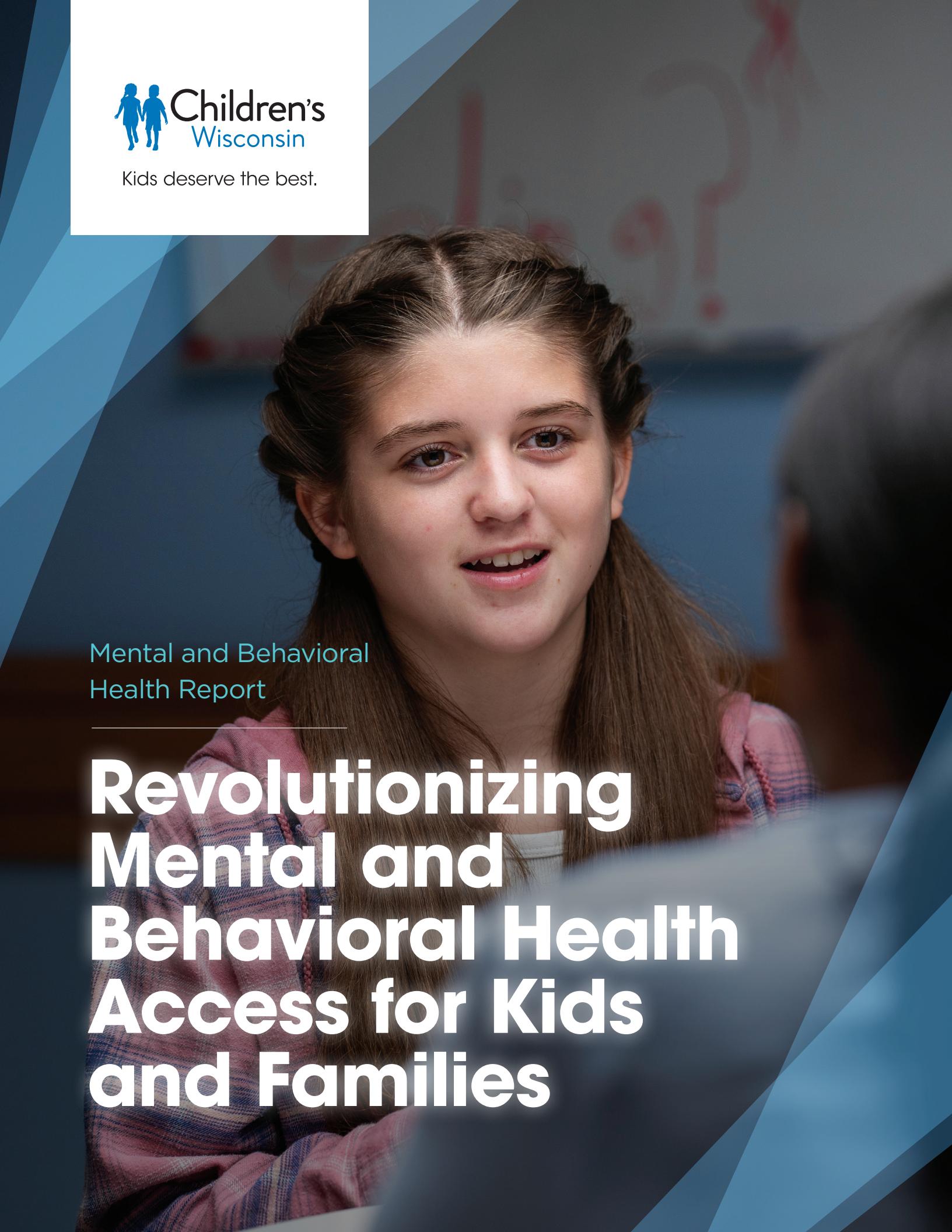




Kids deserve the best.

A close-up photograph of a young girl with long brown hair, smiling broadly. She is wearing a pink and blue plaid jacket. The background is dark and out of focus.

Mental and Behavioral
Health Report

Revolutionizing Mental and Behavioral Health Access for Kids and Families

Dear mental health advocates,

In late 2019, Children's Wisconsin shared our commitment to expand mental and behavioral health care for kids and families throughout Wisconsin. Immediately, our generous supporters jumped into action, making gifts that have allowed us to put a stake in the ground, better organize our existing services and establish innovative programs.

Meaningful progress can be seen throughout the health system. Children's Wisconsin was the first in the nation to embed behavioral health consultants into every pediatrician's office, making it easier for kids to access care in a trusted environment. Regular mental health screenings, which took root in the Emergency Department, are now being conducted at primary care locations, specialty care clinics and inpatient rooms, helping to identify kids who need additional support.

We also established a therapist fellowship program to train the next generation of mental health care providers — and are paying them a full salary while they complete their training hours. We have also established first-of-their-kind mental health walk-in clinics, which provide immediate, on-the-spot mental health support, no appointment required. And we invested in the Center for Child Development, a specially designed facility that supports children with autism spectrum disorder and other neurodivergent conditions.

Most importantly, we have helped more kids and families than ever before, providing mental and behavioral health care when they need it, where they need it. We have our sights set on changing the youth mental health services care model, elevating mental health to the same plane as physical health. We have made serious strides thanks to the generosity of benefactors, the support of community partners and the dedication of our teammates providing this care.

Together, we are instituting the largest national integration of mental health into a pediatric health system. Our goal is to scale this model so that it can be implemented at pediatric health systems across the country. To accomplish this, we have invested in innovative research that is helping us guide individualized care, understand the efficacy of our programs, and drive discovery and improvement. But we won't stop there. We must still significantly expand the pipeline of aspiring mental health professionals. Reimbursement rates for this work must improve by showing results to private and public payers. We won't stop until our model can be replicated across the country, helping kids and families beyond Wisconsin.

