



PATHFINDERS

Spring 2021

A publication of Gundersen Medical Foundation

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On the cover: Dr. R. Mario Abellera and his wife, Fe, are longtime benefactors of Gundersen Medical Foundation.





Throughout our history, Gundersen has been a leader in medical education and research as part of providing high-quality patient care. In fact, this innovative spirit has kept us at the forefront of medicine.

This spirit is part of Gundersen's historic legacy—and remains at the heart of Gundersen Medical Foundation's mission today.

In this issue of Pathfinders, we celebrate supporters like Dr. Abellera and his wife, Fe, who recently established the Abellera Family Endowment Fund because they, too, believe in the value of medical education and research. We also honor Jeannie Gordon, a longtime Gundersen employee who has contributed to the legacy of her parents, John and Nettie Mooney.

Additionally, we recognize a special group of benefactors whose giving falls within our three giving societies: the Heritage, Founders and Legacy Societies. You are invited to learn more about these societies and to join

us in paying tribute to these friends for their philanthropic partnership.

Since the pandemic has limited our ability to host in-person events and celebrations, including the donor visits and meetings that we love, it is more important than ever for us to share these inspiring stories and the many examples of your gifts at work.

I am looking forward to the near future when I can thank you in person for the difference you are making.

All the best,

Dr. Stephen B. Shapiro, MD, FACS
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 Philanthropy office at (608) 775-6600.



www.facebook.com/gundersenmedicalfoundation



www.linkedin.com/company/gundersen-medical-foundation

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 gmf@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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Uniting PASSION *with* PURPOSE

Philanthropic gifts come from the heart. That is why Gundersen Medical Foundation works hard to understand our donors' passion—and then provides a variety of giving options.

Gifts to the Foundation may be directed to an unrestricted fund (used for greatest needs), temporary-restricted funds (allowing a donor's intent to be fulfilled immediately) and endowment funds (invested so a donor's intent can be fulfilled in perpetuity).

"Currently, over 210 funds bring value to our benefactors and to the Foundation," says Ashley Zibrowski, fund allocations specialist. "Together, we are changing lives through medical research, medical education and philanthropic support for Gundersen Health System."

Grants from these funds are allocated year-round through a proactive process that allows the Foundation to

understand funding needs, steward gifts and share the impact of those gifts with donors.

THE PROCESS AT WORK

Each fall, the Foundation surveys directors from throughout Gundersen to get an understanding of the various departments' needs. The results of the high-level survey help the Foundation understand which funds are likely to be needed in the upcoming year and, therefore, prioritize awareness and fundraising initiatives to help meet the anticipated need.

As grant applications come in, the Foundation's Fund Allocation Committee (made up of representatives from the Foundation's leadership team, Gundersen's leadership team, the community and donors) approves or denies grants based on whether funding is available and whether the grant will be used in a way that matches the donor's intent. Once a grant is awarded, the department completes an impact report that is shared with donors. +



"We want our donors to see their gifts in action and to understand their effect. The impact of generosity is truly powerful."

Ashley Zibrowski
Fund Allocations Specialist

FOUNDATION FUNDS AT WORK

A Sampler of Funds and Purposes

Carilee Fund (Annual Need \$40,000)

This fund allows for emergency financial assistance to help survivors of domestic violence or sexual assault overcome the economic obstacles that may prevent them from taking the first step to safety.

Survivors may be helped with expenses such as the first month's rent in a safe home, bus tickets, attorney fees, new locks, utility expenses or restraining orders.

Hospice Fund (Annual Need \$120,000)

In 2020, Gundersen Hospice served 378 patients (and their families) in 16 counties throughout Wisconsin, Minnesota and Iowa.

Donor generosity provides funding for unique programs that add to a patient's quality of life, as well as for transportation, medical equipment rental, memory box supplies, yarn for comfort shawls and more.

Neurology Fund (Annual Need \$15,000)

The scientific community is just beginning to crack the surface of neurological diseases and how to combat them. However, over the past decade, available funding has dropped dramatically.

A gift to this fund supports important programming for patients and their families, staff education, research and equipment needs.

Nursing Education Fund (Annual Need \$100,000)

Each year, Gundersen Medical Foundation receives more than \$100,000 in nursing professional development requests.

Through your generous support, nurses at Gundersen Health System are educated, guided and empowered to reach their full potential, so they can do what comes so naturally—provide compassionate care to patients.

Physical and Occupational Therapy Fund (Annual Need \$75,000)

Whether patients are recovering from an injury, illness or surgical procedure, the Gundersen Physical and Occupational Therapy teams want them to get back to life quickly and fully.

This fund is used primarily in support of staff education, programming and equipment needs.

Katie Battison Reading Initiatives Endowment (Annual Need \$35,000)

Studies show more than 30 percent of Wisconsin children enter kindergarten without the skills they need to learn to read. Of these children, 88 percent never catch up.

Your gift to this fund supports the Reach Out and Read program at Gundersen Pediatric and Family Medicine clinics. New books are given to families at each well-child appointment beginning at 6 months through age 5, the time most critical for brain and language development.

Oncology Fund (Annual Need \$75,000)

When diagnosed and treated for cancer at Gundersen, the patient and their family are joined on their journey by a team of experts dedicated to providing exceptional care.

Your gift to this fund provides resources to patients (such as comforting meals during treatment) and survivorship programming. Additional support provides equipment, education, research and programs to the Center for Cancer and Blood Disorders.

If you would like to make a donation to support these or other Gundersen Medical Foundation funds, please visit us online at gundersenhealth.org/foundation or contact our Philanthropy office Monday through Friday 8 a.m. to 4:30 p.m. at (608) 775-6600.

COMPASSIONATE CARE FOR CANCER PATIENTS

Generous support for the Oncology Fund recently allowed Gundersen Medical Foundation to supply grant funding for 650 “comfort bags” to support newly diagnosed cancer patients.

The comfort bags include a note reading, “This bag has been gifted to you with the help of generous donations given to Gundersen Medical Foundation.” Each comfort bag contains a notebook, pillbox, water bottle, lip balm, facial tissues, hand sanitizer and stress balls.

“The goal is to provide every new patient receiving radiation or chemotherapy a bag filled with organizational tools and self-care items that will provide comfort throughout their cancer journey,” says Cheri Hill, CTRS.

“The bags are practical because they ease transitions between departments and facilitate the organization of materials needed at clinic visits,” shares Hill, “but they also provide comfort to patients beginning a difficult journey. These gifts help us provide the outstanding care that defines Gundersen. We are so grateful to the Foundation’s supporters for helping make that compassionate care possible.”



