

A PUBLICATION OF GUNDERSEN MEDICAL FOUNDATION

PATHFINDERS

Where generosity changes lives



Here at Gundersen Medical Foundation, we are grateful every day for our generous supporters whose vision will help secure the future of high-quality healthcare in the La Crosse-area community. That focus on gratitude has helped us continue to move through the trying times brought by the pandemic—and given us an even stronger resolve.

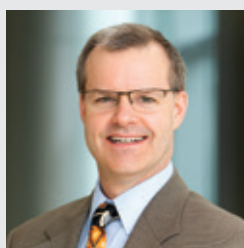
In this issue of Pathfinders, we are proud to feature our 2021 annual report. Though it was a challenging year, there were also many successes to celebrate. Your generosity—even in the midst of difficult times—is truly inspiring.

For example, you'll read about grateful patients like Jon and Jane Feist, who were moved to give back, as well as the generous Gundersen employees who show their support for our mission through the

iGive program. These stories emphasize that philanthropy comes directly from the heart.

Finally, with a great deal of excitement, we share an update about our renovation and relocation plans. Like all construction projects during the pandemic, there were delays, labor shortages and supply shortages to be overcome. As a result, the project could easily have been halted; however, Gundersen Health System remained steadfast in its commitment. This dedication shows us how highly the Foundation's current and future work is regarded—and we look forward to inviting you to visit our new space soon.

As always, thank you for your support. We are proud to be your partners in changing lives and positively impacting our community.



All the best,

Stephen B. Shapiro, MD, FACS
Chief Medical Foundation Officer
Chair, Gundersen Medical Foundation

PATHFINDERS

Pathfinders is published by Gundersen Medical Foundation for friends and benefactors of the Foundation. We welcome comments or suggestions from our readers for future stories.

To learn more about the Foundation's medical education, research and community health outreach programs, or to inquire about making a charitable gift, please visit us at gundersenhealth.org/foundation or call the Foundation office at (608) 775-6600.

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If you do not want to receive future fundraising requests supporting Gundersen Medical Foundation, please call the Foundation between 8 a.m. and 4:30 p.m., Monday–Friday (either the local number (608) 775-6600, or toll-free number (800) 362-9567, ext. 56600) and if you receive a voicemail message, please identify yourself and state that you do not want to receive fundraising requests. As an alternative, you can e-mail us with the same request at gmtf@gundersenhealth.org. We will honor your request not to receive any fundraising communications from us after the date we receive your decision.

Gundersen Medical Foundation

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On the cover: Dr. Stephen B. Shapiro visits the renovation site of the Foundation's future home on Third Street in downtown La Crosse.

MIKE BINSFELD, MBA

Committed to community



Mike Binsfeld was born in La Crosse and grew up on French Island. He and his siblings enjoyed childhood adventures on the shores of Catgut Slough (the backwaters of the Black River). They attended school at Cathedral Parish and Aquinas High School, participated in athletics and were active in many community organizations and events.

With family roots in La Crosse dating back to the 1940s, it makes sense that after college, Mike decided to return to La Crosse where he and his wife, Betsy—also a La Crosse native—could raise their own family in the community they are proud to call home.

A deep commitment to community is something that Mike and Gundersen Medical Foundation have in common, which is why his service on the Foundation's Board of Directors also makes so much sense.

ROOTED IN LA CROSSE

As teenagers, Mike and his four siblings spent their school breaks working at J.F. Brennan Company, learning how to weld and cut steel, clean barges, degrease cranes and complete other odd jobs.

After high school, Mike graduated with a degree in civil engineering from Purdue University before taking a job with Peter Kiewit and Sons, a large contractor. For the next four years, he worked on technical, large-scale bridge construction projects

on the West Coast before deciding to return to the Midwest.

In 2008, Mike joined J.F. Brennan Company, this time as a project engineer. Brennan, a 103-year-old, family-owned specialty contractor creates and executes innovative solutions to some of the world's most complex maritime, environmental and infrastructure challenges. In 2012, Mike earned his MBA from the University of Wisconsin-La Crosse and currently serves as Brennan's chief operating officer.

A COMMUNITY-CENTERED MATCH

In 2018, Mike joined the Foundation's Board of Directors because he knew Gundersen's commitment to community matched his own.

"Since joining the Board, I have gained a deeper appreciation for the numerous Foundation programs—and a greater understanding of just how many people rely on the organization for needs that may otherwise go unaddressed," says Mike. "Contributions to the Foundation are so incredibly important, and we are enormously appreciative of those who consider the Foundation when giving."

While Mike considers his board service to be a "departure" from his typical career duties, he is grateful for the opportunity to learn more about the needs of the community he loves. +

CURRICULUM VITAE

Board Length of Service

4 years

Board Committees

- Executive
- Finance

Expertise

- Business
- Finance

Professional Role

Chief Operating Officer
J.F. Brennan Company

Other Board Service

- American Society of Civil Engineers
- Brennan Marine, Inc.
- J.F. Brennan Company
- State Bank Financial of La Crosse

PLANNING YOUR LEGACY

and supporting causes you care about



Planned giving is a way to create a secure future for you and your loved ones. With a good plan, you can rest easy knowing that your family will be well cared for and your assets will pass to your intended beneficiaries.

Creating a bequest

Bequests are an easy gift you can make to significantly impact our work. Through estate planning, you can include a provision in your will or trust that leaves a lasting gift to our organization. | gundersengift.org

Beneficiary designation gifts

Beneficiary designations are used for assets that are not transferred through a will. You can designate beneficiaries of your retirement accounts, life insurance policies, bank accounts and investment funds by completing simple forms.

A charitable bequest or beneficiary designation gift is an easy way for you to help us in our work.

