



Children... Our Reason for Being

Thank you for your interest in Children's Medical Fund of New York (CMFNY). We are a volunteer-driven, non-profit organization of more than 7,500 members devoted to helping support and equip Steven & Alexandra Cohen Children's Medical Center of New York, part of the Northwell Health System.

CMFNY was formed 51 years ago by a group of concerned volunteers, parents, pediatricians and community leaders who felt the urgent need for a children's hospital in the metropolitan area. Today, CMF holds the proud distinction of being one of the single largest contributors to Cohen Children's Medical Center.

Your donations, time and support are the lifeblood that fuels our mission. Through a wide network of friends, volunteers and deeply committed donors, we have raised over \$87 million to help build, equip and secure ongoing funding for programs that are vital to the needs of seriously ill children and their families. With your help, that number will continue to grow for years to come.

Five Achievements We're Proud Of...

1. Grand Opening of the CMF Center For Pediatric Diagnostic Studies at CCMC, a work in progress that CMF has committed \$10 million dollars.
2. Creation of Child Life Endowment CMF has created the "CMF Child Life Endowment" in the amount of \$350,600 to ensure that Child Life has support for years to come.
3. Annual Support of the Child Life Program with an annual commitment of typically \$400,000.
4. Opening of the Pediatric Emergency Pavilion the only pediatric emergency facility on Long Island dedicated to children only.
5. Renovation of the Hematology/Oncology Unit via a \$500,000 donation.



Extend Your Healing Hand

There are many ways you can help CMF to make our community a better place for children. You can volunteer, donate, become a sponsor, or a member.

Become A Contributor

Pledge a personal or corporate gift. Your contribution can be allocated for special research projects or programs, as well as treatment areas at the hospital.

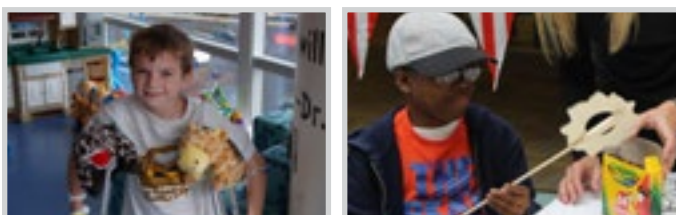
Personal Gift: CMF can work with you on a personalized program of giving.

Corporate Campaigns: As a corporation, you can pledge a gift, sponsor fundraising activities within your organization or become a sponsor for a CMF event.

Be a Special Friend to Children. Send \$100 or more to CMF and help us create holiday parties and special events for hospitalized children and their families.

Become a Volunteer. Whether they are sponsoring a band to play live music for patients, filling hundreds of gift bags, or participating in a dance marathon, CMF volunteers do everything they can to make life a bit easier for hospitalized children.

- Help plan and organize fundraising events
- Share expertise and fresh ideas
- Participate in programs at the hospital
- ...and many more!



Create A Tribute

Create a CMF Tribute Fund.

Tribute funds are designed to honor someone who is celebrating a special occasion (i.e., birthday, bar/bat mitzvah, graduation, confirmation, wedding, etc.) or to memorialize a loved one. In lieu of gifts, you can request that donations in the person's honor or memory be made to CMF.

Send CMF Tribute Cards.

CMF tribute cards are sent to individuals to commemorate a special occasion or to memorialize a loved one. They range in price from \$10 to \$500 per card.



Putting Your Donations to Work

Your donation to CMF can help us advance children's health care and provide children from our area and from around the world with the best available pediatric care. You can make a general donation or you can make a targeted donation to any of the several CMF programs described below:

Child Life Endowment

Your donation can help support this CMF-pioneered program to ensure that Child Life has support for years to come.

Support Vital Programs

Your donation can help support CMF-funded programs at Steven and Alexandra Cohen Children's Medical Center of NY.

Purchase Medical Equipment

Your donation can help with the purchase of much-needed medical equipment at Steven and Alexandra Cohen Children's Medical Center of NY.



***“Unless someone like you cares
a whole awful lot, nothing is
going to get better. It's not.”***

–Dr. Suess



A Heritage of Hope

In 1966, a group of Long Islanders joined together to build “the finest children’s medical facility the hand and heart of man can devise.”

For seventeen years they worked together, advancing the cause for a children’s hospital, winning the legislative authorization, and raising the funds necessary for the hospital to be built. In 1983, CMF’s dream came to fruition with the opening of Schneider Children’s Hospital now named CCMC, in New Hyde Park, the first children’s hospital in New York.