HELPING FRAGILE PATIENTS GET HOME SAFELY

Support for Children’s Miracle Network Hospitals® recently allowed for the purchase of three car beds to accommodate the special needs of infants who cannot be transported home in traditional car seats.

“The American Academy of Pediatrics recommends the use of car beds for pre-term infants and newborns who are medically fragile,” explains Jenna Pellowski, a clinical nurse leader in Gundersen’s Neonatal Intensive Care Unit. “These beds are typically loaned out through La Crosse County, but the county is sometimes short on beds and cannot loan them to parents from other counties.”

This equipment shortage not only causes stress for parents but can also extend their child’s hospital stay.



Shauna and baby Jaxson with Courtney Johnson, an occupational therapist

Serving from a New Space

Gundersen Medical Foundation is excited to share plans to relocate some of its departments to a newly remodeled space in the former Wettstein's building on Third Street in downtown La Crosse.

"Employees from the Foundation's departments of Medical Education and Medical Research will remain on Gundersen Health System's La Crosse Campus because their work is closely tied to patients," explains Vice President of Foundation Operations, Jack Schwartz. "Approximately 30 employees from the departments of Philanthropy, Grants, Resolve Through Sharing and Global and Community Partners will move to the downtown location."

Schwartz believes the choice in location serves as both a nod to Gundersen's rich history (since the first Gundersen clinic was originally located downtown) and as a symbol of the Foundation's vision for the future.

"The new building will allow us to combine the best of what we have now—a warm, inviting space that tells the story of our mission—with a location that is more accessible to current and future friends of the Foundation," says Chief Medical Officer, Stephen Shapiro, MD, FACS. "We are grateful to Gundersen Health System for recognizing the unique needs of a Foundation."

The Foundation will eventually occupy the lower level and first floor of the newly renovated location, with a retail partner sharing the North side of the first floor. Plenty of on-site parking will also be available for visitors.

"The modern, open-concept design will be as functional as it is beautiful, featuring a mix of private and public meeting spaces, workspaces and board rooms that are designed to promote formal and informal collaboration," explains Dr. Shapiro. "The location will allow us increased visibility so we can better showcase what we do, thereby expanding our reach."

Although the planning process is still ongoing, the project is tentatively scheduled to be completed by the end of 2021. +



(L-R) Jack Schwartz, the Foundation's vice president of operations, and Dr. Stephen Shapiro, chair of the Foundation, at the renovation site located within the former Wettstein's building on Third Street in downtown La Crosse.



The former Wettstein's building.



Mandy L. Nogle, CFRE
Director of Philanthropy



Todd A. Mahr, MD
Medical Director of Philanthropy

A MESSAGE FROM OUR DIRECTORS

Commitment to Growth

As leaders of Gundersen Health System and Gundersen Medical Foundation, we are committed to growing, adapting, evolving and innovating as part of achieving our mission.

In recent years, Gundersen Medical Foundation's Department of Philanthropy has experienced many changes. We've welcomed new employees, celebrated the retirements of beloved colleagues, pivoted to virtual experiences and expanded our philanthropic efforts to include a system-ness approach with our seven Health System Foundations. We know for certain that more changes are ahead.

Despite these changes, the core of who we are and what we do remains *unchanged*. We are dedicated to improving lives through medical education, research and community health initiatives. By remaining steadfast in our mission, we are able to adapt to the ever-changing world and continue meeting the needs of those we serve.

Our commitment to Gundersen patients and to our communities has always been—and will always be—at the heart of everything we do.

Later this year, our office will be relocated from Gundersen's La Crosse Campus to a newly renovated space in downtown La Crosse. Over 125 years ago, Gundersen's founder, Dr. Adolf, opened a small clinic practice off of 3rd street that embraced medical education and research. He recognized continuous improvement and innovation in medicine would help provide the highest quality of patient care. We think it's fitting the Foundation will return to our roots in downtown La Crosse, just up the street from that first humble clinic, as we continue to deliver on the promise of our mission.

So, in keeping with the vision of our founder, we will embrace change as an opportunity for growth, recognizing that our ability to evolve is a strength that has contributed to our longevity. +



HONORING EXTRAORDINARY GIVING

Gundersen Medical Foundation is proud to honor a special group of benefactors whose gifts have made a lasting impact on the lives of many—and whose cumulative impact is immeasurable.

These philanthropic visionaries are members of all three Foundation Societies: the 2021 Heritage Society, the Founders Society and the Legacy Society.

The Heritage Society recognizes donors for their annual giving.

The Founders Society recognizes lifetime giving of \$50,000 or more.

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).

We are deeply honored to be the stewards of their philanthropic gifts, and we pay tribute to their vision, their generosity and their impact.

Dr. R. Mario & Fe C. Abellera

William A.* & Ann C. Barney

Sara G. & Chris J. Battison

Dr. Susan F. Behrens & David M. Look

Robert M. & Gretchen L. Burns

Nick S. & Severna G. Buta*

Dr. Robert H. & Yvonne Caplan

Jeanne A. Clark

Dr. Mark V. & Jeanne P. Connelly

Dr. Lea G. Cornell

Jerry B.* & Anna Beth Culver

Shirley A. Davis*

David H. & Susan C.* Eber

Barbara A. & Donald F. Frank

Kenneth L. Friedly

Dr. George F. & Ann M.* Frisch

Wilford D. & Shari C. Godbold

Dr. Sigurd B. & Jean Ann Gundersen, III

Herb M. & Barbara C. Heili
Joseph P. & Patricia M. Heim
Dr. Jon J.* & Betty Z. Kabara
George H. & Sharon E. Kerckhove
Judy L. Kirkpatrick
Allyn O. & Fern E. (Isenmann) Knaak*
Dr. Larry A. & Diane J. Lindesmith
Dr. Almon R.* & Elizabeth Mac Ewen
Dr. Todd A. & Debra R. Mahr
Carol E. Miene*
Dr. Edward B.* & Sally A. Miner
Dr. William A. Morgan
James S. & Rebecca A. Naugler
Dr. Kermit L. & Barbara G. Newcomer
Dr. Edwin L.* & Thelma O. Overholt
Dr. Steven L. & Connie R. Overholt
Ron G. & Jane E. Rada
Dr. Leah A. Reimann
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Dr. Cameron F. & Carlene A. Roberts
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Dr. Dennis R. Schuldt*
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Dr. Martin J.* & Karol I. Smith
Philip E. & Grace M. Smith
Edward C. & Miriam I.* Tanke
James W. & Marjorie M.* Taylor
Dr. Jeff E. & Sandy A. Thompson
Drs. Suzanne S. & Joseph A. Toce
Larry J. & Kay C. Cimpl Wagner
Dr. Stephen B. & Katherine G. Webster
Shawn D. & Mary Jo Werner
Raymond M.* & Joyce R. Wichelt
Dr. Edward R. & Sharon R. Winga
Harry L. & Charlotte L. Woods*

*deceased



“During my career as a pathologist at Gundersen (which began in 1976), I witnessed the growth in size and depth of medical staff (from approximately 100 to over 500), a state-of-the-art transformation of our facilities and an ongoing dedication to innovative technology as part of patient care. I am proud to have spent the best years of my career at such a high-quality, patient-centered organization. We support Gundersen Medical Foundation to give back to Gundersen and to make a positive impact on the community we love.”