Here are some of the many benefits:

- * **Your gift costs you nothing today**
- * **Your gift is free of federal and estate tax**
- * **You can change your mind later**
- * **You can still benefit heirs with specific gifts**
- * **You can leave a legacy**

Contact your account or asset administrator to designate us as a beneficiary of these assets and help us make a difference in the lives of our patients and communities. Let us know your future intentions, and we can make sure the proper designations are in place so that your plans are carried out according to your wishes.

To learn more, visit Gundersen Medical Foundation's planned giving site today at gundersengift.org.




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GUNDERSEN
MEDICAL FOUNDATION



Preserving the past, planning for the future

Gundersen Health System is excited to share that the renovation of the Foundation's new space in downtown La Crosse will be complete in August 2022. At that time, approximately 30 employees from the Foundation, including the departments of Philanthropy, Resolve Through Sharing and Foundation Administration will relocate to 201 Third Street North.



This rendering of the Foundation's new location in downtown La Crosse depicts the plan to feature a brick exterior, large windows for natural light, and a patio on the northeast side of the building, just outside of what will be the Free Range Exchange café.

The new location within what is commonly referred to as the former Wettstein's building is an investment that will create more clinical space on the main campus and give Gundersen a competitive edge by integrating best practices in modern workspace design.

"On a practical note, moving into this intentionally-designed space will allow us to streamline our work and increase collaboration so we can better serve our donors," says Chief Medical Foundation Officer, Stephen Shapiro, MD, FACS, "yet there is also something special about working from downtown La Crosse near where the first Gundersen clinic was established. It feels like we are honoring Gundersen's rich past and the history of downtown La Crosse while positioning the Foundation—and all of Gundersen—for the future."

FROM CONCEPT TO REALITY

Gundersen's Construction Project Manager, Marcus Schmitz, oversees the Third Street renovation project, working closely with Gensler, a global architecture, design and planning firm, to bring the vision of Gundersen's leaders and staff to life.

This vision is part of Gundersen's larger workplace strategy that incorporates what research shows are key factors in the design and functionality of modern workspaces: flexibility, balance and engagement.

These strategies are integrated throughout the Foundation's new space, including both the first floor and the lower level. For example, visitors will enter right off Third Street into a lobby area



(L-R) Gundersen's Senior Consultant of Interior Design and Brand Strategy, Lindsay Aschenbrener, meets with Chief Medical Foundation Officer, Stephen Shapiro, MD, and Gundersen's Construction Project Manager, Marcus Schmitz.



Many historic features, including some of the original brick, were preserved during the renovation.



This rendering represents the open, comfortable design that will feature flexible workspaces.

that features a moveable wall, some fixed office space, an open collaborative space, "huddle rooms," smaller "focus" rooms and a larger conference room.

"The goal was to create a space that is equitable, rich with flexibility and promotes mobility," says Schmitz, "so there are options for both individual and collaborative work. Although the space feels open and airy, a considerable effort was made to include spaces that offer privacy. Everything—including the space plan, orientation, materials, design and technology—has been thoughtfully planned as part of Gundersen's new workplace strategy."



The first floor will also feature a food retailer called Free Range Exchange. With one other location in Hokah, Minn., Free Range Exchange is a coffee shop and café that features locally-sourced ingredients and products. In warmer weather, customers will be able to enjoy their fare on the patio situated next to the café on the north side of the building.

The same level of flexibility will be featured throughout the Foundation's lower level. In addition to a variety in work spaces, the lower floor will include more conference and video rooms, along with a highly-functional board room that can be used for community meetings. An operable wall and glass partition make it possible to adjust the size of the board room as needed, and because the space also features a kitchenette, it will be ideal for Foundation events.

The lower level will also feature practical elements, such as bike storage (for employees who choose to bike to work), a loading dock and plenty of other storage.

A CHALLENGING AND REWARDING PROCESS

Like any project of this scope and size, there have been challenges. To begin, the pandemic—which caused longer lead times and increased cost for materials—made meeting project timelines and budgets difficult.

Additionally, the age and condition of the buildings presented their own set of unique challenges. “Not everyone realizes that the space, often referred to as the Wettstein’s building, is actually five separate buildings,” explains Schmitz. “From south to north, those buildings include an old hotel (which operated from 1898 to 1970), an annex, a central building, the Mackenzie building and the Fox building.”

One of the first surprises Schmitz encountered was the discovery that the Fox building, where the Foundation will be located, was formerly a fireproof parking garage. This discovery came when a search through local historical archives uncovered a county fair flyer from 1926 advertising the Fox building.

This history was confirmed by an existing concrete ramp inside the Fox building. Crews had also removed the building’s flooring system to discover a 13.5-inch elevation in the concrete floor that ran from east to west. As a result, the concrete had to be removed, and a majority of the flooring had to be repoured.

As part of the project, the teams worked with the Historical Preservation Society to preserve the historic integrity of the buildings’ exterior along Third Street. The design teams then worked diligently to retain the historic integrity of the



As illustrated in this rendering, the newly renovated space will feature large windows to let in natural light, high ceilings and a variety of spaces for collaboration.

interior. For example, the high ceilings and as much of the original brick, exposed concrete and wood as possible were preserved, and when the location of the old swing-down garage door was identified, the opening was maintained through the creation of a new vestibule.

“The age of the building has made the process incredibly challenging but incredibly fulfilling,” says Schmitz. “The most rewarding part has been working with all the teams involved—from the architectural, civil, structural and interior designers to our general contract partner and those working on mechanical, electrical, plumbing and more—to overcome each challenge. The teams’ collective expertise and dedication made the project a success.”


LOOKING AHEAD

The Foundation’s move in late summer will mark the completion of phase two of a three-phase project that began

with the relocation of Gundersen Dental Specialties, which opened in 2019.

“We are looking forward to welcoming visitors, including our donors, to our new space,” says Dr. Shapiro. “Our guests will find this is a beautiful location that has plenty of parking and is easy to access. While we will still have meeting space on the main campus for donors who prefer that location, we couldn’t be more excited for the opportunities our new space will bring.”

