



Brighter Than Ever

The Engagement & Philanthropy Campaign for Children's Wisconsin

Dream with us and imagine a day when:



- **We fix a child's failing heart with their own DNA**, ensuring safer and more effective treatments.
- **We prevent an unplanned emergency or urgent care visit** by coordinating care for families in their homes — something as simple, but critical, as ensuring they have a refrigerator to properly store their child's asthma medication.
- **We eliminate suicide** by identifying and recognizing the early indicators that lead to suicidal ideation.

It's a bold dream, to be sure, but Children's Wisconsin is poised to make it a reality with your support.

Unparalleled care in Wisconsin, recognized across the nation

Families turn to Children's Wisconsin because they know they will receive nationally ranked expertise delivered with quality and compassion. As the only independent pediatric health care system in Wisconsin, we're focused 100% on kids. We also boast a robust pediatric research platform, offer a health care plan and are the largest social services agency in the state, with 6.5 million connections with kids annually. **Simply put, no one is better positioned than Children's Wisconsin to drive the future of pediatric health care in our state.**

Building a brighter future for kids and families

Everything Children's Wisconsin does is guided by our vision that Wisconsin's kids will be the healthiest in the nation. To realize this vision, the Children's Wisconsin Foundation launched the Brighter Than Ever Engagement and Philanthropy Campaign, designed to rally the community's generosity, volunteerism and advocacy to help kids and families live to their fullest potential.

Rooted in our comprehensive approach to caring for kids and families, **Brighter Than Ever** represents the most ambitious engagement and philanthropy campaign in the Children's Wisconsin history, with a commitment to:

SPARK FORWARD

Physical health

Eradicating disease and innovating health care

GLOW BEYOND

Social health

Empowering families to build strong communities

SHINE THROUGH

Mental health

Creating solutions for mental and behavioral health

Whatever the health care challenge, Children's Wisconsin wraps around all dimensions of health and wellness, and this shows in the measures we take to foster the best and safest care possible:



- **We create child-friendly environments** to ease anxiety and provide resources to families that extend beyond our hospitals and clinics and into the community.
- **We are redefining models of pediatric health care delivery** through the integration of mental and behavioral health services at every Children's Wisconsin primary and urgent care clinic — the largest-scale implementation of its kind.
- **The Children's Research Institute** is the largest concentration of 100% pediatric research in Wisconsin, with more than 150 researchers in nearly all of our 36 specialties.

These investments save lives and help kids realize their fullest potential, yet they are not covered by insurance. Children's Wisconsin offers these programs and services because it's the right thing to do. Your support allows us deliver on our commitment to being a hospital and so much more, ensuring that we are treating kids' physical, social and mental health now and into the future.

How you can help



Kids are the light of our lives and the reason we're continually driven to do more. Together, we've made great strides but must continue to go where kids need us most. **For more information and to explore opportunities that are meaningful to you, please contact Kara Muchow, Senior Director of Development, at (920) 205-8717 or muchow@childrenswi.org.**

Together, we can ensure brighter futures for kids, families and communities!



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