We take seriously the trust and belief so many have put behind our efforts. The following report is designed to share the progress we have made since late 2019 and help inspire the continued support we need to achieve our goals.

Gratefully,



Gil Peri

President & CEO,
Children's Wisconsin



Meg Brzyski Nelson

President,
Children's Wisconsin
Foundation, and
Senior Vice President,
Children's Wisconsin



Karen Timberlake

Senior Vice President
& President,
Child Well-Being,
Children's Wisconsin



Amy Herbst

Vice President,
Behavioral &
Mental Health,
Children's Wisconsin

Addressing the Mental Health Crisis Head-on

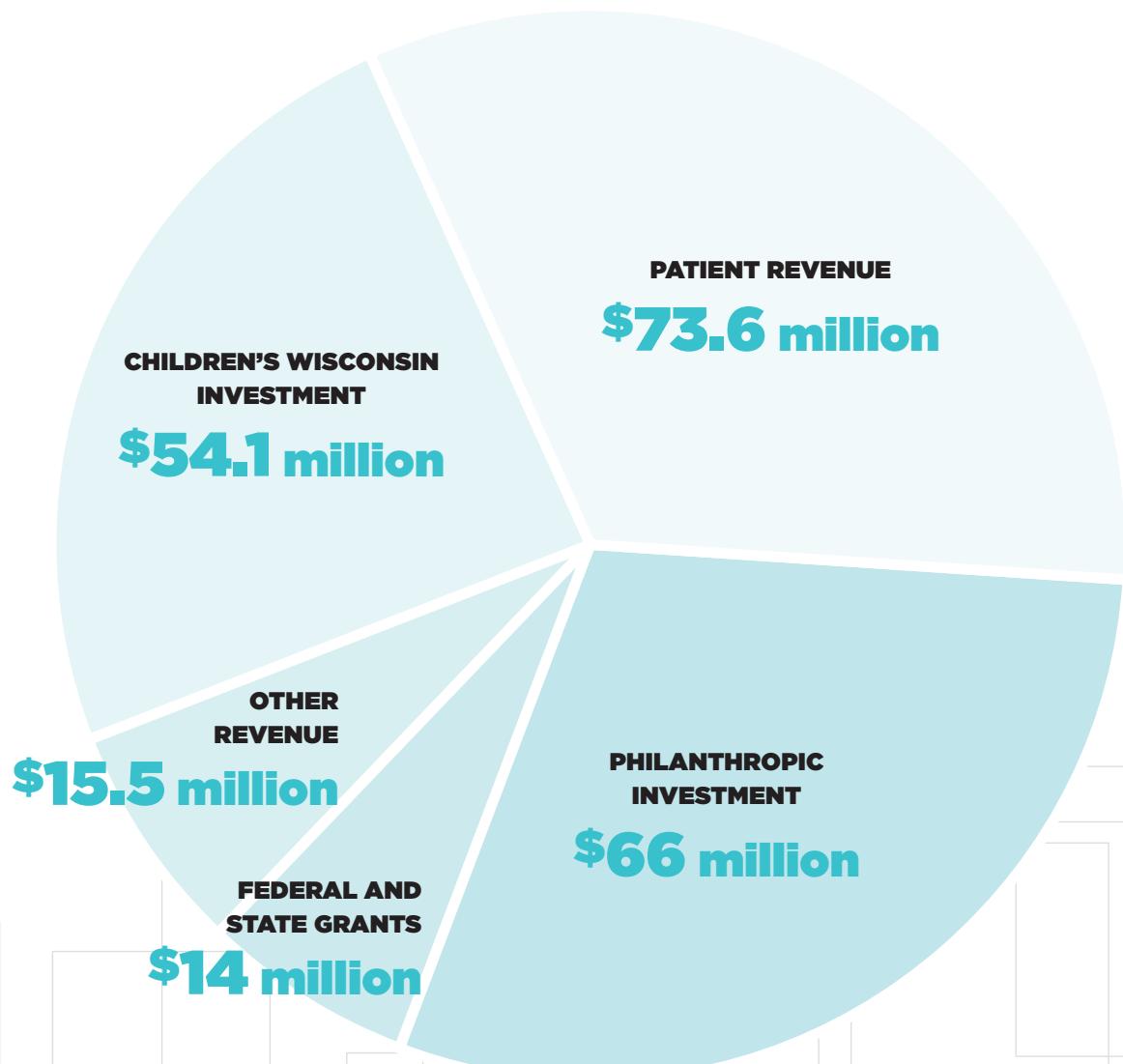
Across the nation, children are facing a mental health crisis, and Wisconsin's kids are no different. As a leader in pediatric health care, Children's Wisconsin felt it was our moral obligation to tackle this issue. So, in 2019, we announced an ambitious five-year, \$150 million commitment to improve our mental and behavioral health programs and services to provide families with the support they need.

We were thrilled to see our community rise to the occasion, making record-breaking donations of more than \$66 million during the last six years.

It is thanks to your generosity that we have been able to invest

more than \$220 million so far

to support mental and behavioral health at Children's Wisconsin.



There is No Health Without Mental Health

Mental health is health, and we wanted to put it on the same plane as physical health. Our vision was to change the model of care, integrating mental and behavioral health at all Children's Wisconsin touchpoints, including 20 primary care, 25 specialty care and pharmacy locations that manage the health of around 160,000 kids.

