



2023

FISCAL YEAR IN REVIEW

DECEMBER 1, 2022 – SEPTEMBER 30, 2023

Where generosity changes lives.

GUNDERSEN
MEDICAL FOUNDATION



Stephen Shapiro, MD

Chair, Gundersen Medical Foundation

Lindsey Preston, MASL, BSN, RN

Vice President, Gundersen Medical Foundation

Dear Foundation Partners,

Publishing the 2023 Impact Report fills us with tremendous pride because each division of the Foundation has remarkable highlights to share. The accomplishments featured here illustrate the deep impact of your generosity and how it leads to thriving communities.

For example, your support for Medical Education programs has given us an edge in addressing the nationwide physician shortage because we staff more than 100 residents and fellows who help provide patient care. And since one in five of our graduates will choose a career at Gundersen after graduation, support for medical education leads to continued access to high-quality care. That is why in 2023 we expanded our educational programs to include new fellowships in Hospice and Palliative Medicine and Family Medicine/OB-GYN.

We are in awe of the many ways you act on your care and concern for the community, including attending

Foundation events. One of the bright spots of 2023 for us was connecting with many of you at Children's Miracle Network Hospitals Miracle Gala, Drive for Hope golf outing, Steppin' Out in Pink at Riverside Park and the brand-new donor stewardship event, Gratefully, Gundersen. We are inspired to see folks joining us to do good in the community and support the health journeys of our patients and families through these events.

These highlights—and many more—shine a spotlight on your impact. Though we are not immune to the challenges facing healthcare organizations throughout the nation, your gifts strengthen our ability to navigate them while remaining committed to providing essential services to our community.

Thank you for being our partner. It is a privilege to serve the communities in our region, and we are continually grateful for your support. •

27,397

DONATIONS
RECEIVED FROM...



4,856

DONORS
WHICH INCLUDED...



1,334

NEW DONORS

77

EVENT SPONSORSHIPS
RECEIVED FROM BUSINESSES

4,000+ walkers at
Steppin' Out in Pink 2023



\$31,000+ raised for
lung cancer research and
patient support programs at
Drive for Hope 2023



\$400,000+

RAISED FOR LOCAL BREAST CANCER
RESEARCH AND PATIENT
SUPPORT



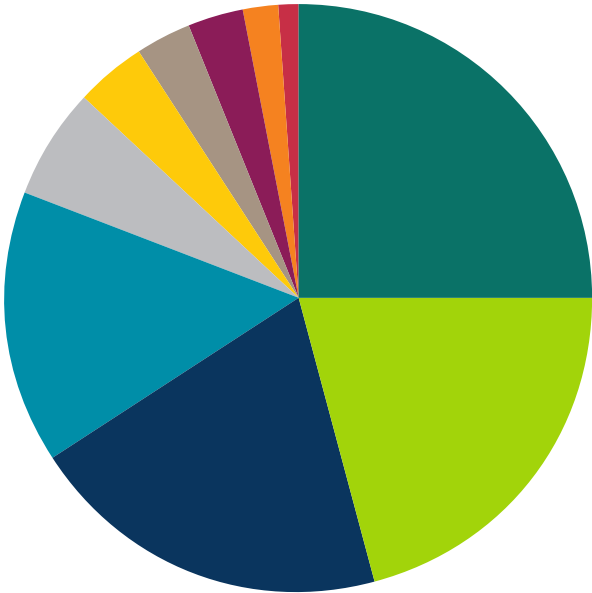
12 ESTATE GIFTS RECEIVED
TOTALING MORE THAN \$1.38M



FUND DISTRIBUTIONS

Philanthropy distributions:
\$3.5 million

Provided support for the following programmatic, equipment and educational needs across the Gundersen Health System region:



25%	Medical Research	\$865,263
21%	Oncology	\$722,735
20%	Pediatrics	\$707,689
15%	Medical Education	\$516,079
6%	Staff Education	\$219,165
4%	Physical Therapy & Occupational Therapy	\$129,541
3%	Mental/Behavioral Health	\$120,757
3%	Patient Services & Community Health	\$103,828
2%	Cardiology/Emergency Services	\$69,025
1%	Employee Health and Wellness	\$48,600



