All in the Family

What builds self-esteem, promotes togetherness, and helps others? Giving as a family. Here’s how one family built an intergenerational tradition of philanthropy.
Peter Gorman first dipped his toe into philanthropy 10 years ago with a swimsuit competition. The high school senior took to the stage in his swim trunks as a contestant in a mock beauty pageant held by his school to raise funds for OHSU Doernbecher Children's Hospital. He did not walk away with the title of “Mr. Hudson's Bay,” but he did raise $5,000 to help Doernbecher kids – and inspired his mom to follow suit.

“I saw firsthand how hard the students worked to raise money from the community,” said Candace Young, Ph.D., mom to Peter and his sister, Margaret Gorman. The pageant is just one way that students at Vancouver’s Hudson’s Bay High School support kids at Doernbecher. In 2012 the school’s cumulative giving through the Kids Making Miracles program totaled nearly $824,000.

“Peter’s pageant was his first taste of independent fundraising, but it followed a family tradition that his mom had long cultivated. “I make charitable gifts every year,” Candace said. When Margaret and Peter were in middle school, she started talking with them about where their gifts could help most. One year, she gave them the responsibility to do research and decide where part of their donation should go. “It sent the message that you should help your community, and you don’t need a lot of money to do it,” she said.

Margaret heard the message loud and clear. “Adult actions get across in a way lectures don’t,” she said. And as a middle school teacher, she speaks from experience. “My mom could have talked a lot about giving, but what Peter and I remember is her actions. When she saw a need, she started working to fill it. If you want kids to give, you need to give yourself and just bring them along.” – Margaret Gorman

Candace, a Doernbecher Foundation board member, was so proud of Peter and his classmates that she wanted to honor them when Doernbecher remodeled its inpatient cancer wing. She donated funds for a hospital room and joined forces with Peter and Margaret to raise money for additional rooms. Hudson’s Bay students raised $90,000. The comfortable, well-equipped rooms were dubbed the Hudson’s Bay Eagles Wing, named for the school’s mascot.

This year, 3KCC has already raised $2,700, beating their $2,000 goal. A matching gift brings the current total to $3,700.

“Last year, C.J. Arriola and his cousins Megan and Paige Baskins presented a $1,000 check to OHSU Doernbecher Children’s Hospital. The trio from Hermiston, Ore., ages 7 to 11, raised the money themselves after C.J.’s sister, Riley Arriola, lost her fight with cancer in 2010.

The kids started by selling drawings door to door. Then they formed Three Kids Curing Cancer (3KCC) and began making jewelry, Christmas ornaments, candy and more. They are making plenty of sales through their Facebook page and at the family business, High Desert Marine. “Many people have reached out to say that cancer has affected their families and they want to help,” said Lara Arriola, C.J. and Riley’s mom. “That’s motivated our kids to continue this adventure.”

This year, 3KCC has already raised $2,700, beating their $2,000 goal. A matching gift brings the current total to $3,700.

“If I had cancer, I’d want someone to find a cure. Kids are the future, and we want to give them a better chance.” – Megan Baskins
Four years ago, Alex Fleming was diagnosed with a rare kidney condition that required intensive treatment. It also sidelined her from cross-country, a favorite sport.

Now 18 years old, Alex is healthy enough to run again – thanks to the care she received from OHSU Doernbecher Children’s Hospital’s pediatric nephrology team. For her senior service project, she chose the Shamrock Run, which benefits Doernbecher, and aimed to raise $1,500 for kidney research. Family and friends helped her surpass that goal, and her parents are donating additional funds to purchase patient education materials for Doernbecher.

“The time and effort Alex dedicated is inspiring,” said Doernbecher kidney specialist David Rozansky, M.D., Ph.D. He praised her for maintaining the health and fitness to do a charity run.

Alex plans to study pre-med or pre-dentistry in college. “Doernbecher helped me, and I want to give back to the medical community,” she said.