This was made possible thanks to a \$20 million gift from The Yabuki Family Foundation in 2021. It is the largest single gift in Children's Wisconsin history, and it helped us launch the effort to put licensed therapists in every one of our primary care locations.

Primary Care

To ensure that kids receive mental health care no matter where they seek it, we've fully integrated mental and behavioral health into the routine, preventive care our teams provide every day. We recruited behavioral health consultants (BHCs), who are licensed therapists that work with pediatricians at our primary care locations, to help families understand the type of support their kids need and how best to connect to and access those resources. We also integrated psychiatry, psychology and pharmacy services to support all aspects of kids' care, and we're working to integrate therapists into the Children's Wisconsin Center for Child Development, where they'll provide services alongside a multidisciplinary team that cares for kids with autism and neurodivergence.

In 2024 alone, BHCs supported 95,000 visits with patients and families in primary care clinics. Current plans are to grow the BHC team from 29 at the end of 2024 to 40 by the end of 2026.

2018

MARCH The Boldt Company gives \$1 million to support the Therapist Fellowship Program.

2019

MARCH Kohl's donates \$5 million to support mental and behavioral health, including universal screening, school-based staff and research, and mental health awareness.



OCT Zurn Foundation pledges \$1 million to support Children's Wisconsin overall mental and behavioral health efforts.

NOV Children's Wisconsin announces a \$150 million, five-year investment in mental and behavioral health that will detect needs sooner, improve access to services and reduce the stigma.



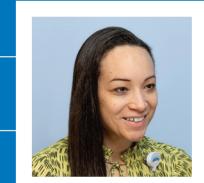
Beyond Primary Care

We also expanded our integrated mental and behavioral health model in our specialty care clinics. Health psychologists are trained to understand the effect each child's specific illness and corresponding treatment plans have on patient and family functioning, and the potential impact on kids' social and mental health. By integrating health psychologists into our specialty care teams, we can provide holistic care while improving overall health outcomes. At the end of 2024, we had a total of 24 health psychologists on staff. Our goal is to continue to expand the team to 38, broadening our impact.

As a behavioral health consultant, I **love being able to provide quality same-day care for patients as an integrated member of the team**. This role not only helps reduce stigma about mental health, but gracefully reinforces the importance of collaboration between team members, which in turn provides meaningful solutions for kids and their families.

— Mya Harris, LCSW

Behavioral Health Consultant, Mayfair Pediatrics



2020

JAN Children's Wisconsin announces a \$15 million, dollar-for-dollar matching challenge — then the largest single donation in our history — from an anonymous donor later revealed to be the Reiman Foundation.

Becky and Jerry Jendusa Family pledges \$1 million to support mental and behavioral health.

MAY United Health Foundation announces a \$2.5 million gift to establish a mental health crisis response team in the Emergency Department, which will better support kids with immediate mental and behavioral health needs.

AUG The Shine Through awareness campaign launches, with the goal of reducing stigma around mental and behavioral health. More than 12.6 million people viewed the campaign's supporting educational videos and more than 23 news stories were written, resulting in 52 million views.

SHINE THROUGH

Creating Solutions for Mental & Behavioral Health

In 2018, I read a research paper showing kids would answer a self-administered questionnaire about suicide more honestly than verbal questions. Six years later, every child over 10 years old who comes into the Children's Wisconsin Emergency Department is completing this screening. **I am so proud of the commitment Children's Wisconsin has made to address the mental health crisis in our community.** Thank you for enabling that commitment and supporting the work of providers like me.

— Michelle Pickett, MD, MS

Physician, Emergency Department



2020 (continued)

OCT Children's Wisconsin announces a \$4 million gift from Ladish Co. Foundation to enhance emergency care, including new facilities designed for kids experiencing a mental health crisis.

DEC The Buehrle Family and Sue and Curt Culver make pledges of \$5 million and \$1 million, respectively.

Ted and Mary Kellner/Kelben Foundation pledge \$2.5 million.

2021

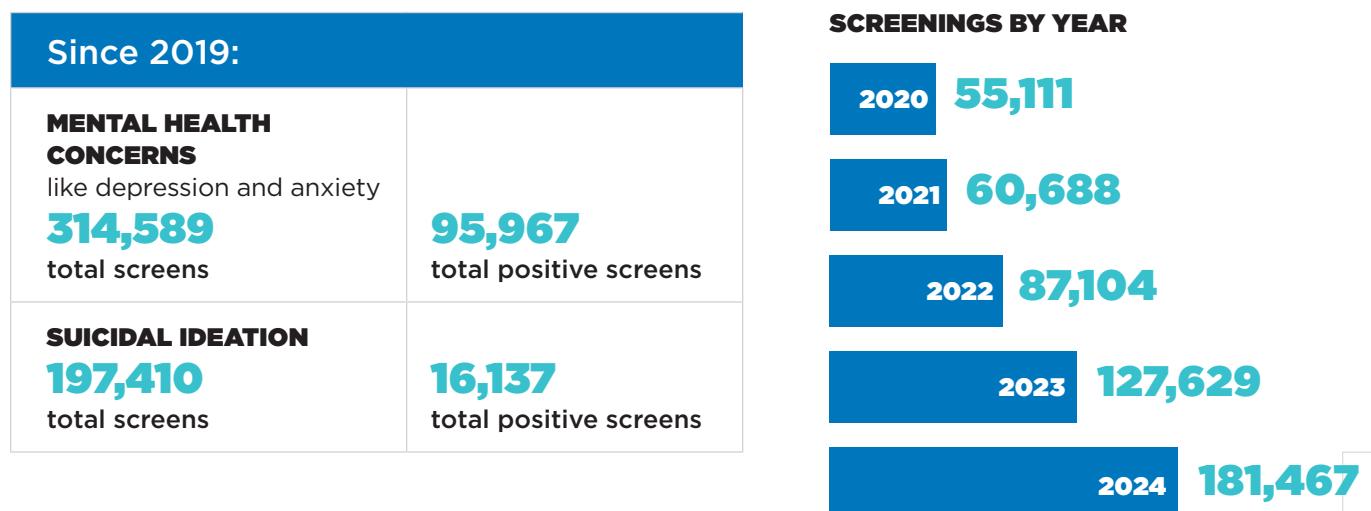
APRIL The Reiman Challenge is met, attracting seven donors of \$1 million or more, and raising more than \$30 million to support the new mental and behavioral health initiative.