Today, CMF is both a fund raising and grant making organization. We underwrite a wide variety of programs at Cohen Children’s Medical Center, many of which do not receive funding through federal financing or corporate underwriting. CMF’s Allocation Committee regularly reviews funding requests submitted by the Children’s Hospital Administration. Funds are allocated on an annual basis, and CMF actively follows up on the progress of these programs through annual reports and meetings with CCMC physicians and administrators.

Over the years, Children’s Medical Fund of New York has raised funds to purchase much needed medical equipment, to enhance exploration in areas such as Oncology and Neurology, to further education and to institute new programs. It helps finance the Child Life Program, designed to lessen the stress of a hospital stay through therapeutic play and activities (see sidebar). The Angel Campaign, sponsored by the Women’s Division, supports the Bone Marrow Transplantation Program at the hospital. The pediatric Urology Research Center, funded in large part by CMF, is trying to find the cause and cure for the most common pediatric kidney malignancy, Wilm’s tumor.

It is evident how wide reaching our involvements are. At CMF, we believe that the high level of excellence in care at CCMC must be sustained, and the growing demand for services must be met. Children’s Medical Fund of New York is there to meet that need.

The Child Life Program – The CMF Vision Comes to Life

The Child Life Program was created to help children and families cope with a hospital experience. Designed for inpatients and outpatients, Child Life aims to minimize the stress often associated with illness or injury, to enhance normal patterns of living, and to promote the child’s optimum growth and development.

Specially-trained Child Life Specialists participate on the hospitals’ multidisciplinary health care team. They help children learn about the hospital, provide therapeutic play and support children through medical procedures.

One of the programs we helped to establish within Child Life is The Pet Therapy Program. We use your donations for playrooms with computers, books, toys and more! Our commitment to the Child Life Program is approximately \$400,000 annually.



Creating Smiles Every Day

CMF Programs

- CMF Center for Pediatric Diagnostic Studies
- Cancer Center
- Center for H.O.P.E.
- Child Advocacy Center
- Childhood Diabetes
- Child Life
- Child Protection Center
- Cystic Fibrosis Center
- Cardiopulmonary Rescue Center
- Heart and Lung Center
- Hematology/Oncology Surgical Support
- Institute for Allergies
- Institute for Childhood Asthma
- Institute for Pediatric Neuro-Oncology
- Nephrology – Dialysis Quality of Life Service
- Pediatric Ambulatory Center
- Pediatric Cardiology
- Pediatric Emergency Department
- Pediatric Urodynamics Lab
- Pediatric Urology
- Pediatric Research
- Pet Therapy
- Neurology EEG Lab
- Sleep Disorders Program



Equipment We've Purchased

- Abbott Cell-Dyn 4000 Analyzer
- Bone Marrow Transplantation Specimen Freezer
- Brain Cooling Units
- Continuous Performance Testing System (ADHD)
- Critical Care Cobe Pump
- Critical Care Bis Monitor
- Extracorporeal Membrane Oxygenation Unit (ECMO)
- Endoscopic Monitoring System
- FACSCalibur Machine
- Gastroenterology Manometry
- Gastroenterology – PH Probe Recorder
- Infant Warmer with Scales
- Intensive Care Unit Sleep Apnea Equipment
- Insulin Pump Therapy Program
- Metabolic Breath Analyzer
- Metabolic Cart (Crohn's disease)
- Neonatal ICU Artificial Lung Test
- Neonatal ICU Inline Blood Gas Analyzers
- Neonatal ICU Transport Monitor
- Neonatal ICU Humidification
- Neonatal ICU Closed-Circuit TV
- Neonatal ICU Digital Photography
- Neonatal ICU Nasal CPAP
- Neonatal ICU Procedure bed
- Neonatal ICU Transport Carrier System
- Neonatal ICU Transcutaneous monitors
- Nitric Oxide Analyzer
- Phototherapy Lights
- Pediatric ICU – Nerve Stimulators
- Pediatric Intensive Care Unit – Novametric CO2 Monitors
- Pediatric ICU – Zoll Transport Monitor
- Prisma System – Renal Replacement Therapy
- Pulmonary Bronchoscopy Test Equipment
- Stress Test Equipment



The Lives We All Affect

Matthew's Story

I spend a lot of time thinking about Matthew. I remember how I used to rush home from work to a house that resembled Grand Central Station. Most of the time I'd walk in to find Matthew with a look of excitement on his face just because I was home! Other times I would find other surprises, like soda pouring out the fridge door or Jell-O all over the carpet.



I remember Fridays, when I would chase my mother-in-law out of the house at three-o'clock, so I could spend time alone with Matthew before the next nurse arrived.

