The Power of Personal Philanthropy
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Rick Boyko, managing director of VCU’s Adcenter, speaks at the groundbreaking ceremony at the historic Central Belting building.

Adcenter chief proves his passion for the program

Rick Boyko sees Virginia Commonwealth University’s Adcenter as more than just a place to work. To him, the Adcenter holds the keys to the future of the advertising industry. To show how much they believe in its promise, Boyko and his wife, Barb, have pledged $1 million to the school.

“Advertising is a young people’s business and is at the forefront of today’s culture. Because a current era is best represented in advertising, we need to keep it alive and staying in business,” said Boyko, who is managing director of the Adcenter, VCU’s graduate advertising program.

He hopes that this gift will spur others to understand the importance of giving back.

The Boykos’ gift, made in December 2006, launched the three-year, $10 million Campaign for the VCU Adcenter. The money raised will help build a permanent endowment, which will fund facilities improvements, student scholarships, faculty professorships and programmatic initiatives.

On March 23, work began to renovate the Central Belting, Hose and Rubber Co. building, which originally served as the carriage house for The Jefferson Hotel, into a new home for the Adcenter. The building was donated by Dianne and C. Kenneth Wright to the School of Engineering Foundation and purchased by the university from the foundation.

When Boyko, who served as chief creative officer and co-president of Ogilvy & Mather Worldwide and held other top positions with some of the biggest names in the advertising business, moved to Richmond in 2003 to head up the Adcenter, he kept his eye on the Belting building, knowing it would be a great space for the program.

The building is unique architecturally, he said, explaining that “the more interesting the place, the more interesting the clients.”

“Advertising is a young people’s business and is at the forefront of today’s culture. Because a current era is best represented in advertising, we need to keep it alive and staying in business.”

– Rick Boyko,
managing director, VCU Adcenter

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The new space will also give the Adcenter program about 30 percent more room than its current home in Shockoe Slip. The 29,551-square-foot building will include a 7,000-square-foot modern addition.

The improvement in the atmosphere will be immeasurable, Boyko said, explaining that the Adcenter's current home is a dark space with lengthy hallways that is quickly cramping the program's style.

The new Adcenter space will be fundamentally different from any building the university has ever seen, a place that will spark imaginative and creative thinking, Boyko said. Contemporary style and texture, color and lots of open space are all part of the plan. The faculty offices won’t have walls.

“Open space generates creativity and forces people to collaborate on their work, which is crucial to advertising. We really want the facility to be the star,” Boyko said.

Boyko knew one architect in particular he wanted to work on the Adcenter project — Clive Wilkinson, who has designed workspaces for companies such as Google and Mattel.

“I worked with Clive before on a redesign project at Ogilvy and got to know him and his work. When I told VCU what the new Adcenter needed to look like, I knew Clive could give me the kind of space and architecture it needed,” Boyko said.

Boyko hopes that the new building will serve as a recruitment tool to attract and retain the best in advertising, both faculty and students. He also said that he would ideally like to expand the program from 170 to 190 students, a number that the current facility could not support.

The new, larger space, Boyko believes, will further the Adcenter's reputation as a top-notch advertising school — the school was rated No. 1 by Creativity magazine — but also hopes his gift will encourage others to give back to the advertising industry by supporting advertising education.

“We currently have only five classrooms to support 170 students,” said Beth Harrington, senior development director for the Adcenter. “We are growing out of that space fast.”

To make a gift to the Campaign for the VCU Adcenter, contact Beth Harrington, senior director of development, at (804) 828-8384 or ekharrington@vcu.edu

Adcenter by the numbers

- 227: Cumulative years of experience in the advertising business among the 11 Adcenter faculty members
- 4: Number of tracks of study (art direction, copywriting, brand management and communications strategy)
- 170: Number of students enrolled at the Adcenter
- 38: Percentage of students in the class of 2008 who are minorities
- 25.5: Average age of an Adcenter student
- 2: Number of Adcenter teams that advanced to the finals of last year’s Innovation Challenge competition among more than 400 M.B.A. teams
- 11: Number of years at current home on East Main Street in Shockoe Slip
- 29,551: Square feet in new Adcenter space, including showers (in case students can’t make it home before class the next morning), a flat-screen TV for video games, and foosball and pingpong tables
- 140: Number of seats at the “community table” in the new building
- 45: Number of computers in the new lab, which also features 15 video-editing computers and a professional editing room

The VCU Adcenter’s new home, a historic building in the shadow of The Jefferson Hotel, will encompass more than 29,000 square feet.