CMN Hospitals partnered with the Boscobel Area Hospitals and Clinics Foundation to obtain a **new Panda Warmer** in Emergency Services to care for critically ill infants

“When I went down to the workout room, I was so amazed by the new equipment. Each piece was different in its use to help each and every body part. The machines were explained to me so I could know how to use them. Don’t get me wrong, it’s all hard work, but it helped having music to listen to. I felt safe and smiled the whole time. Thank you!” - Grateful patient



\$71,564 in updates for an **Inpatient Behavioral Health gym space and audio system** to offer innovative patient care, addressing the importance of physical health and its impact on mental health

\$604,800 awarded from **Steppin’ Out in Pink** proceeds to expand 3D mammography services for patients seen at La Crosse and Winona campuses



\$13,000 granted to the Medical Specialty unit for **purchasing door decals to help patients with dementia** more easily identify their “apartment door” and associate their room as a safe space





CHILDREN'S MIRACLE NETWORK HOSPITALS®

\$842,244

ALLOCATED TO PEDIATRIC PROGRAMS,
RESEARCH, SERVICES AND PATIENT
ASSISTANCE



\$343,457

awarded through 657 grants
that **went directly to families**
in our 25-county service area

\$56,862

distributed for adaptive
equipment, clothing, home
modifications and recreational
programs

\$117,185

**helped 29 children attend
specialized camps** related to
their medical journeys

GUNDERSEN

RESEARCH INSTITUTE

All of Us
RESEARCH PROGRAM

**Clinical Research
and All of Us**

378

2023 clinical trial
patient accrual

171

participants
enrolled in the
LymeDetect study

1,881

2023 All of Us
participant accrual
at Gundersen alone

Translational Research

- **New testing for tick-borne Ehrlichiosis** brought online for the Gundersen region
- Recruited **257 patients** for Diasorin study for early detection of Lyme disease
- Cowden Dahl lab began **new research project studying glioblastoma** with donated funds
- **The Gundersen Cancer Biobank received 451 specimens** from 56 cancer patients and contributed specimens to 15 national and international cancer research studies



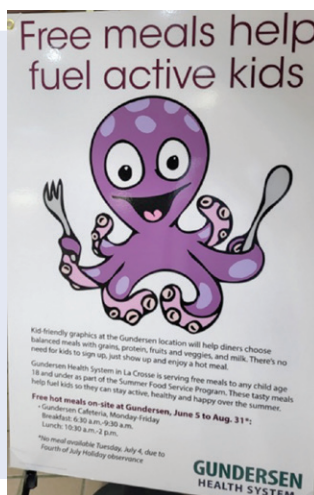
Research Navigation

- Mentored **6 summer fellows**
- Provided research **support for 134 projects**
- Provided research education to
102 residents/fellows and faculty members

SPONSORED PROGRAMS

Formerly known as the Grants Office, our updated name, Sponsored Programs, reflects the broader scope of work to include both grants and industry-sponsored studies. In our grants work, we search for grants that match our strategic plan, assist with grant applications and provide post-award support to ensure compliance. On the sponsorship side of our work, we partner with industry and other sponsors to offer patients and clinicians the opportunity to participate in research.

Awards supported education, medical research, addiction recovery, Crime Victim Services, **summer lunches for kids**, mobile medicine, wellness support for patients with hemophilia, cystic fibrosis, HIV/AIDS and many other areas of need within our communities



More than 20 grants tracked from state, federal and private foundations

\$3.4 million

in active awards managed in fiscal year 2023 with grants ranging from \$1,776 to \$1 million

2 federal awards

received in 2023 were sponsored by U.S. Senator Tammy Baldwin and Congressman Ron Kind (retired) and U.S. Senators Amy Klobuchar and Tina Smith

BIOETHICS

37

PRESENTATIONS AND WORKSHOPS GIVEN BY STAFF LOCALLY AND INTERNATIONALLY

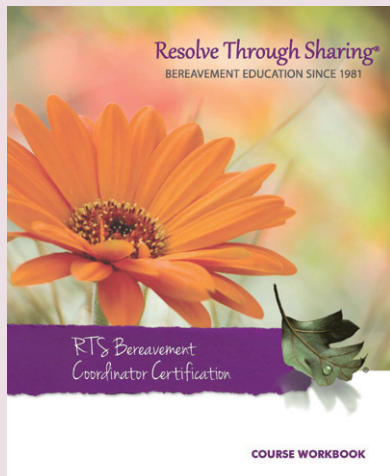
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ETHICS CONSULTATIONS PERFORMED ACROSS THE HEALTH SYSTEM