JULY With momentum and credibility created through the Reiman Challenge, The Yabuki Family Foundation commits \$20 million — including a \$5 million Change the Checkup Challenge — to begin integrating master's-level trained therapists in every Children's Wisconsin primary care location.

Leading the Way in Mental Health Screening

Oftentimes, parents and guardians aren't aware that their kids need mental or behavioral health support until it's urgent. That's why we never miss an opportunity to screen kids for concerns. We have integrated **mental and behavioral health screening** into standard practices at many of our touchpoints, including the Emergency Department (ED), primary care clinics, specialty care clinics and inpatient rooms. Our next step is to incorporate mental health screenings into our urgent care clinics, followed by community services, including children and youth served by our foster care and adoption programs.

Not only does mental health screening shed light on unmet needs in settings like emergency departments and inpatient rooms, but it also helps to change the narrative in primary care settings, normalizing discussions about a child's mental health. For example, a young girl may visit the ED for a broken ankle and while there, also screen positive for suicidal ideation. By screening every eligible child at regular intervals at most inpatient and outpatient locations, we make it possible to identify those who may need additional mental and behavioral health support and connect them with the appropriate resources.



AUG Michael C. Kubly Family pledges \$1 million.

NOV Children's Wisconsin experiences a record-breaking year for Giving Tuesday, bringing in \$237,403 in donations to the Change the Checkup Challenge. With the added generosity of The Yabuki Family Foundation, Kohl's, and the Mars Family Foundation and their "super match," Children's Wisconsin raises \$524,806 that day to advance and expand mental and behavioral health services.

DEC Children's Wisconsin meets and exceeds the Change the Checkup Challenge, raising nearly \$5.2 million.

U.S. Surgeon General Vivek Murthy, MD, and First Lady Jill Biden visit Children's Wisconsin to recognize our leadership in the campaign to "Sound the Alarm" on pediatric mental health, as well as our role in responding to the Waukesha Christmas Parade tragedy.



Mental Health Care at a Moment's Notice

We recognize that some kids simply can't wait to receive support for mental or behavioral health concerns. Whether or not these children have active mental health providers, families shouldn't feel like they're on their own to address urgent needs. With this in mind, Children's Wisconsin has invested in first-of-their-kind **mental health walk-in clinics**, where kids ages 5-18 who are experiencing distress receive immediate care with no appointment or referral required — addressing a previously unmet need among kids in the community.

The day the Milwaukee Mental Health Walk-In Clinic opened in 2022, six children came through its doors. Since then, more than 3,000 kids and teens, with an average age of 12 years old, have visited the clinic, some traveling more than 300 miles to take advantage of these services. Thanks to the generosity and partnership of Kohl's, we opened the Kenosha Mental Health Walk-In Clinic in 2024 and the Green Bay Mental Health Walk-In Clinic in September 2025, which will better serve kids across the state.

But our progress won't stop there. Our team is currently exploring how we leverage this model to ensure all kids and families who require this type of urgent mental health care have the resources they need.



WALK-IN CLINIC VISITS BY YEAR

2022 762

2023 1,077

2024 1,202

2022

MARCH The Milwaukee Mental Health Walk-In Clinic opens on the Milwaukee campus, the first clinic of its kind in the state dedicated to helping kids with mental health concerns when they need it, no appointment necessary.

MAY "60 Minutes" features the innovative approaches Children's Wisconsin is taking to address the mental health crisis facing kids, featuring five kids and multiple Children's Wisconsin care providers.



JULY The advocacy of Children's Wisconsin helps to secure \$9 million to allow for mental health appointments completed by a qualified treatment trainee to be billed to Medicaid. This is a critical step to create sustainability for the Therapist Fellowship Program to address the shortage of mental health providers.

My son Zaylyn was experiencing stomachaches and was not himself. We had some stresses happening at home, and although his pain didn't feel like an emergency, it was starting to feel unmanageable. I had heard about the Mental Health Walk-In Clinic, so I took Zaylyn there. The clinic team helped him manage his emotions and feel better in the moment. **That immediate care provided by trained professionals made such a difference for us** and got us through that weekend. It was the catalyst for starting Zaylyn's mental and behavioral health journey — one that continues today. I'm most grateful for the ongoing support for myself and Zaylyn.

— Dominique

Grateful Parent of Zaylyn



AUG The state of Wisconsin awards \$5 million in grants to expand mental health programs at Children's Wisconsin, \$2.7 million of which creates a pediatric psychology residency program in partnership with the Medical College of Wisconsin to help address the national shortage of pediatric psychologists.



The remaining \$2.3 million supports the Milwaukee Mental Health Walk-In Clinic and the Connections Clinic, which aids kids with short courses of therapy, many of whom first visited the walk-in clinic for an urgent need.

The Lynn S. Nicholas Family Foundation pledges \$2.5 million to mental and behavioral health at Children's Wisconsin.

