



Children's Medical Center Legacy will bring the best possible pediatric care as close as possible to families who are part of the rapidly expanding population in and around Collin, Denton, Fannin, Grayson and Cooke counties.

Children's has invested \$12.7 million in the purchase of 68.7 acres of land on the southwest corner of Preston and Hedgcoxe roads in Plano as the site for its second facility.

The hospital campus will cost an estimated \$100 million to build, of which \$15 million is sought from community support.

Children's Legacy also will be the site of a medical office building that will allow community physicians and surgeons to have personal office space near the hospital. This will make comprehensive care faster and more convenient for both patients and physicians.

Children's Medical Center Legacy will feature:

- 60 medical/surgical beds
- 12 intensive care unit beds
- Four operating rooms
- Full-service diagnostics, including CT and MRI
- Urgent/emergency care center

Children like Seth Jackson benefit when you support **CHILDREN'S MEDICAL CENTER LEGACY**

No parent expects a happy occasion like a birthday party to turn into a struggle to save a child's eyesight. But that's just what happened on a summer day last year to the Jackson family of Plano. It's a good thing Children's Medical Center provides state-of-the-art eye care augmented by pediatric-focused medical research.

Seth Jackson only wanted to help his older brother to open a birthday present. So the 4-year-old pulled at the plastic strips binding the gift with a pair of scissors to free the toy inside. In the struggle to open the gift, the scissors went into his eye.

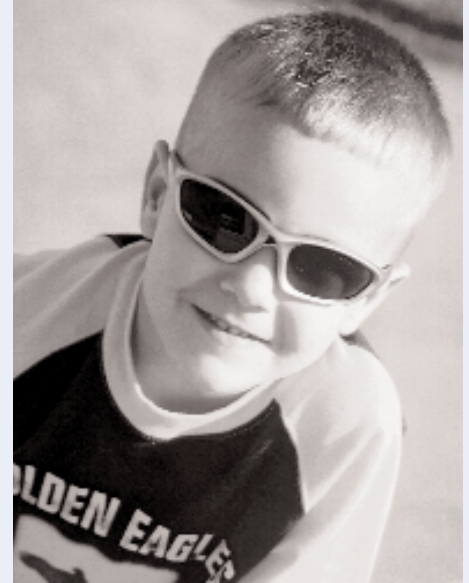
Seth's parents rushed him to a Plano hospital, which transferred him immediately by ambulance to Children's. The pediatric ophthalmologists on the medical staff at

Children's determined Seth's cornea was severely lacerated and the lens had ruptured. Seth, now blind in the injured eye, would lose vision permanently without emergency surgery.

At Children's, we see pediatric eye outpatients more than 7,000 times a year, and ophthalmologists perform about 1,000 outpatient surgical procedures a year. Pediatric ophthalmology research is also a priority; we are involved in four National Institutes of Health-funded studies.

For Seth, we implemented our eye trauma services. Dr. H. Dwight Cavanagh repaired Seth's eye. And weeks later, Dr. David Weakley removed stitches from his eye and a cataract that had developed.

Dr. Weakley and his colleagues are monitoring Seth for amblyopia,



or weakening vision, until age 8 or 9 to be sure his vision will stay strong into adulthood.

These days, we are proud to say, Seth is practicing baseball, and for an extra challenge, hitting an acorn to help strengthen the vision in the injured eye.

“Building a world-class children’s medical facility in our community is truly a once-in-a-lifetime opportunity for all of our children and the future. Nothing is more important than our children’s health and well-being. We must come together to fund our part in creating this long-lasting, meaningful legacy.”

**JILL AND MICHAEL DARDICK,
CO-CHAIRS, LEGACY STEERING COMMITTEE**



wePromise
Campaign for Children's

BUILDING A LEGACY

*Bringing 90 years of world-renowned pediatric
care to the children and families of one
of the fastest-growing regions in the nation*



A background image showing the lower halves and legs of several children holding hands in a circle, suggesting a group or community. The image is faded and serves as a backdrop for the text.

