



Good Neighbor Campaign

Bronson Health Foundation
Community Appeal 2019



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.

When Izy Cassel was 8 years old, she started having knee pain. At first her mom, Shelly, thought it was because of loose joints related to Izy's Down syndrome. Then the pain got so bad Izy couldn't even stand up. A trip to the emergency department followed by bloodwork results the next day, revealed Izy's symptoms were caused by leukemia.

"Our pediatrician called and said 'you need to go to Bronson Children's Hospital right away, and pack for several days,'" says Shelly. "The visit turned into a six-week stay because the chemotherapy is tougher on children with Down syndrome and their blood counts don't come back as quickly."

Since the initial stay, Izy has returned to the Children's Hospital several times due to fever or infection. She also regularly visits Bronson Pediatric Hematology and Oncology for outpatient chemo treatments. During

her visits, Izy and her family benefit from the many services provided by the Bronson Health Foundation Children's Hospital Fund.

"We are thankful that Bronson has art therapy, child life and other services to keep Izy occupied. It gives her something to do besides just watching the walls and the IVs. She loves when Meg, the art therapist, comes in and paints with her. Izy made paintings for all the nurses, and one of her paintings was added to the gallery at the entrance. I know a lot of the other kids' parents can't be here as much as I am able to, so for them it's really important that these services are available."



Izy Cassel with art therapist Meg Weryha

"It's not much fun being in a hospital room, but having caring specialists like Meg really helps to brighten Izy's day."

— Shelly Cassel
Izy's mom



Sam and Tanya Cooper

Every other Tuesday, Sam and Tanya Cooper make the trip to the Bronson Battle Creek Cancer Care Center from their home in Albion. Sam is undergoing chemotherapy for ampullary cancer, which forms in the opening above the small intestine.

Because the treatments wipe Sam out, and Tanya also has a medical condition that keeps her from driving, the couple needs help with transportation to and from Sam's treatments. That help is available, thanks to donors to the Bronson Battle Creek Cancer Care Fund. The fund makes it possible for Cancer Care Center staff to arrange for a car service for Sam so he doesn't miss any of these important appointments.

"It really takes the pressure off of us," says Tanya. "The treatments have been really difficult, and they get harder the further they go on. It would be really rough if we didn't have a driver."

Tanya says it's been a blessing. "We've found out that there are a lot of good people in the world, and we are glad to have found them. I can't tell you how thankful we are."

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 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.



Erick Stewart

As an advocate for healthcare in the Battle Creek area, Erick Stewart has been on the Bronson Battle Creek Hospital (BBCH) Community Partners Board for nearly 17 years, and its chair since early 2019. “The board exists to listen to what the community needs are, and share that feedback with Bronson Healthcare,” explains Stewart. “We help generate new ideas and look for ways

Bronson Battle Creek can provide greater access to care. It’s important we are all working together to make sure a great hospital exists here.”

The BBCH Community Partners Board is a key partner in helping to establish and sustain ongoing efforts for the new Western Michigan University Homer Stryker M.D. School of Medicine family medicine residency program at Bronson Battle Creek. “It’s been fulfilling to see that program come to fruition based on community need,” says Stewart.

Stewart is also part of a core team supporting Bronson Health Foundation’s regional oncology campaign. Stewart recently had a family member who was treated at the Bronson Battle Creek Cancer Care Center. “I saw from a family perspective how important it is to have that high level of care. The Center is a vital part of the overall system of cancer care that Bronson is developing. That’s why it is important for us to continue to support the technology and the convenience of care for people throughout the entire region.”

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

NUMBER OF HOSPITAL STAYS IN 2018

756



Neonatal
Intensive Care
Unit (NICU)

3,648



Pediatric and
Pediatric Intensive
Care Unit (PICU)

HOURS SPENT WITH PATIENTS

3,621



Bronson
Battle Creek
Child Life

8,625



Bronson
Methodist Hospital
Child Life

2,497



Music
Therapy

2,007



Art
Therapy



Terry Morrow

“Delivering the highest quality healthcare at home is our reason for being. When the communities we serve stand with us, and invest in our work, we are inspired to do even more. The generosity and kindness of southwest Michigan is evident in the stories we see and hear from our patients, families and staff. You help us to help them. Thank you.”

— **Terry Morrow**

**Vice President of Development
Bronson Healthcare**



BRONSON

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