Dr. R. Mario and Fe Abellera

Gundersen Medical Foundation
supporters for 37 consecutive years

“Our family feels blessed to be a part of this community, and we are grateful for the support our small business has received over the years. What a blessing it is for us all to have access to high-quality healthcare! We are proud to support a wonderful, caring organization like Gundersen Medical Foundation.”

Joyce Wichelt

Gundersen Medical Foundation
supporter for 36 consecutive years





“Gundersen Medical Foundation is a worthy and unique organization because it greatly contributes to the well-being and health of the region. We have always been appreciative of the fine medical care that we have received at Gundersen, and in part, that is because the Foundation supports Gundersen as a teaching and research institution. Additionally, we have been greatly impressed with the staff of the Foundation over the years. Because of their professionalism and truly caring approach to developing friends and supporters, we feel that our contributions have been well-utilized. Because we know that contributions to the Foundation go a long way to improving the lives of so many people, we encourage others to donate, too.”

Pat and Joe Heim

Gundersen Medical Foundation
supporters for 35 consecutive years

Gundersen Medical Foundation
offers various avenues for
charitable giving. We invite you
to consider these ways to give:



DIRECT GIFTS

The most popular form of giving 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 AND 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.



Mario Abellera, MD

HONORING A CAREER AND A COMMUNITY

As the youngest of three children, R. Mario Abellera grew up in Binalonan, a town in the province of Pangasinan, Philippines. His interest in medicine was apparent even at a young age, and his parents, both teachers, gave Mario and his siblings the greatest of gifts: a passion for learning and access to education.

Education—combined with talent, tenacity and training—eventually led Dr. Abellera to join Gundersen Health System where his pathology career spanned more than 35 years. During that time, Dr. Abellera and his wife, Fe, became supporters of Gundersen Medical Foundation because they wanted to make a positive impact on the community.

“There is a false perception that philanthropy requires wealth,” says Dr. Abellera, “but I believe the opposite. To me, philanthropy is about the desire to be charitable in whatever small way is possible. When our children were young, we made modest gifts, often to honor colleagues or as memorials.

Cumulatively, the small gifts of many make a large impact.”

Most recently, Mario and Fe partnered with the Foundation to establish the Abellera Family Endowment Fund. This fund supports education and research to benefit the knowledge of medical staff regarding hematologic and oncologic pathology, particularly lymphoma, cardiac valvular diseases or severe coronary arterial sclerotic disease.

Their gifts to the Foundation help them express their gratitude for Dr. Abellera’s fulfilling career and, most importantly, to positively impact the community they call home.

Making important connections

Dr. Abellera graduated from the University of Santo Tomas Faculty of Medicine and Surgery in 1955 at age 23. A few months later, he passed the Medical Licensing Exam and applied to the Exchange Visitor Program. Through this cultural and educational exchange program, he was granted a five-year visa to continue his post-graduate studies in the United States, starting with a one-year rotating internship at The Sacred Heart Hospital in Spokane, Washington.

From 1956–1960, he completed two pathology residencies, one in Pueblo, Colorado, and one in Cleveland, Ohio. There, he worked and trained at Mount Sinai Hospital with Dr. Harry Goldblatt, a world-renowned pathologist and a pioneer in renal hypertension. “Dr. Goldblatt was a father figure in the way he treated me and mentored me,” shares Dr. Abellera. “Despite his brilliance and fame, he was humble and kind. I considered him a role model as both a professional and as a person.”

This professional relationship with Dr. Goldblatt was, no doubt, important for Dr. Abellera’s future, but he also developed an important personal relationship during this time. At a Fourth of July picnic in 1960, Dr. Abellera met Fe Calapas. Fe had come to the United States from the Philippines in 1957, also under the Exchange Visitor Program, and was working at Sunny Acres Hospital as a thoracic operating room nurse.

When Dr. Abellera’s educational visa expired in 1960, he and Fe moved to Canada so he could pursue a residency in anatomic pathology at Jewish General Hospital in Montreal, Quebec. While in Montreal, the couple married and welcomed their first son, Michael, into the family. In 1961, Dr. Abellera went on to complete a fellowship in surgical pathology at the University of Western Ontario in London, Ontario.

In 1962, because of his extensive training, the Department of Defense invited Dr. Abellera to return to the United States to work as an assistant pathologist at the Armed Forces of Pathology in Washington, D.C. After three years, he returned to Mount Sinai Hospital in Cleveland, Ohio, where he spent the next 10 years as an associate pathologist and, later, as the director of anatomic pathology. He was also an adjunct assistant clinical professor at Case Western Reserve University’s School of Medicine. During this time, the Abellera family grew to include two more children: a son, Mark, and a daughter, Michelle.

