

Children's Medical Fund of New York

in touch

Winter 2009

ONWARD & UPWARD

CMF Breaks Ground On
Blumenfeld Center
For Pediatric Medicine



PLUS An Interview With SCH's Mark Mittler, MD **3** Women's Division Ladies Night Out **5** Men's Division Honors Seth Kramer **6** CMF Forms Physicians Advisory Council **11**



Children's Medical Fund
of New York

KIDS GO ALL OUT FOR CMF

Two inspiring projects benefit critically ill children at SCH.

Jami Goodman is passionate about helping other kids. From March through November 2008, Jami raised \$265 selling lemonade, and received other contributions totaling \$550, to purchase toys for sick kids at Schneider Children's Hospital.



Jami Goodman delivers 50 toys to Schneider Children's Hospital.

Jami is well known around the neighborhood for her philanthropic efforts to benefit children in need because, as she's quick to explain: "I have everything I need and they don't..."



Jeffrey Schottenfeld breaks a board held by Sensei Gavin of Zan Shin Self Defense Academy to raise money for CMF.

Jeffrey Schottenfeld, an 11 year old from Woodbury, performed an unusual and daring feat as part of a mitzvah project in honor of his upcoming Bar Mitzvah.

Jeffrey's project was to break as many boards as possible using different techniques he has learned during many years of training in martial arts at Zan Shin Self Defense Academy.

Jeffrey's effort was sponsored by friends and family and raised over \$3,300 to benefit the Pediatric Oncology Unit at SCH. **■**



UPCOMING EVENTS

Thursday, February 12

Valentine's Patient Party with Herricks Youth Against Cancer Club

SCH Cafeteria, 2:30 pm

Saturday, March 7

Men's Division NY Islanders Game

Nassau Coliseum, 2 pm

Wednesday, March 18

Men's Division Texas Hold 'Em Tournament

Tam O'Shanter Club, 6 pm

Thursday, May 7

Women's Division Ladies Night Out

Old Westbury Country Club 6:30 pm

Monday, June 15

34th Annual Golf and Tennis Charity Classic

Glen Oaks Club, 8:30 am

Thursday, August 6

Patient Party BBQ

SCH Cafeteria, 2:30 pm

Thursday, October 22

Halloween Patient Party

SCH Cafeteria, 2:30 pm

Friday, November 6

CMF Dinner Dance

Location and Time TBD

December

Champions for Charity

Date, Location and Time TBD

For the latest information on upcoming events, please contact Erica Dardon at 516 352-3344, or visit cmfny.org.

In Touch is published twice a year by Children's Medical Fund of New York, 3000 Marcus Ave, Suite LL09, New Hyde Park, NY, 11040-1012. Each issue is mailed to over ten thousand supporters.

CMF WELCOMES ROBIN MILLMAN



Women's Division Member Robin Millman

The Women's Division is pleased to welcome its newest member, Robin Millman of Roslyn, NY.

"When I recently moved to this area, I asked people which organizations would be the most

worthwhile for me to become involved in, and CMF kept coming up as the answer," said Robin Millman.

34TH ANNUAL
GOLF & TENNIS
CHARITY
CLASSIC
6/15
SAVE THE DATE

AN INTERVIEW WITH MARK MITTLER, MD

Schneider Children's Hospital's Co-Chief of Pediatric Neurosurgery and founding member of CMF's Physicians Advisory Council talks shop.

What new program at SCH has you most excited?

From my perspective, the most exciting program is our multidisciplinary Pediatric Brain and Spinal Cord Tumor Center.

In addition to the pediatric neurosurgeons, we have put together a team of pediatric neurologists, pediatric neuro-oncologists, pediatric intensivists, pediatric anesthesiologists, pediatric radiologists, pediatric endocrinologists, pediatric ophthalmologists, pediatric social workers, child life specialists... the list goes on and on.

I used the word "pediatric" quite a bit in that list to underscore a point. These are *pediatric* practitioners—fellowship trained and board certified. This type of commitment to children only exists in top children's hospitals. There is a relatively short list of institutions in the US with this type of expertise.

What impact will the Blumenfeld Center For Pediatric Medicine have on the level of care at SCH?