If you’d like to build a family tradition of giving, there are simple ways to get started. Here’s how you can make a difference for Doernbecher:

- **Walk, run, bike or ride for Doernbecher:** If you participate in races, rides and runs, gather sponsors and raise funds for Doernbecher. The Shamrock Run is a great place to start.
- **Use your network:** Go online to set up a personal fundraising page to raise funds for Doernbecher. For an example, visit firstgiving.com/9276.
- **Participate through school:** Get involved with Kids Making Miracles at your school, or use your senior project to raise funds for Doernbecher kids.
- **Host a toy or book drive:** Collect new and unused toys or books for patients at Doernbecher. Visit doernbecherfoundation.org for a current wish list.
- **Donate online:** Giving is easy at doernbecherfoundation.org. Gifts to Doernbecher’s area of greatest need are used where they can do the most good right now.

For more information on how to give, contact Mallory Tyler at 503 220-8344 or tylerma@ohsu.edu.

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A Brain Breakthrough

Doernbecher scientists are finding new ways to reawaken damaged brain cells – and improve the quality of life for babies born too soon.
Stephen A. Back, M.D., Ph.D., is a Harvard-trained physician with prestigious international awards under his belt – but he aspires to be a repairman. Seated beside the window in his office at OHSU Doernbecher’s Papé Family Pediatric Research Institute, Back gestured across the OHSU campus. “Over at the Knight Cancer Institute, they’re going to cure cancer,” he said. “Right here, we’re going to repair the brain.”

It’s an ambition that would have seemed outrageous just a few years ago when the prevailing wisdom held that damaged brain tissue was a lost cause, unable to heal or regenerate. But today, with philanthropic investment, Back’s goal of repairing the injured brain is within reach thanks to a startling discovery that offers new hope for the most vulnerable patients of all – premature infants.

In the Doernbecher neonatal intensive care unit, the smallest premature infants weigh as little as two pounds. As head of the division of neonatology, Robert Schelonka, M.D., is responsible for giving these fragile newborns the best possible beginning. Many will face the debilitating consequences of low blood flow and low oxygen flow to the developing brain. “We know that premature babies are at high risk for cerebral palsy as well as learning and developmental disorders. That’s the reality,” Schelonka said. “The question is, at the time of injury – or even after that – is there an opportunity for us to intervene before the process is irreversible?”

The answer may come from Dr. Back, who has spent nearly 20 years researching the infant brain. “We used to think of brain injury as a destructive lesion with no hope of repair,” said Back. “We thought that the neurons were killed and that they were irreversibly lost.” In fact, grey matter in the brains of pre-term infants is shrunken – and it was long thought that the smaller volume of grey matter meant fewer brain cells. But Back and his team made a surprising discovery. “They’re all there,” he said. “We counted.”

A tree in winter

Thanks to powerful new magnetic resonance imaging (MRI) technology, the team was able to see injury to the developing brain much earlier than previously feasible. They looked at the cerebral cortex, or “thinking” part
Private investment in the pediatric neurosciences research program is critical to the advancement of knowledge and necessary to translate revolutionary discoveries in the lab to pioneering treatments for patients in the hospital.

To find out more about how you can contribute to ongoing scientific discovery that will change the lives of children, contact Ellie Dir at 503 552-0690 or dir@ohsu.edu.

**How You Can Help**

Private investment in the pediatric neurosciences research program is critical to the advancement of knowledge and necessary to translate revolutionary discoveries in the lab to pioneering treatments for patients in the hospital.

An investment in a comprehensive research program includes recruitment and support of clinician-researchers who will drive innovation. To find out more about how you can contribute to ongoing scientific discovery that will change the lives of children, contact Ellie Dir at 503 552-0690 or dir@ohsu.edu.

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**Forming new connections**

This revelation caused a ripple of excitement throughout the field of neurology – and in the halls of Doernbecher’s NICU. “This means there is hope,” said Schelonka. “We might be able to intervene to influence the further development of cells in the brain.”

