

children's progress

serving children through philanthropy



4

Safer – and stronger – together

The Goodyear Foundation renews its commitment to the Safe Mobility Project

6

Rebuilding lives

Marci M. Matthews establishes endowed chair for excellence in burn care

Goodyear leadership pictured from left: Rich Kramer, chairman, CEO and president; Darren Wells, executive vice president and CFO; Joni Fitch, director of community affairs and engagement; and Laura Duda, senior vice president and chief communications officer.



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4

Safer – and stronger – together

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Cell phone used for distracted-driver training purposes



6

Rebuilding lives

Marci M. Matthews establishes endowed chair for excellence in burn care

content

- 04** Safer – and stronger – together
- 06** Rebuilding lives
- 08** Investing in the future
- 09** The road to recovery
- 10** Meet Neven and Lisa Zelich
- 11** Amplify your giving



Volunteer Goodyear employee, Laura Casenhiser, provides child passenger seats to families during a Safe Mobility Project Car Seat Education and Distribution event.

Safer – and stronger – together

The Goodyear Foundation renews its commitment to the Safe Mobility Project

When The Goodyear Foundation and Akron Children's Hospital joined forces to create the Safe Mobility Project in 2015, we became a collective force for good, safety – and change.

For six years, children and families in Summit County have benefitted from the program, which aims to help keep kids safe while they're on the move. Now, as the project enters its next phase, The Goodyear Foundation is renewing its commitment through a \$848,275 grant that will extend its support through 2024.

Building a safer community

The goal of the Safe Mobility Project is to reduce the number of unintentional injuries to children as they make their way through their communities – whether they're in a vehicle, on foot, or on a bike or other type of wheeled sporting equipment. Akron Children's team members from

the Safe Mobility Project work with community partner organizations to expand child safety programs focusing on child passenger seats, bike helmets and teen drivers.

Help make your community a safer place for our kids! To learn how you can support the Safe Mobility Project at Akron Children's, contact Machele Syx, director of corporate alliance and special events at Akron Children's, at 330-543-0137 or msyx@akronchildrens.org.

“Our Safe Mobility partnership with Akron Children’s has been a natural one from the beginning, because we share a vision of reducing the potential for mobility-related childhood injuries,” said Darren Wells, Goodyear’s executive vice president and CFO, who also serves on the Akron Children’s board of directors. “This ties to both our company purpose of enabling mobility and our philanthropic pillar of safety.”

During Phases 1 and 2 of the initiative, the Safe Mobility Project has:

- Distributed more than 3,100 child passenger seats in combination with safety education.
- Fitted and distributed more than 6,300 bicycle helmets with safety education.
- Reached more than 2,500 caregivers and teenage drivers through its Teen Safe Driving educational programming.
- Facilitated the Teen Safe Driving program at 19 area schools.
- Hosted 96 events in which The Goodyear Foundation’s associates participated as volunteers.

It also has brought these programs to families in their local communities. This helps remove common barriers by meeting them where they live, work and play to provide injury reduction resources and education.

Renewed support advances reach and services

If a word could be used to summarize the next phase of the Safe Mobility Project, it would be growth. With The Goodyear Foundation’s continuing support, the program will enhance its services and expand its reach into neighboring Medina, Portage and Stark counties.

“We’re excited about the expansion outside of Summit County,” said Heather Trnka, MSSL, EMT-P, CPSTI, injury prevention coalition supervisor at Akron Children’s. “It will allow the Safe Mobility Project to bring its great services to

new audiences. We look forward to supporting the families in these communities and providing education and tangible items like child passenger seats and bike helmets to those in highest risk areas for injuries. We’re also looking forward to engaging with our youngest drivers and sharing the importance of distraction-free driving through the Teen Safe Driving program.”

While the program will grow geographically, it also will expand its offerings. The Safe Mobility Project team plans to develop partnerships with four new agencies to increase the proper use of child passenger safety seats. In addition to piloting a teen driver’s license program, there also are plans to leverage the Simulated Impaired Driving Experience (SIDNE) vehicle for the Teen Safe Driving Program at even more schools and community events. And to further its efforts in meeting people where they are, the project will produce a new arrival safety flashcard for non-English-speaking residents.