We need room to grow. Hospitalized children today are sicker today than ever before. Those with less threatening illnesses are often being cared for as outpatients. We need more space for much sicker kids and to meet the ever-increasing demand.

The SCH pediatric ICU, for example, operates at 100 percent capacity essentially every day. The Blumenfeld Center will dramatically increase the number of beds for the region's critically ill children. It will also allow children to enter a state-of-the-art pediatric emergency department and never be scared by seeing a sick adult.



Dr. Mark A. Mittler, MD, F.A.C.S., F.A.A.P., Co-Chief, Division of Pediatric Neurosurgery Schneider Children's Hospital, using the intraoperative microscope during the removal of a brain arteriovenous malformation (AVM) in a child.

What is the most pressing challenge SCH faces today?

Our biggest challenge is clearly financial. Without the generous support of donors, SCH simply would not exist. There is an increasing population of uninsured children as we face the recent economic downturn. In an effort to provide the best possible care for all children, the hospital needs money.

Vital resources like the Child Life Program, for example, are not paid for by insurers. Donations allow clowns to roam the halls. Donations provide tutors to keep sick kids up to date with their homework. Donations provide startup funds for novel research. Donations provide cutting edge transport equipment to bring gravely ill neonates to world-class care.

Where do you see SCH ten years from now?

In today's ever-changing environment, it is hard to answer where

“Our biggest challenge is clearly financial. Without the generous support of donors, SCH simply would not exist.”

anything will be in ten minutes from now, no less ten years. My hope is to see continued growth, novel preventative programs, greater community access and enhanced communication with primary pediatricians.

I expect that the next decade will see more and more community hospitals shutting their doors. Those remaining may simply lack the resources for anything more than basic pediatric care. Therefore an even larger burden will be placed on SCH to expand its tertiary care to the region's sick kids. ■

A YEAR OF CMF PATIENT PARTIES



Jericho Jr. SCOPE and Geri Fessler, far right, at Valentine's Patient Party.



Garden City High School CMF club at Halloween Patient Party.



Men's Division Holiday Patient Party.



Roslyn Jr. SCOPE at New Year's Patient Party.

CMF-sponsored patient parties bring much-needed comfort to critically ill children at SCH. To sponsor a party, use the donation envelope in the centerfold of this issue, or contact Gina Segreti at 516 352-3344. **■**

GARDEN CITY CHAPTER INSTALLS BOARD MEMBERS



Garden City Chapter board members at the home of Lili Diller.

CMF's Garden City Chapter installed new board members at the home of Lili Diller.

This past year, the chapter raised

\$38,000 from their many events.

If you'd like to form a chapter in your community, contact Gina Segreti at 516 352-3344. **■**

MEN'S DIVISION STEAK & STICKS



Mark Wolf, Trustee Brad Blumenfeld, Francis Lee, Men's Division President Neil Schorr and Trustee Michael A. Kaufman at Ruth's Chris.

On March 6, 2008, the Men's Division hosted their annual Steak and Sticks hockey night.

The men enjoyed dinner at Ruth's Chris Steak House before heading over to watch the Isles take on their

all-time rivals, the NY Rangers.

Among those in attendance were CMF Chairman David Blumenfeld, Men's Division President Neil Schorr and, former NY Islander himself, Bobby Nystrom. **■**

WOMEN'S DIVISION LADIES NIGHT OUT



Randi Riese, Tammi Stempel, Stacey Ribotsky and CMF Event Director Wendy Talerman.

On April 10, 2008, CMF's Women's Division held its Ladies Night Out at Old Westbury Country Club. The women enjoyed an evening of shopping, eating and mingling with old

friends and new. The event raised \$45,000. CMF would like to thank all of the participants and the volunteers who helped make this year's event a huge success. **■**

NOTABLE FUNDRAISING EVENTS OF 2008



Matthew's Dream has donated \$23,180 to date to CMF in memory of Matthew G. Guinta, Jr.



Long Island Real Estate Group presents donation of \$50,000 to CMF Trustee Steven J. Lifton.



Marcum & Kleigman presents donation of \$22,500 to CMF from their Workplace Challenge road race.

ANDREW CUOMO KEYNOTES CORPORATE ALLIANCE BREAKFAST



CMF Chairman Emeritus Steven J. Lifton, CMF President David Blumenfeld, Attorney General Andrew Cuomo and CMF President Corey S. Ribotsky.