That aim will guide Back’s future research. The ultimate goal is to translate scientific discoveries from the lab to the bedside by finding the best ways to stimulate the brain to make new connections. Back already has some ideas. “When grandma has a stroke, she goes to rehab,” he said. “Preemie rehab is still in the realm of research – we don’t know when to start, how to do it, or for how long. But this is the way forward. We know the brain can repair itself.”

Rehabilitation is one of many possibilities, including drugs and other interventions – all of which would be aided by earlier detection of brain injuries in infants. What’s the best way to reawaken damaged brain cells? There is no good answer yet. “First we need to find out – where else does injury occur?” said Back. “Is this happening throughout the brain? We need an army just to map that out.”

Philanthropic support can help assemble and equip that army. And OHSU is the place to launch the campaign.

This research has the potential to improve quality of life for the roughly 65,000 pre-term infants born in the U.S. every year. “It’s important for us to work as fast and as hard as we can when the stars are aligned,” said Back. “This is the institution that is going to be the leader in brain repair.”

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“It’s important for us to work as fast and as hard as we can when the stars are aligned. This is the institution that is going to be the leader in brain repair.” — Stephen A. Back, M.D., Ph.D.
Life Moving Forward

Adults who survived childhood cancers find specialized care at Doernbecher

A cold that wouldn’t go away and a noticeably swollen lymph gland under her left arm finally convinced Pierrette Lo to visit the doctor. The diagnosis: Hodgkin’s lymphoma. Not the kind of news anyone wants to hear, especially a bright 16-year-old girl just finishing high school.

But Lo was lucky. As cancers go, Hodgkin’s is one of the most curable. After two months of radiation treatments Lo’s cancer was in remission and she was able to head off to college with her friends. Her follow-up visits to the cancer center went from once a month to once a year, and eventually, to none at all.

“My doctors told me there might be long-term effects from the treatment, but when you’re 16, that just seems so far away. I didn’t even want to think about it then,” Lo said. She felt like she “fell off the map” a couple of years after her treatment. Like many facilities at the time, her treatment center wasn’t equipped to provide much follow-up care for survivors.

Past cancer, present concerns
Now in her early 30s, Lo is healthy and active. She has a master’s degree in molecular biology and works as a writer of educational material for oncologists. She and her husband moved to Portland two years ago and are still discovering the region’s many bicycling routes and hiking.
“It’s reassuring to know that someone understands the scope of survivorship.” — Pierrette Lo

trails. She enjoys running and is proud to have just completed her first 15K run.

But as Lo has come to realize, cancer survivorship doesn’t have a finish line.

While more than 80 percent of children survive cancer, other health problems often arise from the cancer or its harsh treatments. Survivors face potential second cancers, increased incidence of heart, lung and other organ disease, and a range of social and emotional challenges as they resume normal life.

A few years ago Lo began seeing studies about the long-term effects of cancer treatments. Even with her skills and training, it was overwhelming. She felt like there was a lot she was missing. She needed help and support.

An Internet search led her to OHSU Doernbecher Children’s Hospital’s program for adult survivors of childhood cancers. “It turned out to be exactly what I was looking for,” she said. “It was really exciting.”

A good survivor

The survivorship program staff became thoroughly acquainted with Lo’s background before she set foot in the clinic. Susan Lindemulder, M.D., program director, says that weeks, sometimes months, of work go into preparing for a patient appointment that can include a full day of tests and visits with different specialists. The clinic team gathers treatment histories from all of the doctors involved in a patient’s care over the years. “My whole team has the patient’s history in hand so they are prepared with questions to ask and treatments to propose,” said Lindemulder. “A lot of people drive a long way to see us, and we want to make their visit as productive as it can be.”

The information and care plan Lo received at the survivorship clinic is helping her be, in her words, a good survivor. “It’s reassuring to know that someone understands the scope of survivorship. At this point the risks are there and there’s nothing I can do to change that. But knowing exactly what I need to do so I can be on top of things is the best thing I can do for myself.”

To find out how you can help support Doernbecher’s Adolescent and Young Adult Survivor program, contact Ellie Dir at 503 552-0690 or dir@ohsu.edu.