DEC Fewer than 18 months after The Yabuki Family Foundation's donation, a master's-level trained therapist is working at every Children's Wisconsin primary care location, the largest implementation of integrated mental health care in the country in a pediatric setting. This unlocks access to a mental health therapist for one-third of all kids in Southeast Wisconsin.

John and Brigid Miller pledge \$1 million for the Center for Child Development and the Thunder Bay Foundation pledges \$1 million to support integrated mental and behavioral health services.

2023

JUNE
Jon and Ann Hammes pledge \$1 million to support mental and behavioral health.

Investing in the Next Generation of Mental Health Care Providers

Unfortunately, the demand for mental and behavioral health support outweighs current offerings, leaving many families on waiting lists until they can be seen. As more children are diagnosed with mental and behavioral health concerns earlier, we saw an opportunity to invest in the workforce and increase the number of mental health professionals who are able to provide care.

Therapist Fellowship Program

The Children's Wisconsin Therapist Fellowship Program pays trainees a professional salary while they meet their 3,000 clinical training hours, all under the supervision of experienced, licensed therapists. When we launched the program, salaries and benefits for fellows were supported primarily through philanthropic contributions. Now, after demonstrating the value of the program, trainees' therapy sessions can be billed to Medicaid and other insurance, lessening the strain on the system.

To date, we have trained 46 therapists, hired 20 and have 24 currently enrolled in the program.

Health Psychology Residency Doctoral Internship Program

In 2023, with our academic partner the Medical College of Wisconsin, we launched the Health Psychology Residency Doctoral Internship Program, the only pediatric program of its kind in the state. Previously, psychology students had to leave Wisconsin to complete their residency, and many never came back. Now, students can complete the program at Children's Wisconsin and get right to work helping local kids and families.

Nurse Practitioners

We're also intentional about integrating nurse practitioners — who are able to prescribe medication — into our Psychiatry Clinic, expanding access to patients and families.

2023 (continued)

JULY Michael Gaffrey, PhD, is hired as the inaugural Director of Mental and Behavioral Health Research and The Craig Yabuki Chair for Mental and Behavioral Health Research. He continues to elevate mental health research across the health system, including the walk-in clinics and integrated mental and behavioral health care provided at primary care locations.

OCT The state-of-the-art Emergency Department opens at the Children's Wisconsin Milwaukee Hospital, which includes two specialized mental and behavioral health rooms and standardized mental and behavioral health screening for all patients 10 and older.



2024

FALL A master's-level trained therapist is added to the Mayfair Urgent Care location to pilot the benefits of integrated mental and behavioral health in this setting.

FEB The Children's Wisconsin Kenosha Mental Health Walk-In Clinic opens, supported by a \$3 million donation from Kohl's.



Participating in the Therapist Fellowship Program has provided me with invaluable hands-on experience in the mental and behavioral health field, with the guidance and support of dedicated supervisors. Being a part of a program that prioritizes children's overall well-being and actively works to remove barriers to care has impacted my growth as a new provider. I appreciate being able to provide school-based services to children who might not otherwise have access to mental health support.

— Lauren Wendt

School-based Therapist in Training



MAY The Center for Child Development opens, providing expanded services in a specially designed, neurodiverse-friendly environment. This shifts Children's Wisconsin from being solely evaluation-focused to also providing coordinated care in a single location for developmental pediatrics, speech therapy, psychological evaluations, international adoption evaluations, physical therapy, occupational therapy and autism evaluations.

JULY The Craig Yabuki Mental Health Center at Children's Wisconsin is designated, recognizing the range and coordination of mental and behavioral health care services the system provides.

SEPT Mandy Cohen, MD, Director of the Centers for Disease Control and Prevention, tours the Milwaukee campus and learns of our investment and commitment to addressing the mental health crisis. She shares that she has not visited a health system that has invested in mental health as comprehensively as Children's Wisconsin.



Bolstering School-based Services

Kids spend an average of 180 days per year in school, making it one of the central places they learn and grow. Children's Wisconsin has long invested in **school-based mental health therapists** to help students address issues like anxiety and depression, trauma, low self-esteem, anger management, behavioral and social concerns, and school performance in a familiar environment. These therapists also work with school administrators, teachers, staff and parents to share and reinforce strategies that support students' journeys. By connecting with kids, families and staff in the school setting, we are able to intervene earlier and quicker when mental and behavioral health problems arise.

Understanding that impact, in 2020, we set a goal to at least double the number of schools where we staff a mental health provider. With the support of generous donors, as well as thoughtful partnerships with schools and state and federal grants, we surpassed our goal, with more than 80 schools now staffing a Children's Wisconsin therapist.

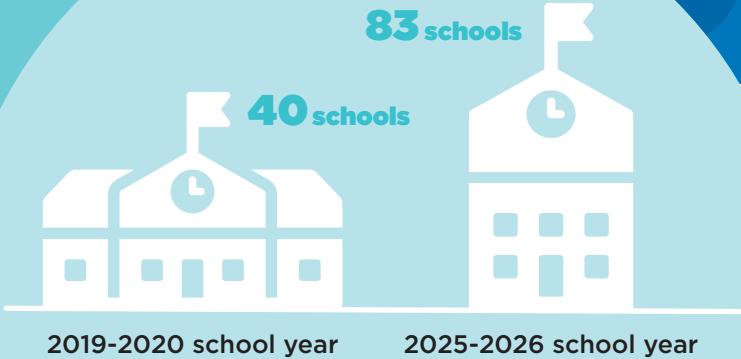
SCHOOL-BASED MENTAL HEALTH

89,525

visits provided by
school therapists,
2020-2024

6,725

students supported by
school therapists,
2020-2024



Meet Miles, a Grateful Patient



Miles had a difficult time in middle school, struggling with feelings of anxiety and depression. In 2022, he experienced a mental health crisis and attempted to end his life. Fortunately, his parents stopped him before it was too late, and he was admitted to a mental and behavioral health facility for a week, followed by 10 weeks of intensive outpatient therapy.

