



CEILING



AND



VISIBILITY

UNLIMITED

UNLIMITED



FOR ANNUAL UPDATE

Creating limitless opportunities for kids.

A Letter from Nick and Deirdre

Identifying and supporting innovative community programs and services that enhance the healthcare of underserved children.



Deirdre Connor visits the Healthy Weight Clinic in Lawrence.



Nick Leschly with Bill Walczak, CEO Codman Square Health Center.



Deirdre Connor and Nick Leschly with CAVU Partner Paul Pierce and CAVU Board Member Joe Faber.



Penny Marston and Shikha Anand with CAVU's 2010 Mayoral Prize.



Deirdre Connor and Shikha Anand with USDA Deputy Secretary of Agriculture Kathleen Merrigan.

Dear friends and supporters,

We believe that all children should have limitless opportunities to grow up healthy and happy. Our name, Ceiling and Visibility Unlimited, reflects this concept of creating "perfect flying conditions" for children, where access to high-quality, comprehensive and effective healthcare is available to all children. Since our founding in 2004 CAVU has worked to bring that vision to reality, providing over \$1M in direct program funding and tens of thousands of hours of program support, 90% of CAVU staff time, to our health center partners across the state.

Highlights for 2010:

- Our hallmark program, the Healthy Weight Initiative, has impacted nearly 1,000 children to date.
- We partnered with Wholesome Wave to launch the pilot Fruit and Veggie Rx Program, which has provided farmers market vouchers to 60 Healthy Weight patients and family members, 246 total individuals, and which was featured in the New York Times and on CNN this fall.
- We partnered with Paul Pierce's FitClub34 to provide hundreds of free Activity Watches to children at our partner health centers.
- We partnered with Good Sports to provide free physical activity equipment to Healthy Weight patients in need.
- The Boston Public Health Commission recognized CAVU with the inaugural *Mayoral Prize for Innovations in Primary Care – Philanthropic Investments by Organizations* award for 2010.

We are proud of the growth of our pediatric obesity programming, and look forward to dramatically scaling that program in 2011 through direct funding and our platform of support services, impacting twice as many children in need. We will also continue to seek new issue areas in children's health which can benefit from our wraparound support model. We believe in creating limitless opportunities for happy, healthy children, and there is much work to be done.

Thank you for your support,

Nick Leschly,
Chairman of the Board

Deirdre Connor,
Director of Operations

Where We Work

Why work through community health centers?

- Our nation's 1,200 community health centers are safety net providers, offering comprehensive primary care services to 20 million people regardless of ability to pay¹
- One third of these patients are children²
- Health center patients are disproportionately low-income, publicly insured or uninsured, and at higher risk for contracting chronic and complex diseases
- 67% of health center patients belong to an ethnic or racial minority group³
- Health centers provide care to underserved populations while saving the U.S. health care system roughly \$24 billion per year through their focus on cost-effective preventive care¹

Assisting health centers in the development of successful children's health programs ensures that quality, sustainable care is provided to children who are most in need.

Spotlight on the Healthy Weight Initiative

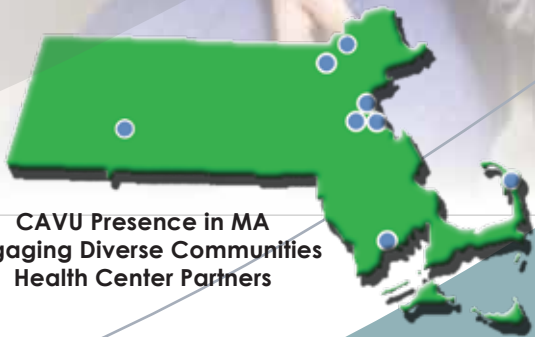
CAVU's hallmark program, the Healthy Weight Initiative, transforms treatment for overweight kids and provides support resources to health providers for better care that is sustainable to implement. Pediatric obesity is a complex issue that can be difficult to change. However, patients with multiple Healthy Weight Clinic visits have shown marked improvements in their health and lifestyle choices:

Healthy Weight Clinic Data

- 100%** Set goals for improving their lifestyles
- 46%** Reduced or stabilized their BMI (Body Mass Index)
- 52%** Reduced their screen time (TV, video games, computers)
- 45%** Consumed fewer sweetened beverages
- 50%** Increased their physical activity

First piloted by Dr. Shikha Anand in 2006, the Healthy Weight Clinic model is at the core of the Initiative—overweight children are seen monthly at team-based visits which include a primary care provider, a nutritionist, and a case manager, who help them to understand the changes that need to be made, to set goals, and to access local resources such as community centers and gyms which can help them attain a healthier lifestyle.