I looked forward to Saturday nights, when I would take Matthew and all his equipment upstairs so he could sleep with his mother and me. They were the most peaceful nights, with Matthew's chubby little hand resting on my arm.

I miss those things the most now when I come home to such a quiet house. But I try to hold on to the strength Matthew has given me through his memories, and to use it to help his beautiful mom and I get through any difficult times that might lie ahead.

I will always be proud to be the father of such an amazing and inspiring son. I love and miss you, Matthew, Jr.

-Daddy

Matthew Gerard Giunta, Jr. was born on September 6, 2005. Unable to breathe on his own, he spent his first three months at Schneider Children's Hospital. After 15 months, Matthew passed away at home with his parents, Matthew, Sr., and Danielle Giunta.

On the first anniversary of Matthew's death, friends and family donated Over \$25,000 to CMF in his memory.

Working Miracles at Cohen's

Cohen Children's Hospital is the only tertiary care hospital on Long Island and in the New York metropolitan area dedicated exclusively to children.

Cohen Children's Hospital offers the most up-to-date clinical services:

Well-baby care and specialized diagnosis and treatment (i.e., bone marrow, transplants, open-heart surgery, etc.)

A complete staff of full-time physicians, representing all pediatric subspecialties in medicine, dental medicine and psychiatry

One of the area's largest pediatric intensive care units and care programs

29 outpatient subspecialty diagnostic and treatment programs

24-hour emergency service

An emergency transport program that responds to calls from community hospitals to transfer acutely ill newborns and children to Cohen Children's Hospital

Child Life Specialists who help ease anxieties and normalize hospitalization stays

State-of-the-art pediatric satellite facilities with locations in Commack, Hewlett, Hampton Bays, Flushing and Emerson, NJ – which are continually expanding

15 treatment locations, including satellites, throughout Long Island





Leading The Fight

CMF's Board of Trustees is responsible for structuring the organization's annual fundraising campaign, as well as overseeing the work of the Men's and Women's Divisions and the School and Community Outreach Program & Events (SCOPE).

The Men's and Women's Division and SCOPE host a wide variety of events to support the efforts of CMF, including:

- Golf and Tennis outings
- Hospital and educational events and tours
- Holiday toy presentations to patients
- Kids Fashion Shows, Luncheons, Dinner Dances, Seminars and more
- School fundraisers and community service opportunities for students

To continue to make a difference at Cohen Children's Hospital, CMF needs your help too.



CMF Officers & Board of Trustees ** in memory of*

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Howard Tanney

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Friends Who Believe in Our Vision

CMF has a rich history of corporate partnerships, dating back to 1974 when the H.J. Heinz Company sponsored a baby food label-collecting campaign.

- Steven B. Schonfeld Foundation
- Slomin's
- Blumenfeld Development Group
- Janover LLC
- Solomon Page Group
- The Brooks Family Foundation
- The Coren Family
- M. Robert Goldman and Company
- Donny Deutsch
- Rapid Funding NYC, LLC
- Riese Organization Inc.
- Sheryl Steinberg Collins Foundation
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- Aragon Construction
- Newmark Knight Frank
- Lester's
- Parts Authority
- Palm Bay International
- Empire National Bank
- Marcum LLP
- Kiddsmiles Pediatric Dentistry
- Americana Manhasset
- Morris & Jules Levine Family Foundation

***"In every community
there is work to be
done. In every nation
there are wounds to
heal. In every heart
there is the power to
do it."***

—Marianne Williamson



Creating Buzz Around Our Mission

Howard Tanney Named President of Children's Medical Fund of New York

Howard Tanney has been named President of Children's Medical Fund of New York (www.cmfny.org), one of the single largest contributors to Steven & Alexandra Cohen Children's Medical Center of New York located in New Hyde Park. The appointment, announced by David Blumenfeld, Chairman of the Board became effective, October 1st.

Howard has been Managing Partner of SST Capital, located in Old Westbury, NY, since he started the investment firm in 2011.

He earned his Undergraduate Degree from Baruch College in Accounting, Cum Laude, and also earned a Graduate Degree, Masters of Business, specializing in finance at St. Johns University, in addition to being a Certified Public Accountant.

Howard's ties to the community and worthy causes are endless. He has served on the Executive Board of Directors for the NY Mercantile Exchange and served a 6 year term on the Board of Governors at Old Westbury Golf & Country Club. He also served as a trustee for the Leukemia and Lymphoma Society of NY for 18 years.