Thanks to a kidney transplant at Doernbecher, an eight-year-old boy in West Linn is sleeping soundly. He no longer needs home dialysis every night.

Doernbecher cardiothoracic surgeons are able to operate on a heart the size of a walnut, treating even the tiniest newborns.

When a five-year-old boy had a seizure, a doctor was monitoring his brain – and learned the best way to keep his brain safe from harm.

Parents who are staying with their children at Doernbecher can take a shower and do laundry on site. These practical amenities make life easier for families.

Parents making the drive from Medford to Doernbecher for their child’s treatment have been given a $100 gas card to help defray travel costs. Any amount of support adds up to big help for a family struggling with medical expenses and missing days at work.
The estate of Leona Poletiek recently donated more than $2.5 million to Doernbecher. The funds will help purchase an intra-operative magnetic resonance imaging (iMRI) machine. The generosity of the Poletieks – including Arnold and Leona’s sons, Bob and Bill, Bill’s wife, Sunnie, and their families – will provide dramatic benefits for patients. “An intra-operative MRI will give us the capability to image the brain and even specific brain pathways during tumor and epilepsy surgery,” said Nathan Selden, M.D., Ph.D., Mario and Edith Campagna Chair of Pediatric Neurosurgery. “It will increase our accuracy from 95 percent to 100 percent. For some patients, that’s the difference between recurrence and a cure.”

Marsha and Richard Wright pledged $1 million to establish the Marsha & Richard Wright, Sr. Family Professorship in Pediatric Oncology. The gift was made in honor of their granddaughter, Staci Wright, and in appreciation for the care she received for Ewing’s sarcoma at OHSU Doernbecher Children’s Hospital by Suman Malempati, M.D., director of the Solid Tumor Program. The Wright family is also involved with Doernbecher through their son, Rick, who is a member of the Doernbecher Foundation Board.

Nameeta Richard, M.D., Lara Davis, M.D., and Bill Chang, M.D., Ph.D., all Doernbecher pediatric oncologists, have been awarded grants totaling $579,539 by the St. Baldrick’s Foundation, a grassroots charity raising money for childhood cancer research. Richard’s research aims to develop better treatment for children with T-cell acute lymphoblastic leukemia, a disease that makes up 15 percent of childhood leukemia. Davis’ project focuses on finding a cure for adolescents and young adults diagnosed with a specific bone cancer. Patients in this group have lower survival rates than younger children diagnosed with cancer. Chang is researching a unique protein called survivin in hopes of developing it as a new target for future therapy.
Burger King donated $50,492 to Doernbecher as a result of King’s Kids Day, when local restaurants contributed 20 percent of gross sales. Since 2010 Burger King has raised nearly $150,000 for Doernbecher through this program.

Spirit Halloween Superstores brought fun and funding to Doernbecher last fall. Eleven regional Spirit Halloween Superstores raised $73,480 for Doernbecher’s Child Life program with their annual Spirit of Children Campaign. Funds are raised through customer donations in addition to a corporate gift. Employees of Spirit Halloween also brought a festive costume party to Doernbecher patients in October.

In 2006 Portland-based Consumer Cellular launched a cell phone recycling program that allows customers to recycle phones while supporting Doernbecher. Since the partnership began, more than $142,000 has been donated through the innovative program.

Yogurt Extreme raised $3,850 for Doernbecher’s area of greatest need and the pediatric cardiology program in 2012, bringing the total raised in the last three years to nearly $12,000. Yogurt Extreme is owned by Jane Humphreys, whose daughter Sierra underwent two open-heart surgeries at Doernbecher more than six years ago when she was just seven days old. Grateful for the care her daughter received, Jane started “Doernbecher Day” on Sierra’s birthday at her three Yogurt Extreme locations in Albany and Corvallis and donates half of all proceeds on that day to the hospital.

Is your company interested in helping OHSU Doernbecher Children’s Hospital? Here are some ways you can get involved:

- **Raise money for Doernbecher**: Sell Doernbecher Dolly paper cutouts to your customers for $1 at checkout. Or pick a day, week or month and donate a percentage of sales to the hospital.