By participating in our Initiative health centers receive training and support on adopting the Healthy Weight model, collaborative forums to share best practices and encourage active learning, inclusion in Initiative-wide data collection to ensure strong outcome measures, and access to additional resources provided by CAVU's partners.



CAVU Presence in MA
Engaging Diverse Communities
Health Center Partners

- Bowdoin Street Health Center**
- Codman Square Health Center**
- Greater Lawrence Family Health Center**
- Greater New Bedford Community Health Center**
- Holyoke Health Center**
- Lowell Community Health Center**
- Outer Cape Health Services**
- Whittier Street Health Center**

Captions

[1] National Association of Community Health Centers, United States at a Glance, 2009, p.1.

[2] Massachusetts League of Community Health Centers, Facts and Issues Brief: Community Health Centers: A Local Stimulus for Access, Quality and Economic Development, 2009, p.3.

[3] Kaiser Family Foundation, Community Health Centers in an Era of Health System Reform and Economic Downturn: Prospects and Challenges, 2009, p. 3.

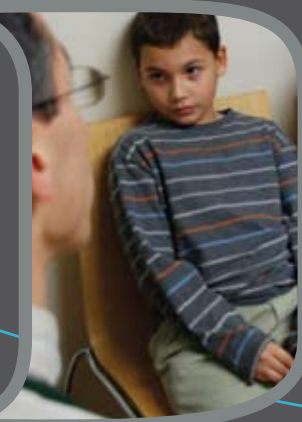
What
is the
need?

Collectively, CAVU's 8 partner health centers serve 50,000 children
Nationwide, 1,200 health centers serve 6.6 million children

How we drive change through our programs

Clinical strength

Studies have shown that when a doctor gets involved in encouraging healthy choices, patients are more likely to make positive changes. Thus, CAVU's programs emphasize using multi-disciplinary clinic teams led by a physician or nurse practitioner.



Community-based care

Health centers are a key access point to underserved populations, and can provide critical connections to existing community resources. Utilizing clinic staff who are familiar with local communities enhances utilization of valuable existing community resources.



Affordability

If patients cannot afford to adhere to recommendations made in clinics, they will not be enabled to make healthy choices. We have partnered with Wholesome Wave Charitable Ventures to pilot the Fruit and Veggie Prescription program, which provides families in need with farmers market vouchers to allow them to afford fresh, nutritious produce.



Access

Whenever we encounter barriers to healthy lifestyles we work to dismantle them, such as a partnership with Good Sports, an organization which provides free physical activity equipment to Healthy Weight participants, so that no children are prevented from participating in physical activity because they do not have the equipment they need.



Data

Healthcare providers need to be able to find evidence-based programs which have demonstrated effectiveness in the health center setting. With every program we support, our goal is to build an evidence base which can help successful programs expand to any community who could benefit from them.



Collaboration

Improving the quality of care is a continuous process. By providing a forum for collaboration and dialogue among health care providers we allow clinic teams the opportunity to share best practices, learn from each others' experiences, and improve care across clinic sites.



Leveraging for Continued Success

In all of CAVU's programs we seek innovation, sustainability, and replicability. The need for the Healthy Weight Initiative is significant, and there is much room for growth both in the number of communities involved and in the breadth of programming offered. Over the next few years we will seek to dramatically scale the Healthy Weight Initiative, to ensure that all children who could benefit from it are able to. We will also continue to seek out partners whose programming provides valuable resources to children in the Initiative, such as incentives and rewards for engaging in healthy behaviors.

However, the key elements outlined above apply to far more than just pediatric obesity. Effective community-based programs with strong clinical approaches, strategies for ensuring access and affordability for families, and collaborative and data collections infrastructure to ensure continuous quality improvement are needed for a wide range of children's health issues. So while we grow the Healthy Weight Initiative in 2011 and beyond we will also continue to seek new areas of children's health which can benefit from CAVU's wraparound support approach, creating limitless opportunities for kids.