Adcenter, continued from Page 3
New Hunton Student Center meets the challenge

In late 2004, Virginia Commonwealth University President Eugene P. Trani, Ph.D., challenged MCV Alumni Association board members to help educate students about the rich history of the MCV Campus. He recounted a story about asking MCV Campus Student Government Association student representatives if they knew the name Dr. David Hume.

Hume, chairman of the Department of Surgery from 1956 to 1973, was a leader within the VCU community who developed a transplantation program. When Dr. Trani told the alumni board members that few of the students knew Hume’s name, they were stunned and wanted to help facilitate a change.

The members realized they had the opportunity to do that when the association was asked to help renovate Hunton Hall, a former MCV student union.

“The Hunton Student Center renovation was a perfect fit for that goal,” said George W. Burke III (M.D. ’70), president of the MCV Alumni Association of VCU.

The $6 million renovation of the Hunton building began in 2005 and was supported by generous contributions from the MCV Alumni Association and the MCV Foundation. Working with Tompkins-McCaw Library archivist Jodi Koste and the Hunton Commemorative Committee, association members found a way to educate current and future students about the heritage of the MCV Campus.

A permanent history exhibit, pushed for by the board and displayed on the outside wall of the VCU Libraries Learning Center in Hunton, was unveiled during a Jan. 24 dedication ceremony.

Hundreds of students, alumni, faculty and staff listened to remarks by Dr. Trani and Dr. Sheldon Retchin, CEO of the VCU Health System and VCU vice president for Health Sciences, among others.

“The Hunton Student Center is a special place for VCU — a unique and historical building. The renovations have brought new life to this facility while preserving our greatness as an institution,” Dr. Trani said.

The center serves as the much-needed student commons for the MCV Campus and includes a gourmet café and a billiards room. It also houses offices for Student Affairs and student government staff.

“With this renovation, the MCV Campus student body will not only be able to better appreciate the historical aspects of this building, dating back to the 1800s, but also we’ll be able to share in the historical moments of VCU itself with the hard work put into the displayed panels,” said Michelle Pohoreskey, president of the MCV Campus Student Government Association, after the event.

To learn more about the MCV Alumni Association of VCU, contact Barbara Payton, executive director, at (804) 828-3900 or bpayton@vcu.edu.
The Power of Personal Philanthropy

In yet another show of her generosity and commitment to the mission of Virginia Commonwealth University, Inger Rice has donated $2 million for the construction of an educational headquarters at the site.

"Inger Rice continues to be a great friend to Virginia Commonwealth University," said VCU President Eugene P. Trani, Ph.D., who, in recognition of this gift, has added a pledge of $500,000 from the university.

The 6,000-square-foot building will be used for hands-on science education for VCU students, as well as students from surrounding school districts, and will provide a resource room/meeting space for researchers and teachers. Construction of this LEED-certified building is set to begin this spring, with a target completion date of spring 2008.

"The education building is essential to help the VCU Rice Center reach its full potential as an education and research facility," Rice said.

In 2000, Rice donated the 343 acres along the James River in Charles City County for its present use as an environmental research and education center.

Since that time, multiple outreach programs have been developed offering hands-on experiences in the life sciences to more than 1,000 Virginia schoolchildren, and hundreds of teachers from throughout the country have attended weeklong teacher-training sessions during the summer. VCU students in 16 different courses work at the site on a regular basis, and multiple ongoing research projects have been initiated, all with a research pier as the only infrastructure.

"Clearly, with all this activity, the need for an educational headquarters to house these growing programs had become critical," said Catherine Dahl, director of development and special projects for the VCU Rice Center. "With this gift, Mrs. Rice has personally ensured that even more students, teachers and researchers will benefit from the invaluable natural resources that this beautiful site has to offer and that they will be able to take their observations and collected data immediately to an on-site facility for further laboratory analysis.

"Mrs. Rice's commitment to VCU and her understanding of the need to educate future generations, as to the fragility and complexity of the natural world around us, is inspirational."