The Corporate Alliance invited Honorable Andrew Cuomo, Attorney General of New York, to serve as the keynote speaker for its fall Corporate Breakfast. Cuomo spoke to a sold-out audience at Glen Oaks Club, Old Westbury, New York, on Thursday, September 20. Many thanks to event chairs Mallory Brenner, CitiGroup Private Banking, and Ilene Cooper of Farrell Fritz for rallying the corporate community and raising over \$16,000 for vital programs at Schneider Children's Hospital.

Children's Medical Fund established the Corporate Alliance in August of 2004. The committee helps CMF connect with business leaders in the community and cultivate their relationships to increase awareness and raise funds for vital programs and capital projects at Schneider Children's Hospital of the North Shore-Long Island Jewish Health System.

If you would like to join the business leaders of Children's Medical Fund and become part of the Corporate Alliance Committee, please call Executive Director Steven Humphrey at 516 352-3344. **■**

33RD ANNUAL GOLF & TENNIS CHARITY CLASSIC HONORS SETH KRAMER



The Kramer family: Barbara Lembo, Diane Kramer, Rena Kramer and Seth Kramer.

“Success has nothing to do with what you gain in life or accomplish for yourself. It’s what you do for others.”

Danny Thomas

On Monday, June 16, 2008, Children’s Medical Fund of New York celebrated its 33rd Annual Golf & Tennis Charity Classic at Glen Oaks Club in Old Westbury. CMF was proud to honor Seth Kramer, president of Cambridge Home Capital, LLC. With the help of Seth Kramer and journal chairs David Blumenfeld, Curt Kramer, Corey S. Ribotsky and Jeff Rubin, CMF raised over \$500,000 for the day.

Upon their arrival at 8:30 am, guests registered and received a duffel bag filled with gift items. After breakfast, golfers warmed up on the driving range, while tennis players headed out to the courts.

Adding to the day’s excitement, the Hawaiian Tropic Zone Girls and the Nets Dancers were on hand to rally raffle sales

for the many fabulous prizes. The result was lots of fun and, needless to say, lots of raffles sales.

After a terrific day of golf and tennis, guests enjoyed drinks, hors d’oeuvres, mingling with friends, and bidding on both silent and live auction items.

Seth Kramer was presented with the Bernard L. Martin Award for Humanitarianism for his commitment and dedication to helping children.

CMF would like to acknowledge the support of all of this year’s sponsor, participants and volunteers. CMF is deeply grateful for their continued support.

A special thank-you to the Kramer family for everything they did to make this year’s outing a resounding success. ■



Paul Koenigsberg, Marty Greenberg, Bob Nystrom and Ed Blumenfeld.



Tennis players take a break from the action.



Seth Kramer, Leonard Kramer and Curt Kramer.



Stefanie Rubin, Debra Shaevitz, Diane Kramer and Emmy Award-winning reporter Carolyn Gusoff.



Marc Stempel, Howard Tanney, Gary Trimarchi and Dennis Riese.



CMF President Corey S. Ribotsky, left, and CMF Chairman David Blumenfeld, right, present the Bernard L. Martin Award for Humanitarianism to Seth Kramer, center.



CMF Chairman David Blumenfeld, left, and CMF President Corey S. Ribotsky, right, present an award of appreciation to past Men's Division president, Mark K. Goodman, center.

GROOVIN: A CELEBRATION OF 60 YEARS OF FASHION

Max Blumenfeld and Alix Scharf receive Teen Youth Spirit Awards

Children's Medical Fund and the Lester's family welcomed a crowd of 400-plus to "Groovin: A Celebration of 60 Years of Fashion," on October 22nd at Old Westbury Country Club.

The evening began with cocktails, dinner, and a bevy of silent auction prizes, including a cooking class for ten at Matteo's in Roslyn with Chef Saul, and a trip to the Four Seasons Resort Nevis, West Indies.



Claire Bunch tells the moving story of her son Matthew's treatment at SCH.

After dinner, Claire Bunch shared the moving story of her son Matthew's battle with brain cancer and his treatment at Schneider Children's Hospital.

