

Gundersen Medical Foundation
Children’s Miracle Network Hospitals®

THE *Miracle* CONNECTION



Give today. gundersenhealth.org/cmn-hospitals

Meet our 2024 Heroes

Your gifts to Children’s Miracle Network (CMN) Hospitals help hundreds of local kids and their families each year, assisting with everything from medical care and research to new therapies and adaptive equipment. Each year, our local CMN Hospitals program chooses five children to become ambassadors—called Heroes—for a year. We are proud to introduce these 2024 CMN Hospitals Heroes:

Thank you to our Hero program sponsors:



Andrew

Age 14, Onalaska, Wis.

Andrew enjoys school, and his favorite subject is history. He thrives off learning and sharing what he’s studying, especially space, history and geography. Andrew is a person with autism.

CMN Hospitals Support: Helped with Andrew’s Arena Assessment as a toddler



Charlie

Age 5, Rushford, Minn.

Charlie loves Minnesota sports teams, playing any kind of ball and swimming. Jimmy Buffett songs are his favorite. Charlie was diagnosed with bilateral choanal atresia and apraxia.

CMN Hospitals Support: Gas cards, oxygen tank rental (and later, purchase) and iPad to supplement speech therapy



Liliana

Age 15, Sparta, Wis.

Liliana’s goal is to be a nurse. She also loves animals, scientific facts and reading. Liliana was diagnosed with leukemia.

CMN Hospitals Support: Meal vouchers, gas cards, items from child life specialists



Luther

Age 5, Ettrick, Wis.

Luther loves swimming, playing with friends and farming with his dad and grandpa. He wants to be a rancher when he grows up. Luther was diagnosed with congenital cytomegalovirus.

CMN Hospitals Support: Meal vouchers, gas cards, medical expenses not covered by insurance



Zari

Age 13, Onalaska, Wis.

Zari loves volunteering at a local animal shelter where she helps with socializing cats. She also enjoys music with loud beats and running errands. Zari was diagnosed with several medical complexities after being born prematurely.

CMN Hospitals Support: Two ramps and a lift that help Zari safely visit her family





Pledging support for local kids

Children’s Miracle Network Hospitals at Gundersen Health System set a new fundraising record at Radiothon in 2023 when more than \$127,000 was raised to help families across the Coulee Region.

From 6:00 a.m. to 6:00 p.m. on October 12–13, Radiothon partner Mid-West Family La Crosse shared stories from CMN Hospitals’ families across three of their stations: Z93, KQ98 and 95.7 the Rock. The broadcast also featured Gundersen staff and representatives from local organizations that receive support from CMN Hospitals.

As the stories aired, Miracle Teams comprised of members from area businesses and organizations staffed a phone bank, recording incoming

donations from listeners and making outgoing fundraising calls of their own.

“It takes a tremendous amount of volunteer support to make Radiothon a success,” said former CMN Hospitals specialist Beth Noffsinger. “Mid-West Family is a phenomenal partner—and we are also so grateful to the families who share their children’s medical journeys, to the Miracle Teams who donate their time and to our generous sponsors. These groups all play a part in making miracles happen.”

Save the date!

Radiothon will be held on Oct. 10–11, 2024, in the Clinic Lobby of the Gundersen La Crosse Main Campus. For more information about sponsorship or volunteer opportunities, please email cmnhospitals@gundersenhealth.org.

2023 Radiothon Sponsors

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Miracle Maker

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Miracle Teams

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Dynamic Lifecycle Innovations
7 Rivers Region Chapter of Wisconsin Credit Unions
Team Research
IC System
Trinity Horstman, Miss Wisconsin’s Teen
Team Brooklyn Days
La Crescent Rotary

Changing lives, one child at a time

Your generosity allowed Children’s Miracle Network Hospitals at Gundersen Health System to raise \$1.3 million to help area families in the 2023 fiscal year. Of that, more than \$343,000 was awarded in grants that went directly to support children.

Kids and families are helped in so many ways through your support:



Thank you for helping to change the future by changing kids’ lives!



Recognizing outstanding commitment

Children’s Miracle Network Hospitals is proud to share that Ace Hardware was awarded the 2024 Miracle Achievement Award at the Miracle Gala on April 12, 2024.

As a CMN Hospitals national partner, Ace Hardware has demonstrated an outstanding level of commitment to improving the lives of children in our region. Through a wide variety of fundraisers (such as Miracle Bucket Sales, allowing customers to round up, World’s Finest Chocolate Sales, brat sales, golf outings and more), Ace Hardware retail stores have achieved a lifetime giving of more than \$1.3 million since 1986, when Gundersen Health System joined forces with Children’s Miracle Network Hospitals.

“Supporting CMN Hospitals is easy,” says Pete Walsh, the owner of three local Ace Hardware locations. “Our employees and customers are motivated to help kids in need, especially kids from our own communities. These are the kids of our customers, our friends and our neighbors who are being helped.”



(L–R) Gundersen employees Pete Haack and JJ Tin are pictured with gold medallions that signify they have each raised \$10,000 to support CMN Hospitals.



Gamers with big hearts

Two Gundersen Health System employees were recently recognized for taking gaming to the next level and changing the lives of local children through their support of Children’s Miracle Network Hospitals®.

Pete Haack, a creative services producer for the Medical Media Department, and JJ Tin, PhD, a psychologist in the Behavioral Health department, have been participating for years in a fundraising program called Extra Life that supports CMN Hospitals. The program allows participants to sign up online to play a game of their choice, choose a day to play and then recruit family and friends to make pledges. The funds raised are then directed to the gamer’s local CMN Hospital.

For Haack, the decision to support CMN Hospitals through a gaming fundraiser was easy. Professionally, he works with the CMN Heros and their families each year to create videos for the Miracle Gala, and, within his small La Crescent community, knows many families who have been helped by CMN Hospitals. For Haack, seeing the impact of CMN Hospitals firsthand is inspiring.

“For the past 14 years, these fundraisers have been a fun, easy way to support a cause I feel strongly about,” shares Haack, “and I am not alone. People in the gaming community have big hearts. They are looking for ways to channel their passion and make a positive impact.”

Tin, who spent several years running gaming conventions in California before moving to La Crosse, has been conducting fundraisers for CMN Hospitals through Extra Life for the past seven years. “Knowing that the funds I raise will help local kids, whether it’s for medical equipment, care or research, keeps me motivated,” he says.

Recently, Haack and Tin were both recognized by the national Extra Life organization with a gold medallion for reaching the \$10,000 fundraising level—a milestone they hope will inspire other gamers to fundraise, too. “This platform helps all of us to harness the power of community and make a bigger impact,” explains Tin.

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 \$22.3 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

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