To make a gift to VCU Life Sciences, contact Catherine Dahl, director of development and special projects, at (804) 827-7372 or ccdahl@vcu.edu.
New staff members join VCU development team

Scott Brown
Executive Director of Development
MCV Hospitals, VCU Health System
(804) 828-4100
sbrown11@mcvh-vcu.edu

Formerly director of development, Shenandoah Memorial Hospital

Beth Coakley
Associate Director of Development
School of the Arts
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Formerly assistant director of research and donor relations at Randolph-Macon College

Lauren Fend
Development Associate
School of the Arts
(804) 828-8225
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Formerly communications assistant, University of Virginia’s Miller Center of Public Affairs

Audrey K. Thomson
Director of Development
School of Mass Communications
(804) 827-3761
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Formerly director of donor relations, Baptist Theological Seminary at Richmond

Joy Sanders
Senior Development Officer
School of Medicine
(804) 828-4800
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Formerly major gift officer, University of Kentucky

Scott Secules
Senior Associate Athletic Director for External Affairs
VCU Athletics
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Formerly senior associate athletic director for external affairs, Southern Methodist University
Golf scholarship offers benefits for donors, too

When Will and Betsy Cutler decided to endow a scholarship for the Virginia Commonwealth University Golf Program in 2006, they knew that making the $100,000 gift would help them enjoy their passions in life — golf and college athletics in general. The pair is now taking pleasure in reaping many other rewards from making that gift.

As alumni of Virginia Tech and VCU, respectively, Will and Betsy wanted to give back to their alma maters by donating to athletics funds at both universities. At Virginia Tech, the couple established an endowed scholarship, but the money eventually was funneled to funding for the Lane Stadium west side expansion because football scholarships were already topped out. At VCU, they saw their endowed scholarship evolve differently.

“We decided to endow a scholarship at VCU because it is a more personal form of giving,” Will said. “When donating to a stadium or building fund, you are not as involved in the giving process. Endowing a scholarship really enables you to see the product of your gift in another person.”

Betsy agreed that the personal connection is so important. “We will enjoy getting to know the recipients of our scholarship and are excited that we get to meet new recipients every four years,” she said.

The Cutlers have gotten to know Lanto Griffin, the current recipient of the Cutler Scholarship for the VCU Golf Program, quite well. Griffin, a freshman who plans to major in marketing, grew up in Blacksburg, Va., where the couple has friends and owns a home. He also plays golf at the Blacksburg Country Club, where the Cutlers are members.

The Cutlers said they enjoy watching Griffin play golf and attend as many VCU golf tournaments as they can. Griffin and VCU golf coach Matt Ball update the Cutlers on Griffin’s performance at the tournaments the couple misses, and they often check up on him as well.

“I have the Cutlers’ [phone number] in my cell phone, and I told them that if they ever needed a baby sitter that I would be happy to help them out,” Griffin said.

Griffin has played in every tournament this season and has had three top-five finishes so far. The scholarship has helped him succeed because he can concentrate on his academics and playing golf, rather than worrying about student loans, he said.
“The Cutlers’ scholarship is really special to me because of that fact that I worked very hard to earn a golf scholarship. If I did not have the Cutlers’ scholarship then I would be taking out huge student loans and that would put a lot of stress on my family,” Griffin said.

To the Cutlers, one of the greatest benefits is the recognition and friendship VCU has offered. In addition to thank-you letters, the Cutlers said they receive phone calls and invitations from coach Ball to play their favorite sport — golf, of course. In addition to those invites, the pair is also asked to attend many donor and university events, such as an annual scholarship dinner.

“Attending donor events and functions at VCU is a great way for us to meet other donors and make lifelong friends through the process of giving,” Betsy said. “[Giving] is a win-win situation all the way around.”

The Cutlers are pleased that they are making such a difference in students’ lives.

“We hope we can give potential students the opportunity to come to VCU, without bills and debt, and play the sport of their choice while focusing on academics,” Betsy said.

Every four years, a new recipient, chosen by the golf coach, will be awarded the Cutler Scholarship, based on their golf performance, their character and their promise as an athlete at VCU. When selecting a scholarship winner, Ball said he tries to make the best possible fit between the donor and the recipient.

“Lanto and the Cutlers had some contact before the year started, so I felt that awarding Lanto the scholarship would be some common ground for them to talk about,” Ball said.

Betsy also offered some advice to potential donors about endowing a scholarship.

“[They] need to understand that giving is not only a great benefit in helping personally, but giving back to a larger cause.”