As the Safe Mobility Project ushers in a new era, The Goodyear Foundation is proud to be with us every step of the way.

“This innovative team has been a pleasure to work with,” said Joni Fitch, director of community affairs and engagement for Goodyear. “They consistently look for opportunities to adapt the program to serve the changing needs of our communities, staying focused on the outcome of reducing childhood injuries related to mobility.”

To learn more about the Safe Mobility Project, visit safemobilityproject.com.

Through the Safe Mobility Project, The Goodyear Foundation and Akron Children’s Hospital work together to help keep kids safe while they make their way through their communities. Goodyear leadership pictured from left: Rich Kramer, chairman, CEO and president; Darren Wells, executive vice president and CFO; Joni Fitch, director of community affairs and engagement; and Laura Duda, senior vice president and chief communications officer, with the Simulated Impaired Driving Experience (SIDNE) vehicle on the Goodyear campus.



Rebuilding lives

Marci M. Matthews establishes endowed chair for excellence in burn care

Restoration after devastation.

That's how the team at the Paul and Carol David Foundation Burn Institute at Akron Children's Hospital approaches its intense work. The stories of recovery from this unit inspired long-time donor Marci Matthews to place a greater emphasis on burn treatment. Through a \$1 million gift, she established the Marci M. Matthews Endowed Chair for Excellence in Burn Care – one of few endowed chairs of its kind in the world.

Anjay Khandelwal, MD, FACS, FICS, director of the Paul and Carol David Foundation Burn Institute at Akron Children's, will serve as the inaugural chair.

"We have a unique and beautiful burn program at Akron Children's," said Marci. "Our Emergency Department doctors view burns differently because they know our burn specialists can transform lives. Now it's time to bring what we do to the world."

Dr. Khandelwal shared a story that reinforces the special work done within this practice area. "When the Notre Dame Cathedral caught on fire, I remember one of the engineers who worked on the rebuild describing their sense of pride," he said. "They explained that the opportunity to restore was a greater challenge and held more satisfaction because they took something that was destroyed and built it back up. This really resonated with me because that's what we do with our burn patients. When you see the transformation that our patients undergo, it's amazing."

Taking a new stage

Marci and Dr. Khandelwal believe that the endowed chair will bring opportunities for Akron Children's to be recognized as a leader in burn care regionally, nationally and internationally. The endowed chair designation adds prestige and gives Dr. Khandelwal and other team members the opportunity to present to and collaborate with other institutions.

This sharing of knowledge and advancing treatments is crucial, because a burn can be one of the most devastating injuries a person can experience.

"It rocks people to the very core and affects them mentally, physically, emotionally, spiritually and psychosocially. You don't see that with other conditions," said Dr. Khandelwal. "It's a field that most physicians and other allied medical staff don't want to pursue and most hospitals don't venture into because it's a mammoth undertaking and requires a tremendous amount of commitment."

Funding available through this chair will go toward caring for patients after they leave direct hospital care. The chair also will serve as a catalyst for patient support programs, including ones that will help survivors engage with one another and other patients in the hospital – a critical piece in burn survivor recovery.

Through a \$1 million gift, Marci Matthews established the Marci M. Matthews Endowed Chair for Excellence in Burn Care – one of few endowed chairs of its kind in the world.



“The endowed chair for excellence in burn care will allow us to advance innovative patient care and collaboration while helping us recruit and retain the highest quality burn care providers,” said Chris Gessner, Akron Children’s president and CEO. “Marci is known for her generosity and commitment to Akron Children’s. Her investment in burn care is a testament to the hospital and community, and her kindness will have a lasting impact on our hospital and the burn patients we serve.”

Marci’s family foundation gave a \$2 million gift to renovate the Burn Center. She is hopeful that the renovated space and the endowed chair will help attract and retain new talent to the Burn Center team.