"While hospitalized, Matt had access to laptops, TVs, video games, toys, crafts, books, real live clowns (Dr. Schmendrick was his favorite), and parties... all provided by Children's Medical Fund. I would stand back in amazement watching Matt having so much fun while fighting the biggest battle of his life," said Claire Bunch.

After a screening of the short dramatic film, *Synergy*, which tells the story of four Long Islanders whose lives cross paths one day at Schneider Children's Hospital, the crowd



Les Scharf, Alix Scharf, Max Blumenfeld and Ed Blumenfeld.

was treated to the main attraction—a DJ laid down a 60's vibe, members of Jericho Jr. SCOPE and Roslyn Jr. SCOPE MC-ed, and 75 kids modeled the runway in the latest fashions and accessories from Lester's.

After the show, bidding was strong in a live auction with guests competing for an internship with Donny Deutsch at Deutsch, Inc., and a visit to the set of the hit show *Gossip Girl*.

This year's recipients of the Teen Youth Spirit Award were Max Blumenfeld and Alix Scharf. Ed Blumenfeld, one of CMF's founding members, presented his grandson Max with the award, while Les Scharf enjoyed the honor of presenting the award to his daughter Alix. Max and Alix both contributed a generous portion of their Bar/Bat Mitzvah money to the Child Life Department at SCH for the purchase of Fun Centers for the young patients.

A special thanks to Lester's Perry



The Lester's family: Sheri Schorr, Lillian Kronfeld, Lester Kronfeld and Perry Schorr.

& Sheri Schorr, Barry & Robin Cohen, Lillian & Lester Kronfeld and Marian Sloven, and the entire committee for organizing this wonderful event. We also thank all of this year's volunteers including members of the Garden City Chapter, Roslyn Jr. SCOPE and Jericho Jr. SCOPE for their help with the event. ■

MESSAGE FROM THE BOARD

David Blumenfeld & Corey S. Ribotsky

“Happy New Year” is a greeting we use all so casually in wishing friends, family and colleagues good fortune as one year rolls to the next.



CMF Chairman
David
Blumenfeld

world, who seek our care—and, especially, of our commitment to making their lives more tolerable, if not always happier, in the coming year.

It is with that in mind that we rededicate our efforts to building on CMF’s solid foundation and on all of our relationships to ensure that children on Long Island and in the New York metropolitan area continue to have access to, in the words of CMF’s founders, “the best available pediatric care that the hand and heart of man can provide.”



CMF President
Corey S.
Ribotsky

In 2008 we supported the Child Life and Education Program at Schneider Children’s Hospital with a grant of \$600,000. Pioneered by CMF in 1983—and replicated by other leading children’s hospitals throughout the country—this program continues to nurture children, and to hasten their recovery during their hospital stay, through dialogue, music, art, crafts, pet therapy, the Clown Care Unit, and specially-trained staff and volunteers within a uniquely-designed

child-friendly hospital environment. In June we held our 33rd Annual Golf & Tennis Charity Classic which raised \$500,000 thanks to the participation of our honoree Seth Kramer. Seth’s commitment to enhancing the quality of life of children is an inspiration to us all. Thank you to the Kramer family for their continued support of CMF.

In October Lester’s hosted “Groovin’: A Celebration of 60 Years of Fashion,” a kids’ fashion show that raised \$125,000. Max Blumenfeld and Alix Scharf were honored with the “Teen Youth Spirit Award,” CMF’s annual award in recognition of teens’ outstanding efforts to help critically ill children. We would like to extend our sincerest appreciation to Perry & Sheri Schorr, Lillian & Lester Kronfeld, Barry & Robin Cohen, and the entire Lester’s family for their ongoing commitment to CMF.

On December 4th, we participated in the groundbreaking for the Blumenfeld Center for Pediatric Medicine. We were joined by former Governor Mario Cuomo; Michael Dowling, North Shore-LIJ’s president and CEO; Philip Lanzkowsky, MD, former executive director and chief of staff of Schneider Children’s Hospital; Saul Katz, chairman of the North Shore-LIJ Health System; and former Schneider Children’s Hospital patients in turning the first shovel of dirt toward the construction of a \$130-million state-of-the-art center for pediatric medicine, featuring Long Island’s first dedicated pediatric emergency center.

