



# Good Neighbor Campaign

Bronson Health Foundation  
Community Appeal 2018



# Neighbors Helping Neighbors

When faced with a health challenge, patients can sometimes feel overwhelmed. Often, just a little bit of help is all it takes to remove barriers to healing. By giving to the **Good Neighbor Campaign**, you can join others in our community in clearing a path for those in need.

As Lexi Carr-Winkler grew up, her mom started noticing her daughter was struggling in school. “She was having problems with reading and math comprehension,” says Rebecca Carr. “When she was writing, she sometimes transposed numbers.”

After extensive testing, Lexi was diagnosed with neurological deficits which cause a cognitive delay in processing. Doctors explained that one of the treatments to help 14-year-old Lexi would be vision therapy using specialized glasses. “We had just purchased regular glasses six months earlier,” says Rebecca, “so I wasn’t sure how I would pay another \$700 for therapy glasses.”

A social worker at Bronson Family Medicine – Vicksburg turned to the Bronson Health Foundation, asking for help from the Patients in Need Fund. “I had been in tears

worrying about it when the social worker called to tell me the glasses would be paid for," says Rebecca.

Now, when Lexi gets home from cross country or lacrosse practice, she takes time to do vision therapy exercises every night. "It will retrain her eyes and brain at the same time," explains Rebecca. "She can comprehend what she is seeing and have the left brain talk to the right brain."



*"It's the beginning of my daughter's healing and getting her on the right track. Lexi says things are finally starting to come together. In a short amount of time, she's noticed a difference."*

— **Rebecca Carr**  
**Mom of pediatric patient**



**Terry Gordon**

For Terry Gordon, the last two years have been difficult. First, she suffered a workplace injury which put her in the emergency department and she was unable to work.

Several months later, she faced a new obstacle. She was diagnosed with multiple myeloma, a form of cancer. "I ended up at the Bronson Battle Creek Cancer Care Center," says Terry. "I've been undergoing chemotherapy there. My experience has been beautiful thanks to the people there who are so nice."

In addition to her medical challenges, Terry has also suffered a series of family losses. "My family has been turned upside down." She received some relief when she learned the Bronson Battle Creek Cancer Care Fund would help pay for her cancer medication. "To me it was a lifesaver. It helped take a little stress off.

"I'm thankful to the people that are able to donate. That's a blessing for us that don't have it," Terry says. "And when I get myself situated, I'm going to be a donor and a volunteer."

By giving to the **Good Neighbor Campaign**, you can help in countless ways. Whether it's providing lifesaving equipment or financial support for families in need, your gift can help bring healing and peace of mind.

## About the Bronson Health Foundation

The Bronson Health Foundation was established as a conduit, connecting the generosity and kindness of the community with the healing mission of Bronson Healthcare.

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 donor advised funds, endowment funds, planned giving such as bequests and life insurance, and in-kind gifts. All contributions are tax deductible.

A gift to the Bronson Health Foundation is a gift to your community. We invite you to join us in helping to ensure that essential services remain available, not only for today's families, but for generations to come. Please consider making a gift by visiting us online at [bronsonfoundation.com](http://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.***



**Tom and Bruce Kocher**

Betty Kocher's family wanted to give back in Betty's honor following her death last year. Bruce Kocher and his two sons thought of Bronson because it was a place that had treated their family with kindness and compassion. "I always knew that Bronson was a class act and I saw it first hand when my mom was sick," says Betty's son Tom.

Betty had been a longtime supporter of causes that help children and young adults. "To honor my mom, we thought whatever we did should be child-oriented." The Kochers decided a fitting way to give would be to help the young patients at Bronson Children's Hospital. "We wanted to make a difference and do it locally."

The Kochers generously funded a child-friendly mural and a multi-sensory bubble rover to help



pediatric patients undergoing surgery. Tom recently made an additional donation to fund an upcoming project that will help hospitalized children stay connected to their schools.

"My mom would be pleased we did this in her memory," says Tom. "She was a great mother and grandmother. And giving to help these children is really meaningful. It touches your heart."

# Direct Impact Spotlights

## Bronson Battle Creek

### CANCER CARE FUND

196



patients  
assisted

279



prescriptions  
filled

45



gas cards  
provided

295



round trip  
taxi rides

291



mobility  
transport trips

124



assists with  
dietary supplies

## Bronson Children's Hospital

### Inpatients in 2017

762



Neonatal  
Intensive Care  
Unit (NICU)

3,386



Pediatrics/  
Pediatric Intensive  
Care Unit (PICU)

### Hours spent with patients



2,072 Child life specialists in Pediatrics/PICU and NICU

1,798 Child life specialists in surgery, radiology, and emergency

1,052 Pediatric and neonatal music therapist

563 Child life specialist at Bronson Battle Creek

373 Pediatric art therapist

238 Child life specialist in pediatric hematology/oncology and pediatric subspecialties



**Terry Morrow**

*“When communities come together to support one another, the impact is felt throughout the region. At Bronson, that spirit of giving and support often means the lives of our patients and families are forever changed. On their behalf, I offer gratitude for your generosity and friendship. You make a difference each and every day, right here at home.”*

— **Terry Morrow**

**Vice President of Development and  
Community Health**

**Bronson Healthcare**



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