

SHRINERS HOSPITALS FOR CHILDREN

For More Than 80 Years, Helping Children Lead Better Lives

Though they've been helping children for generations, there are still a few facts about the Shriners hospitals that may surprise you.

Shriners Hospitals for Children is an international hospital system with 19 orthopaedic hospitals, three burn hospitals and one hospital providing orthopaedic, burn and spinal cord injury care, located throughout North America.

Since its founding, the Shrine supported charitable activities and in the early 1900s decided to establish its own official philanthropy.

Shriners in 1919 voted to establish a "Shriners Hospital for Crippled Children"

to treat orthopaedic injuries, diseases and birth defects in children. It was decided, after months of research and debate, that there should be a network of hospitals. The first opened in Shreveport, La., in 1922.

During the 1950s, Shrine leaders, looking for other ways they could help the children of North America, became aware of the lack of medical expertise in burn care. Each year, thousands of children are disfigured or killed by severe burns.

In the mid-1960s, the Shrine opened three Shriners Hospitals specializing in burn care. Each has the three-fold mission of helping children, conducting burn research and training medical personnel in the treatment of burns.

The Shriners Hospitals are pioneers in burn treatment. They are actively involved in the development of innovative techniques that will continue to revolutionize the treatment of severely burned children.

Shriners Hospitals have been actively engaged in clinical research from the beginning but in the early 1960s, the Shrine began earmarking funds for basic and clinical research. Since then, Shriners Hospitals have been at the vanguard of orthopaedic and burn research.

In the early 1980s, the Shrine discovered yet another way to help children: by opening the nation's first spinal cord injury centers expressly for children. At the three spinal cord injury units in the Philadelphia, Chicago and Sacramento Shriners Hospitals, young people with spinal cord injuries can find not only the specialized medical care needed for rehabilitation but hope, inspiration and strength.

In 1996, Shrine Representatives voted to change the name of their philanthropy to Shriners Hospitals for Children, to reflect the expanded range of



services provided by Shriners Hospitals. As Shriners Hospitals look toward the next century, they do so prepared to continue their special brand of care for children in need.

The rules for all the Shriners Hospitals are simple: Any child can be admitted to a Shriners Hospital if, in the opinion of surgeons, the child can be helped and if the child is under 18 years of age. Shriners Hospitals are open to all children without regard to race, religion or relationship to a Shriner.

To date, Shriners Hospitals have treated more than 770,000 children with orthopaedic and burn problems and provide care absolutely free of charge. Shriners Hospitals have been called the "World's Greatest Philanthropy," and have become known as the heart and soul of the Shrine.

For more information on Shriners' network of 22 hospitals that provide medical care and services totally free of charge to children with orthopaedic problems, burns and spinal cord injuries, write to Shriners International Headquarters, Public Relations Dept., 2900 Rocky Point Dr., Tampa, FL 33607 or visit the Web site at www.shrinershq.org. Treatment is provided to children under age 18 without regard to race, religion or relationship to a Shriner.

If you know a child that Shriners can help, call 1-800-237-5055 in the United States or 1-800-361-7256 in Canada.

Shriners Hospitals have been pioneers in some of the most advanced techniques for treating orthopaedic problems and burns. ■

NAPSI

COMMUNITY CONCERNS

Local Giving Has Big Impact On Communities

People across the country are finding new ways to raise money to address difficult community problems-and their efforts are resulting in big changes.

For instance, a number of rural communities have been hurt by dwindling resources from the federal and state governments, as well as by declining populations. However, rural residents have reversed some of these troubling trends with what's known as rural philanthropy.

Rural philanthropy involves entire towns coming together (often crossing racial or socioeconomic divides) to achieve common goals. Towns have used their collective talents and creativity to establish local endowments, funds and other philanthropic assets that have helped improve their local health care, education and overall quality of life in the community.

For example, on the Blackfeet Indian Reservation in Montana, community leaders turned to philanthropy to build a permanent endowment that addresses challenges related to poverty and unemployment. Tribal members capitalized on artistic assets and have raised more than \$300,000 to date through the sale of Native American art.

Similarly, the Pointe Coupée Enrichment Fund in Louisiana has crossed racial and ethnic lines, brought the community together, and raised \$200,000 to address common needs. Recently, the Enrichment

Fund also became the center of Hurricane Katrina relief efforts in the community.

Experts say what makes such efforts unique is that they turn the whole community into both a donor and a beneficiary. "Big cities have big donors that are largely separate from their community. Our average rural donor is a school teacher or cabinetmaker-professional or working class. They are people who are integrally involved in their communities and want to give back," explains Peter Pennekamp of the Humboldt Area Foundation in California.

