Good Neighbor Campaign
Bronson Health Foundation Community Appeal
The Good Neighbor Campaign is a way to help patients and families at Bronson receive the extra help they need during a medical crisis. Many patients and families find themselves in circumstances where the medical care alone is not enough to pull them through.

Stacie Hescock keeps tabs on how many days her son Maddux has spent in the hospital. The count is nearing 100. She knows for each day the 7-year-old undergoes needle pokes or chemotherapy treatments, he is missing out on playing kickball or climbing around in his treehouse.

Stacie is thankful for the child life, music therapy, and art therapy programs at Bronson Children’s Hospital which bring Maddux welcome distraction during his hospital stays. The programs, funded by the Bronson Health Foundation, offer him a creative outlet, along with the benefits of rehabilitation, decreased stress, and social support. And, even though he may not be in his own backyard, Stacie says Maddux benefits from the chance to just be a kid.
“For adults it’s a difficult experience to be in the hospital, but for a kid it’s even harder. To give them a childhood experience while at the hospital is really important.”

“Pediatric art therapy is a huge help. When the art therapist comes in, he loves his time with her.”

— Stacie Hescock, Patient’s Mom
“For many of our patients, transportation is one of the biggest issues. Knowing I have funds to help them pay for a ride to or from treatment takes away a great deal of stress.”

— Carrie Williams, BSN, RN, Breast Oncology Nurse Navigator

Recently, Kathleen Lyons, a newly diagnosed breast cancer patient, did not have a way to get to the hospital for surgery to have her chemotherapy port placed. Thankfully, Carrie was able to send a car service to pick her up.

Kathleen’s reaction was heartfelt appreciation. “When I got to the hospital, I was in such a relaxed mood from the trip,” she said. “Just knowing I had a ride was a relief. It took so much off my mind and I was not worked up about the surgery.”

“It’s probably the best thing that’s happened to me in a real long time. I don’t know what I would have done without it. I may have had to cancel the surgery. Thank you, thank you, thank you.”

“I hope you can help others in this way. It all makes a difference. There are so many people in need. Many needs we don’t even realize because we aren’t in that situation.”
By making a gift to the **Good Neighbor Campaign**, you can directly assist someone in need during a medical crisis. Whether it’s providing lifesaving equipment and medications or emotional or financial support for families experiencing hospitalization or a prolonged illness, your gift can be the bridge between unexpected hardships and healing peace of mind.

**About Bronson Health Foundation**
The Bronson Health Foundation was established as a means for the generosity and kindness of the community to connect with and share in our healing mission.

Through the giving spirit of individuals and organizations, Bronson is able to keep vital programs and services open to all and replenish them for those next in need.

**Ways to Give**
Contributions of any amount are gratefully accepted. In addition to cash donations, avenues for giving include endowment funds, bequests, life insurance, in-kind gifts or personal property, and planned giving. Contributions are tax deductible, with 100 percent of all gifts benefiting hospital services.

A gift to the Bronson Health Foundation is a gift to your community. We invite you to join us in helping to ensure essential services remain strong for families today and for generations to come. Please consider making a gift by returning the enclosed pledge card, visiting us online at bronsonfoundation.com, or by calling (269) 341-8100.

*The healing power of kindness is present in every gift. It is our privilege to pass it on. Thank you.*
Bronson Health Foundation 2014 Distributions

Our distributions support multiple programs and projects within the Bronson Healthcare system. The chart below indicates the amount spent from each fund and/or endowment from January to September 2014. For specifics on the allocations below, please visit bronsonfoundation.com and click on Funds & Endowments.

A Bronson's Greatest Needs (Unrestricted), $33,566
B Bronson Battle Creek Cancer Care Medication Fund, $30,289
C Bronson Battle Creek Cancer Care Special Needs Fund, $8,370
D Bronson Battle Creek Patients in Need Fund, $2,733
E Bronson Commons Fund, $86,250
F Cancer Treatment Endowment, $5,000
G Child Life Fund, $1,266
H Children's Hospital Fund, $25,907
I Di Marino Healing Through Culture Endowment, $1,000
J Margaret Varney Scholarship Endowment, $20,575
K Mothers’ Milk Bank Fund, $2,215
L NICU Fund, $2,495
M Pastoral Care Endowment, $1,630
N Patients in Need Fund, $1,962
O Pediatric Hematology/Oncology, $273
P Radiology Fund, $5,000
Q Robert Doud Arts in Healthcare Fund, $2,383
Dear Bronson Health Foundation,

I don’t know how to begin to thank you for what you did for my son Kendall. We have been going to the Bronson Battle Creek Wound Healing Center for three years to try and heal his surgical/pressure ulcer. Kendall’s diagnosis of Autism Spectrum Disorder and other health issues, impede his ability to fully follow the instructions the doctors and nurses give him.

We have known for a long time that the chairs he sits in are not the best for him, but due to our current personal and financial situation, we have been unable to do anything about it.

Thanks to the efforts of the Bronson Battle Creek wound staff and your cooperation in getting him an appropriate chair, he now has one that will be beneficial for wound healing as well as comfort him with sleeping.

I want to thank you and let you know how much we appreciate the time, effort and monetary funds that were put toward meeting our need.

I would like you to know that we will pay it forward when we are able to, and that your generosity will not be forgotten.

— Karilyn Young
“Keeping children healthy significantly improves their ability to learn, ensuring their dreams for a bright future remain within reach. Among many other reasons, this is why I make Bronson one of my giving priorities.”

— Von Washington Jr.
Executive Director of The Kalamazoo Promise
Bronson Health Foundation Board Member
I would like to make a gift to the Bronson Health Foundation

☐ $100 ☐ $250 ☐ $500 ☐ $1000
☐ Other: $ ________________

☐ I would like my gift to remain anonymous.

☐ My company has a matching gift program.

Company Name: ________________________________

☐ I would like to be contacted about estate planning.

☐ I have remembered Bronson in my will.

Please select the fund you wish your gift to be directed toward:

☐ Bronson Greatest Needs (unrestricted)
☐ Bronson Battle Creek Cancer Care Medication Fund
☐ Bronson Battle Creek Cancer Care Special Needs Fund
☐ Bronson Battle Creek Mammogram Fund
☐ Bronson Battle Creek Patients in Need Fund
☐ Bronson Battle Creek Sexual Assault Services Fund
☐ Bronson Commons Fund
☐ Cancer Treatment Endowment
☐ Child Life Fund
☐ Children's Hospital Fund
☐ DiMarino Healing Through Culture Endowment
☐ Heart and Vascular Fund
☐ Lifespan Good Samaritan Hospice Care
☐ Mothers’ Milk Bank Fund
☐ Neonatal Intensive Care Unit (NICU) Fund
☐ Patients in Need Fund
☐ Pediatric Hematology/Oncology Fund
☐ Radiology Fund
☐ Robert S. Doud Arts in Healthcare Fund
☐ Robert A. Fabi, MD, Neurosciences Fund
☐ Starbuck Guardianship Fund
☐ Other: ________________________________

For a full listing of our funds or to learn more about our funds and endowments, please visit bronsonfoundation.com.

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— Von Washington Jr.

Executive Director of The Kalamazoo Promise

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BRONSON
Health Foundation

301 John St., Box C
Kalamazoo, MI 49007-9988
(269) 341-8100

bronsonfoundation.com
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Please make your check payable to the Bronson Health Foundation. You will receive an acknowledgment receipt for your records.

Thank you for your generosity. It helps patients and families when they need it the most.