To make a gift to VCU Athletics, contact Scott Secules, senior associate athletic director for external affairs, at (804) 828-7474 or ssecules@vcu.edu, or Andrew Hartley, assistant athletic director for ticketing and annual giving, at (804) 828-1726 or aphartle@vcu.edu.

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**VCU Black & Gold Golf Classic**

This inaugural tournament has been designed to support the VCU men’s golf team and to promote VCU pride within the Richmond community, said Betsy Cutler, who serves on the organizing committee.

**When:** 1 p.m. July 16, 2007, with a shotgun start (registration begins at 11:30 a.m.)

**Where:** Meadowbrook Country Club, 3700 Cogbill Road, Richmond

**Cost:** $100 per player (includes greens fee, lunch, reception and VCU gift package)

**To register or for sponsorship information:** Contact Andrew Hartley at (804) 828-1726 or aphartle@vcu.edu, or Mike Ellis at (804) 828-1278 or mweliss@vcu.edu.
Center combines partners, purpose and passion

Tennis great James Blake has fond memories of Virginia Commonwealth University. As the No. 1-ranked collegiate player, Blake and his Harvard teammates beat perennial tennis powerhouse VCU in 1999.

Remembering that major accomplishment, and how far he’s traveled since, left Blake laughing in early December when he returned to VCU to help break ground for a new youth center on campus. He was joined by eight-time Grand Slam winner Andre Agassi and his wife, tennis hall-of-famer Steffi Graf, and three-time Grand Slam winner Lindsay Davenport.

The Mary and Frances Youth Center, to be built at the corner of Cary and Cherry streets, initially will be home to the Lobs & Lessons program but eventually will house programs as well as provide a place for at-risk youths to receive academic, mentoring and life-skills training. A private $1.5 million gift from Michael Fraizer, chairman and CEO of Genworth Financial Inc., and his wife, Elizabeth, is funding the center.

The groundbreaking event for the center represented the power that combining partners, purpose and passion can create, Michael Fraizer said.

“When you get up every day, you have an opportunity to make a difference. One great way to do that is to stand for youth — to give them a chance to succeed,” he said.

The center is named in honor of the Fraizers’ mothers, Mary Fraizer and Frances Royer. The women both had a passion for volunteerism and were committed to philanthropy.

At the event, VCU President Eugene P. Trani, Ph.D., cited the power of partnerships and purpose.

“Genworth Financial has been a wonderful partner in developing the Lobs & Lessons program, and because of this partnership, we’ve already touched hundreds of children in the short three years that the program has been in operation,” Dr. Trani said. “At the same time, we saw the need for a real platform for expanded youth programs and a permanent home for Lobs & Lessons, and Mike and Elizabeth’s involvement and personal gift will help make this happen.

The Mary and Frances Youth Center building will include classrooms, a computer lab and space for instruction and tutoring. The grounds will feature a basketball court and a hard-surface tennis court.

Youth from Lobs & Lessons pose with VIPs at the groundbreaking ceremony. Back row, from left: Michael and Elizabeth Fraizer, Andre Agassi, Steffi Graf, VCU President Eugene P. Trani, Ph.D., James Blake, Lindsay Davenport and Richmond Mayor L. Douglas Wilder.

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see Youth Center, continued on Page 11

The 5,400-square-foot youth center building will include classrooms, a computer lab and space for instruction and tutoring. The grounds will feature a basketball court and a hard-surface tennis court.
In other giving news . . .

- In January, Dominion committed $1.5 million to Virginia Commonwealth University, bringing the company’s total campaign giving to the schools of Business and Engineering to $2 million. The money will be split evenly and is designated for the two schools’ campaigns.

- Many alumni in the School of Allied Health Professions’ Department of Health Administration joined the effort led by Timothy Stack (M.H.A. ’77) and Howard Kern (M.H.A. ’81) to establish the Charles P. Cardwell, Jr., Professorship in Health Administration. Cardwell was the founder and director of what was known as the School of Hospital Administration. As the head administrator of the MCV Hospital in 1949, he foresaw the need for graduate training in health administration, a profession that had become complicated after World War II with increased medical specialization, clinical advances and heightened complexity of health care delivery. The first class graduated in 1951, and the rest is history: the formation of one of the elite programs in the U.S. with an alumni base of more than 2,000 graduates. Kenneth R. White, Ph.D., FACHE, director of VCU’s M.H.A. program, is the inaugural Cardwell Professor.