The following sites can help you get your community involved in rural philanthropy:

- The Forum's New Ventures in Philanthropy Rural Knowledge Center at givingforum.org/rural;
- The Center for Rural Strategies' Community Philanthropy Initiative at ruralstrategies.org/projects/cpi.html;
- The Philanthropy Index at philanthropyindex.org;
- The Aspen Institute's Rural Development Philanthropy Learning Network at aspencsg.org/rdp.

Communities across the country are using philanthropy to improve their quality of life. ■

NAPSI

SPOTLIGHT ON HEALTH

Pinning On Hope

Raising awareness of treatments and ultimately finding a cure for breast cancer is vital to the estimated three million American women living with the condition.

To help, The Libby Ross Foundation, a nonprofit organization dedicated to fighting breast cancer, has teamed with Swarovski Crystal to create the Pink Hope Pin.



The pin serves as a reminder to help support funding for breast cancer awareness and research-not just in October during Breast Cancer Awareness Month, but year-round.

"I know firsthand the devastation breast cancer can bring to patients and their families," said Lori Ross, Libby Ross Foundation Chairman & Founder. "Swarovski's donation will help fund programs that will empower women to rise above the disease and enrich their lives."

The company has donated \$40,000 from pin sales over the years to support two of the Foundation's programs: Yoga Workshops for Survivors of Breast Cancer And Other Women's Cancers and The Libby Ross Foundation Pink Ribbon Kit gift bag program, which promote healing and a sense of well-being for both breast cancer survivors and women undergoing treatment.

The pin is available at Swarovski Gallery stores and www.swarovski.com. For more information, call 1-800-426-3088. ■

NAPSI

GOOD NEWS DEPARTMENT

Are You One Of America's Top Performers?

To raise funds for multiple sclerosis (MS) research, a nationwide search is on for ordinary people doing extraordinary things.

The national campaign, which kicked off with a \$10,000 donation by Timex to Destination Cure-The Race Against MS, a nonprofit dedicated to funding MS research, will shed light on unsung heroes across the country. Each month beginning in July, entries will be reviewed and two winners will be selected as Timex Top Performers based on 100-word entry nominations, gathered on www.timex.com/topperformer. In addition to having their stories profiled on www.timex.com, each Timex Top Performer will receive a gift pack and a \$500 donation will be made in each winner's name to Destination Cure.

Are You Or Someone You Know A Top Performer?

To kick off the campaign, Timex and Destination Cure have already selected six individuals who exemplify the Timex Top Performer spirit-multi-taskers, always approaching life with eager enthusiasm and giving 100 percent, even in the face of adversity.

Major Joe Fagan (USMC) competed in the NYC Marathon, the Marine Corps Marathon and the JFK 50-Miler in 2004-amounting to over 102 miles in 20 days.

Krista Mohr-Milne first experienced MS symptoms at the age of 20 and has been an active volunteer in the fight against MS for more than 10 years, contributing hundreds of hours to Destination Cure. In addition to being a dedicated athlete, she is also a motivational speaker.

Doug Epstein traversed solo through Death Valley, California in August 2002 and survived 130-degree temperatures to raise money for MS.

David Kelleher, a former Army Ranger, was diagnosed with MS in 1996 as he prepared for deployment in Bosnia. Despite being told at age 28 that he'd never run again, he just completed his second triathlon to raise awareness of MS.

David Councilor was diagnosed with MS in 1997. In 2000, he competed in Ironman Florida and completed the race in an amazing 11:26.

John Kainer was a U.S. Navy SEAL until the discovery of a cancerous brain tumor. After treatment, he

resumed training and in 1999 competed in Ironman Florida in support of Destination Cure.


Destination Cure contributes 100 percent of all donations to MS research. For more information, visit www.destinationcure.com.

For information on how to submit Timex Top Performer nominations, visit www.timex.com/topperformer.

Not slowed by MS. Dedicated athlete and motivational speaker Krista Mohr-Milne is a top performer. ■

NAPSI





Happy Holidays!

Best wishes to our wonderful student and adult volunteers, our donors and most of all, to Hide 'N Seek Children's Foundation kids. Thank you for helping us continue to promote responsible parenting. We want every child to receive emotional and financial support from their parents. Let's make this a better community for the children we love.

Rebecca Skrdla, Executive Director
Hide 'N Seek Children's Foundation & Board of Trustees



Hide 'N Seek

Children's Foundation

Call (831) 422-1516 or Toll Free* (866) 81-CHILD • www.hideandseekca.org
*(866) 812-4453 for calls outside the 831 area code.



©2005 Hide 'N Seek Children's Foundation