Donor List

Charter Supporters

Nick and Karin Leschly
Jan and Lotte Leschly
Mark and Becky Levin
Jim and Susan Swartz
Bob and Lynn Tepper

Champion Supporters

Julian Adams
Neil and Diane Exter
Barry and Nat Greene
Eugene Hill
Brian Seed
Kristin and Nick Sorani
Scott and Esmeralda Swartz

Key Supporters

Michael Bison
Mitchell Bloom
Bill Brigden
Scott Brown
Abbie Celniker
Joseph Cimino
Brandy Cruthird
Sandy DiCesare
Steve Gilman
Joel Goldberg
J. Duncan-Higgons
Kristen Kuliga
Stig Leschly
Jonathan Luray
Troy Norris
Clare Midgley
Cary Pfeffer
Philip Reilly
Kerry Reinertsen
David Rosenbloom and Alice Richmond
Leora Rothenberg
Mike Rotondi
Brian Sommers
David Schenkein
Maxwell Schenkein
Lou Tartaglia
Chris Varma
Barry Zuckerman

Strategic Funding Partners

Paul and Phyllis Fireman Foundation

Institutional Supporters

American Express Matching Gift Program
Athletic Evolution
Boston Celtics Shamrock Foundation
Boston Public Health Commission
Faber Daeufer and Rosenberg PC
GlaxoSmithKline Foundation
Liberty Bay Credit Union
Millipore
PerkinElmer Foundation
Novartis
Wolfe Laboratories

Pro-Bono / In-Kind Supporters

Lauren Faro
Amber Goldberg
Caitlin McNally
Chad Wright
Siena Partners

Program Partners

Good Sports
Paul Pierce's Truth Fund
Wholesome Wave

Donation Guide

Invest via Google Checkout

Donating to Cavu online is fast and easy. Visit the CAVU website at:

www.cavufoundation.org

Click on the Donate button and you will be presented with an option to give directly to CAVU through Google Checkout.

Give through GoodSearch and GoodShop

In their words, "GoodSearch is a search engine which donates 50-percent of its revenue to the charities and schools designated by its users. It's a simple and compelling concept. You use GoodSearch exactly as you would any other search engine. Because it's powered by Yahoo!, you get proven search results. The money GoodSearch donates to your cause comes from its advertisers – the users and the organizations do not spend a dime!

In 2007, GoodSearch was expanded to include GoodShop, an online shopping mall of world-class merchants dedicated to helping fund worthy causes across the country. Each purchase made via the GoodShop mall results in a donation to the user's designated charity or school – averaging approximately 3% of the sale, but going up to 20% or even more."

To start using GoodSearch or GoodShop, simply go to www.goodsearch.org, designate CAVU Foundation as the organization you wish to support, and the start searching/shopping. It's a great way to give a little bit every day.

Invest via Check

Make your check out to "The CAVU Foundation" and mail to the following address:

CAVU Foundation, Inc
One Oak Hill Road, Suite #208
Fitchburg, MA 01420

Invest via Donor Advised Fund or Charitable Gifts Fund

Please use the protocol defined by your particular fund institution combination with the information below.

Institution Name	The CAVU Foundation
Institution Address	One Oak Hill Road, Suite #208 Fitchburg, MA 01420
Institution Tax ID#	20-0605917

Invest via Stock Transfer

For instructions, please contact

Deirdre Connor
Director of Operations
(978) 342.2183
deirdre.connor@cavufoundation.org

For the purposes of tax deductibility, a receipt letter from CAVU will be sent within 30 days of the receipt of your donation.



Board of Directors

Nick Leschly
Board Chairman
CEO, bluebird bio

Joseph Faber
Principal, Faber Daeufer & Rosenberg
PC

Robert Ingala
CEO, Greater Lawrence Family
Health Center

David Rosenbloom, PhD
Director, Join Together

David Schenkein, MD
CEO, Agios Pharmaceuticals

Robert Tepper, MD
Partner, Third Rock Ventures

Barry Zuckerman, MD
Chief of Pediatrics, Boston Medical
Center

Staff

Deirdre Connor, MPA
Director of Operations

Penny Marston
Healthy Weight Initiative
Program Manager

Advisory Board

Paul Pierce
Founder, Truth on Health Foundation
Rev, Gloria White-Hammond, M.D.,
M.Div.
Founder, My Sister's Keeper

Mark Levin
Partner, Third Rock Ventures

John Simon
Managing Director, General Catalyst
Partners

Abbie Celniker, PhD
CEO, Taligen Therapeutics

Steve Gilman, PhD
Senior VP, Discovery & Chief Scientific
Officer, Cubist Pharmaceuticals

Program Partners

Good Sports
Paul Pierce's Truth Fund
Wholesome Wave

CAVU Foundation
1 Oak Hill Road,
Suite 208
Fitchburg, MA 01420
978.342.2183
www.cavufoundation.org