The next phase of the renovation will include a remodel of the second floor (including the area above the Foundation and extending through all five of the original buildings). This space will eventually house other non-clinical departments such as Gundersen EDGE (an innovation center and incubator), Business Services, Marketing/Communications, Business Development, External Affairs and Project Management. +



“I knew Gundersen was the right place for me. It’s big enough that we see complex, challenging pathology, yet small enough that our providers genuinely know and respect each other. We have a unique, collaborative environment that leads to greater job satisfaction for us and, even more importantly, better patient outcomes.”

– Dr. Marcus Bickford

Finding the Right Fit

When Dr. Marcus Bickford joined Gundersen Health System as a radiologist in July 2019, his first day on the job was somewhat atypical. Unlike most employees who are new to an organization, Dr. Bickford had already met many of his co-workers and knew he would fit well into Gundersen's culture.

This certainty was a direct result of the medical education programs supported by Gundersen Medical Foundation. "My training at Gundersen was invaluable," says Dr. Bickford. "Unlike some places where hundreds of students are rotating through, I was able to develop close relationships with my instructors and mentors. I was given more responsibility and hands-on opportunities, which ultimately helped me grow."

Thanks to those experiences, when it came time to pursue his career, Dr. Bickford chose Gundersen, already knowing that the organization—and the community—would be a great fit.

A COLLABORATIVE CULTURE

Dr. Bickford grew up in the small town of Wautoma, Wisconsin, but he knew the La Crosse area well because both his dad and his sister had attended the University of Wisconsin-La Crosse. He even considered following in their footsteps before ultimately deciding to forge his

own path at the University of Wisconsin-Stevens Point.

After graduating with a bachelor's degree in biology in 2009, Dr. Bickford was accepted into medical school at the University of Wisconsin-Madison. As a student in the Wisconsin Academy for Rural Medicine (WARM) program, he spent his first two years in Madison, followed by two years in La Crosse completing his internship.

"The environment at Gundersen was collegial and collaborative, which enhanced the learning process; however, I did not fully realize until later that this type of culture is not universal," remembers Dr. Bickford.

Looking back, Dr. Bickford realizes now that there were indicators all along that Gundersen's training programs were different. For example, as part of the application process for residency programs, Dr. Bickford needed to obtain

letters of recommendation, so he asked three physicians—Dr. Ken Merkitch, Dr. Clark Davis and Dr. Kyla Lee—with whom he had completed rotations to write the letters.

The letters are confidential, but Dr. Bickford noted that during each of his residency interviews, the letters were mentioned; in fact, he was told the letters helped him stand out.

"In retrospect, I don't think I was more special than other applicants," he explains. "I suspect the difference was Gundersen. The doctors knew me well enough as a medical student that they could say meaningful things about me and my work, which speaks to the uniqueness of Gundersen and its medical education programs."

BIG ENOUGH, SMALL ENOUGH

In 2014, Dr. Bickford moved on to complete his residency and, subsequently, a fellowship in abdominal muscular

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Preserving access to care

Support for medical education has always been part of Gundersen Medical Foundation's mission. However, given the predicted shortages in trained medical professionals—and the challenges presented by the recent pandemic—continued support for medical education may be more important to the future of healthcare in our community than ever.

A PROJECTED SHORTAGE

In June 2021, the Association of American Medical Colleges released data predicting that by 2034, the United States could experience a shortage of between 37,800 and 124,000 physicians. Some factors that will influence these numbers include the increase in the number of Americans who are over 65, combined with an increase in the number of physicians approaching retirement age.

Wisconsin will not be immune to the potential shortages. In fact, the Wisconsin Council on Medical Education and Workforce (WCMEW) estimates Wisconsin could face a shortage of anywhere between 2,000 and 4,000 physicians by 2035.

That is why having an award-winning medical education program, including eleven accredited training programs for residents and fellows, positively impacts our patients and the communities we serve.

ATTRACTING AND RETAINING THE BEST

Though the short-term impact of medical education programs are well-documented, the long-term impacts may be even more compelling. Research shows that a good number of medical students who train at a particular institution often choose to stay and practice there. Our own data shows that while Gundersen's medical school graduates may be found in 47 states and 8 foreign countries, more than 50 percent went on to practice in Wisconsin, Minnesota and Iowa.

Most impressively, several of our medical school graduates—like Dr. Marcus Bickford—choose to practice at Gundersen. These professionals often go on to raise their families and become engaged in the communities they serve.

PLANNING FOR THE FUTURE

Clearly, our investment in medical education today will positively impact the future of healthcare in our region.

In 2022, there will be 49 additional residents and fellows who will graduate from Gundersen Medical Foundation's medical education programs and begin their careers. As a result of their exceptional training, these highly skilled professionals will go on to provide compassionate care that enriches lives—and some of them will do that right here in our own community. +

