

## The *Time to Play* Campaign: Time to Fulfill a Need



As employees at St. Louis Children's Hospital, we hear the stories every day: A mother has a sick child in the hospital, but she can't stay at the child's side for long because no one is available to watch her other children. A father's newborn preemie is in the NICU and his wife is still in the hospital. Besides being torn between visiting his wife and his newborn, he has to worry about who will keep an eye on the baby's older brother.

At Children's Hospital, we pride ourselves on delivering *family-centered* care—taking care of not only the child who is sick, but looking after the needs of the child's whole family. A supervised playroom for our patients' siblings would fulfill an important need for the families we serve.

We all know parents need to be at their sick child's bedside. But many parents do not have adequate resources to provide care for their other children while they are at the hospital.



### Benefits of a Sibling Playroom:

- Parents can have longer, more focused visits with their sick children.
- Siblings can play in a supervised, safe and child-friendly environment.
- Reduced risk of injury to unsupervised visiting children.
- Reduced risk for spread of infection.

Children's Hospital employees live our mission to do what's right for kids every day. Supporting this Sibling Playroom is one more way we can extend that mission and provide the best care possible for our patients' families. It's time to make this project happen. It's *Time to Play*.



## Sibling Play Room Features

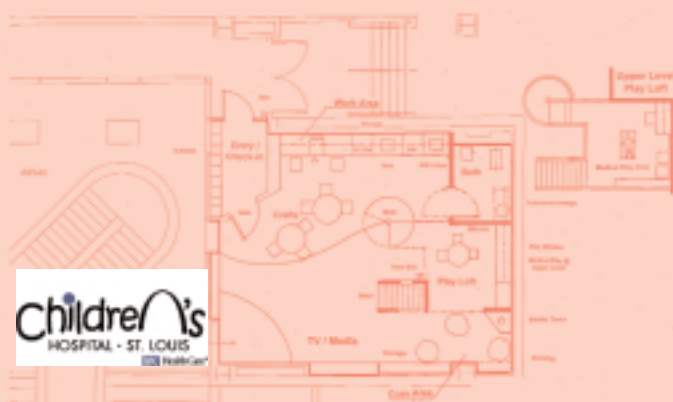
**"Many parents have to bring their child's siblings along on appointments for testing. The tests are sometimes interrupted or have to be rescheduled because the siblings can't be quiet and still during the tests. A Sibling Playroom will help us provide convenience for parents and more accurate testing for our patients."**

Rosanne Karzon, Therapy Services and Communication Disorders

**"This is the great thing ever on the whole face of the planet."**

Rosanne Karzon, Therapy Services and Communication Disorders

Fewer than 15 other children's hospitals in the country offer supervised play areas for their patients' siblings. The employees of St. Louis Children's Hospital now have the opportunity to fulfill this important need. The new Sibling Playroom will be fun and safe and staffed by child care professionals. It will give our patients' parents the assurance that while they attend to their sick child, their other kids are in a safe and caring environment. Plans call for the playroom to be open several hours per day to care for children between the ages of 2 and 10. It will be available to siblings of both inpatients and outpatients.



## Play. Jump. Read. Nap. Give.

**We know the difficulty some families have trying to care for their sick child while attending to their siblings. They need our help.**

By working together, and giving together, we can satisfy this need. We can help relieve their stress. We can offer them peace of mind. We can care for the whole family. To invest in the Sibling Playroom, please choose an option that works best for you.

Then, simply fill out your personalized gift form and return it via interoffice mail to St. Louis Children's Hospital Foundation, 4444 Forest Park, Suite E254 or to your department's **Time to Play** Volunteer.

### Option 1—

Donate 1 or 1/2 hour of your pay or other specific dollar amount per pay period.

### Option 2—

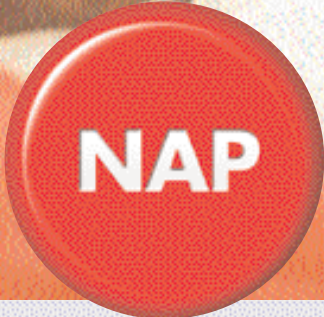
Donate ETO in the same way as an hourly gift. Just select the number of hours you would like to donate.

### Option 3—

You may make a cash gift payable by check or credit card.

### Gift Recognition

All employees who return their gift form by June 30, 2006 will be honored for their generosity in a special work of art that will be permanently located in the hospital.



## Questions About the Time to Play Campaign

### How does *Time to Play* relate to the *Care and Cures* campaign?

The purpose of the Care and Cures campaign is to establish the Children's Discovery Institute and expand the hospital facilities. *Time to Play* is



specifically intended to establish a Sibling Playroom within the expanded facility. Funding for this play area is not included in the overall expansion budget, so it cannot be built without your support.

### What is the goal of the *Time to Play* Campaign?

Our goal is for 100 percent of St. Louis Children's Hospital employees to support this effort. We hope every employee will join in the effort and take pride in fulfilling this very special need. The cost to build and equip a supervised Sibling Playroom within the hospital is approximately \$XXX,XXX. Additional funds will

be placed in an endowment to provide qualified playroom staffing and ongoing maintenance for years to come.

### What are the benefits of donating to *Time to Play*?

In addition to the great feeling you'll have knowing you helped provide a safe, fun place for our patients' siblings to play, you will receive a special T-shirt to thank you for your gift (regardless of the amount). Those who make gifts to the campaign also will be included in special drawings for prizes, plus we'll have incentive awards for departments who have 100 percent participation. Finally, those who return their gift forms by June 30, 2006 will be honored on a special work of art permanently located in the hospital.

### Is the amount of my donation confidential?

Yes. You will be provided a confidential envelope in which to seal and return your gift form. A very limited number of people within the Foundation and

Payroll offices will see your gift amount for processing purposes. Strict standards are in place to assure your gift amount remains confidential.

### How long will the *Time to Play* campaign last?

In order to build and fully endow the Sibling Playroom, it is our hope that you will continue your payroll deduction for through July 2008, or repeat your annual gift in 2007 and 2008. You may stop or change your payroll deductions at any time and for any reason.

### Is my donation tax deductible?

Yes. Your donation will be paid with after-tax dollars, so it is considered a charitable donation. (Additional language re: ETO donation to come from BJC).