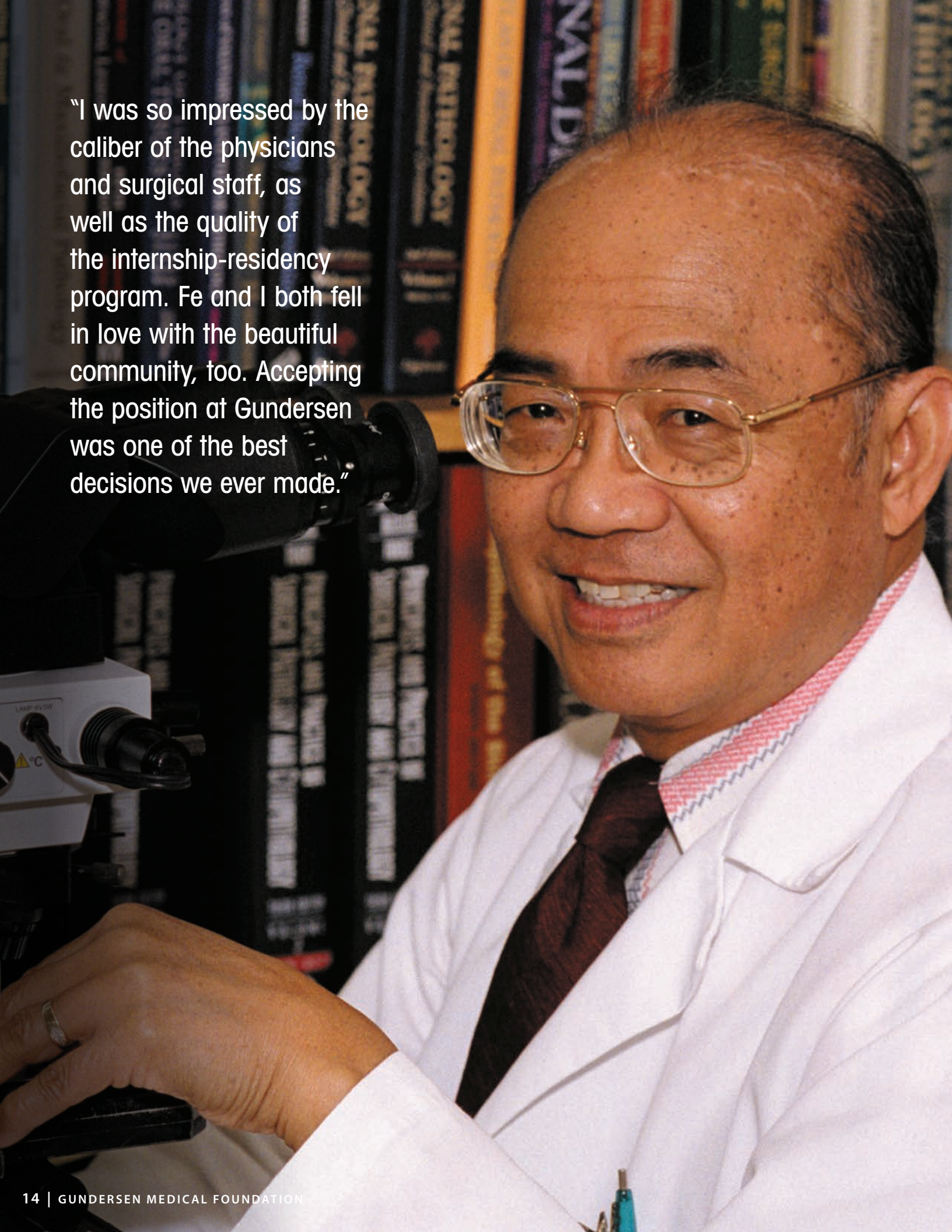
A career to be proud of

In July 1976, his mentor, Dr. Goldblatt, connected Dr. Abellera with a former student named Dr. Kermit Newcomer.



“The Foundation would like to thank all of our retired medical staff, including Dr. Abellera and so many others, who dedicated their careers to providing care to Gundersen patients. We are proud to count them among the organization’s special friends. While the pandemic has limited our opportunities to gather, we look forward to the time when we can safely resume our social events and celebrations.”

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

A photograph of a middle-aged man with glasses, wearing a white lab coat over a red and white checkered shirt and a dark tie. He is smiling and looking through the eyepiece of a microscope. The background is a bookshelf filled with books, some of which have titles like "MALDI" and "PHYSIOLOGY" visible. The lighting is warm and focused on the man.

"I was so impressed by the caliber of the physicians and surgical staff, as well as the quality of the internship-residency program. Fe and I both fell in love with the beautiful community, too. Accepting the position at Gundersen was one of the best decisions we ever made."



As a pathologist, Dr. Abellera helped doctors diagnose a variety of health conditions.



Dr. Abellera (back row, right) enjoyed working closely with colleagues. He is pictured with fellow physicians (L-R, back row) Dr. Gordon Zeng, Dr. Gary Wickus, Dr. Rodelino Virata, Dr. Muammar Arida, (L-R, front row) Dr. J.J. Andersen, Dr. Laurence Berg, Dr. Richard Wittchow and Dr. Daniel Schraith.

Dr. Newcomer had gone on to become the president of Gundersen Clinic and was searching for a pathologist to add to the Gundersen team. While Dr. Abellera knew little about Wisconsin (except from his colleagues who issued warnings about notoriously cold Wisconsin winters), he and Fe agreed to visit La Crosse and tour Gundersen.

Much of Dr. Abellera's work involved using electron microscopy and immunofluorescence microscopy as part of the renal biopsy service (which helps diagnose kidney disease). His other special interests included genito-urinary pathology (particularly prostate pathology), dental and oral pathology and breast pathology.

Throughout his career, Dr. Abellera gave lectures to dental and oral residents; renal, dermatology and histology staff; and general medical staff. He also published medical articles and presented at conferences. Finally, Dr. Abellera performed forensic autopsies, which sometimes led to providing expert medical testimony during court cases.

"It was a profound privilege to spend the best years of my life at Gundersen, where I worked in a state-of-the-art facility with such talented medical professionals," reflects Dr. Abellera. "I am deeply appreciative, both for my career and for the opportunity to raise our family in this beautiful city that my wife and I love so much. The La Crosse/Onalaska area is part of our American Dream."

Upon retirement from Gundersen in 2007, Dr. Abellera worked for another seven years as a locum tenens at Olmstead Medical Center in Rochester, Minn. He retired fully in 2014 when he was diagnosed with lymphoma and underwent treatment. Since then, he has been in full remission.

Today, Fe and Mario enjoy spending time with their children and grandchildren. While they enjoy traveling to Minneapolis and New York City for family visits, they always look forward to returning to the La Crosse/Onalaska area—the community they are proud to call home.

That gratitude for their "hometown" is at the heart of the Abelleras' commitment to Gundersen Medical Foundation. "The mission of the Foundation is to positively impact all of us—the people in our own communities—and that's a mission worth supporting." +



Fe and Mario cherish their time with family. Pictured (L-R, front row) are their son, Michael, and his wife, Karla, and the Abelleras' daughter, Michelle. Fe and Mario are seated with granddaughters Rebecca and Abigail (on Fe's right) and Samantha and Laura (on Mario's left). Standing in the back (L-R) are Michelle's husband, Scott, and the Abelleras' son, Mark.

DUSTIN CUNNINGHAM, CFP®

Giving back through service



CURRICULUM VITAE

Board Service

Three years

Expertise

- Finance
- Non-profit
- Project management

Professional Role

- Regional Team Lead-Development

Dustin Cunningham was born and raised in Onalaska, Wis., where he graduated from Onalaska High School and then attended Winona State University to pursue a degree in finance. In 2007, he joined Trust Point where he now serves as a Regional Team Lead-Development.