To set Miles up for success, he switched to Marquette University High School, which staffs a Children's Wisconsin therapist. Miles meets with his therapist every week, and together they talk about strategies to cope with stress, how to develop healthy habits and how to de-escalate disagreements with fellow students. Miles knows that when he is having a problem, his school therapist is there to help, bolstering his confidence and considerably improving his mental health.



Comprehensive Services Under One Roof

The demand for services to support autism spectrum disorder, developmental and cognitive delays, ADHD, attention and behavioral disorders, and related conditions has consistently grown, exceeding our capacity and leading to long waits. To increase access to these programs and decrease wait times, we opened the **Children's Wisconsin Center for Child Development**, a centralized, regional hub for coordinated, comprehensive, multidisciplinary mental and behavioral health services — all under one roof. Appreciating how overwhelming a hospital setting can be for kids with neurodivergence, we created a special, sensory-friendly facility that sets them up for success.

Families may come to the center at any point in their journey — from diagnosis through treatment — to access resources, seek advocacy support with schools and providers, and better understand how developmental and behavioral challenges impact their child's daily life. Every aspect of the building was designed for kids with neurodivergence, from the quiet and easily accessible entrance to outdoor calming spaces and varied sensory experiences throughout the clinic. The center houses an expanded team, enabling community outreach and driving research. We also provide educational opportunities for the community, including primary care providers, daycare and school staff, teachers, emergency transport teams, law enforcement officers and others, so they can meet kids and families where they are.

Navigating Services So Families Don't Have To

As families began to recognize Children's Wisconsin as a mental health provider, we quickly realized that we needed to improve the ways they access care. In October 2020, we created the **Mental Health Access Center** team, which works with families to help them navigate their mental health journeys and ensure their children are connected with providers who are well-suited to support their unique needs. The team also helps to connect families with resources outside of Children's Wisconsin, including higher levels of mental health care, housing instability, transportation needs and food insecurity. By linking families to these resources, they are better able to focus on their mental health treatment plans. Though these services are not billable, we invest in them because we believe that supporting families holistically leads to better care outcomes.

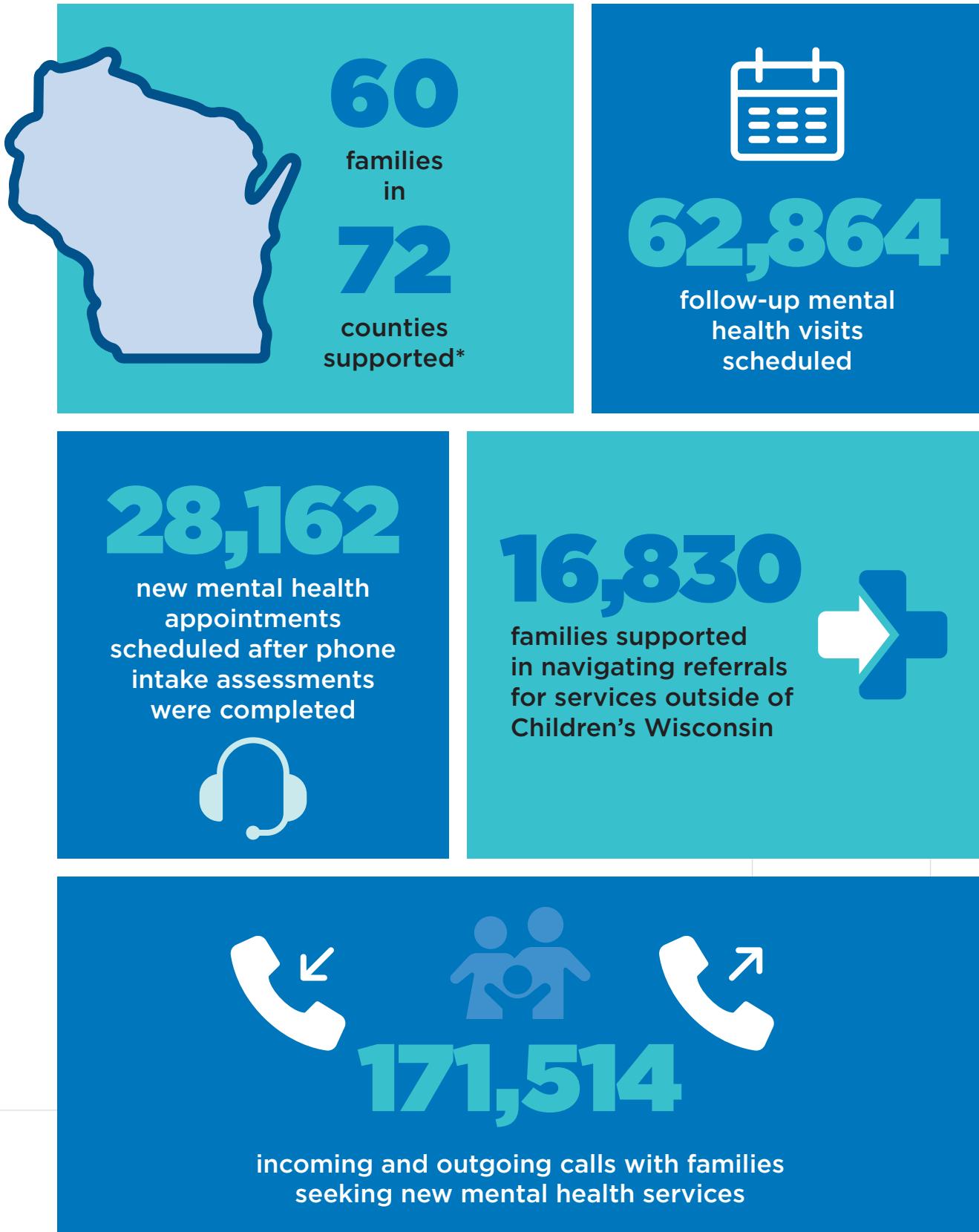
Families can contact the Access Center directly, and the team also takes referrals from pediatricians and mental health providers throughout the Children's Wisconsin health system, and is a resource shared by Wisconsin's 988 suicide and crisis phone line.