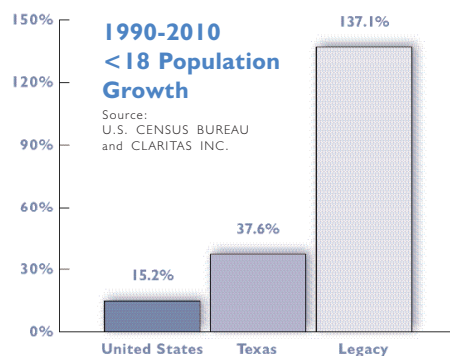
We have more than **600,000 REASONS WHY** *we are building Children's* *Medical Center Legacy,*

a second, dedicated pediatric hospital in the Children's healthcare system. That's how many children will be living in the Legacy service region, anchored by Collin, Denton, Fannin, Grayson and Cooke counties, when Children's Legacy opens in 2008.

Trust | The Children's name and familiar red-balloon logo have become synonymous with the most outstanding pediatric care in North Texas. The present Children's Medical Center campus, in the heart of Dallas County, records more than 325,000 patient visits each year. And, in 2003, more than 26,000 of our patients came from the northern counties we call Legacy, for everything from ear

tubes and asthma to heart transplants and leukemia. These children are more than numbers — or even “medical cases” — to us. They represent a parent's hopes, an aspiring star's ambition, a future leader's vision. Each child deserves the best in order to reach her full promise and potential. That is why our commitment is to provide each of them with access to healthcare that is focused solely on them.

Children's is in the midst of an ambitious plan to build a regional pediatric healthcare system, drawing upon a 90-year history of service to millions of children and their families. The promise in our mission to make life better for children mandates that



The pediatric population of the Legacy service region is growing 9 times faster than the United States average.

as the Metroplex population expands to the north, our services to these families also expand. The call to build Children's Legacy is immediate. This region has one of the fastest-growing

“The dramatic growth north of the Dallas County line, particularly the pediatric population, compels Children’s Medical Center to develop a strong and vital presence here. Our investment of \$12.7 million in Legacy Park is testimony to our commitment to provide the finest in pediatric care. But we cannot do it without the philanthropic support of the community.”

CHRISTOPHER J. DUROVICH, PRESIDENT AND CEO,
CHILDREN’S MEDICAL CENTER

pediatric populations in the country, increasing at a rate more than 9 times the national average. Children’s has invested \$12.7

million to purchase land for the Legacy campus. We plan to break ground in 2005, and open the doors in 2008.

This new hospital furthers our commitment to all families that they can trust their futures to us, confident in knowing that we will guard that trust and honor our responsibilities to them as we would to our own children.

Focus | With the construction of this new hospital, Children’s creates one of the nation’s few multi-hospital

healthcare systems focused exclusively on the unique needs of children from birth to age 18.

Providing care just for kids is more

than child-friendly paintings on a wall or smaller blood pressure cuffs.

Children are not “small adults.” They

require a broad range of highly specialized staff to fully meet their medical needs.

Whether it is understanding a child’s heart rate, bone growth or psychological development, specialized training and a focus in pediatrics make a difference in diagnosing and delivering the unique care children require.

Children can’t always explain where it hurts or how it hurts. And prescribing a treatment protocol for a toddler is different than allowing a

teen-ager to participate in decisions about his care. With employees and physicians dedicated to children, we provide a depth of knowledge and

experience in relating to and providing healthcare for children of all ages.

We also recognize that when a child is ill, the entire family is affected. We include those who matter most to our patients — whether they are grandparents, siblings, classmates or even soccer coaches in the care we provide.