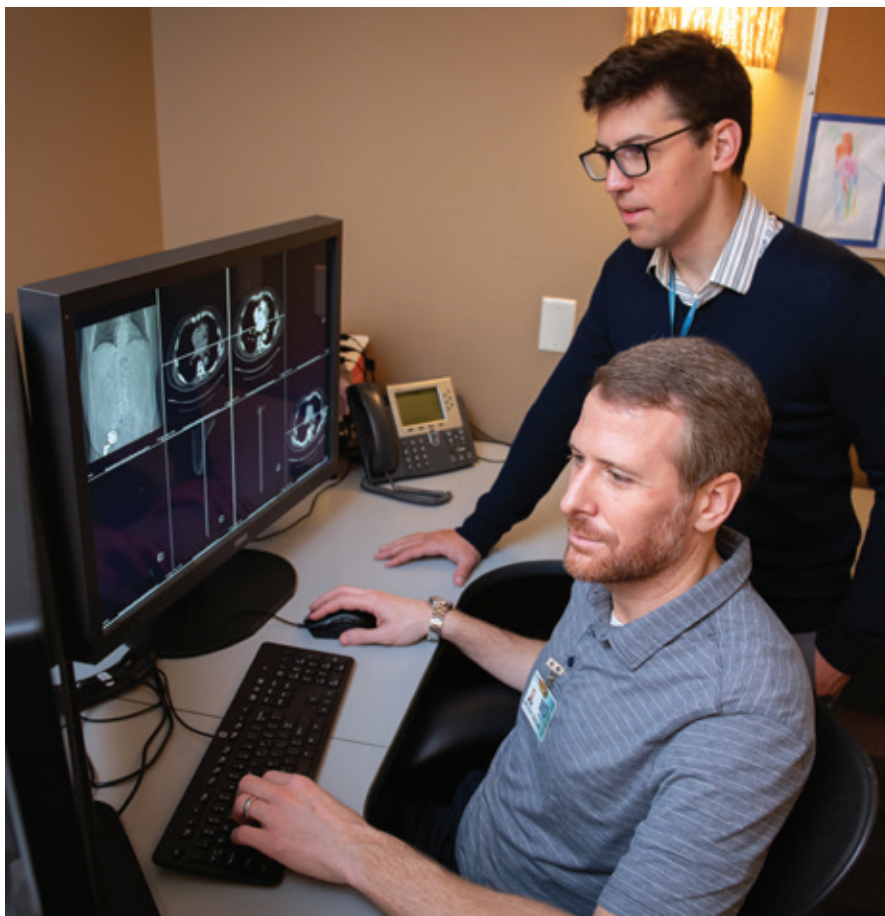
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Source: Association of American Medical Colleges



“My training at Gundersen was invaluable. Unlike some places where hundreds of students are rotating through, I was able to develop close relationships with my instructors and mentors. I was given more responsibility and hands-on opportunities, which ultimately helped me grow.”

– Dr. Marcus Bickford



Dr. Bickford collaborates with Dr. Anthony Zbacnik from the Diagnostic Radiology Department.

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skeletal imaging at the Medical College of Wisconsin (MCW). “While I greatly enjoyed my time at MCW, due to the sheer size of the institution, it was challenging to develop relationships with the ordering providers,” he says. “The interactions felt less collaborative, sometimes almost adversarial if our recommendations didn’t match what other providers wanted to hear. Having trained at Gundersen, I knew something better existed.”

Midway through residency training, Dr. Bickford reached out to Gundersen about returning to La Crosse as a practicing physician. The puzzle pieces quickly came together; Dr. Bickford was hired during his fourth year of residency training. “I knew Gundersen was the right place for me. It’s big enough that we see

complex, challenging pathology, yet small enough that our providers genuinely know and respect each other,” he explains. “We have a unique, collaborative environment that leads to greater job satisfaction for us and, even more importantly, better patient outcomes.”

Additionally, Dr. Bickford and his wife, Mandy, enjoy raising their two sons, Will and Jack, in this community. “La Crosse is wonderful,” he shares. “We live right in town. It’s a seven-minute commute to work, and everything is close by. We love being walking distance to restaurants and parks, and we love the fact that we can drive seven minutes in the opposite direction and be surrounded by farms and fields. The outdoor activities and natural beauty of the area are hard to beat.”

THE FUTURE OF HEALTHCARE

Dr. Bickford is one of many medical students who, when it comes time to begin their career, chooses Gundersen. That is why he believes continued philanthropic support for medical education is so important.

“Support for medical education is crucial to providing good care,” says Dr. Bickford. “Beyond the obvious need to train future providers, medical education at Gundersen gives the organization a chance to show potential future employees what makes it so unique and special. When providers see how things are done in other places, Gundersen only stands out more and makes us want to practice here.” +

Generous employees impact patients and colleagues

Each year, Gundersen Medical Foundation's iGive campaign invites Gundersen Health System employees to make a gift to the Foundation fund that speaks to their heart.

While many employees are familiar with the Foundation's funds because their department may request grant funding to assist with patient care items, education or support for programs and services, the iGive campaign is designed to further increase awareness—and to reach those employees who may not yet have an understanding of the Foundation's impact. With over 100 funds to choose from, staff members are encouraged to support a fund that is meaningful to them on either a personal or a professional level.

"In 2021, approximately 31 percent of donations to the Foundation came from current, former or retired Gundersen employees," says Courtney Daniels Burke, annual support philanthropy manager. "This number is a testament to the generous nature of our staff and our community, and it illustrates a collective and powerful belief in our mission."

In addition to financial support, many Gundersen employees also volunteer their time for Foundation committees and events.

Following are profiles of four of this year's iGive campaign advocates:

"Bumps in the road can happen to any of us at any time. I support the Employees Helping Employees Fund as a way to lend a hand to co-workers in an unexpected time of need."

Deena Athas, MD

Infectious Disease Department

6 years of consecutive giving

Supports the Employees Helping Employees, Greatest Needs and Medical Research Funds



iGive
GUNDERSEN
MEDICAL FOUNDATION

“Mental health is a far-reaching issue with often life-changing impacts for individuals and families—and a topic that hits very close to home for me. Support for mental health at the community level is greatly needed, which is why I donate to the Kerckhove Mental Health and Social Services Fund.”

Marcus Schmitz

Manager, Construction Engineering

4 years of consecutive giving

Marcus and his wife, Sarah, RN, clinical manager of Employee Health Services, support the Kerckhove Mental Health & Social Services Fund



“I support medical research in order to provide local researchers opportunities to explore new ways to care for patients within our system.”

Reece Rykal

Director, Gundersen Medical Foundation Research

5 years of consecutive giving

Supports the Medical Research Fund



“I give to Children’s Miracle Network Hospitals® because their goals align so closely with my own personal beliefs. I have witnessed the benefits made possible by CMN Hospitals firsthand, and it has been amazing to witness the positive impact on the lives of children and families. I can’t think of many organizations that are so worthy of our support.”