Also in 2008, we selected Steven Humphrey to serve as CMF’s executive director. Steve brings a wealth of energy and hard-earned experience to both our operations and to our fundraising efforts.

Though we have accomplished much this past year, we are saddened to inform you that in late 2008 we learned that, along with more than 8,000 other entities, CMF suffered investment losses perpetrated by Bernard L. Madoff Investment Securities LLC. Though we are still ascertaining the extent of the losses, all designated and restricted donations remain secure at Signature Bank.

“Sometimes our light goes out but is blown into flame by another human being. Each of us owes deepest thanks to those who have rekindled this light.”

Albert Schweitzer

We are vigorously working with counsel and the Securities Investor Protection Corporation (SIPC) to reclaim assets that were stolen. All the while, we’ve continued to raise significant capital gifts and receive donor pledge payments.

Thirty-six years ago, CMF’s founders faced seemingly insurmountable obstacles in their dream to build the New York metropolitan area’s first children’s hospital. Yet, through their hard work and tenacity, they achieved their goal, benefitting the lives of millions of children and their families that have since sought care at the institution they founded.

Moving forward into 2009, we must develop capacity, depth and structure within our board of trustees and staff. We must improve our ability to raise funds by developing our relationships, by becoming more visible in the community, and by expanding and diversifying our membership.

We, too, will overcome our obstacles to achieve our hopes and dreams of helping critically ill children. With your commitment, your time, and your financial support, we will achieve our mission. We wish you and your family a healthy and happy New Year. ■

ONWARD & UPWARD

CMF breaks ground on Blumenfeld Center for Pediatric Medicine

Twenty five years after attending the opening of Schneider Children's Hospital, former New York Governor Mario M. Cuomo rejoined CMF and the North Shore-LIJ Health System on December 4th in breaking ground on a four-story, \$132 million pavilion to be named the Blumenfeld Center for Pediatric Medicine.

The new 100,000-square-foot building, to be erected in front of the existing 152-bed hospital and scheduled to be completed in 2011, will feature:

- The region's first dedicated pediatric emergency department;
- A pediatric imaging center;
- A 25-bed Pediatric Intensive Care Unit; and
- A 25-bed Medical-Surgical Unit.

When Governor Cuomo cut the ribbon on the new hospital during his first year in office in 1983, he said of SCH, "Children will be treated here, cured and made whole and given reason to believe that there is real goodness and real compassion in the world around them. The coming generations will build on our achievement, expand it and improve



Breaking ground on the Blumenfeld Center for Pediatric Medicine at Schneider Children's Hospital were, from left: two-year-old Fisher Blumenfeld; his parents Francie and Brad Blumenfeld; Philip Lanzkowsky, MD, former executive director and chief of staff of SCH; Jack Blumenfeld, 9; his grandparents Susan and Edward Blumenfeld; Saul Katz, chairman of the North Shore-LIJ Health System; Michael Dowling, North Shore-LIJ's president and CEO; Lucas Blumenfeld, 12; his father David Blumenfeld; and his son Max Blumenfeld, 15.

it, treasuring the sacrifices you made, remembering your faith and your struggle." Recalling those remarks, Governor Cuomo added, "You have remembered your faith, you have made your struggle... and you are

succeeding."

CMF is in the midst of a major fundraising effort to complete the desperately needed center. To make a donation, visit cmfny.org or call Gina Segreti at 516 352-3344. **■**

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34TH ANNUAL
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SAVE THE DATE

MESSAGE FROM EXECUTIVE DIRECTOR

Steven A. Humphrey

I am delighted that the trustees of Children's Medical Fund have selected me to serve as CMF's new executive director. I am confident that my extensive not-for-profit and fundraising background, and my commitment to mission-driven children and family philanthropies, will allow me, along with your help, to advance CMF's cause.



As you'll learn when we have the opportunity to meet, my personal and professional worlds are centered on fostering relationships: it will be my job to fix those that are broken; mend those that are bruised; and to develop mutually-rewarding new ones. Only through positive actions and relationships can we raise more money and become more visible, while effectively partnering with Schneider Children's Hospital and the North Shore-LIJ Health System to serve critically ill children.