“Dr. Khandelwal is a world-class, next-level specialist. It seemed to me that the more we can do to promote the importance of this program, the more equipped he will be to attract new candidates,” she said. “The best people reflect the high level of care we deliver.”

In 2021, Marci also established the Marci M. Matthews Endowed Chair in Telehealth. She expects that the burn chair and the telehealth chair will work together to share stories from the burn unit to patients and professionals alike.

“Imagine Akron Children’s Hospital helping burn patients in other hospitals through telehealth,” she said. “The opportunities are impressive.”

Gifts that keep giving

Marci invests in endowed chairs for several reasons:

- **They are focused on specific issues.** She encourages donors to find their passion – a particular illness or a solution – and support or establish a chair to bring attention and additional opportunities to those areas.
- **Proceeds can be used in a variety of ways.** Each year, a percentage of the endowment can be used on training, new programs or new team members. Donors can watch their contributions be used creatively year after year.
- **They bring attention to Akron Children’s expertise.** Marci’s respect for Dr. Khandelwal’s experience and vision factored into her decision to start the chair. “We have so much talent in this hospital,” she said. “We need to turn on the spotlight.”



Anjay Khandelwal, MD, FACS, FICS, director of the Paul and Carol David Foundation Burn Institute at Akron Children’s, will serve as the inaugural chair of the Marci M. Matthews Endowed Chair for Excellence in Burn Care.

A little-known fact about our hospital’s Burn Center? It treats children and adults. So this endowed chair affects a broader audience than other hospital departments.

“Marci’s investment in burn care is a testament to the hospital and the community,” said Dr. Khandelwal. “This is recognition that burn care plays a vital role in our society and that burn patients require complex care. It is truly a great honor for me and my entire staff.”

Are you interested in helping the children and adults cared for in the Paul and Carol David Foundation Burn Institute at Akron Children’s Hospital? Talk through options with Brian Hollingsworth, senior major gifts officer at Akron Children’s, by calling 330.543.3826 or email him at bhollingsworth@akronchildrens.org.

Investing in the future

Mark and Tina Oelschlager support Akron Children's Hospital's Centers of Excellence initiative

As the founders of Oelschlager Investments, Mark and Tina Oelschlager know the importance of investing for long-term success.

It's a strategy that has paid off in the financial markets. And now, the couple is using those appreciated assets to invest in the future of Akron Children's Hospital – through a donation to our Centers of Excellence initiative.

A family tradition

Supporting Akron Children's has become a time-honored custom in the Oelschlager family. Mark's father, Jim Oelschlager, and his wife Vanita have passionately championed our hospital's mission and vision for decades.

"I remember making my first gift to Akron Children's about 25 years ago as part of a hospital campaign," said Mark, whose family was matching donations at the time.

When Mark and Tina married in 2008, they both agreed the family should continue that tradition of generosity. The couple became regular donors to our hospital, and Mark has served on the Akron Children's Hospital Foundation board of directors for the past 12 years.

"Jim and Vanita have been a model of giving," said Tina. "Now, we want to set that same example for our kids."

Advancing patient care

Recently, the couple decided to take their support of our hospital to the next level, using a gift of appreciated mutual fund shares to establish the Mark and Tina Oelschlager Family Fund.

Their donation will support our Centers of Excellence initiative, which invests in areas where Akron Children's is a recognized leader and innovator. The vision is to establish these centers as the preferred choice for families in Ohio and beyond due to exceptional outcomes, advanced care and an outstanding patient- and family-centered experience.

"This initiative allows our hospital to invest in medical specialties where we've already garnered national recognition – our Spine, Mitochondrial and Vision Centers," said Craig McGhee, chief ambulatory officer at Akron Children's. "Through their generosity, Mark and Tina are helping us assemble an exceptionally high concentration of expertise in these areas."

"We want to support the hospital staff in doing great work," explained Tina. "But it can also elevate the reputation of Akron Children's, making it even more of a destination."

The couple hopes their gift also inspires others to invest in the life-changing work of Akron Children's.

