

FAMOUS·BARR

Macy's 60-year Heritage of Supporting Healthy Kids through Glennon

Since the seeds of SSM Cardinal Glennon Children's Medical Center were sown 60 years ago, one constant in its operation has been the support of the community's leading department stores.

Representatives of the St. Louis-based May Department Store Company and its local chain, Famous-Barr, were members of the hospital family when legal arrangements, land acquisition and fund-raising commenced in 1949. That legacy has continued since the May Company business, which had grown to 400 stores across the U.S., was integrated into Macy's in 2006.

"Our community partnership with Cardinal Glennon goes back many years. There has been continuous support in some form or another," said Joe Vella, director of corporate giving for Macy's Inc. "We feel it is both important to our history and heritage and to the people of St. Louis to preserve forever what May Company and Famous-Barr did for the community."

Leo J. Wieck, the treasurer of the May Company, was one of the community leaders appointed by St. Louis Archbishop Joseph E. Ritter to study the feasibility of a new children's hospital. Wieck then served as general chairman of the fund-raising committee for the \$5-million building campaign that was announced on August 20, 1949.

"We must be sure that no child shall ever suffer because of our failure to include in the Cardinal Glennon Memorial

Hospital the very finest facilities that science can devise and money can buy," Wieck said at the launch of the drive.

Many of the city's civic and philanthropic leaders signed on as sponsors of the building campaign. They included Morton J. May, president of the May Department Store Company.

Archbishop Ritter broke the first ground for the new hospital in 1953 using the silver-plated shovel with

which Cardinal John Glennon had broken ground for the New Cathedral on Lindell Boulevard in 1907. Wieck was among the dignitaries who took a turn at the shovel.

Wieck remained a member of Glennon's Board of Governors until 1981. His 32-year tenure on the board has been surpassed only by that of Msgr. Lloyd A. Sullivan, the archbishop's liaison to the building committee, who served from 1949 to 1984.

Wieck died in 1983 and Sullivan passed away the next year. Their contributions are honored through the Wieck-Sullivan Chair of Pediatrics at Glennon, which was funded by the Board of Governors in 2006 and is held by Kenneth O. Schowengerdt Jr., M.D., director of pediatric cardiology.

The Glennon bond established by Leo Wieck and Morton May continues.

In recent years, Glennon has been the recipient of funds generated by local sales of plush animal ducks sold in a joint promotion by Macy's and the Aflac insurance company.

The annual Glennon women's golf event has been the beneficiary of the Macy's "Shop for a Cause" community support campaign in which charities sell shopping passes to a special event day at Macy's stores. Customers holding the passes are eligible for discounts, entertainment programs and opportunities to win prizes. Participating charities keep all proceeds from the \$5 passes that they sell.

"Scores of May Company and Macy's employees have volunteered on behalf of the hospital and continue to do so. They have helped the hospital and our patients in so many ways," said Jim Orsund, executive vice president of Cardinal Glennon Children's Foundation. "They often have made gifts of discontinued and overstocked merchandise that we have distributed to our patients and their families. Those sorts of things can mean a lot to family in need.

"Most recently, Macy's has come to the aid of the hospital through its support of the Bob Costas event. It is comforting to know that a six-decade legacy of caring lives on today under the Macy's banner."

"As May Company evolved into Macy's, one of our corporate focuses has been women's issues, including healthy families and healthy babies," Vella said. "It certainly makes sense to give respect to our roots and bring our support of Glennon into the future by helping to build a healthy community."



Leo Wieck (left) and Dr. Peter Danis - 1950.