Bettina McGuane

Family Comfort Services Coordinator, Patient Experience Department

5 years of giving

Supports the CMN Hospitals Fund, Paula’s Purse Fund and volunteers on the Philanthropy Committee and at Foundation events



"The nursing staff was critical to my recovery. We wanted to show our appreciation in a way that was both personal and immediate."

Jon and Jane Feist (right) on their appreciation for care, leading to a donation that resulted in the purchase of two massage chairs for the nursing staff in the COVID Unit (below).



However, when Jon fell suddenly and gravely ill with COVID-19 in August 2021, the Feists were relieved to be near Gundersen Health System, a trusted and familiar choice for their family's healthcare needs.

Today, Jon continues to recover from the long-term effects of the virus, but the Feist family is incredibly grateful for the high-quality, compassionate care Jon received during his extended hospitalization. While they appreciate their entire healthcare team, the Feists were deeply moved by the dedication of their nurses: "The nurses on the COVID Unit provided great care during a time that was stressful for them and difficult for us," shares Jane. "They were attentive, often going above and beyond, and they provided reassurance."

Once Jon was released, the Feists worked with Jon McKenzie, CFRE, philanthropy officer, to explore options that would allow them to show their heartfelt appreciation in a direct—and unique—way.

Gratitude for compassionate care

After running a successful dental practice in Onalaska for 34 years, Jon Feist, DDS, and his wife, Jane, were happy to retire in 2019. As an active couple, they particularly enjoyed having more time to play pickleball, go boating and ride bikes. Like many retirees, they even began to spend the colder part of the year in Florida where they could enjoy their favorite outdoor activities year-round.



The Feists (left) look forward to Jon's complete recovery so they can get back to enjoying outdoor activities. Part of their gift was used by the COVID Unit nursing staff to purchase holiday decorations (below) that lifted the spirits of both patients and caregivers.



CARE THAT MATTERS

Jon, who remembers taking only a handful of sick days during his entire career, was surprised by how quickly and severely COVID attacked his body.

Initially, he felt fatigued and feverish, but his condition deteriorated quickly as the virus began to attack his lungs. On August 6, 2021, Jane took Jon to the Gundersen Emergency Room in La Crosse where doctors diagnosed him with COVID-19 and took an X-ray of his chest. Jon's lungs were severely congested, and he was exhausted, worried that if he went to sleep, he might stop breathing.

"I didn't have the energy to take even two steps by myself," remembers Jon, "and I literally had to concentrate on the task of breathing. I felt like I was drowning from the inside."

Jon was admitted to the hospital, but even then, relief did not come for weeks. The severity of his condition and the lack of a specific protocol for the novel virus meant that doctors had to try different treatments. Since other visitors were

limited due to COVID protocols, Jane was by her husband's side continuously.

"The nursing unit was under a tremendous amount of stress, answering call buttons and monitoring vitals while having to change gear and sanitize frequently. Yet, their care was exceptional. They were there day in and day out, doing so much work and making a difference," remembers Jane.

Throughout Jon's five-week hospital stay, the Feists found small ways to express their gratitude. However, when Jon was released, they realized they wanted to do more. "The nursing staff was critical to my recovery," says Jon. "We wanted to show our appreciation in a way that was both personal and immediate."

In accordance with the Feist's wishes, Gundersen Medical Foundation worked with the COVID Unit's clinical manager (who consulted with the nursing staff) to generate ideas. The Feists reviewed the ideas and, in November 2021, gifted the Foundation with funds that were used to purchase two reclining massage

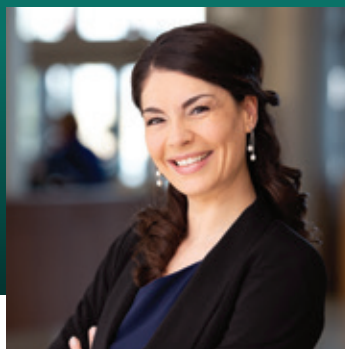
chairs that nursing staff could use during their breaks.

The couple also donated additional funds, some of which the COVID Unit's staff used to purchase holiday decorations, thereby making the unit more festive for patients. This choice, the Feists point out, is just further evidence of the care that Gundersen nurses have for others and why Jon and Jane have requested the remainder of their gift be spent recognizing these compassionate caregivers.

Although the Feists have supported Gundersen Medical Foundation (including programs like Children's Miracle Network Hospitals®) for several years, in this instance, their generosity came from a deeply personal place—their perspective and experience as grateful patients. +



Interested in making a gift of gratitude? Please contact Philanthropy Officer Jon McKenzie at jsmckenz@gundersenhealth.org or call (608) 775-6609.



Mandy L. Richardson, CFRE
Director of Philanthropy



Todd A. Mahr, MD
Medical Director of Philanthropy

Securing our future starts today

Gundersen Medical Foundation is proud to share we have reached our fundraising goal of \$1 million in support of The William Kiskin, MD & Thomas Cogbill, MD, Director of General Surgery Residency Endowment.

With a \$1 million matching pledge from the Foundation's Board, this endowment is now fulfilled at \$2 million, and hereafter, we will use the interest generated annually to fund programs that support medical education.

Endowments are an important part of our philanthropic work because they bring stability and ensure support for the future.

Investing in medical education has always been part of our mission—and for good reason. Support for medical education helps us maintain the quality of patient care that has come to be associated with Gundersen Health System.

Approximately 50 percent of medical professionals who have trained at Gundersen have gone on to practice in Wisconsin, Iowa or Minnesota. In fact, many of our well-trained medical

professionals (like Dr. Bickford, featured on page 8) choose to remain and practice at Gundersen as a direct result of the high-quality education and positive learning culture they experience here.