CMF is an unbelievable organization with unique beginnings, even more incredible founders and donors, along with a demanding mission and huge potential. I am inspired by the example set by Geri Fessler, the Harnetts, the Blumenfelds, the Ribotskys, the Chipmans, the Shefts, the Rosenfelds, the Senters, the Rosenzweigs, the Juricks, the Weiners, the Liftons, the Rechlers, the Tanneys, the Schorrs, the Goldmans, the Rieses, the Grovemans, the Sichenzias, the Trovatos, the Ricks, the Rosses, the Ripkas, the Rushes, the Kalikows, the Coopers, the Goldbergs, the Cohens, the Kramers, the Orbuchs and the Rosenbergs—to name just a few.

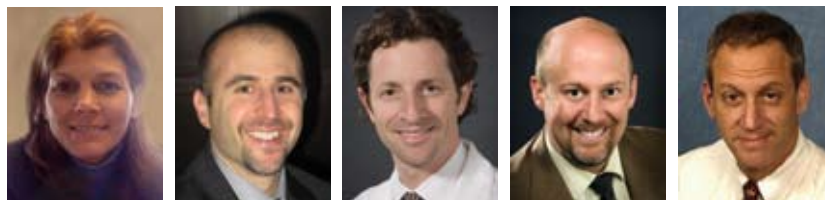
As the father of four children and grandfather to six more, I am more

than prepared to talk the talk and walk the walk to benefit the lives of children and families that is our shared mission. Subsequently, I am honored to join many of you as a donor, too, by making a \$25,000 contribution to help make our dreams

a reality. I make the gift jointly in memory of my wife and in tribute to my wonderful family, which is a daily source of inspiration.

I hope to see you soon, but extend best wishes now for a healthy, safe and prosperous 2009. ■

CMF FORMS PHYSICIANS ADVISORY COUNCIL AND APPOINTS FOUNDING MEMBERS



CMF Physicians Advisory Council: Debra Esernio-Jenssen, MD; Jordan S. Gitlin, MD; Richard Glick, MD; Mark A. Mittler, MD; Peter Silver, MD.

The Board of Trustees has formed the Physicians Advisory Council and named five leading physicians as founding members to ensure that CMF's efforts continue to meet children's most-pressing health and medical needs.

Council members will work closely with CMF's board and staff to spread awareness of CMF's mission, to broaden its resources, and to advise on asset allocation.

The five founding members of the Physicians Advisory Council, listed below, are experts in their fields of pediatric care. All have strong ties to

Schneider Children's Hospital, are active in the community and devoted to providing the best available children's medical care.

Members of the Physicians Advisory Council will soon be blogging on CMF's website (cmfny.org) on the latest issues in children's health care, as well as answering members' questions.

For updates on this program, the latest CMF news and event information, please visit cmfny.org and enter your email address in the "Stay Informed" tab on the bottom of the page. ■

Founding Members of CMF's Physicians Advisory Council

Debra Esernio-Jenssen, MD

Director of the Child Protection Center at Schneider Children's Hospital, Chair of the Child Protection Consultation Team at LIJ Hospital and Associate Professor of Clinical Pediatrics at Albert Einstein College of Medicine

Jordan S. Gitlin, MD

Pediatric Urologist at Schneider Children's Hospital and Assistant Professor of Urology at Albert Einstein College of Medicine

Richard Glick, MD

Attending Pediatric Surgeon at Schneider Children's Hospital and Assistant Professor of Surgery and Pediatrics at Albert Einstein College of Medicine

Mark A. Mittler, MD

Co-chief, Division of Pediatric Neurosurgery at Schneider Children's Hospital, Assistant Professor of Neurological Surgery at New York University College of Medicine

Peter Silver, MD

Associate Chairman, Department of Pediatrics and Clinical Director, Pediatric ICU at Schneider Children's Hospital

CHILD LIFE PROGRAM FACES FUNDING CHALLENGE



Music therapist Pam Carlton entertains a young patient at Schneider Children's Hospital.

The CMF-pioneered Child Life Program at Schneider Children's Hospital is in need of funding to provide Play Stations for children during their hospital stay.

CMF is also in need of sponsors for patient parties throughout the year.

If you'd like to contribute to the Child Life Program or to sponsor a patient party, please use the donation envelope in the centerfold of this issue of *In Touch*, or contact Gina Segreti at 516 352-3344. **I**

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