Strength | The North Texas region is among the very few markets in the country of sufficient size to support a full array of subspecialties, such as pediatric endocrinologists, neurosurgeons and other specialists just for children. One of the hallmarks of the nation’s leading pediatric healthcare systems is the depth of talent and experience within approximately three dozen pediatric subspecialties. Because Children’s Legacy will be part of the Children’s Medical Center pediatric healthcare system, its patients will have vast access to the pediatric experts not available at other hospitals in the region.

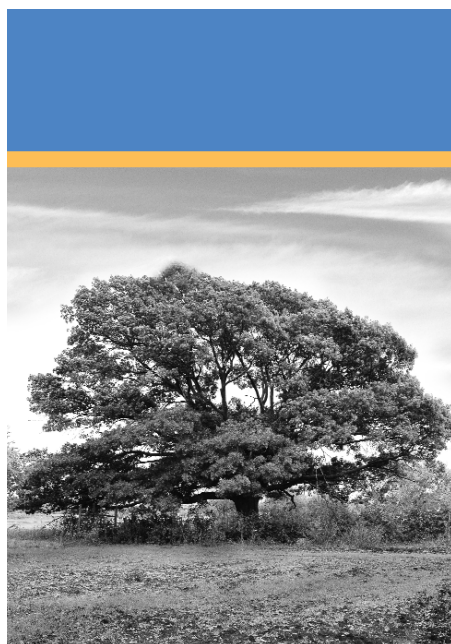
The strength of the Children’s system is felt worldwide. Children’s notable history as a teaching and research hospital means that we have a global impact on patient care through training and educating promising physicians, surgeons, researchers, specialists, nurses and

“Children’s Medical Center Legacy is critical to the future of our community. Our family has been embraced by the mission of Children’s and we are embracing its coming to Collin County. Please join us in helping make Children’s Legacy a reality.”

— JAMES AND
DR. BETTY BELL MUNS,
HONORARY CHAIRS,
LEGACY STEERING
COMMITTEE

“Children’s has evidenced its support of North Texas families with its multi-million dollar investment in Collin County. Children’s Medical Center Legacy promises to be a resource that will serve our children, grand-children and beyond. Public resources alone are inadequate, and we now look to the private sector for generous support. Please join me in helping to keep Children’s promise.”

HONORABLE FLORENCE SHAPIRO,
TEXAS STATE SENATOR



The acreage that will provide the setting for Children’s Medical Center Legacy has long been a source of beauty, serenity and family heritage. The *story tree*, fondly named by the children who grew up on the working farm once located on the Plano property, will be maintained as a focal point at the site.

Preserving the integrity of the land and environment of healing and tranquility for patient families will be an utmost priority.

other medical staff, and through overseeing and conducting original clinical research projects. Through our longstanding and mutually beneficial relationship with UT Southwestern, one of the top medical schools in the country, standards of care have been developed here that save the lives of countless children every year.

Dr. George McCracken Jr., for example, is the chief of infectious disease at Children’s. It was his landmark research in the 1960s that set the standard for how to properly dose antibiotics in children. Virtually every child in the world who has been given an antibiotic has been impacted by Dr. McCracken’s research.

The synergy that is present at Children’s because of our multi-disciplinary excellence can and will be more readily accessible for families

living north of the Dallas County line once Children’s Legacy opens its doors.

Commitment | A strong community, working together, is necessary to provide the dedicated healthcare the children of this growing area need. We are seeking \$15 million in community support for Children’s Medical Center Legacy, which is expected to cost approximately \$100 million to build.

The gift you make to Children’s Legacy through the wePromise Campaign for Children’s is your commitment to the children living in the region today, and to the thousands of others who will

soon call the area their home. Your contribution is a statement of your belief in their potential and your opportunity to help set global health-care standards for all children. Your participation is your legacy.

“The wide-ranging services of Children’s Medical Center Legacy will provide a comprehensive complement to the care of my patients. The quality of medical care, long associated with Children’s Medical Center Dallas, will now be available closer to home.”

— DR. PHYLLIS STONE,
PLANO PEDIATRICIAN