If there is one thing we have learned as a result of the ongoing pandemic, it's that nothing—including access to high-quality healthcare—is guaranteed. With the current and projected shortages of medical professionals, supporting programs that help us train and retain high-quality caregivers is more important than ever.

We invite you to consider the long-term impact you can make through the power of philanthropy. +

COMMEMORATIVE GIFTS

October 1, 2021–February 28, 2022

Expressions *of Caring*

Gundersen Medical Foundation thanks our
many friends for their generous gifts.

Commemorative gifts made after February 28, 2022, will appear in the next issue of Pathfinders.

Charitable gifts to Gundersen Medical Foundation are a thoughtful way to celebrate a specific individual on special occasions like birthdays, anniversaries or holidays. Our donors also find this method of giving is a meaningful way to express appreciation to Gundersen care providers or entire departments for exceptional care received.

A gift that endures—a lasting tribute

A gift to Gundersen Medical Foundation, in the name of the person or persons you wish to honor, provides both the donor and the recognized, or bereaved family, the satisfaction of having made a lasting contribution to others.

Your gift will touch their hearts

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THE *Miracle* CONNECTION



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Meet our 2022 Heroes

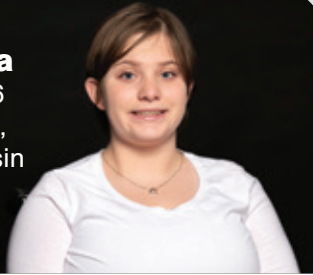
Your generosity each year helps hundreds of kids and their families. One hundred percent of your gift stays local, assisting in everything from medical care and research to new therapies and adaptive equipment.

Thank you to our Hero program sponsors:



Araina

Age 16
Sparta,
Wisconsin



Spina bifida, Arnold Chiari malformation type 2



Araina loves gem collecting, country music and sports (especially track & field, handball, tennis and basketball). Her favorite school subjects are art, jewelry making and cooking.



Hand trike, meal vouchers and gas cards

Jedi

Age 11
Onalaska,
Wisconsin



Non-Hodgkins lymphoma and bone marrow transplant recipient



Jedi is one of six brothers, and he loves watching movies, playing basketball and board games with his family.



Gas cards, home blood pressure cuff and Buzzy Bee to help relieve pain of twice-daily shots

Piper

Age 6
La Crosse,
Wisconsin



Micro preemie



Piper loves staying active with gymnastics and dance, and recess is her favorite part of the school day. She loves playing with dolls and watching "Tangled" and "Fancy Nancy."



Meal vouchers, gas card and isolette (CMN Hospitals funded the NICU isolettes, like the one Piper was in)

Silas

Age 9
Chaseburg,
Wisconsin



Down Syndrome



Silas loves Wisconsin sports teams, including the Packers, Brewers and Badgers. He stays active playing baseball and football. Silas also enjoys swimming, traveling and campfires.



Gas cards, meal vouchers and music therapy

Taryn

Age 6
West Salem,
Wisconsin



Micro preemie, retinopathy of prematurity, aphakia and amblyopia (both eyes), esotropia (alternating)



Taryn's favorite colors are gold, white and rainbow. She loves singing, playing at the park and playing with dolls. Her favorite teams are the Packers and the Brewers.



Gas cards, meal tickets, custom eyeglasses

Learn more about our Heroes at gundersenhealth.childrensmiraclenetworkhospitals.org.



Radiothon makes miracles happen

Children's Miracle Network Hospitals is proud to share that our 2021 Radiothon raised more than \$70,000.

This year's event featured 18 different Miracle Teams comprised of volunteers from different community organizations and local businesses. The volunteers staffed the phone bank and recorded donations during a broadcast featuring the stories of 24 different CMN Hospitals families, along with information from Gundersen medical providers and some of our partners.

We are especially grateful to Mid-West Family La Crosse, our new media partner, who aired the miracle stories and helped us achieve our fundraising goal. Mid-West Family La Crosse donated their time and talent to help make Radiothon a success, illustrating their dedication to CMN Hospitals, to our community, and most of all, to our kids.

"It takes the generosity of our community members who pledge their support to make miracles happen. We are truly grateful for the outpouring of love and support we see every year for local kids," says CMN Hospitals Program Coordinator Rena Cash. "Radiothon is a labor of love as it requires so many people behind the scenes to accomplish the actual event."

Thank you to everyone who did an interview, our Miracle Teams, our amazing sponsors, and—of course—all of our incredibly generous donors!

**Save the Date for
Radiothon 2022: Thursday,
Oct. 13, and Friday, Oct. 14!**

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Oral Surgery Clinic of La Crosse

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Dan Stacey Team - RE/MAX
Results

The impact of generosity

In 2021, Children's Miracle Network Hospitals invested over \$1.1 million dollars to help local kids (both in and out of the hospital).

Thanks to your generosity, this support included 436 grants totaling \$340,670 to directly impact children and their families.

Here are some highlights from 2021:

\$1,640

GRANTED FOR HORSE THERAPY

\$3,105

GRANTED FOR MUSIC THERAPY

\$3,720

GRANTED FOR TECHNOLOGY

\$4,950

GRANTED FOR MEDICAL EQUIPMENT

\$19,435

GRANTED FOR MEDICAL SUPPLIES

\$39,455

GRANTED FOR MEDICAL EXPENSES

\$3,000

GRANTED FOR RESPITE CARE

\$3,220

GRANTED FOR DISASTER ASSISTANCE

\$3,785

GRANTED FOR ADAPTIVE
RECREATIONAL PROGRAMS

\$12,510

GRANTED FOR TUTORING

\$32,650

GRANTED FOR EQUIPMENT AND
MODIFICATIONS (RAMPS, BIKES, ETC.)

\$93,195

GRANTED FOR TRAVEL ASSISTANCE

\$123,000

GRANTED FOR SPECIALTY CAMPS



Paying it forward

Last fall, three families from Northeast Iowa came together to host a fundraiser benefitting organizations that help families with newborns in neonatal intensive care units. These families were proud to include Children's Miracle Network Hospitals, knowing the donation would be used to help families just like theirs.