"Ultimately, we wanted to make a difference in the lives of children that use Akron Children's Hospital," said Mark. "We've been fortunate, and with that we think there comes an important duty to help others. To know that your gift is helping a child get back to what they love to do, that is as rewarding as it gets."

Pictured from left: Tina, Erin, Cliff, Jamie and Mark Oelschlager. The Oelschlagers used a gift of appreciated mutual fund shares to establish the Mark and Tina Oelschlager Family Fund and support the Centers of Excellence initiative at Akron Children's Hospital.

Help make Akron Children's the premier provider of pediatric care in your community – and beyond. Contact Brian Hollingsworth, senior major gifts officer, at 330-543-3826 or bhollingsworth@akronchildrens.org to learn more.



The road to recovery

Akron Community Foundation supports pilot program for addicted moms

Across Ohio and the nation, the opioid crisis continues to impact thousands of families each year. And for babies born to mothers using opioid drugs, the effects can be especially devastating.

Thanks to a \$115,000 grant from Akron Community Foundation, Akron Children's Hospital is helping newborns and their mothers get more support on the road to recovery through a new pilot program for mothers diagnosed with a substance use disorder.

Partnering for change

The Peer Recovery Addicted Moms (PRAM) program was established through a grant from the HSC/Summit County Community Health Fund of Akron Community Foundation. It is a partnership between Akron Children's and Catholic Charities that enables our hospital to provide peer-based recovery support for new mothers at Summa Health's special care nursery. The program aims to help women seeking recovery by connecting them with coaches who have overcome substance use disorder.

"One of our priorities was to support programs that address opioid addiction here in Summit County," said John Garofalo, vice president of community investment at Akron Community Foundation. "We have a strong relationship with Akron Children's, and they always present us with new and innovative ideas."

When a mother uses opioid drugs during pregnancy, her child is often born with neonatal abstinence syndrome (NAS). While the symptoms vary, they result from the baby's withdrawal from opioids after birth.

For this reason, children born to mothers with a substance use disorder often spend time in the neonatal intensive care unit (NICU). But while withdrawal symptoms can be treated, the factors that determine whether a baby will thrive depend largely on the care of the mother.



AKRON
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Akron Children's Hospital will help newborns and their mothers get more support on the road to recovery through a new pilot program for mothers diagnosed with a substance use disorder.

Through our Addiction Services and Behavioral Health Programs, Akron Children's helps address the overwhelming substance use concerns facing our community. To learn how you can support this life-changing work, call the Akron Children's Hospital Foundation at 330-543-8340 or email giving@akronchildrens.org.

To help improve outcomes for these vulnerable babies, doctors and nurses at Akron Children's work to educate and assist mothers. However, the stigma of substance use combined with the natural stressors of childbirth lead many to resist help. This problem is the focus of the PRAM program.

Supporting mothers struggling with addiction

"The program was designed to help mothers in recovery," said William Goldman, DO, medical director of the Addiction Services Program at Akron Children's. "We know that mothers are a highly motivated group to seek recovery from substance use. This program allows for the seamless integration of a mother's needs by providing peer coaching and support."

"PRAM allows new moms to bond with their baby and learn from someone who has gone through a similar experience," added John. "We've seen other programs in the community have great success using a peer recovery model. When you have somebody to walk down this road together with, there are more impactful outcomes."

It's an extra layer of support for mothers struggling with addiction.

"Help comes from more than medicine," said Dr. Goldman. "Peer coaches allow individuals to realize that they have self worth and that we as an institution want to help you be your best."

Meet Neven and Lisa Zelich

Why a gift of life insurance is a smart fit for this couple



Lisa and Neven Zelich decided to give back to Akron Children's Hospital in a new way through a planned gift of life insurance.

Family and giving.

They're two things near and dear to the hearts of Neven and Lisa Zelich, whether they're supporting their co-workers, their community or each other.

One of the many ways they live out this philosophy of giving is through their support of Akron Children's Hospital.

"Akron Children's means a lot to us and to the region," said Neven. "I also have a unique situation at my company where two of my colleagues have children with special needs, and Akron Children's has been the primary care provider for both of them. There's great work being done each and every day at the hospital."