- **Personal fundraising**: Encourage your employees to set up an online personal fundraising page to raise funds for Doernbecher and offer an incentive to the employee who raises the most.

- **Employee giving**: Employees can set up a payroll deduction and donate a percentage of their earnings to Doernbecher.

- **Sponsor an event**: Make a powerful impact on the lives of Doernbecher patients while enjoying the marketing perks of being an event sponsor.

For more information, contact Carolanne Wipfli at 503 220-8341 or wipfli@ohsu.edu.
Past, Present and Future of Doernbecher

Friends of Doernbecher hosted the 15th Annual Heart of Doernbecher Auction on April 20, 2013, raising more than $685,000 for OHSU Doernbecher Children’s Hospital. More than 440 guests walked the red carpet into the Portland Art Museum to celebrate the past, present and future of Doernbecher.

“The evening was magical,” said Doernbecher’s physician-in-chief H. Stacy Nicholson, M.D., M.P.H. “It’s inspirational to see the community come together in support of our wonderful hospital.”

Guests enjoyed a silent auction reception with delicious appetizers, live music provided by the West Linn High School Jazz Band and a photo booth by Phototainment. To kick off the live auction, guests were entertained with a song and dance number by the Westside Dance Academy and Jim Miller’s Golden Harvest Music. The live auction included travel experiences such as a Brazilian getaway and a trip to the 65th Primetime Emmy Awards.

Led by co-chairs Andrew Over and Kelly Montoya, the auction wouldn’t have been possible without the generosity of the Heart of Doernbecher sponsors: presenting sponsor Regence, along with Safeway, PricewaterhouseCoopers, Fred Meyer, Sunset Porsche Audi, Walmart, Ziba Design, Bud & Twyla Bailey, Market of Choice, Portland Business Journal, Portland Monthly, Reser’s Fine Food, Umpqua Private Bank, Unified Grocers, U.S. Bank and ZGF Architects, LLP. Thank you, sponsors and supporters!
The Friends of Doernbecher recently awarded four grants, totaling $175,000, to support clinical and research projects and programs. The grant recipients, listed below, were selected from among 21 applicants by a panel of Friends members.

**Peter Kurre, M.D.** received $60,000 to support ongoing research to develop safer methods of bone marrow stem cell gene therapy in children. Stem cell gene transfer could be used to treat children with Fanconi anemia and other blood disorders.

**Anupriya Agarwal, Ph.D.** received $52,377 toward the development of new therapies for T-cell acute lymphoblastic leukemia (T-ALL), an aggressive blood cancer that makes up 15 percent of childhood leukemia in the United States. Agarwal’s approach is to find new drug combinations that target specific cancer-causing proteins.

**Benjamin Hoffman, M.D.** received $43,006 for a program to protect infants from the dangers of motor vehicle crashes – beginning with a newborn’s very first car ride. Hoffman will conduct a study to determine how Doernbecher Children’s Hospital might offer education, hands-on training, and car safety seat fittings as a part of routine care to newborns and their caregivers prior to discharge from the hospital.

**Carl Eriksson, M.D., M.P.H.** received $19,617 to develop an emergency preparedness plan for Doernbecher’s Pediatric Intensive Care Unit (PICU). The plan will enable Doernbecher’s PICU to partner with Seattle Children’s Hospital PICU in the event of a pediatric public health emergency. Doernbecher and Randall Children’s Hospital are the only institutions in Oregon with level-I PICUs and have limited ability to increase their capacity in an emergency.

To contribute to the Friends of Doernbecher grant program, contact Carolanne Wipfli at 503 220-8341 or wipfli@ohsu.edu.

**Thank you, Friends!**
New Members Join Board of Directors
The Board of Directors of the Doernbecher Children’s Hospital Foundation recently elected the following new board members:

Margaret F. Bishop
Community volunteer, Portland, Ore.

Patrick C.H. Clark
Principal-owner and broker, Realty Trust, Portland, Ore. and Seattle, Wash.