Tom Harter, PhD, director of Bioethics continued to lead regional organizations to improve care across the state, including the Wisconsin Coalition on Physician Orders for Scope of Treatment (POST) care, the Bioethics Network of the Upper Midwest (BENUM) and the Rural Wisconsin Health Cooperative Ethics Roundtable (RWHC)

RESOLVE THROUGH SHARING®



Launched the Bereavement Coordinator Certification course — the first RTS certification course offered within its history of 40+ years



100+ attendees

participated in a community commemorative event, Walk to Remember, held at Riverside Park

1,681 attendees

trained as part of RTS 2-day courses, workshops, seminars, online modules and coordinator-led courses

MEDICAL EDUCATION OFFICE



1 out of 5

MEDICAL EDUCATION RESIDENT/FELLOW GRADUATES
ACCEPTED POSITIONS AT GUNDERSEN IN 2023

More than 2,000

undergraduate and graduate learners completed clinical and shadow experiences



New programs

Both programs have already matched fellows to start in 2024

- **Hospice and Palliative Medicine Fellowship**
- **Family Medicine/OB Fellowship**



Gundersen Residents take on Hamilton Elementary students in a game of kickball

Emergency Medicine Physician Assistant Fellowship Program:

Received initial accreditation from the Accreditation Review Commission on Education for the Physician Assistant (ARC-PA)

FINANCIALS 2023 OVERVIEW

The financials reported here represent fiscal year 2023, which was December 1, 2022 – September 30, 2023. The fiscal year was a shortened 10-month period to accommodate a system-wide shift in the fiscal year.



Foundation total income: \$26.8 million

Total income for the year increased by 79% from the prior year.

35%	Federal Medical Education Support	\$9.37
28%	Gundersen Health System Operational Support	\$7.50
19%	Gundersen Medical Foundation Operational Revenue	\$5.13
15%	Philanthropic Contributions	\$4.06
3%	Investment Return	\$0.73



Foundation total operating expenses and fund distribution: \$27.9 million

Total expenses decreased by 7.9% from the prior year.

54%	Medical Education	\$15.00
23%	Medical Research	\$6.47
8%	Health System, Patient & Community	\$2.17
6%	Administration	\$1.78
6%	Philanthropy	\$1.78
3%	Resolve Through Sharing	\$0.75



Purposes of philanthropic contributions: \$4.06 million*

Philanthropic contributions supporting patient and community health increased by 45% from the prior year.

45%	Health System, Patient & Community	\$1.83
23%	Medical Education & Research	\$0.92
20%	Unrestricted & Board Reserve	\$0.82
12%	Permanently Restricted	\$0.49

*Does not include Philanthropy Other Income



Net assets: \$76.13 million

Net assets increased by 1.6% from the prior year.

44%	Board Reserve & Other Unrestricted	\$33.19
36%	Donor Permanently Restricted	\$27.15
21%	Donor Temporarily Restricted	\$15.79

GUNDERSEN MEDICAL FOUNDATION

2023 LEADERSHIP

Stephen Shapiro, MD, chair
Lindsey Preston, MASL, BSN, RN, vice president
Jean Hougom, executive assistant

Philanthropy

Todd Mahr, MD, medical director
Mandy Richardson, MPH, CFRE, director

Gundersen Research Institute

Jennifer Kleven, MD, medical director
Carolyn Heath, director

Resolve Through Sharing®

Randi Berg, MD, medical director
Mary Beth Hensel, director

Medical Education

Ben Jarman, MD, Edwin L. Overholt, MD, vice president of Medical Education/DIO
Jennifer Lee, director

To learn more about Gundersen Medical Foundation’s mission, please call the Foundation office at (608) 775-6600 or visit gundersenhealth.org/foundation.

GUNDERSEN MEDICAL FOUNDATION