

# Leaving a Legacy

At American Family Children's Hospital 



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## You Can Make a Difference in the Lives of Children

### Consider a Legacy Gift to American Family Children's Hospital

When children are hurting, you can help. Operating without any state subsidy, American Family Children's Hospital will always depend on the generosity of compassionate supporters to ensure that critically sick and injured children receive the best health care possible.

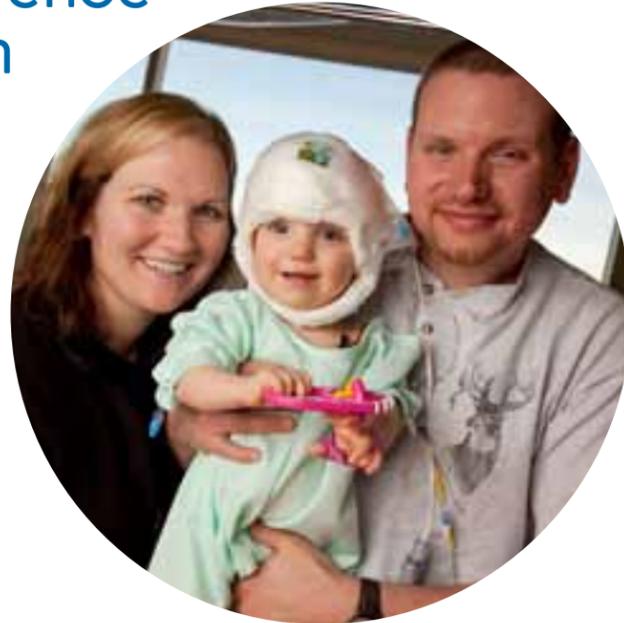
Cash and shares of stock are the simplest ways to give and provide immediate benefits for children who need and rely on American Family Children's Hospital. If, however, you are considering a long-term charitable gift, inclusion of American Family Children's Hospital in your will or estate plan can help ensure that the most complex health care needs of the next generation will be met—long after your lifetime. Just as George and Ann Croal chose to lovingly honor their daughter through a gift in their estate plan (see facing page), you too can transform the precious lives we touch by making American Family Children's Hospital a part of your legacy.

Through careful charitable planning with your attorney, financial advisor or the Hospital's official gift planning partner, (University of Wisconsin Foundation's Office of Gift Planning), you can explore the options that best fulfill your wishes and financial goals. Bequests in wills or living trusts, beneficiary designations, life insurance, gift annuities and even charitable trusts are all examples of deeply meaningful ways that you can create a philanthropic legacy and know that every dollar will be used to address the American Family Children's Hospital's greatest needs for children.

### Honoring Your Legacy at American Family Children's Hospital (Donor Recognition)

A legacy gift to American Family Children's Hospital will be recognized through membership in The Mary Cornelia Bradley Legacy Society, which allows the Hospital to express sincere appreciation for giving the gift of childhood to so many children and inspires others to help build a healthier tomorrow for future generations.

Named after 6-year-old Mary Cornelia Bradley who tragically died of meningitis in 1916, this Society recognizes our most loyal and generous donors, including Mary's parents, Dr. Harold and Mary Josephine (Crane) Bradley. Their tremendous gift to memorialize the memory of their daughter funded most of the first pediatric research and teaching hospital at the University of Wisconsin in 1920: The Mary Cornelia Hospital for the



*Makayla Kuehn of Juneau, Wisconsin is held by her parents, Stacey and Adam. Makayla was treated at American Family Children's Hospital for leaking blood vessels in her brain, as well as for an accumulation of excess cerebral spinal fluid.*

Study of Children's Diseases. In 2007, that first hospital would emerge as the origin of today's American Family Children's Hospital. To learn more about the Mary Cornelia Bradley Society, please visit [uwhealth.org/mcbsociety](http://uwhealth.org/mcbsociety).

### Suggested Language and Tax Identification No.

Should you consider making a legacy gift to benefit American Family Children's Hospital, the following is suggested language specified through our partner, University of Wisconsin Foundation, which may be incorporated into your will.

University of Wisconsin Foundation Tax Identification No.: **39-0743975**.