Eric R. Meier
President and CEO, Cervel Neurotech, Foster City, Calif.

Credit Unions Raise Funds for Kids
The Credit Unions of Oregon and southwest Washington raised more than $525,000 for Doernbecher in 2012. Every day, credit union employees and members support the work of pediatric doctors and nurses by selling candy, hosting golf tournaments, putting on wine events and participating in Miracle Jeans Day. Since Credit Unions for Kids began in 1986, more than $10 million has been raised for Doernbecher. These funds have supported hospital construction, faculty endowments and more.

Doernbecher Supporters Tune in to Radiothon
On December 13 and 14, 2012, 99.5 The Wolf broadcasted live from the Doernbecher lobby for the 12th annual Hunt for a Cure Radiothon benefiting OHSU Doernbecher Children’s Hospital. Patient families shared their Doernbecher stories live on air. Portland Winterhawks players dropped by to help, and Santa Claus made an appearance. Listeners pledged more than $170,000.

Three Doernbecher families took part in the inaugural Radiothon Ambassador program, together raising $2,230. Listeners were encouraged to call in and match donations while each family shared their story.

Since 2001, 99.5 The Wolf listeners have pledged more than $4 million.

The Oregonian profiled Mike and Tanya Lee, whose children inspired the creation of Little Hearts Medical, a nonprofit organization that fosters collaboration between U.S. experts in congenital heart disease and the medical establishment in China to improve the care of children with congenital heart disease in Chinese orphanages. The Lees are the parents of six children, including four adopted from China. Three of the four children have congenital heart problems and were treated at OHSU Doernbecher Children’s Hospital. The repairs their young hearts required were not available in China.
OHSU Doernbecher’s cancer team and the OHSU Knight Cancer Institute jointly supported a House Bill restricting children younger than 18 from using tanning beds. The tanning devices are associated with a higher risk of developing skin cancer. The Oregon State Legislature passed the bill, and it is expected to be signed into law by the governor. OHSU made skin cancer prevention a priority in large part because of the disproportionate toll it takes on Oregonians. The Centers for Disease Control and Prevention ranks Oregon fourth in the nation for its death rate from skin cancer. Indoor tanning can increase a person’s chance of developing melanoma by 20 percent. The dangers of tanning beds are increasingly becoming part of the national conversation on cancer prevention.

Ajit Jetmalani, M.D., director of Doernbecher’s Division of Child and Adolescent Psychiatry, and neuropsychiatrist Bonnie Nagel, M.D., were interviewed by The Oregonian for its in-depth series on mental health. They spoke about childhood trauma, bullying and mental illness as causes of violent behavior.

New research published in the journal Nature by Markus Grompe, M.D., director of Doernbecher’s Papé Family Pediatric Research Institute, raises hope that human liver stem cells can be grown and perhaps transplanted. Grompe’s is the first lab in the world to successfully regenerate primary liver cells from mice. Liver cells, known as hepatocytes, have numerous biomedical applications, including hepatitis research, drug metabolism and toxicity studies, as well as transplantation for cirrhosis and other chronic liver conditions.

U.S. News and World Report recently ranked U.S. medical schools and OHSU again placed in the top five in two critical categories (#3 in primary care and #5 in family medicine). Recognition in these key national rankings helps OHSU recruit outstanding faculty and students – and the majority of those students remain in Oregon to practice.

A new study at OHSU Doernbecher Children’s Hospital has found that women who are unable to quit smoking during pregnancy can significantly improve the lung function of their newborns by taking vitamin C daily. Smoking during pregnancy adversely affects the lung development of the baby, causing lifelong decreased function and an increased risk of asthma, said Cindy McEvoy, M.D., neonatologist and associate professor of pediatrics. The study provides a way to potentially help babies born to smokers, but getting women to stop smoking during pregnancy is still the first priority, said McEvoy.
“As a Doernbecher parent, I’m grateful to have access to amazing doctors and nurses who are so passionate about caring for our children. Their drive and determination makes Doernbecher the best place for our kids.”

– Tracy Borlaug