- More than 600 donors helped the VCU Libraries meet its fundraising goal for the Campaign for the James Branch Cabell Library. The $400,000 in private gifts, including a $200,000 challenge grant from A Private Richmond Foundation, will supplement state funding to renovate the public areas on the fourth floor of Cabell Library. The renovation of the fourth floor, the first since 1975, is under way and progress can be tracked at www.library.vcu.edu. The project includes the creation of the John Mapp Graduate Study and Reading Room, which is the university’s first dedicated library space for graduate students and faculty, as well as the expansion of storage space for the rare materials housed in Special Collections, and the restoration of the historic James Branch Cabell Room to its rightful place as a dignified meeting and retreat space.

The Campaign for the James Branch Cabell Library raised funds to renovate public areas on the fourth floor, expand storage space for Special Collections and create the first library study space for graduate students.

Youth Center, continued from Page 10

The on-campus, inner-city location for the youth center was key in the Fraizers’ decision to support the center.

“I can’t think of anything more important than providing disadvantaged youth with a place to come and learn and grow,” Michael Fraizer said. “It’s important to have the center on an urban campus, where children can aspire to succeed and see that they can go to a university and further their education.”

Currently, Lobs & Lessons has about 80 full-time participants from the William Byrd Community House, Sacred Heart Center and the North Richmond YMCA.

For more information about the Lobs & Lessons program, contact Kathleen Bowles, program director, at (804) 827-0802 or bowleskm@vcu.edu. To make a gift to the program, contact Thomas C. Burke, executive director of the VCU Foundation, at (804) 828-3958 or tcburke@vcu.edu.
Dinner honors donors to Trani Scholars program

In December, Dianne and C. Kenneth Wright made a $1 million gift to Virginia Commonwealth University to establish the Eugene P. Trani Scholars program. In January, members of the VCU community and some of the Wrights’ friends honored the couple at a dinner in the Scott House.

In remarks just before dinner, William H. Goodwin Jr., who serves with Kenneth Wright as a founding trustee of the School of Engineering Foundation Board, recalled some of his first meetings with the couple and their shared involvement with VCU. He added his appreciation to that expressed by Dr. Trani, VCU Board of Visitors member John Sherman and others.

Earlier that afternoon, a blue-ribbon scholarship selection committee, made up of seven former members of the Board of Visitors, determined the criteria for the prestigious new award. Fueled by an additional $25,000 gift from the Wrights, the first Trani Scholar awards will be distributed this fall.

The inaugural recipients are:
- Sarah M. Taylor, an incoming freshman who plans to major in biology.
- Katherina Rienks, a rising sophomore majoring in criminal justice.
- Daniel P. Phillips, a rising junior majoring in nursing.
- Marquetta Brown, a rising senior majoring in sociology.
- Jonathan Hudley, a rising senior majoring in Mathematical Sciences.

To be considered, students must have demonstrated need and merit. Preference is given to applicants who are first-generation college students.

To make a gift to the Eugene P. Trani Scholars program, contact Anne Jacobson, associate vice president for University Advancement, at (804) 828-0767 or adjacobson@vcu.edu.

Did you know . . .

- Dr. Steven Grant, associate director for translational research at the Virginia Commonwealth University Massey Cancer Center and co-director of the cancer cell biology program, and Richard Rezba, Ph.D., director of VCU’s Center for Life Sciences Education, were recognized in January by Gov. Timothy Kaine. Grant was named one of the state’s Outstanding Scientists of 2007, and Rezba was honored with the Bev Orndorff Award for Exceptional Service to Public Understanding of Science.

- John Ryan, Ph.D., associate professor in the Department of Biology, received a $1.5 million National Institutes of Health grant to study the production and survival of mast cells, which are known to play a central role in asthma and allergy. The five-year grant will allow Ryan and his colleagues to study a key link in the body’s normal dampening of potentially dangerous immune responses to prevent chronic diseases such as asthma.
Rams give fans a 2006-07 season to remember

The Virginia Commonwealth University men’s basketball team took this year’s NCAA Men’s Basketball Tournament by storm, toppling perennial powerhouse Duke University in the first round. VCU President Eugene P. Trani, Ph.D., and a group of VCU friends traveled to Buffalo, N.Y., to attend the game. Before the action on the court, members of the VCU Board of Visitors and co-chairs of the Campaign for VCU and alumni Tom and Vickie Snead and Richmond Mayor L. Douglas Wilder joined in a pre-game rally. Back in Richmond, the VCU Alumni Association organized a “watch party” at Bandito’s in the Fan. The restaurant was packed with alumni and friends wearing gold shirts and other Rams paraphernalia. The excitement — and the crowd — grew days later when the group gathered again at Bandito’s to watch as the Rams challenged the University of Pittsburgh, taking the game into overtime before falling to the No. 3 seed 84-79. After a welcome home rally at the Siegel Center, Dr. Trani told NBC-12, “Everybody now knows about VCU, and that gets them interested, and then they can find out about our great academic programs. I couldn’t ask for anything more. In my 17th year as president, this is one of the two or three proudest moments in my whole career.”