In 2018, he joined Gundersen Medical Foundation's Board of Directors as a way to give back to an organization that has provided his family with high-quality, patient-centered care.

TOUCHED BY CARE

In 2017, Dustin and his wife, Ali, welcomed their first child into the family. Their daughter, Ella, was born nine weeks premature and spent five weeks in Gundersen's Neonatal Intensive Care Unit. "The genuine care and attention that Ella received while in the NICU gave us great comfort each night when we couldn't be with her," says Dustin. "Ella is nearly 4 now and is full of life and love."

SEEING THE IMPACT

Dustin came to the Board with an understanding of the Foundation's philanthropic role in supporting Gundersen Health System, as well as a general idea of the Foundation's positive impact on the community. However, he says that his perspective has grown.

"Serving on the Board has given me a behind-the-scenes look at the thoughtful culture of the entire Gundersen organization and helped me realize just how many people are impacted by the Foundation's work," explains Dustin. "The scope of impact is impressive."

In addition to his role on the board, Dustin also supports a retirement readiness program sponsored by the Foundation. As part of this program, medical professionals can complete retirement planning programs at the beginning of their careers and as retirement draws near.

Gundersen Medical Foundation

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GMF Medical Director Education

COMMEMORATIVE GIFTS

October 1, 2020 – February 28, 2021

Expressions *of Caring*

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

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Gundersen Medical Foundation
Children's Miracle Network Hospitals®

THE *Miracle* CONNECTION

Give Today. gundersenhealth.org/cmnhospitals



CHANGE KIDS' HEALTH
CHANGE THE FUTURE

The Impact of Generosity

Each year, your gifts make it possible for CMN Hospitals® to award grants that assist families and children facing a difficult medical diagnosis. These families feel your support, which allows children to live to their fullest potential.

Everly, from Stanley, Wis., with her family



Here are just a few highlights from 2020:

\$21,137,150 HAS BEEN RAISED SINCE 1986

\$864,040 RAISED TO POSITIVELY IMPACT THE COMMUNITIES WE SERVE

466 GRANTS AWARDED TO KIDS AND FAMILIES

4,540 MEAL TICKETS GIVEN TO FAMILIES

\$80,855 GRANTED FOR TRANSPORTATION SUPPORT

\$3,407 GRANTED FOR TECHNOLOGY SUPPORT

\$30,310 GIVEN TO PURCHASE MEDICAL SUPPLIES AND EQUIPMENT

\$6,885 GIVEN TO SUPPORT MUSIC AND HORSE THERAPY PROGRAMS

\$28,060 GRANTED FOR ADAPTIVE EQUIPMENT AND MODIFICATION

\$80,080 GIVEN TO SUPPORT ADAPTIVE PROGRAMS AND CAMPS

\$3,000 GIVEN TO SUPPORT DISASTER VICTIMS

\$3,135 GRANTED TO PROVIDE SERVICE DOGS

\$12,210 GIVEN TO SUPPORT SPECIALIZED TUTORING

\$20,075 GIVEN TO SUPPORT MEDICAL AND OTHER EXPENSES

Fueled by Generosity

Despite the pandemic, individuals and businesses from our community have continued to help children and families in need by supporting Children's Miracle Network Hospitals.

When the annual Radiothon fundraising event had to be cancelled, CMN Hospitals created a campaign called Month of Miracles. The campaign, which ran from October 19 to November 13, 2020, raised an incredible \$56,933.85.

Here are some highlights:

- The 2020 CMN Hospitals Heroes created artwork that was auctioned off online, raising almost \$1,400.
- Miracle Teams (made up of employees from local and national partners) chose a day for a massive "fundraising push." The top two teams, RE/MAX Results and Dynamic Lifecycle Innovations, raised a combined total of over \$9,000.

"Even in the midst of a pandemic, our community rallied around children and families in need," says Rena Cash, program coordinator of Children's Miracle Network Hospitals. "We are continually inspired by such generosity."

The campaign was so successful the CMN Hospitals team hopes to bring the event forward to 2021.

MIRACLE TEAMS

Co-op Credit Union
Dynamic Lifecycle Innovations
Firefighters Credit Union
Governmental Employees Credit Union
Gundersen Credit Union
IC System
RE/MAX Results
Team Tanner Novak

2020 SPONSORS

7 Rivers Region Chapter of Credit Unions
Altra Federal Credit Union
American Solutions for Business
Ronald McDonald House Charities
Trust Point
Winona Heating and Ventilating

Children's Miracle Network Hospitals®

Month of Miracles



Addison, from La Crescent, Minn., with her family

HELPING OUR HEROES



Cara, from Onalaska, Wis., with her father, Erin, during treatment



Emerson, from Rockland, Wis., with her parents, Kristen and Tyler, after a surgery



Mackenzie, from Holmen, Wis., with her brother, Connor, after a surgery

Culver's®

MAKE MIRACLES HAPPEN

Alexander, from Cochrane, Wis., with his family



For the past 18 years, local Culver's restaurants have donated five percent of proceeds from Mondays in November and December—called Miracle Mondays—to Children's Miracle Network Hospitals.

To date, the program has raised over \$258,700 to help local families. In 2020, despite many hurdles faced by the stores, an incredible \$21,585 was raised.

Thank you to our local Culver's locations and their customers in La Crosse, Onalaska, Sparta, Tomah, Viroqua and Black River Falls for making miracles happen!

Culver's of La Crosse

"Knowing that donations from our locally-owned restaurant are used to help local children and families is a wonderful feeling."

~ Dave, Store Owner

Culver's of Tomah

"Helping families who may be struggling because of their child's health is just the right thing to do. We are honored to help, even in a small way."

~ Al, Mary & Ryan,
Store Owners

Culver's of Viroqua

"We feel blessed to support such a great cause and could not have done it without our wonderful, supportive community!"

~ Bill & Tammy, Store Owners

Dear Culver's,

We can't thank CMN Hospitals and its supporters—like you—enough!

Since Alexander's diagnosis when he was an infant of chronic lung disease, it has been a long journey for our family, but CMN Hospitals has made it a little easier.

Alexander has had success being weaned off his ventilator, and we are finally starting talks for trach removal. It is looking like he will live a full and independent life!

Again, from the bottom of our hearts, thank you for supporting CMN Hospitals.

