Heroes: Ones Who Show Great Courage

Your support of Children’s Miracle Network Hospitals®, a service of Gundersen Medical Foundation, makes a genuine impact on children and families within our region. Since 100 percent of gifts go to help local children, we are continually inspired by kids like our Heroes who, along with their families, demonstrate courage and perseverance to overcome medical challenges and thrive.

To read more about our Heroes, go to gundersenhealth.org/cmnhospitals.

Dawson Schultz
Age 6, Rollingstone, Minn.
Type 1 diabetes
- Transportation, meal vouchers

Maddy Frank
Age 15, Whitehall, Wis.
Cystic Fibrosis
- Specialty camp, meal vouchers

Jude Schipper
Age 3, Holmen, Wis.
Spina Bifida, Absent Leg
- Adaptive bike, music therapy, bumbo wheelchair, transportation

Lane Cade
Age 14, Westby, Wis.
Acute Lymphoblastic Leukemia
- Meal vouchers, transportation

Lyla Alameida
Age 10, Brownsville, Minn.
Trisomy 18, NICU
- Specialty camp, music therapy, iPad, meal vouchers

Dawson loves farming beef cattle and wants to be a farmer when he grows up.

When Maddy grows up she wants to be a structural or design engineer.

Jude enjoys playing ball, swimming, reading—and giving hugs.

When Lane grows up he wants to be a child psychologist, massage therapist or special investigator.

Lyla thinks it’s hilarious when people trip or sneeze.
A game-changer for kids

Since 2014, the gaming convention Coulee Con has served as a vehicle to bring together gamers from around the region to celebrate the hobby, create camaraderie and build connections between people with similar passions.

As the event has grown from 250 attendees in 2014 to over 800 in 2018, so, too, has its scope. “Our goal has been to forge partnerships with individuals, gaming groups and businesses connected to gaming,” says Coulee Con Coordinator Josh Hertel, “as well as to provide more philanthropic opportunities.”

For the past few years, Coulee Con has supported Children’s Miracle Network Hospitals® by promoting Extra Life, an organization that unites thousands of gamers to fundraise through gaming. Gamers register online and pledge to raise funds for their local CMN Hospitals by gaming for 24 hours. Coulee Con attendees are provided with information about Extra Life and encouraged to participate since 100 percent of the funds raised through Extra Life benefit local CMN Hospitals.

Miracle Milestones

The Lifetime Miracle Achievement and Miracle Milestones Program recognizes extraordinary cumulative giving and generosity by organizations to Children’s Miracle Network Hospitals®.

Thank you to these honorees for their outstanding support of the families and children in our region:

<table>
<thead>
<tr>
<th>Miracle Milestone Level</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>Lifetime Miracle Achievement</td>
<td>• La Crosse Media Group</td>
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<tr>
<td></td>
<td>• News 19</td>
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<tr>
<td>Generosity ($1,000,000)</td>
<td>• Ace Hardware Retail Support Center</td>
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<tr>
<td>Strength ($50,000–$99,999)</td>
<td>• Walmart/Sam’s Club - Ladysmith #4281</td>
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100 percent of the funds raised through Extra Life benefit local CMN Hospitals and kids like Maddy Frank.

“Gamers are interesting, friendly and passionate people. Coulee Con will continue to offer gamers a chance to use their passion to help others and support their communities.”

- Josh Hertel, Coulee Con Coordinator

In addition to promoting Extra Life, Coulee Con donates proceeds from a silent auction to CMN Hospitals and also partners with specific gaming groups like Weirdcards Charitable Club, based in Rochester, Minn., which raises funds for non-profit causes through events featuring the collectible card game “Magic: The Gathering.”
PUT YOUR MONEY WHERE THE MIRACLES ARE

Cards for kids, a holiday tradition
100% of sales benefit Children’s Miracle Network Hospitals®

Cards are available for purchase at Degen Berglund, Gundersen Health Shop (Onalaska), Gundersen Gift Shop (La Crosse) and Gundersen Credit Union, or order online: gundersenhealth.org/cmnhospitals.

High-quality training for improved pediatric care

Providing the best care for the Tri-state Region’s tiniest patients is a priority for Gundersen Health System—and Children’s Miracle Network Hospitals® is proud to help. Recently, CMN Hospitals funded a grant for just over $87,000 to make possible the purchase of two pediatric patient simulators that will be used for training at Gundersen and throughout the region.

“The new and improved technology of these patient simulators will give realism that we didn’t have before to our training,” says Sheila Chapel, manager, Gundersen’s Integrated Center for Education. “These tools will allow us to provide specialized training for the care of infants, toddlers, and adolescents—and allow us to expand our current pediatric training options.”

The simulators will be used to train professionals who work in both pediatric and neonatal intensive care units (PICU/NICU), family medicine, and emergency medicine (ER, Tri-State Ambulance, regional EMS services, Gundersen Air, etc.). Additionally, they will be utilized throughout the community for healthcare certification courses.

“We are incredibly thankful for the donors who support CMN Hospitals,” shares Chapel. “Working with CMN Hospitals to strengthen our educational courses allows us to give the best training possible to our healthcare professionals, which helps make our patients’ care the best it can be.”

Inside message: May the magic and miracles of the holiday season stay with you throughout the New Year.

Cards are designed by 2018–2019 CMN Hospitals Heroes.

For more than 32 years, Empire Screen Printing has generously donated time and materials to allow 100 percent of card sales to help fund miracles for local kids served by CMN Hospitals.

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Dear Children’s Miracle Network Hospitals,

We are over-the-moon excited to share this photo of Taryn wearing glasses purchased with a grant from CMN Hospitals!

Taryn was born 16 weeks early at only 1 pound, 8 ounces. During her 98 days in the Neonatal Intensive Care Unit, she was diagnosed with retinopathy, which can lead to retinal detachment.

Despite 10 eye surgeries, Taryn’s vision is limited. When contact lenses did not work, we explored getting her glasses. However, we were told that Taryn would never be able to have regular lenses—that she would have to wear plastic lenticular (“egg yolk”) lenses that were not her full prescription.

But with help from a vision specialist—and a grant from CMN Hospitals—Taryn now has regular glasses and a pair of perfectly fitted sunglasses (in her full prescription).

She has blossomed! Thank you for all you do to help children meet and exceed their full potential!

The Parent Family

A gift from the heart

If you are struggling to find just the right gift for someone special, why not honor that person (or family) with a gift that makes a lasting impact?

The holiday season is the perfect time to honor friends or family members with a gift (in their name) to Children’s Miracle Network Hospitals.

Just look at what your gift can do:

- A $100 donation will cover a meal for a week for a family with a child in the hospital.
- A $250 donation will purchase a gas card that allows for transportation to/from medical appointments or cancer treatments.
- A $500 donation will pay for an iPad so a child can communicate.
- A $750 donation will help a child receive specialized therapy.

Your gift to CMN Hospitals in any amount will make this holiday season “the most wonderful time of the year” for children and families in need.

USE THE “DONATE TODAY” BUTTON AT GUNDERSENHEALTH.ORG/CMNHOSPITALS TO MAKE A GIFT TODAY!

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 $18 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