Neven and his company, Longbridge Wealth Advisors, have made generous gifts to our hospital's general fund, raised money through a campaign with the former Canton Charge NBA G League basketball team and supported the expansion of the Ronald McDonald House in Akron. Shawn Lyden, JD, chief strategy officer at Akron Children's and Neven's longtime friend, also

encouraged the couple's involvement at our hospital. Recently, Neven and Lisa decided to give back in a new way through a planned gift of life insurance.

"The hospital is doing so many wonderful things," said Lisa. "We know what an amazing place this is, and we're very happy to help."

Planned giving made easy

When the original purpose for a life insurance policy that someone currently owns no longer applies – like educating children who are now grown or providing financial security for a spouse – the policy can become a powerful and simple way to support Akron Children's without writing a check.

As Neven and Lisa became aware of the many donor opportunities at our hospital, they felt that making a gift of life insurance was a giving approach that they were comfortable with.

"Financially it was the right time for us to make this gift," said Neven. "Our life insurance policy is fully paid for, and the residuals are paying the premiums. I know some people donate their existing life insurance policies to the hospital. We chose to keep our policy and gift more than 60% of the death benefit to the Akron Children's Hospital Foundation. It was a simple process. All we had to do was complete a new beneficiary form."

There are three ways to give a gift of life insurance:

- Name the Akron Children's Hospital Foundation as a beneficiary of the policy.
- Make an outright gift of an existing policy.
- Make an outright gift of a new policy.

"If you want to support the hospital's mission in a bigger way, it's easy to make a significant future gift with your life insurance policies while still helping patients today with your annual gifts," said Neven.

To learn more about how a gift of life insurance can fit into your giving strategy, contact Maureen Katanic, senior director of planned giving at Akron Children's, at 330-543-8343 or mkatanic@akronchildren's.org.

Amplify your giving

Make a planned gift through life insurance

Living a philanthropic life and supporting your community and its worthy causes is expected of many, yet only accomplished by a few.

But immortalizing a life of philanthropy through a charitable gift is more accessible than you may think – using life insurance.

There are many common misconceptions about procuring life insurance. In reality, the transaction is very straightforward. And a strategy of planned giving through life insurance can help you make a large planned gift, while still having the flexibility to give annually in different ways.

Life insurance is an excellent tool for making charitable gifts for a number of reasons:

- It can deliver an “amplified” gift that ensures a legacy of philanthropy.
- A policy’s relatively small premium payments can provide a benefit far in excess of what may otherwise be possible.
- There is no impairing or diluting your control of a family business or other investments.
- Your assets earmarked for family members can be kept intact.

The preferred approach to leaving a charitable gift of life insurance is to determine a charity as the owner and beneficiary of a whole life policy. That is because term life insurance policies typically do not qualify for planned giving.

As the name suggests, a whole life policy covers someone for their entire lifetime, assuming premiums are paid. You can donate all or part of your policy benefit by making a charity the owner and beneficiary of a new life insurance policy, or by naming the organization as the beneficiary of an existing policy that is no longer needed.

Akron Children’s Hospital has been blessed by the financial support of the families and communities it serves. Your planned gift can help support the hospital’s mission to never turn a child or family away based on their ability to pay.

Whether your charitable vision starts at \$500 or \$5 million, it is important to discuss it with a financial professional as part of your overall financial and estate plan. Then, you can share your intentions with a member of the Akron Children’s Hospital Foundation.

Start today, planning for tomorrow and forever.

To learn more about making a gift through life insurance, contact Maureen Katanic, senior director of planned giving, at 330-543-8343 or mkatanic@akronchildrens.org.



Tim Able, vice president, SeibertKeck Insurance Partners





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Why I Give to Akron Children's



Meet Mark Oelschlager,
Vice Chair and Secretary
of Akron Children's Hospital
Foundation Board of Directors



Meet Virginia Addicott,
Vice Chair of Akron Children's
Hospital Board of Directors



Join the conversation

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Children's
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