

Rady
Children's
Hospital
San Diego

Today

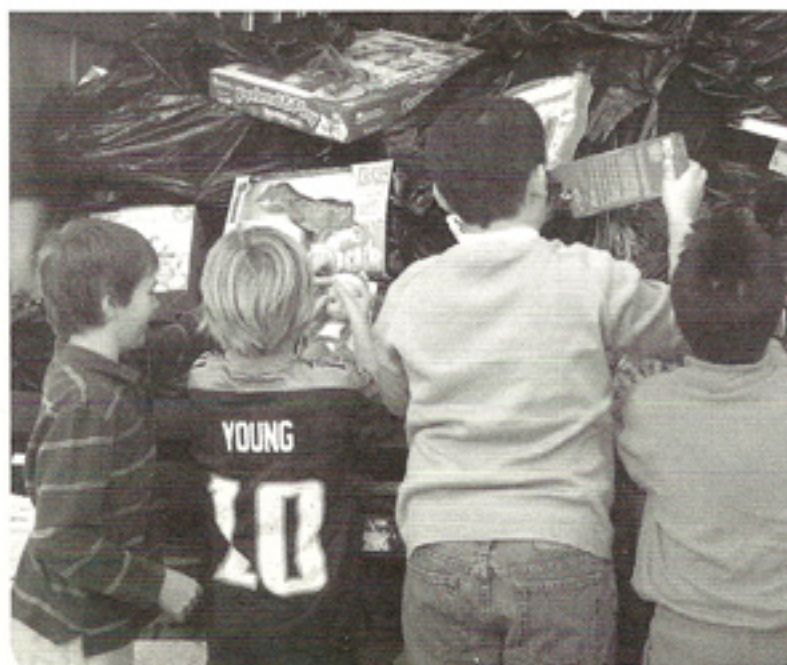
FEBRUARY 2009

Overwhelming Community Support for Rady Children's Kids

Despite the sour economy, San Diegans were sweet on Rady Children's this holiday season when it came to remembering the kids we care for every day. This December we took in more than 150,000 brand new toys donated for our patients.

This colorful bounty came because of supporters like Ana Steigerwald, who refused to let the reality of global economic crisis stop her Kidz USA Toy Drive. For seven years, Steigerwald has been guiding a unique philanthropy with her two sons and their elementary school classmates from La Jolla's private Gillispie School. The program combines educational lessons about philanthropy with business and math skills. The kids run their Toy Drive themselves, electing a board, finding sponsors, creating a budget and buying the toys. (They let their parents help with the driving part.)

"In this community we're very blessed," said Steigerwald, whose sons Ephraim and Alexander helped lead the 300-student school's effort to collect 750 toys. Their sponsors included Dunhill Marketing and Insurance Services Inc., Bollweevil restaurants and Cambridge Investments Inc. The family plans to keep going next year, and spread the program to other private schools in the region.



KIDS HELPING KIDS: An outpouring of community support benefitted our patients this year, including a truck-full of gifts from the children of Gillispie School.