The three moms (Megan Peyton, Amy Bufikofer and Allison Rose) are longtime friends who had each given birth to premature infants. Chase Peyton was born at the University of Iowa Hospitals & Clinics, Fallon Bufikofer was born at Mayo Clinic, and Kip & Ridge Rose were born at Gundersen Health System. Each family was assisted by CMN Hospitals.

"The gas cards and meal vouchers we received from CMN Hospitals were a huge help," says Allison, who remembers the stress of making frequent trips between home and the NICU.

To pay it forward, the families hosted a Dr. Seuss-themed UTV ride/scavenger hunt, along with a raffle, in Fayette County, Iowa, in September 2021. "The event was a lot of fun," says Allison, "and it allowed us to show our gratitude to CMN Hospitals while making an impact on other families."

To: Children Miracle Network

I am Lyndon Koch 6TH grade in LaCrescent school. I am attending a class in Coulee Reading

I'm very thankful for helping me with my reading and Math. I was below average in reading but now I came up average

I'm ~~impro~~ improving a lot.

I'm grateful and appreciated for all your support and help.

Lyndon Jon Koch



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 \$23 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
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Happenings

Gundersen Medical Foundation News

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Supporting acts of kindness

In recognition of the resilience required of nurses during these challenging times, Gundersen's SMILES program was established by the Department of Nursing. SMILES stands for **S**haring **M**oments, **I**nspiring **L**ove, **E**nriching **S**taff—and the goal is to empower nursing staff to support and care for each other through small acts of kindness.

Thanks to a recent grant of \$2,750 from Gundersen Medical Foundation's TLC Fund, the mission of the program is being realized.

Kelly Olson, a physician's assistant in Cardiothoracic Surgery, recognizes the toll that working through the pandemic has taken on her colleagues, which is why she calls the program "uplifting and restorative."

Funds from this grant have been used to support department care packages, hot chocolate bars, water bottles with energy drink



Kelly Olson, PA, next to Amy Schlachtenhaufen, RN, founder of the SMILES program.

mixes, snacks on long days and more. The grant even funded a "resource box" filled with small gifts and placed in the medical library. Now, the nursing staff

can stop in and select items for a colleague who may need a pick-me-up. These small kindnesses, shares Olson, make a big impact. +

Honoring excellence

In remembrance, we pay tribute to the medical staff who served Gundersen Health System during their careers and who passed away between October 1, 2021, and February 28, 2022. We recognize their individual dedication to patient care and their collective contribution to the field of medicine.

Fadi Z. Ghandour, MD
Alexander Mamonov, MD
Kermit L. Newcomer, MD



STEPPIN' OUT IN PINK

Gundersen Medical Foundation

Save The Date **September 10, 2022**



Proceeds benefit breast cancer research and patient support programs at Gundersen Medical Foundation.



Looking to sponsor an event?

Connect with Tia Sneath,
special events program
coordinator, at [tjsneath@
gundersenhealth.org](mailto:tjsneath@gundersenhealth.org)
or call (608) 775-4931.

We are thrilled to announce the 17th annual Steppin' Out in Pink event will be held at Riverside Park in downtown La Crosse! As the research and support continue to grow, we are excited to share this day with the community in a new location.

Register now! Gather your friends and loved ones, and join our community in the fight.

For more information, visit steppinoutinpink.org.

Save the date **Monday, June 6, 2022** **LA CROSSE COUNTRY CLUB**

Proceeds benefit lung cancer research at Gundersen Medical Foundation.

Sue Eber Memorial

Drive for HOPE

Golf Tournament



A creative way to show you care

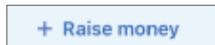
Conducting a Facebook fundraiser is a simple, heartfelt way to support Gundersen Medical Foundation!

INSTRUCTIONS FOR CREATING A NONPROFIT FUNDRAISER:

1. Log in to Facebook and **click on the Fundraisers icon**. (If you don't see Fundraisers, then **click See more**.)



2. On the left, **click Raise money** and then **Nonprofit**.



3. Search or scroll to find and **select Gundersen Medical Foundation**.

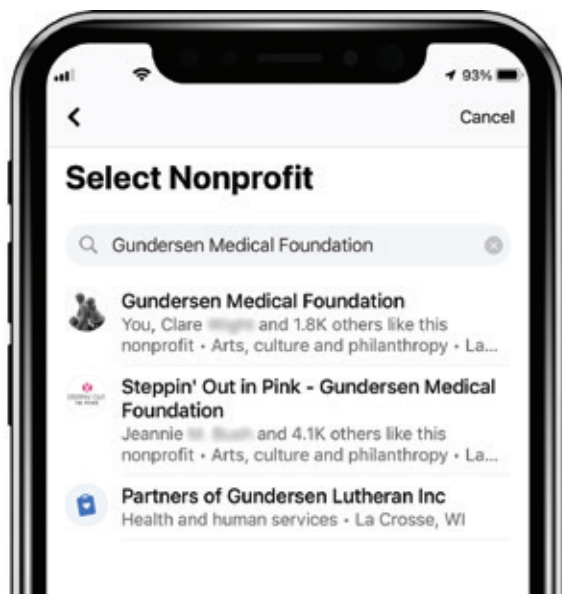
4. On the left, **enter the amount of money** you want to raise **and the desired currency**.

5. Finally, **click Create**.

You'll see a screen appear where you can invite your friends to donate to your fundraiser, share your fundraiser in your news feed, or donate to the fundraiser yourself.

Thank you in advance for supporting Gundersen Medical Foundation. If you have questions, please contact a member of our Special Events Team at (608) 775-6600.

We'd appreciate knowing about your Facebook event in advance.



