

Gundersen Medical Foundation  
Children's Miracle Network Hospitals®

# THE *Miracle* CONNECTION

**Give Today.** [gundersenhealth.org/cmnhospitals](http://gundersenhealth.org/cmnhospitals)



**GUNDERSEN**  
MEDICAL  
FOUNDATION  
**Children's  
Miracle Network  
Hospitals**



## Your Generosity Makes Miracles Happen

Each year, your support makes it possible for CMN Hospitals to award grants that assist children and their families, support pediatric programs and services, purchase specialty equipment and provide funding for pediatric medical research and education.

HERE ARE JUST A FEW HIGHLIGHTS FROM 2018:

**\$19,146,547** HAS BEEN RAISED SINCE 1986

**\$1,080,693** RAISED TO POSITIVELY IMPACT THE COMMUNITIES WE SERVE

**574** GRANTS AWARDED TO KIDS AND FAMILIES

**6,057** INDIVIDUALS HELPED BY CMN HOSPITALS

**5,382** MEAL TICKETS GIVEN TO FAMILIES

**\$75,755** AWARDED FOR TRANSPORTATION SUPPORT

**\$6,240** GRANTED FOR TECHNOLOGY SUPPORT

**\$54,758** GIVEN TO PURCHASE MEDICAL SUPPLIES AND EQUIPMENT

**\$12,921** GIVEN TO SUPPORT MUSIC AND HORSE THERAPY PROGRAMS

**\$9,436** GIVEN TO SUPPORT ADAPTIVE PROGRAMS AND CAMPS

**\$15,690** GRANTED FOR ADAPTIVE EQUIPMENT AND MODIFICATION



## A dynamic difference

At the recent Emerald Ball, Children’s Miracle Network Hospitals proudly recognized Dynamic Lifecycle Innovations with the 2019 Miracle Achievement Award.

As an organization, Dynamic has demonstrated an ongoing commitment to our community through its generous support of CMN Hospitals. Their employees’ enthusiasm for helping children and families in need—especially during the Radiothon event—is unsurpassed. In 2018, for example, Dynamic employees formed a Miracle Team that raised \$9,000 in just three hours on the phone banks, making them our number one Miracle Team.

“Supporting CMN Hospitals is directly aligned with our mission,” says Curt Greeno, co-owner and president of Dynamic, “which is to improve the world through reuse and recycling by empowering our team members to better themselves, their families and others. We encourage our employees to give back to charitable organizations they are passionate about.”

For their passion and enthusiasm during Radiothon and throughout the year, Dynamic is a deserving recipient of this year’s Miracle Achievement Award.



### 2019 SPONSORS

#### Presenting

La Crosse Media Group  
Spectrum

#### Champion

Schumacher-Kish Funeral and  
Cremation Services

#### Child Art Auction

Ronald McDonald House Charities  
of Western Wisconsin and  
Southeastern Minnesota

#### Miracle Maker

RE/MAX First Choice  
Oral Surgery Clinic of La Crosse

#### EPIC Sponsor

Fairfield Inn & Suites by Marriott

#### Printing

DigiCopy

#### Wall of Miracles

Winona Heating & Ventilating Co.

#### Hero Tables

Great Lakes Cheese Company  
Marine Credit Union Foundation

#### Supporting

Sue Kolve’s Salon and Day Spa

#### Floral

Bittersweet Flower Market

#### Lighting

Outback Entertainment

#### Auctioneer

Garrick Olerud

Dear CMN Hospitals,

Thank you for the gas card that helped us with daily travel between Prairie du Chien and La Crosse to be there for our baby boy when he was hospitalized after birth.

While I was able to stay near the hospital, my husband—a farmer—had to be home twice daily to feed and check on our beef cattle.

Your generosity helped ensure my husband could also be there for our new son in his first days of life. This gift meant the world to us!

Thank you,  
The Gillitzer family



# Supporting the best in pediatric care



Thanks to support from Children's Miracle Network Hospitals®, Gundersen Health System recently became a member of Children's Hospital Association, a national organization dedicated to enhancing children's health.