Howard has been a longstanding supporter of CMF. He has been actively involved and served as both assistant treasurer and recently treasurer on our Finance committee. "We are extremely proud to have Howard serve as CMF President of our Board of Trustees. With



his talents, we will be able to gain support of new donors and reach out to areas that we have not be able to in the past", said CMF Chairman David Blumenfeld. "I am proud to lead the charity with him and achieve our goals of providing the best available care to the children on Long Island and beyond."

Howard and his wife, Jayne, have instilled in their children the importance of giving back, and the entire Tanney Family has done so much for CMF. In fact, their daughter Lindsay was an honoree at our Kids Fashion Show due to her many hours of community service and fundraising for the kids in the hospital.

Creating Buzz Around Our Mission

Michael Smith Joins Board of Trustees of Children's Medical Fund of New York

Michael Smith has joined the Board of Trustees of Children's Medical Fund (CMF) of New York (www.cmfny.org). For the past year Michael and his company Linx Communications has provided CMF with pro bono marketing materials, which have successfully increased awareness and donations to CMF. He will continue to develop strategy and marketing materials aimed at furthering CMF's mission.

Since 1995, Michael has been President and CEO of Linx Communications, a full service strategic consulting, marketing and communications company focused on branding and re-positioning products and services in the healthcare, financial services, retail, high-tech, manufacturing and training industries. Prior to that, he was president of JRS Advertising, a top 100 agency.

Michael's extensive community involvement and support are an integral part of his humanitarian efforts within the business community. In honor of the Young Presidents Organization (YPO), he recently formed a new international network in the YPO—"Helping Disadvantaged Children". He has also been a board member of the federal government's Federal Advisory Board on Public/Private Partnerships in Human Services, as an outgrowth of his co-founding Steward of Change,



a company creating a holistic view and consumer centric model of care for families who use human services in America.

Michael holds degrees from Bentley College in Management and Marketing, as well as completing four years of presidents' seminars at Harvard University Graduate School of Business Administration.

Children's Medical Fund of New York (CMF) is a 501 © (3) not for profit organization that ensures children on Long Island and in the New York metropolitan area have access to the best available pediatric care by raising funds to help build and equip medical facilities and sponsor vital programs at Cohen Children's Medical Center of New York.



Creating Buzz Around Our Mission

Children's Medical Fund Receives \$20,000 From Marcum Workplace Challenge

Marcum presented a check for \$115,000—proceeds from the Marcum Workplace Challenge—to be split among Long Island Cares Inc, Children's Medical Fund of New York, The Long Island Children's Museum and the New York State Parks Department.



Creating Buzz Around Our Mission

CMF Gets Creative About the Reading Bug



Children love to read, but unfortunately for patients at Cohen Children's Medical Center (CCMC), germs love to cling to books.

To stop those bugs in their tracks, Children's Medical Fund of New York (CMFNY), a volunteer fund-raising organization, presented CCMC patients with iPads, Kindles and Nooks. Wiping down the electronic readers with disinfectant keeps germs at bay and allows children to enjoy books and games during their hospitalization, while also serving as easy-to-read medical education tools.

"The e-book readers that we donated were a big hit, plus we also outfitted every bed in the hospital with a PlayStation because some of the young patients are here for weeks or months at a time and technology provides them with some sense of normalcy," said Gina Segreti, CMF executive director.

Since 1967, CMF has raised an astounding \$87 million, more than any other group in the hospital's history, a testament to the organization's legacy, longevity and love for children.

"The outstanding fundraising efforts of CMF chairpersons and its 7,500 devoted volunteers enabled Cohen Children's Medical Center to become recognized as one of "US News and World Report/Best Children's Hospitals," said Randee Bloch, CMC's director of development.





INTRODUCING HEROES WITH HEART

Donate a Superhero & Help a Sick Child Heal

Being hospitalized can be scary for anyone, but for a young child it can be traumatizing. That's why the Children's Medical Fund works tirelessly to bring a smile to the faces of these young patients every day.

This year we developed an exciting new program called Heroes with Heart which will bring popular superheroes to the bedsides of thousands of sick children each year. Now, when you donate to CMF and support the Heroes with Heart program, you're not only helping a superhero deliver the joy and hope these children so desperately need, but you're reminding them that when we help each other, we're all superheroes.



A Thank You To Our Sponsors



To Learn More and Donate Visit www.cmfny.org/heroes





Be a Part of Our Commitment

For more information please contact
Gina Segreti, Executive Director, at 516.624.1981,
gsegreti@cmfny.org, or visit us at www.cmfny.org.

300 Robbins Lane
Syosset, New York 11791
Telephone: 516.624.1981
Web site: www.cmfny.org