Honoring a physician and leader

Gundersen Medical Foundation extends our deepest sympathy to the family of Kermit Newcomer, MD, who passed away in February at age 91.

After serving our country in the Army Medical Corps, Dr. Newcomer came to Gundersen Clinic in 1967 and practiced for more than 27 years in Internal Medicine and Nephrology. During that time, he became part of the executive leadership board that helped grow then-Gundersen Lutheran's medical services into three states and to more than 500 professionals in 30 locations. Dr. Newcomer went on to serve as president and CEO of Gundersen Clinic during two terms, from 1976 to 1979 and from 1990 to 1993.

Dr. Newcomer was also actively involved in the La Crosse community, serving as president of the Greater La Crosse Area Chamber of Commerce and Western Technical College Foundation. He and his wife also led the Great Rivers United Way campaign. At a state level, he was a member of the Board of the Wisconsin Manufacturers and Commerce and was the Governor's appointee to the Patients Compensation Fund Board. Nationally, he served as a president on the American Group Practice Association (now the American Medical Group Association) and served on the American College of Physician Executives Board.

"Dr. Newcomer's fingerprints can be found throughout the history of Gundersen over the last 55 years. His work ethic was second to none. If someone is looking for a blueprint on how to make a difference in the world, you could start with Dr. Newcomer," says Gundersen's Chief Medical Officer, Michael Dolan, MD. +

Caring for cancer patients

In addition to worrying about their own health, patients undergoing cancer treatment may also experience financial stress. Those who live on a fixed income or cannot work due to their diagnosis may struggle to pay for basic necessities (like food, heat or gas).

However, one Gundersen Medical Foundation fund called Paula's Purse supports cancer patients with just those types of needs. In 2021, for example, more than \$60,000 from Paula's Purse was awarded to cancer patients in our community.

"One of our patients made 38 trips to La Crosse, 34 trips to Tomah and three trips to Madison for medical-related appointments *just* in 2021! It was such a blessing to offer them transportation assistance from Paula's Purse," says Janette Dawson, a social worker in the Cancer Center. +

Paula's Purse is named after Paula Tower, a Gundersen mammography technologist who worked in the Center for Breast Care for more than 16 years. Although Paula lost her battle with cancer, she will never be forgotten by those whose lives she touched.

Janette Dawson, social worker



Please welcome Andrew Steger, MBA, CFP® to Gundersen Medical Foundation!

As the Manager of Philanthropy, Andrew oversees the Foundation's Major and Planned Giving initiatives and works with donors and community members who are interested in the philanthropic support of Gundersen Health System.

Andrew Steger
(608) 775-1575
amsteger@gundersenhealth.org

WAYS TO GIVE

The recent pandemic offered a reminder that access to high-quality care cannot be taken for granted—and that we must plan now to secure continued access for the future.

We invite you to consider these ways to give.



DIRECT GIFTS

The most popular form is through cash or checks, but real estate or stocks and bonds can also be gifted directly.



TRIBUTES & MEMORIALS

Gifts to commemorate loved ones on a special occasion can be a meaningful reminder to those who care.



PLANNED/ESTATE GIVING

Gifts can be in the form of a bequest in a will or living trust. Gundersen Medical Foundation may also be a beneficiary of a life insurance policy, retirement plan or financial account.



LIFE INCOME

Life-income gifts, such as a charitable gift annuity or trust, can provide immediate tax savings and annual income.

RECOGNIZING YOUR PHILANTHROPY

For more than 75 years, Gundersen Medical Foundation has connected benefactors with an interest we all share—the health and well-being of our community. Together, we improve the lives of patients and our larger community through medical education, research, outreach and philanthropic support of Gundersen Health System.

Each gift is special because it comes from the heart. Whether a gift is made in honor of a loved one, in gratitude for excellent care or to support a specific fund or cause, every gift—in any size—contributes to our collective and cumulative impact.

As the proud stewards of your philanthropic investment, we offer a variety of giving pathways and recognize your gifts through three Societies:

THE LEGACY SOCIETY

The Legacy Society recognizes those who create a gift bequest through a will, life insurance, property transfer or life income program (gift annuity or charitable trust). These gifts can play an important role in the estate planning process, enabling donors to make a gift in a size many may have thought impossible.

THE HERITAGE SOCIETY

Your gift today will help support innovative education and research programs and foster community outreach programs that will change lives today and tomorrow. The Heritage Society recognizes donors for their annual giving at the following levels:

FRIENDS	\$1–199	PACESETTERS	\$1,500–2,499
ADVOCATES	\$200–499	TRUSTEES	\$2,500–4,999
ASSOCIATES	\$500–999	VISIONARIES	\$5,000–9,999
BENEFACTORS	\$1,000–1,499	CIRCLE OF EXCELLENCE	\$10,000+

THE FOUNDERS SOCIETY

When your cumulative support reaches \$50,000 or more, you will be honored as a member of the Founders Society, and your lifetime contribution will be permanently recognized.

BRONZE	\$50,000–99,999	EMERALD	\$500,000–1 MILLION
SILVER	\$100,000–249,999	RUBY	\$1 MILLION–2.5 MILLION
GOLD	\$250,000–499,999	DIAMOND	\$2.5 MILLION+

We are deeply grateful for the generosity and vision of our benefactors. It is our honor to recognize the generosity of our Society members on a display wall in the Gundersen Legacy Hospital lobby, as well as on an electronic display in the lobby of Gundersen Medical Foundation.

If you have any questions or would like further information on these Societies or our Pathways of Giving, please contact the Foundation office at (608) 775-6600.

GUNDERSEN
MEDICAL FOUNDATION

1836 South Avenue
La Crosse, Wisconsin 54601

Nonprofit Organization

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Our Mission

We improve the lives of patients and our larger community through medical education, research, outreach and the philanthropic support of Gundersen Health System.

gundersenhealth.org/foundation

INSIDE THIS ISSUE!



YEAR IN REVIEW