenue was applied to our 2020 operating expenses.

## FOUNDATION REVENUE



Capital Projects & Equipment	7,018
Planned Giving & Bequests	5,307
Children's Miracle Network	1,812
Annual Giving & Events	1,501
Investment Income	1,367
Grants	1,312

## GIFT DESIGNATION



Capital Projects & Equipment
Hospital Programs
Research & Innovation
Charity Care

YOUR GIFT'S

# IMPACT

AT-A-GLANCE

35,000

CHILDREN  
TREATED



AT OUR

14

NEW JERSEY  
FACILITIES



MORE THAN

50

ACTIVE  
RESEARCH  
STUDIES



\$814,000

GIVEN IN CHARITY CARE

TRANSPORTATION  
ASSISTANCE FOR

393  
FAMILIES



40+

PROGRAMS &  
SERVICES  
SUPPORTED

OVER

600



EARLY DEVELOPMENTAL  
& AUTISM SCREENINGS



19,000

TELEHEALTH VISITS

# Compassion Makes MIRACLES

From a young age, Aiden faced a number of obstacles including delayed development, a bowel obstruction, and laryngomalacia, a congenital softening and malformation of the larynx that can partially block the airway. He needed a number of reconstructive surgeries, required a G-tube for feeding, and had a portion of his intestine removed.

Right after his second birthday, Aiden was adopted by the Tedesco family. Unable to walk or talk, he began early intervention services along with outpatient occupational therapy and feeding therapy at Children's Specialized Hospital (CSH) in Hamilton, NJ.

Aiden began working with occupational therapist, Vanessa Rey, who worked specifically on refining his fine motor skills, expanding play schemes, adapting food textures at hand level, and improving his tolerance for transitions between activities. Coinciding with his occupational therapy, Aiden worked with speech pathologist, Heather Capriotti, on his food aversions.

Kerry Tedesco, Aiden's mom, says that when Aiden started with feeding therapy, she learned so much from both Vanessa and Heather about the different tools that could help him at feeding time. "Aiden has a lot of food difficulties alongside a number of allergies, which leads to some behavior issues. When he started feeding therapy, he couldn't even hold a spoon and I really didn't know if he would ever be off his feeding pump." She continues happily, "Feeding therapy has been pretty amazing. He's been off the feeding pump since he was about three-and-a-half and we only use his G-Tube once a day for a small amount of supplemental water."

## BENEFITING FROM TELEHEALTH AT THE HEIGHT OF THE PANDEMIC

Our patients rely on their therapy to maintain their levels of progress. When the COVID-19 pandemic struck, CSH was faced with the unique challenge of protecting the health of our medically fragile patients while finding a way to continue their vital care so their progress was not disrupted.

At the onset of the pandemic, Aiden went from seeing his therapist in person to utilizing telehealth services. "Vanessa and Heather have been the biggest help in this journey," shares Kerry. "He gets so excited to see his therapists whether on screen or in person. He looks forward to talking and interacting with them."

"Aiden was my last patient of the day and I couldn't be any happier to see him," says Vanessa. "Every week



when the video started he would greet me with, 'Hi, Miss Vanessa. How are you?', and he would continue to tell me what was on his shirt." She continues, "Aiden made great gains through telehealth and it was bittersweet ending this episode of care."

Kerry learned to implement skills she learned in therapy at home between sessions. "Something Vanessa has worked with Aiden on during his occupational therapy sessions is how to properly put on his socks. One day as I was putting his socks on I said to him, 'Remember, Miss Vanessa says thumbs first!' Now, every time we put his socks on he will say, 'thumbs first!'."

## LOOKING FORWARD

Now, almost six-years-old, Aiden continues with occupational, speech and feeding therapies. Currently, Kerry and his care team are working on developing a therapy plan through CSH's autism program. "Aiden was recently diagnosed with autism. I had suspected he was autistic for years based on a number of factors," shared Kerry. "Finally, thanks to CSH, we were able to have a series of evaluations and appointments to figure that out and get a plan together."

**Kerry reflected, "When Aiden came to us, all of his doctors had basically written him off. But after a few months with the right support we began to see a difference."**

She continues, "This kid has had so many obstacles thrown at him and he is just amazing. We owe so much to Children's Specialized Hospital."



# 2020 SUPPORTERS

The work we do would not be possible without the generous and unwavering support of our donors. Because of you, we not only survived an incredibly challenging year, we made an unprecedented impact.

*Your generosity granted access to specialized care for more than 35,000 children in 2020.  
With the most sincere gratitude, we thank you.*

## Transformative (\$1,000,000+)

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Jay and Linda Grunin Foundation\*\*

## Visionary (\$500,000+)

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The PSE&G Golf Outing to benefit Children's Specialized Hospital  
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Children's Specialized Hospital Foundation's **mission** is to inspire and secure philanthropic support for Children's Specialized Hospital, the preeminent provider of specialized healthcare for children and adolescents facing special health challenges—from chronic illnesses and complex physical disabilities like brain and spinal cord injuries to a full scope of developmental, behavioral and mental health concerns.

Our award-winning doctors, researchers and pediatric specialists work with patients and families in pursuit of the **vision** of a world where all children can reach their full potential. Children's Specialized Hospital depends on the generosity of donors to discover innovative ways to help more children break barriers and transform their lives.



**100% of every donation** supports the life-changing care at Children's Specialized Hospital that is transforming the lives of kids living with special healthcare needs in New Jersey and beyond.

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