



## The gift of comfort and distraction to kids with cancer

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The inpatient cancer care unit at Children's Hospital is a special place, serving some of our bravest kids. The 24 beds here must be equipped with special airflow and pressure to ensure the utmost protection from infection. The children cared for on "East 5" are served by a multidisciplinary team of physicians, nurses, social workers, nutritionists, child life therapists, chaplains and child psychologists. These professionals are intimately collaborative, coordinating care for each child.

Sadly, the space our care providers and children inhabit does not do justice to the courage, passion and dedication that lives there. The unit is more than 20 years old and in serious need of renovations.

We envision a nurturing space that provides families with the comforts of a living room, laundry amenities and a business center to connect to work and manage the details of daily life, all while remaining within arm's reach of their child. We envision dedicated play and engagement spaces for small children, teens and young adults who need distraction therapy to help them through the day.

We believe an investment in our cancer unit renovation is a gift that:

- Meets a high priority cancer care need as identified by Children's Hospital of Wisconsin leadership and cancer care providers
- Would have significant impact on the experience and quality of life of children being treated for cancers and blood disorders
- Is a gift that would build upon the existing philanthropic legacy of the [company name], and provide your employees and guests with a meaningful philanthropic landmark in our community
- Will build upon the Company name's legacy of generous support of Dr. David Margolis and the Cancer Program at Children's Hospital

We invite you to consider supporting one of the essential aspects of this project. Philanthropic investments typically represent 50% of the cost of the new space and to express our appreciation, we recognize gifts with donor signage outside the MACC Fund Center.



"We are incredibly grateful to our donors who supported the renovation of our **outpatient** cancer care area. The engaging new space they gifted to our community gives children the chance to just be kids — to focus on creativity, fun and friendships rather than chemotherapy. My deepest wish is that the kids who stay with us in our **inpatient** area receive a similar blessing — an environment that enhances their care while helping them to feel at ease and at home when a normal life seems very far away."

— David M. Margolis, MD, Cancer Program Director



## Thank you

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Children's Hospital of Wisconsin is a true Wisconsin story. Peggy Troy likes to say we are a little like our Green Bay Packers — a remarkable success story profiled in the big leagues while living in the smallest market. When *Parents* magazine ranked us #4 among the nation's pediatric hospitals, ours was the smallest market on the list.

This is something to be proud of, but it is also something that we must be mindful of. Children's provides this market with world-class specialized pediatric health care, and cares for more disadvantaged and vulnerable children than any other health system in the state. Because of the small size of our market, we must protect what we provide to families and children. As the health care landscape shifts, our partnerships will be critical to maintaining our position in the market, and making sure our kids always have a hospital and health care system designed just for them. Because kids are not small adults.

Wisconsin is the kind of place where we transform, succeed and defy expectations on the strength of our communities and our partnerships. The Green Bay Packers. The Milwaukee Art Museum. [Company Name]. Children's Hospital of Wisconsin. In a modest market, we outperform expectations. Together, we help make Wisconsin a very special place to live.

Thank you for being an advocate for our region and for kids. We hope that some of the opportunities we have shared resonate with you and provide opportunities to deepen your hometown legacy. We are grateful for all you have done, and we're proud to partner with you whenever the opportunity arises to transform a corner of our community.

We appreciate your time, and your consideration of a multi-year, \$—— campaign commitment to the children and families we both serve. Thank you.