Sincerely,

Andy, Sarah, Adelyn & Alexander

Heartfelt Thanks

Dear CMN Hospitals Supporter,

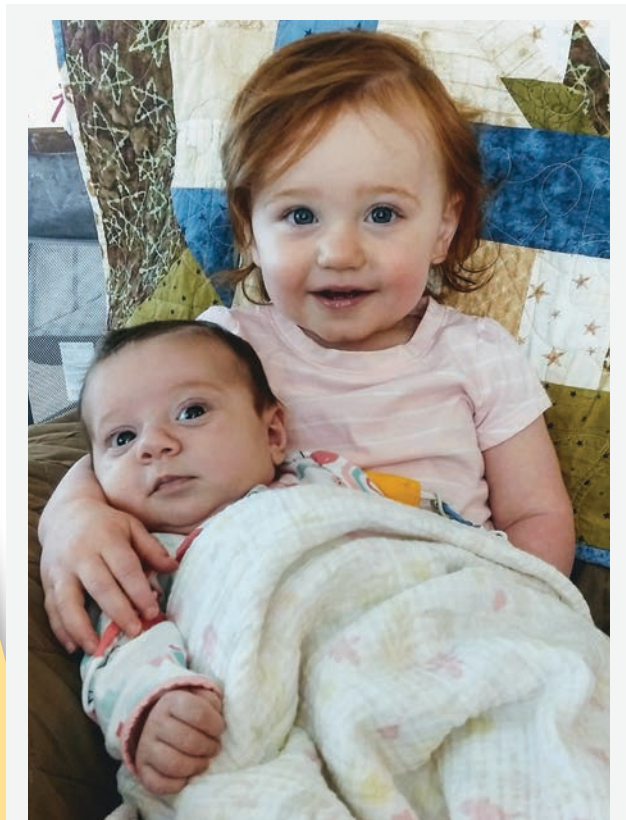
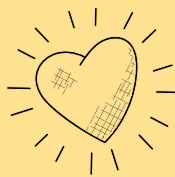
Our daughter was diagnosed with Complex Congenital Heart Defect before she was born, which meant we had to deliver in Rochester so she could receive medical intervention after birth.

Tressa Anne was born at St. Mary's Hospital in Rochester in June 2020. She spent a week in the NICU/CVICU, but the care she received prevented her from needing open heart surgery at only five days old. Instead, Tressa had her first open heart surgery in October. She made it through with flying colors!

We were beyond fortunate to receive a grant from CMN Hospitals for lodging expenses while Tressa was hospitalized in June and October. With the extra uncertainties of caring for a Cardiac Baby in the midst of a global pandemic, being able to stay nearby while Tressa received care was an absolute blessing.

Thank you to CMN Hospitals—and all of your supporters—for being a huge part of our miracle this year.

Krista & Travis



Tressa with her big sister

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 \$21 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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A FAMILY LEGACY

At just 16 years old, Jeannie (Mooney) Gordon began working in dietetics at what was then Lutheran Hospital. Even at that young age, Jeannie had already been familiar with the organization. Not only did the entire Mooney family get their care at Gundersen, but her parents, John and Nettie, were community philanthropists and passionate supporters of both the Hospital and Gundersen Medical Foundation.

When Jeannie finished high school, her supervisor and mentor, Kay Larson, encouraged Jeannie to attend what is now Western Technical College to become a Certified Dietetic Assistant (CDA). However, her work in dietetics was only the beginning of Jeannie's career. Over the course of the next several decades, Jeannie served Gundersen Health System and Gundersen Medical Foundation in a variety of roles, and in doing so, she has touched many lives.

After fifty years of dedicated service, Jeannie concluded her "official" career in January. However, she now volunteers her time as an important liaison, friend and advocate for the Foundation. Jeannie's work has been—and will continue to be—marked by a natural

desire to help others and a passion for continuing the Mooney legacy.

Bringing care to every role

Jeannie's first role in dietetics brought her into contact with employees from throughout the organization and exposed her to different departments. Her first professional mentor was Kay Larson, the director of the dietetics department, who Jeannie remembers as a "small but mighty lady." Kay taught Jeannie that attention to detail, such as in the presentation of food, was a way to reflect care for others. Jeannie also observed a quality in Kay that she had also observed in her parents—a commitment to treating everyone, regardless of their situation or their role, with kindness and generosity.

As time went on, Jeannie's knowledge of various departments became an asset that allowed her to serve in other roles. She became certified in computerized scheduling and was part of the team that brought the medical records system online. This led to spending time as a Computer Training Coordinator for nurses, patient liaisons, doctors and others. Later, she worked on special projects and stewardship in

the Foundation before serving in the Patient Experience/Signature Service Department. Along with her colleague, Jane Young, Jeannie also served as a patient representative for the Executive Physical Program. Jeannie fondly remembers many co-workers and supervisors from these various positions, including the former Director of Patient Excellence, Gale Kreibich. "Gale was an extraordinary leader who stressed the importance of putting patients' needs first," remembers Jeannie. "He would always say, 'good begets good.'"

While she was in college, Jeannie met Daniel Gordon, and the two married in 1970. Jeannie credits much of her professional success to her husband. "Due to the nature of my role in Patient Excellence, I would often be called away unexpectedly. Danny's commitment to me and our children, Angela and Jennifer, helped me continue doing work that I loved."

Those who worked alongside Jeannie observed that her natural care for others made an impact on all those around her, both patients and colleagues. However, Jeannie says she feels like the fortunate one. "I am so grateful —>



(L-R, front row) Dr. A. Erik Gundersen and Nettie Mooney with (L-R, back row) Dan Gordon, Dr. Mark Connelly, Phil Schumacher, Jeannie Gordon, Dr. Steve Webster, Dr. Jeff Thompson, John Mooney Jr. and Nancy Davis.



(L-R, front row) Nettie Mooney and Gail Cleary with (back row) Herb Heili and Jeannie Gordon at the 2009 Founders Legacy event.



John Mooney was a visionary philanthropist with deep regard for Gundersen.

for the professional experiences I have had through the years. It has been my home away from home.” says Jeannie.

She also feels blessed to have been able to learn from so many great leaders. The many past leaders of Gundersen Health System (especially Dr. Ed Carlsson, Dr. John Katrana, Dr. Philip Dahlberg, Herb Heili and Dr. Jeff Thompson), along with dedicated Foundation leaders (like Dr. Adolf Gundersen, Dr. Sig Gundersen III, Dr. Mark Connelly, Phil Schumacher and Dr. Stephen Shapiro) and medical professionals (like Dr. Mike Dolan and Dr. Kyla Lee) helped shape Jeannie’s leadership style and deepen her commitment to service and giving.