Three teams are core to the Mental Health Access Center's efforts:

- **Access navigators**, who ensure families make appointments with the correct clinicians, are directed to the appropriate resources or are put on the waitlist.
- **Care navigators**, who support families with additional needs, like food or housing insecurity, and connect them to community resources.
- **Virtual schedulers**, who ensure that families understand the care plans in place and help them schedule appointments.



Mental Health Access Center by the Numbers



Exploring the Future of Mental and Behavioral Health

Over the past five years, Children's Wisconsin has transformed how we deliver mental and behavioral health care, meeting kids where they are, expanding access and reimagining what it means to care for the whole child. We have built and strengthened innovative models of care that fill critical gaps across the mental and behavioral health ecosystem, from embedding behavioral health consultants in primary care to integrating suicide screening across all points of contact. These efforts have not only reached more children and families, but have also ensured that care is delivered earlier, more effectively and in the settings where it can make the greatest difference.

Now, we are building on this foundation to understand the true impact of these efforts on children's mental and behavioral health and to continuously learn from them. In this next phase, our focus extends beyond expanding access. It's about harnessing what we've built to improve outcomes and ensure that every child receives the best and safest care possible. To do this, we are embracing a learning behavioral health system model that intentionally links science, translation and clinical practice in a continuous cycle of discovery and improvement. This approach ensures that every data point, every patient experience and every clinical innovation helps inform the next step forward.

To realize this vision, **Michael S. Gaffrey, PhD**, the inaugural **Craig Yabuki Chair for Mental and Behavioral Health Research**, is leading efforts to expand our research infrastructure and build a dedicated data and analytics team capable of connecting scientific, translational and clinical activities to address questions informed by patients, families and providers. The first step in building our learning behavioral health system has been to establish common measures that allow us to learn systematically across all mental and behavioral health care spaces at Children's Wisconsin. To that end, we have adopted the National Institutes of Health-validated **Patient Reported Outcome Measurement Information System (PROMIS)** to provide a consistent, evidence-based approach for



Our progress shows what's possible when care truly meets children and families where they are. The next chapter is about learning from that success by combining science, innovation and partnership among patients, providers and communities to understand and strengthen their impact. Together, we can build on this foundation to expand what works and share it far beyond our walls.

— Michael S. Gaffrey, PhD

*The Craig Yabuki Chair for Mental and Behavioral Health Research
Director, Mental and Behavioral Health Research*



assessing children's mental and behavioral health and well-being. With the PROMIS initiative now underway, this data can be used to guide individualized care, inform system-level decision-making and drive the development of new tools that enhance clinical practice and outcomes.

Looking forward, we are now testing how emerging digital technologies can further strengthen care for children experiencing anxiety, depression or suicide risk. In partnership with **Ksana Health**, we are piloting **Vira**, a digital mental health tool that includes a patient-facing app and a provider portal designed to extend the impact of our mental and behavioral health providers beyond the clinic walls. By gathering real-world information about children's mood, sleep and daily activities, Vira gives clinicians a clearer picture of each child's experience and progress between visits. These insights enhance providers' ability to personalize care, monitor well-being more effectively and intervene when additional support is needed, advancing our commitment to learning from every child's experience to deliver the safest and most effective care possible.

Sound mental health plays a foundational role in all aspects of child development, from building healthy relationships to success in school and beyond. Our investments in mental and behavioral health care have already changed the landscape for kids and families in Wisconsin. What comes next is realizing the full potential of these efforts through rigorous, scalable research that amplifies our impact locally and nationally.

A Focus on Hope and Healing

In 2017, when he was just 14, our son Carson experienced a sudden mental health crisis, which resulted in an attempt to take his own life. When we rushed through the doors of Children's Wisconsin that day, we could not have been more devastated.

The staff at Children's Wisconsin saved Carson's life.

When we eventually left the hospital, we had hope, a promise and a plan. In the days and months that followed, Children's Wisconsin tirelessly supported Carson's healing. With their focus on kids, teens and families, Children's Wisconsin continues to provide and advance solutions that positively impact the mental health of all our youth and their families.

We are so proud of the work being done at Children's Wisconsin to improve access and reduce the stigma around mental health challenges. The community trusts Children's Wisconsin. We want kids and parents to make sure their toolboxes are well equipped and to know that it's OK to not be OK — and that it's OK to talk about it. These conversations open the door so that hopefully no other kids and teens will find themselves in the same situation as Carson. We are both grateful and hopeful for the future, thanks to places like Children's Wisconsin and the community of supporters, like you, that make all of this possible.

