



Dear [salutation],

Josh, Austin, Alex, Aubrey ... what do all these children have in common?

They all counted on people like you ... people who support the kind of innovative, lifesaving care only available at Duke Children's.

I could spend pages listing how your gift today will change — and save! — lives. But as you will see, these amazing stories speak for themselves ...

Take siblings Austin and Alex. It's hard to even imagine what their parents went through.

Just picture it ... first you learn that your newborn baby needs a liver transplant. Then as she recovers, your son, who is not even three-years-old, is diagnosed with leukemia.

Luckily, Duke Children's was here for this family during a scary and uncertain time. And today, both Alex and Austin are happy and healthy.

Your gift to Duke Children's Hospital today will give the very sickest kids a chance to get better.

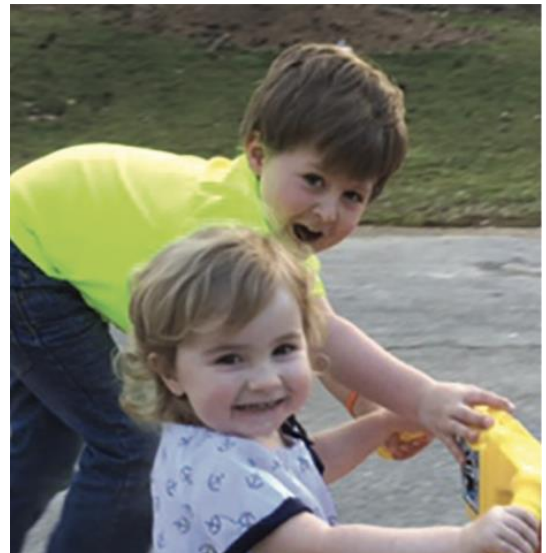
Like Aubrey, facing a future of painful surgeries until donors like you helped find a better way.

Her parents brought her to Duke Children's, where our physicians found an incredible solution.

Her medical team implanted a device that corrects Aubrey's spine with magnets. Now every three months, she comes here for a painless 15-minute appointment.

It's no wonder that children come from all across...

(over, please)



Faced with the possibility of losing both their children before their first and third birthdays, their parents knew where to turn. Alex and her big brother Austin needed the compassionate, world-class surgical and medical care generous people like you make possible.



Nine year old Aubrey was born with spina bifida, causing curving of the spine. Usually metal rods would be placed along her spine. Every six months would bring another painful surgery. Then friends like you helped save her from this suffering.

the United States, and the world, to get the specialized, expert medical care available only here.

Like Josh. He was only a baby when he came here. He was very sick. His parents were afraid.

They didn't know what was wrong. They didn't know if he'd make it, but they hoped the doctors at Duke Children's could help ... could save his life.

And thanks people like you, they did. Medical geneticists at Duke Children's diagnosed Josh's rare illness, and his doctors provided the expert medical care he needed — and still receives today.

At 20, Josh has a long, happy life ahead of him.

Josh, Austin, Alex, Aubrey ... they're all happy, healthy kids. And that's because people just like you cared enough to give them the very best.

That's your gift to kids — and parents — today ...

Please, send your gift to Duke Children's now. On behalf of all the children like Josh, Alex, Austin, and Aubrey whose lives will be changed, even saved, by your generosity...

Thank You!

Ann M. Reed, MD
Professor and Chair, Department of Pediatrics
Physician-in-Chief, Duke Children's

P.S. These amazing children's stories cannot possibly be told in such a short letter. In each case, Duke Children's, nationally ranked in nine pediatric specialties, responded in ways other hospitals could not. *So often, we are the last place a family can turn.*

But today, you will give kids the chance to not just survive, but thrive. You give them the chance to *just be kids*. And that gift ... well that is truly priceless. Thank you!



Josh's illness is so rare, it's shared by only 100 kids in the entire US, and none in North Carolina. Can you imagine his parents' desperate search, and the level of expertise they needed, and found at Duke Children's, for his life-saving diagnosis?