Inspired by example

Despite the many mentors from Jeannie’s career, she and her siblings were most influenced by their parents, John and Nettie Mooney.

As President and CEO of Monarch & Richelieu Finer Foods & Western Dressing, Inc., John Mooney had a successful career. He was also active in the community, and his lifelong interest in medicine connected him to Gundersen, where he served as a member of the Gundersen Medical Foundation Board of Trustees, as its president from 1985–1987, and as the first chairman of the board from 1987–1988.

Her father’s interest in medicine not only influenced Jeannie to pursue her

first job at Gundersen, it also shaped the career paths of her siblings, including John Mooney Jr., a former Army medic; Suzann Mooney, a retired nurse; and Nancy Davis, a registered nurse at Gundersen Health System. John would be proud to know that two of his granddaughters (Karilyn Stampfli, a nurse practitioner, and Lisa Biondo, an administrative assistant in care coordination at Gundersen) have carried on the family’s interest in medicine.

In addition to volunteering their time to support Gundersen, the Mooneys generously supported capital campaigns, fundraising initiatives and acquisition of state-of-the-art equipment. In 1984, John provided the initial funding to support the position of a medical ethicist, Bernard “Bud” Hammes, PhD, as part of Gundersen’s groundbreaking Medical Humanities Program. After John’s death in 1996, Nettie continued the couple’s philanthropic activities, becoming even more involved in Foundation efforts until her own death in 2013.

In her roles at Gundersen, Jeannie was often in a unique position to see firsthand the impact of her parents’ generosity. “I remember talking to patients who were treated with the equipment that my parents helped to fund, and I saw how their lives were changed or improved because of advanced technology,” shares Jeannie. “Seeing the impact of my parents’ philanthropy showed me the true value

of giving and inspired me to want to make a difference, too.”

Like her parents, Jeannie has made her own unique impact by embracing her natural care for others and for the larger community. Through decades of service to Gundersen and the Foundation, Jeannie distinguished herself in the service of others—and she has supported the Foundation for the past 31 consecutive years. Her gifts, including those made in honor of others, have changed lives and extended the Mooney legacy. +



Read, Relax, Refresh

One of John and Nettie’s many gifts are the Mooney Libraries, and Jeannie is passionate about encouraging Gundersen patients, visitors and community members to access health education resources or simply enjoy the tranquil space. The libraries are overseen by Melinda Orebaugh, MLS, director, Library & Patient Education Services.

The Mooney Library is located on the La Crosse Campus (Level 1, Legacy Lobby), and the Mooney and Stanek Cancer Library is in the East Building (Level 2).

Due to the pandemic, the Libraries are currently open from 9 a.m. to 1 p.m., Monday through Friday. In the near future, regular hours (of 8 a.m. to 4:30 p.m.) will resume.

▶ Happenings

Paying tribute to a Foundation leader

Gundersen Medical Foundation extends our sincere sympathy to the family of David Amborn.

David, who retired in 2016 as senior director of development after 24 years with the Foundation and 28 years total at Gundersen, passed away in February at age 68.

“David exemplified leadership with a servant’s heart,” says Mandy Nogle, director of philanthropy for Gundersen Medical Foundation. “He was a dedicated advocate for children in our community and a mentor to many fundraising professionals. Our community has lost a great leader.” +



Remembering a longtime physician and organization leader

Gundersen Medical Foundation sends our deepest condolences to the family of Sigurd B. Gundersen Jr., MD, who passed away in January at age 96.

Dr. Gundersen was the grandson of founder Dr. Adolf Gundersen, son of Dr. Sigurd B. Gundersen Sr., brother of Dr. Adolf L. Gundersen and father of Dr. Sigurd Gundersen III.

After graduating from Harvard Medical School, Dr. Gundersen completed his surgical residency at Massachusetts General. He then joined the Gundersen Clinic in the 1950s to continue the Clinic’s tradition of medical excellence and its legacy of care close to home.

Dr. Sig is remembered as “a surgeon’s surgeon” who approached his life’s work with humility, integrity, a passion for educating future generations and superior surgical ability. Dr. Sig served as president of the Gundersen Clinic from 1979 until his retirement in 1990. +

SAVE THE DATE

MONDAY, JUNE 7, 2021

LA CROSSE COUNTRY CLUB

Proceeds benefit lung cancer research at Gundersen Medical Foundation.

For more information visit gundersenhealth.org/drive-for-hope or call (608) 775-6600.