— Amber and Matt

Grateful parents of Carson, who is now 22 years old, a UW-Oshkosh student and a mental health advocate



5 Years of Transforming Mental and Behavioral Health

4x increase
in the **NUMBER OF THERAPISTS EMPLOYED**



46
aspiring therapists provided a salary and benefits as they completed their licensure



511,999
MENTAL HEALTH SCREENS

PATIENTS WHO RECEIVED THERAPY FROM A CHILDREN'S WISCONSIN PROVIDER

2020 **5,117**

2024 **29,055**

112,104

kids who screened positive for needing mental health support

3,041
WALK-IN CLINIC VISITS
(2022-2024)



171,514
incoming and outgoing Mental Health Access Center calls

197,410
total suicide screens

16,137
kids who screened positive for suicidal ideation



OUTPATIENT THERAPY VISITS

321,447
outpatient therapy visits conducted for **27,950** kids



BEHAVIORAL HEALTH CONSULTANT TOUCHPOINTS

60,029 kids supported by **99,869** behavioral health consultant touchpoints



Investing in Hope and New Solutions for Mental and Behavioral Health

In 2019, Children's Wisconsin provided a transformational vision for the future of mental and behavioral health care, but it was the community who made that vision possible. In this report, you've seen the incredible progress we made from the time of our announcement in late 2019 through 2024, five years later. That said, we feel we owe it to our generous contributors to recognize every gift they have made to support mental and behavioral health prior to and since our announcement.

To date, more than 1,000 individuals and 100 organizations have stepped up to help solve the growing mental and behavioral health crisis facing Wisconsin's kids. Big and small, every gift has made a difference.

However, we wouldn't have met, let alone surpassed, our fundraising goal if it weren't for the early support of the Reiman Foundation and The Yabuki Family Foundation. They led the charge, each issuing fundraising challenges that inspired others to contribute to revolutionizing mental and behavioral health care at Children's Wisconsin.

Reiman Challenge

In January 2020, two months after Children's Wisconsin announced our \$150 million, five-year investment in mental and behavioral health, the Reiman Foundation anonymously issued a dollar-for-dollar matching pledge. Over the course of 15 months, the challenge raised more than \$30 million with the match, which included seven donors who made gifts of \$1 million or more.

Special thanks to the Buehrle Family, Sue and Curt Culver, Becky and Jerry Jendusa Family, Ted and Mary Kellner/Kelben Foundation, Ladish Co. Foundation, United Health Foundation and Zurn Foundation for each donating \$1 million or more to help us meet the Reiman Challenge and address Wisconsin's mental health crisis.



Change the Checkup Challenge

In July 2021, The Yabuki Family Foundation announced a \$20 million gift — setting a new record for the largest single gift to Children's Wisconsin — that included a \$5 million Change the Checkup Challenge to begin integrating mental and behavioral health therapists in every primary care office.

Thanks to this generous investment in our kids, therapists and pediatricians now work side by side, integrating mental and behavioral health into routine visits at Children's Wisconsin locations across the state. Instead of spending months on waiting lists, kids are receiving same-day care.

The impact has been incredible. In the last five years, full-time behavioral health consultants at Children's Wisconsin have served more than 60,000 patients.



Thank You to the Generous Donors Who Support Mental and Behavioral Health at Children's Wisconsin!

Our Vision for the Future

We've come a long way, thanks to the incredible generosity and partnership of our community. We have transformed the way we approach pediatric mental and behavioral health in Wisconsin, but there is still progress to be made. We won't stop until every child receives the support they need to thrive — when and where they need it. The futures of our kids — of our community — depend on our success.

Together, we will continue to:

- Integrate care and access points
- Invest in targeted services
- Retain and develop the workforce of tomorrow
- Create a roadmap to scale our novel approach



\$66 million+

**RAISED TO SUPPORT MENTAL AND BEHAVIORAL
HEALTH VIA THE BRIGHTER THAN EVER
ENGAGEMENT AND PHILANTHROPY CAMPAIGN**

15,060 gifts from **1,758** donors

905 donors whose largest gift
benefited mental and behavioral health

620 donors whose first gift benefited
mental and behavioral health

189 recurring gifts to mental and
behavioral health

41 states, Washington, D.C., and
Canada represented among mental
and behavioral health donors

\$20 million

The Yabuki Family Foundation

\$15 million

Reiman Foundation

\$8 million

Kohl's Cares

\$5 million

The Buehrle Family*

\$1 million+

The Boldt Company

O.C. and Pat Boldt

Family Fund within the
Community Foundation for the
Fox Valley Region

Sue and Curt Culver*

Jon and Ann Hammes

Becky and Jerry Jendusa Family

Ted and Mary Kellner/Kelben
Foundation

Michael C. Kubly Family

Ladish Co. Foundation

John and Brigid Miller

Lynn S. Nicholas Family Foundation

Thunder Bay Foundation

United Health Foundation

Zurn Foundation

\$500,000-\$999,999

Anonymous*

Mark A. Blutstein*

Frank G. and Frieda K. Brotz
Family Foundation

Patricia Obletz*

Greg W. Renz and
Bridget M. Sheridan

Includes gifts raised to support mental and behavioral health through the Brighter Than Ever engagement and philanthropy campaign as of December 2025.

*Denotes planned gift



Leading our Mental and Behavioral Health team has been the privilege of my 25-plus-year career at Children's Wisconsin. I could not be prouder of all that our team has accomplished in just a few short years, and I can say without a doubt that we are uniquely positioned in the country. While many other hospitals have invested to increase inpatient capacity for kids experiencing a mental health crisis, there is no other health system so focused on identifying and addressing mental health in such a comprehensive way with a focus on prevention. None of it is possible without the generous support of donors.

— Amy Herbst

Vice President, Behavioral & Mental Health



Kids deserve the best.