With approximately 200 member hospitals, the organization is able to foster collaboration and communication between peers to share best practices in patient care and safety, promote educational opportunities for pediatrics staff, and influence pediatric healthcare policies and practices on a national level.

Staff members in all of Gundersen's pediatric units will have access to conferences, webinars, online libraries and discussion groups that promote peer networking and sharing. These educational opportunities, along with resources designed to improve efficiencies and enhance overall quality of care, will help ensure that Gundersen continues to be a leader in pediatric care.

"This is an exciting and positive step for Gundersen Health System's pediatrics service line," says Pediatric Services Administrative Director, Chet Doering, DNP, MBA, RN. "It underscores our dedication to providing ongoing opportunities for staff development so that we can offer the highest quality patient care."

MEMBERSHIP IN THE CHILDREN'S HOSPITAL ASSOCIATION WILL HELP LOCAL KIDS LIKE 2019 CMN HOSPITALS HERO MASON HURD.



## Save the Date for Radiothon 2019 October 17, 18 & 19

Join Children's Miracle Network Hospitals and La Crosse Media Group for their largest fundraising event of the year. During this three-day event, hear inspiring stories and live interviews from local kids and families who have been helped by CMN Hospitals. All of the money raised stays right here in the Coulee Region!

**Pledge your support during Radiothon by calling (608) 784-KIDS.**



### Interested in creating a Miracle Team?

Miracle Teams are eight volunteers who represent a local business or organization. Together, they volunteer on the Radiothon phone bank for 1-2 hours, either answering incoming calls from listeners or making calls to their family, friends, and co-workers to encourage donations.

Forming a Miracle Team is a great way for a business or organization to support a local charity, engage employees and participate in team building.

**Please contact Rena Cash at (608) 775-4469 for more information.**



## A comforting companion

Children who are coping with cancer need as much comfort and support as we can give them. That is why Children's Miracle Network Hospitals®, a service of Gundersen Medical Foundation, is excited about a new philanthropic partner: Aflac insurance company.

Aflac has invested over \$120 million in support of childhood cancer research and treatment in the past 22 years. Recently, a partnership with Sproutel and the Aflac Cancer and Blood Disorders Center resulted in the creation of My Special Aflac Duck, a soft and “smart” companion for kids with cancer.

Since September 2018, Aflac has provided My Special Aflac Ducks to all CMN Hospitals in the United States, including Gundersen Health System.

Each duck is both a soft, plush toy designed to comfort children and a cutting-edge social robot that features lifelike movements and emotions. Some special features include a mixed-reality app that uses interactive play; a sound card that produces soothing nuzzling sounds, heartbeats, and emotional expressions; and a built-in port for chemotherapy to which young cancer patients can relate.



CHERI HILL, A CERTIFIED THERAPEUTIC RECREATION SPECIALIST, WITH PATIENT ADELINE BRENINGEN—AND HER MY SPECIAL AFLAC DUCK.

“If the child is feeling anxious about the clinic experience, having them do medical play with their duck at home can help decrease that anxiety and help them with future appointments,” says Cheri Hill, a certified therapeutic recreation specialist. “I also love that children have a friend to interact with, to feel what they are feeling and to love them unconditionally.”



**GUNDERSEN  
HEALTH SYSTEM®**



Your Children's Miracle Network Hospital

### TOGETHER, WE HELP CHILDREN

Children's Miracle Network Hospitals®, a service of Gundersen Medical Foundation, is dedicated to saving and improving the lives of children. We directly assist children and their families and support pediatric programs and services that help kids battle diseases and injuries of every kind. In the Gundersen service area, Children's Miracle Network Hospitals has raised more than \$19 million since 1986. Each charitable donation—whether through special events, annual gifts, business partnerships, sponsorships or planned giving such as bequests—benefits children in this region and provides support for specialty medical care, research and preventive education.

**Children's Miracle Network Hospitals  
Gundersen Medical Foundation, 1836 South Avenue, La Crosse, WI 54601  
(608) 775-4424 | [gundersenhealth.org/cmnhospitals](http://gundersenhealth.org/cmnhospitals)**