VCU donors and Rams enthusiasts Sidney A. Padow (left), Stuart C. Siegel Jr., who serves on the Board of Visitors, Joseph M. Toohey and John Jay Schwartz (B.S. ’69) share in the excitement in Buffalo, N.Y.

Alumnus Cullen Shelton watches the Rams play Duke University in the opening round of the Men’s NCAA Basketball Tournament. Shelton was watching the game at a party sponsored by the VCU Alumni Association.

Scott Secules, senior associate athletic director for external affairs, talks with Richmond Mayor L. Douglas Wilder and VCU President Eugene P. Trani, Ph.D., at the Buffalo, N.Y., reception.
‘Dateline NBC’ correspondent headlines benefit

At this year’s Women & Wellness Valentine Breakfast and Luncheon, Emmy award-winning journalist and Richmond native Sara James shared stories and lessons learned during her experiences as a “Dateline NBC” correspondent and other assignments. The Feb. 6 events raised more than $240,000 for breast cancer research. Event Chair Mary Bliley worked tirelessly to secure generous sponsorships from the Jenkins Foundation, the Private Bank of Bank America and more than 50 other friends and supporters.

YWCA honors VCU’s Massey, Whitehurst-Cook

Longtime Virginia Commonwealth University Massey Cancer Center volunteer Becky Massey was selected as one of the 2007 YWCA Outstanding Women. Massey, who was honored in the volunteerism category, is a driving force for Massey’s volunteer leadership fundraising team, which raised more than $112.4 million for a new research laboratory and its research teams. In May 2006, Massey celebrated the culmination of that years-long journey as she helped to plan the dedication of the new Goodwin Research Laboratory at Massey and the unveiling of Becky’s Garden, which was a personal labor of love. Dr. Michelle Whitehurst-Cook, a VCU associate professor of family medicine, was named the YWCA Outstanding Woman in the health/sciences category. Cook practiced medicine in rural Virginia for 11 years before joining the VCU faculty in 1993. She was named associate dean of admissions in the School of Medicine last year.

Graduates mix business with basketball victory

More than 550 School of Business alumni and guests packed the Siegel Center’s auxiliary gym on Jan. 20 to celebrate VCU Means Business! night. After a reception featuring the Virginia Commonwealth University pep band, cheerleaders, dance team and Rodney the Ram, the crowd headed to the Alltel Pavilion to cheer on the men’s basketball team in its 80-75 victory over longtime rival Old Dominion University. The event was sponsored by Dominion.
Road trips strengthen alumni ties to med school

The Virginia Commonwealth University School of Medicine stepped up its traveling schedule recently with its dean, Dr. Jerome F. Strauss III, hosting alumni receptions on both coasts. In the past several months, receptions were held in Roanoke, Lynchburg, Delray, Fla., and San Francisco. Drawing as many as 50 guests in a single evening, the events allowed the dean to share his vision for the medical school while strengthening ties between the school and its core constituency. Plans are under way for future visits in Philadelphia and Chicago.

Annual telethon raises money for kids in need

The third annual Virginia Commonwealth University Children’s Medical Center Telethon, held March 7 in conjunction with WTVR CBS-6 “For Kids Sake,” raised more than $81,000 through the support of community members, businesses and local governments. Eight doctors and other medical professionals fielded about 220 calls offering pledges to help improve child health through research, education and state-of-the-art clinical care. A variety of patient stories and health care provider interviews helped showcase the medical, surgical and ancillary services that VCU Children’s provides to the community. VCU Children’s is a full-service pediatric health care facility that sees more than 50,000 children each year and provides service regardless of ability to pay. All of the money raised by the telethon stays in the Richmond community and helps advance pediatric clinical care, provides groundbreaking research and trains the pediatricians of the future.