Good Neighbor Campaign

Bronson Health Foundation
Community Appeal 2015
Neighbors Helping Neighbors

When a health crisis hits, it’s critical to have excellent medical care. It’s also important to know where you can get extra support to carry you through. The Good Neighbor Campaign is one way Bronson assures that our patients and families have what they need during the most challenging times.

Ron and Lori Foor’s 14-year-old daughter came home from school one day with an ache in her chest. The pain became severe in the middle of the night.

They rushed Jolie to Bronson Children’s Hospital where Dr. Michael Leinwand, pediatric surgeon, quickly diagnosed her with spontaneous pneumothorax, an abnormal accumulation of air in the space between the lungs and the chest cavity that can cause the lungs to collapse. Her diagnosis resulted in an extended stay for treatment and surgery.

Knowing a pediatric specialist was overseeing their daughter’s care gave Ron and Lori confidence that Jolie was receiving the best treatment. In addition, the services provided by Bronson’s child life specialists helped ease her anxiety and restlessness. “To have great human beings out there thinking about ways to take your child’s mind off of things really brings the stress level down,” says Jolie’s dad.
“It’s very comforting to know as a parent, if something goes wrong, we have a wonderful hospital with wonderful specialists on staff to take care of our children.”

“There’s no joy like making a child happy in a place that is traditionally not very joyful. When kids are admitted and have long periods of stay, it’s not easy to endure. Bronson’s child life specialists bring joy.”

— Ron and Lori Foor
Parents of pediatric patient
Thomas Miller is fighting lung cancer. When he recently started a new round of radiation at the Bronson Battle Creek Cancer Care Center, the last thing he needed was an added worry. But he got one. “You are feeling bad as it is,” says Miller, “then you go out and your car won’t start. It tops things off. It’s pretty tough.”

Thankfully, Thomas didn’t have to skip his appointments. Instead, he was provided transportation thanks to generous donors to the Bronson Health Foundation’s Cancer Care Special Needs Fund.

“There are a lot of people who are sick. Any little helping hand is a blessing,” says Miller. “It helps people lift their spirits.”
By giving to the **Good Neighbor Campaign**, you can help in countless ways. Whether it’s providing lifesaving equipment, or emotional or financial support for families, your gift can help bring healing peace of mind.

**About the 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 visiting us online at bronsonfoundation.com or by returning the enclosed pledge form. You may also call us with your donation at (269) 341-8100.

*The healing power of kindness is present in every gift. It is our privilege to pass it on. Thank you.*
This multi-sensory bubble tube rover is a gift from the Bronson Health Foundation. It provides a calming environment for pediatric patients as they come out of sedation. The bubbles, music and interactive features help reduce anxiety, particularly with special needs patients.

“My child gets overstimulated by things and people around him. As soon as the multi-sensory rover was turned on, my child was drawn to it. This is what a child with sensory issues needs to cope, especially in a hospital setting.”

— Natalia Almendarez
Parent of surgical patient

Nearly 1,000 children from southwest Michigan are transported to Bronson Children’s Hospital each year. These young patients need transport vehicles designed specifically for their unique needs. Through the generosity of our community and employee donors, enough has been raised to purchase a new pediatric transport vehicle. Funds are still being raised to purchase a second vehicle specially designed to transport our neonatal patients.

“These upgrades will help us assure parents around the region that state-of-the-art medical equipment is always available for their children from the very start of their care.”

— Terry Morrow
Vice President of Development, Bronson Healthcare
Executive Director, Bronson Health Foundation
Bronson Battle Creek

**Cancer Care Medication Fund**
- 303 patients assisted
- 619 prescriptions filled

**Cancer Care Special Needs Fund**
- 43 gas cards assisted
- 142 round trip taxi rides
- 96 mobility transport trips
- 75 cases of dietary supplies

Bronson Children’s Hospital

**Inpatients**
- 766 Neonatal Intensive Care Unit (NICU)
- 3,328 Pediatrics/ Pediatric Intensive Care Unit (PICU)

**Children’s Hospital Fund**
- 1,450 Interactions with a pediatric art therapist
- 2,536 Interactions with a pediatric music therapist
- 7,777 Interactions with child life specialists in surgery, emergency and radiology
- 12,008 Interactions with child life specialists in Peds/PICU
I would like to make a gift to the Bronson Health Foundation

☐ $100  ☐ $250  ☐ $500  ☐ $1,000
☐ 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)
☐ Alzheimer’s and Dementia Treatment Fund
☐ Bronson at Home Hospice Services Fund
☐ 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
☐ Children’s Hospital Fund
☐ DiMarino Healing Through Culture Endowment
☐ Heart and Vascular Fund
☐ 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
☐ Trauma and Emergency Services Fund
☐ Other: _________________________________

For a full listing of our funds or to learn more about our funds and endowments, please visit bronsonfoundation.com.
Please make your check payable to the Bronson Health Foundation. You will receive an acknowledgment receipt for your records.

Name __________________________________________________ Spouse ____________________________________________________________

Home Address ________________________________________________________________________________________________________________

Phone __________________________ Email __________________________________________

□ Visa □ MasterCard □ AmEx □ Discover Card number ________________________________

Expiration date _______ / _______ Signature __________________________________________

This gift is in honor of: _________________________________________________________

or

This gift is in memory of: _____________________________________________________

I would like to be recognized as: _______________________________________________________

To donate online, visit bronsonfoundation.com

301 John St., Box C (269) 341-8100
Kalamazoo, MI 49007 healthfoundation@bronsonhg.org

This gift is in honor of: _________________________________
or

This gift is in memory of: _________________________________

Bronson Battle Creek
Bronson Children's Hospital
Cancer Care Medication Fund
Cancer Care Special Needs Fund

Annual Direct Impact Spotlights

Neighbors Helping Neighbors

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“I give to Bronson to support families in our community facing Alzheimer’s and dementia. I have experienced the life-changing impact these illnesses have on families. Dr. Nadeem Mirza and his neurobehavioral health team took care of my mother and father with love and compassion beyond words. I’m happy to support the Foundation and help others as they go through these difficult times.”

— Lucy Matthews, Kalamazoo