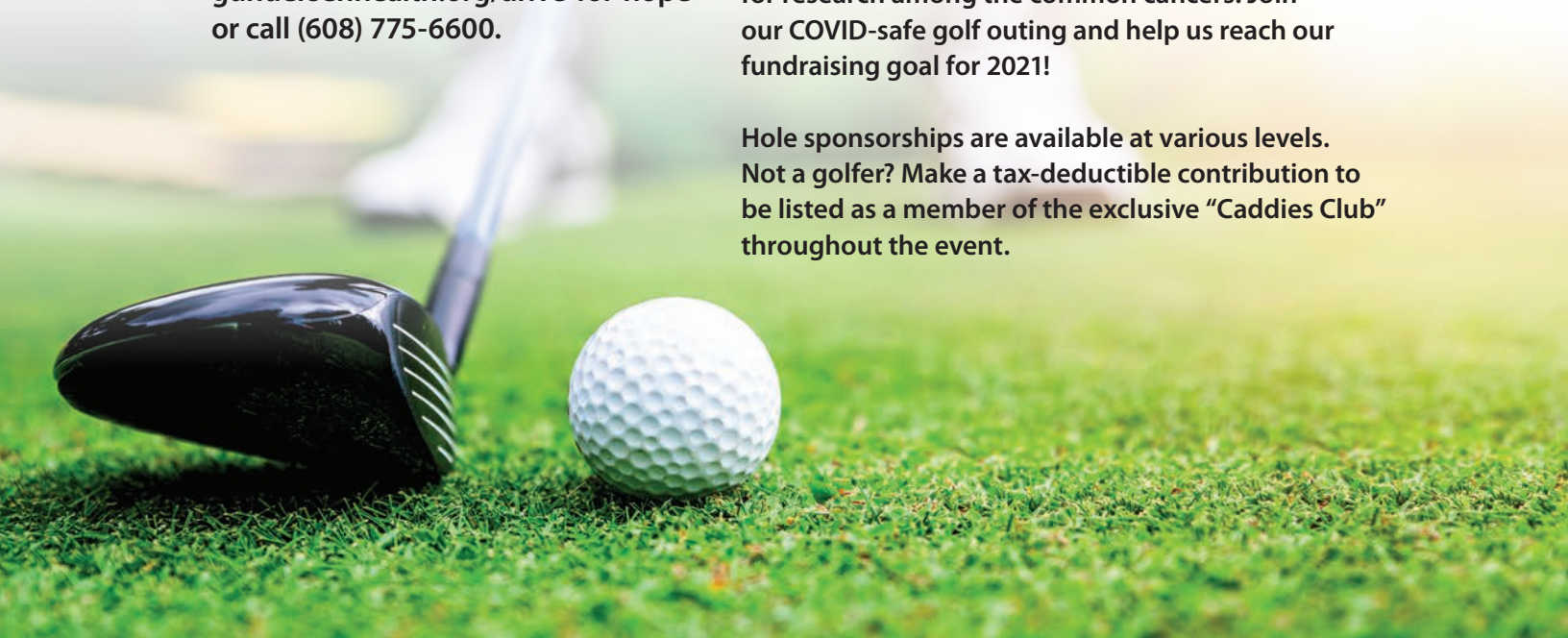
Sue Eber Memorial

Drive for HOPE

Golf Tournament

Despite the high mortality rate from lung cancer, it continues to receive the least amount of funding for research among the common cancers. Join our COVID-safe golf outing and help us reach our fundraising goal for 2021!

Hole sponsorships are available at various levels. Not a golfer? Make a tax-deductible contribution to be listed as a member of the exclusive "Caddies Club" throughout the event.



16TH ANNUAL

**Steppin' Out in Pink walk
registration begins**

APRIL 26

Walk event date is September 11

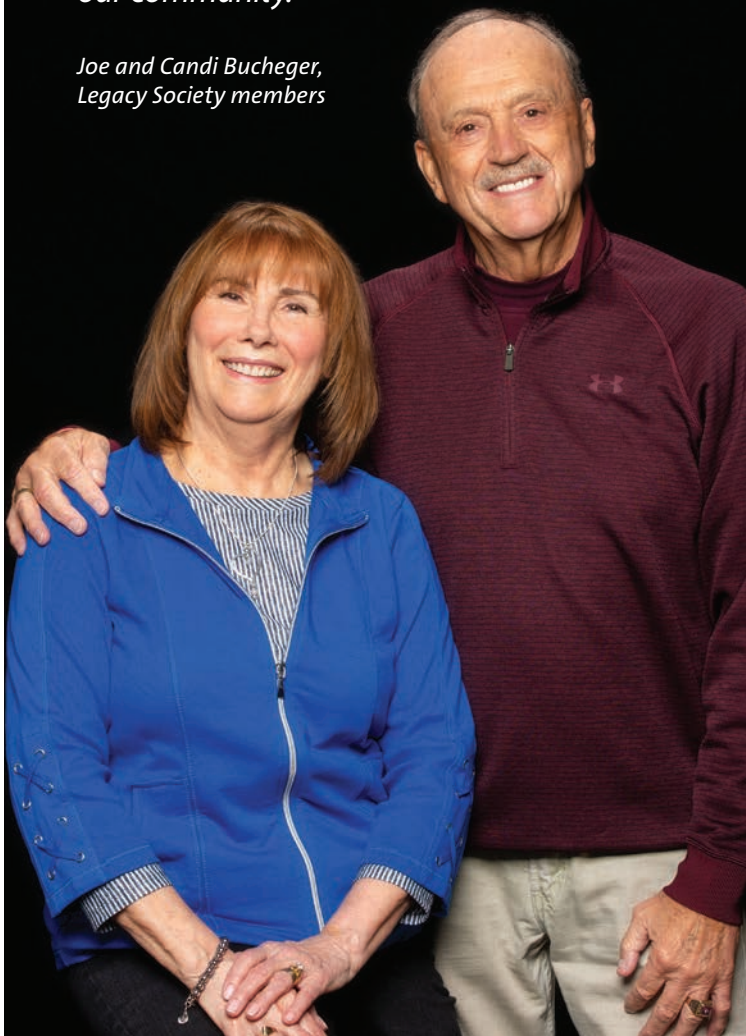
To see a full listing of news and events,
visit us online at



gundersenhealth.org/foundation/news

*"It is so easy to support the Foundation.
We are grateful for the care we have
received and want to give back. We want
to recognize Gundersen's overall impact on
our community."*

*Joe and Candi Bucheger,
Legacy Society members*

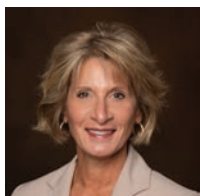


Gundersen Medical Foundation
Mail Stop C03-006
1836 South Ave.
La Crosse, WI 54601

PLACE
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FOR MORE INFORMATION

We are happy to answer any questions or send you more information.
Please contact:



Mary Freybler
Planned Giving & Philanthropy Specialist
(608) 775-6658
msfreybl@gundersenhealth.org

Thank you for taking the time to think about how philanthropy may
assist in your estate planning.

TO MAIL: FOLD, TAPE AND APPLY FIRST-CLASS POSTAGE STAMP

PLANNING YOUR LEGACY



**Respond today to receive your helpful guide
to learn more about the benefits of giving.**

PLANNING YOUR LEGACY

The Legacy Society recognizes those who create a gift by bequest, life insurance, property transfer or life income program (gift annuity, pooled income fund or charitable trust). These gifts can play an important part in your estate plans and enable you to make a gift in an amount you may have thought impossible.

Sharing your estate intentions with us allows the Foundation to celebrate your future support today! If preferred, your intention may also be recognized as anonymous.

Three ways to request your complimentary guide today!

1. Return this card
2. Visit gundersengift.org, click FREE WILLS GUIDE
3. Call (608) 775-6658

**Please complete the checklist and provide your contact information below.
To mail, detach card, fold, tape and apply a first-class postage stamp.**

- ☐ Please send me a complimentary copy of Your Will and Trust Planning Guide.
- ☐ I have included Gundersen Medical Foundation in my estate plan.
- ☐ I am considering including Gundersen Medical Foundation in my estate plan. Please contact me to discuss options.

I would like information on the following types of gifts:

- | | |
|---|---|
| <input type="checkbox"/> Real estate | <input type="checkbox"/> Gifts from an estate |
| <input type="checkbox"/> Securities | <input type="checkbox"/> Charitable trusts |
| <input type="checkbox"/> Gift annuities | |

Other _____

Please provide your contact information (please print):

Name _____

Address _____

City _____ State, Zip _____

Phone _____

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GUNDERSEN MEDICAL FOUNDATION

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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!



Or view online at
gundersenhealth.org/impact-report