*"I hereby give, devise and bequeath to the University of Wisconsin Foundation, a nonprofit, non-stock Wisconsin corporation with its principal office in Madison, Wisconsin, \_\_\_\_\_ percent (%) of the rest, residue and remainder of my estate (or alternately the sum of \$ \_\_\_\_\_) for American Family Children's Hospital at University of Wisconsin Hospital and Clinics."*

## Croal Family Honors Their Daughter's Care

For some families, the easiest time to make a major charitable gift is after the donor passes away. Consider how Ann and George Croal have planned to leave a legacy to honor their daughter.

Back in 1975, Ann was convinced that her then-4-year-old daughter, Deirdre, had cystic fibrosis (CF).

"She had all the signs – salty perspiration, wheezing, a constant runny nose and cough, and metabolism problems," Ann says. "One day, I just marched Deirdre into the old UW Hospital and insisted that they give her a chloride sweat test."

When the results confirmed Deirdre had cystic fibrosis, Dr. Charles Lobeck looked at Ann and said, "You knew all along, didn't you?"

At the time, children with CF typically did not survive past age 10. The tears flowed freely, as Ann and her husband George tried to accept the unsettling news.

More than three decades later, Deirdre March is now a petite 40-year-old woman who just recently completed her nursing degree and now works as a registered nurse at Waunakee Manor. Her parents look back on the countless days and nights Deirdre has spent at UW Hospital and Clinics.

"Deirdre was raised by the doctors, nurses and respiratory therapists at UW," says Ann. "We are so grateful for her care, so when the new American Family Children's Hospital was going up, we decided to make a gift in Deirdre's name."

In addition to a cash gift, the Croals also opted for a planned gift known as a second-to-die life insurance policy that pays out only after both spouses have passed away.



*Ann, George and daughter Deirdre enjoy a moment together.*

"For people who are not independently wealthy, the life insurance policy is just one way to support the children's hospital without touching your estate," says George, a retired Madison police detective and practicing financial planner. "There are also other types of gift planning such as simple bequests, charitable trusts and annuities. The Children's Hospital or any financial planner can provide more information."

As they think back on their 36-year journey of care, the Croals can only marvel at how far things have come since their daughter's diagnosis.

"The strides in research and treatment for CF are truly phenomenal," Ann says. "Nothing proves this more than having Deirdre with us after all these years. We also are thrilled that our family's legacy will live on at the hospital with our planned gift."

### Contact Us

For information on our world-class pediatric care, hospital programs, recognition opportunities, tours or general inquiries:

American Family Children's Hospital  
Development Program  
600 Highland Avenue, H4/810  
Madison, WI 53792-8350  
(608) 264-KIDS (264-5437)  
Email: [afch@uwhealth.org](mailto:afch@uwhealth.org)  
Website: [uwhealth.org/kids](http://uwhealth.org/kids)

To speak confidentially with a gift planning specialist, please contact:

University of Wisconsin Foundation  
Office of Gift Planning  
1848 University Avenue  
Madison, WI 53726  
(800) 443-6161 or (608) 263-4545  
Website: [supportuw.org/gift-planning](http://supportuw.org/gift-planning)

# The Mary Cornelia Bradley Legacy Society

## Honoring Your Legacy at American Family Children's Hospital

If you make a legacy gift to benefit American Family Children's Hospital, we hope you will let us know by completing this Enrollment Form. Your willingness to be listed as a member of The Mary Cornelia Bradley Legacy Society allows us to express sincere appreciation for giving the gift of childhood to so many children and inspires others to help build a healthier tomorrow for future generations.

Making us aware of your plans to benefit the Hospital further allows us to have meaningful dialogue with you (or your advisor) should you wish to designate your gift to a special area of need. Of course, we respect those who wish to remain anonymous, but encourage you to let us know of your plans on a confidential basis as legacy gifts help provide the financial resources to plan for the future. Thank you for your thoughtful consideration.

More information is available by visiting [uwhealth.org/mcbsociety](http://uwhealth.org/mcbsociety). You may also complete this Enrollment Form and return to this address →



**Please return this form or direct your inquires to:**

American Family Children's Hospital  
 Mary Cornelia Bradley Legacy Society  
 600 Highland Avenue, H4/810  
 Madison, Wisconsin 53792-8350  
 (608) 264-KIDS (264-5437)  
 Email: [afch@uwhealth.org](mailto:afch@uwhealth.org)

I/We wish to enroll in The Mary Cornelia Bradley Legacy Society and give permission to publish my/our names as members. Please list my name/our names as:

\_\_\_\_\_

(Please Print)

I/We have questions or would like additional information. Please contact me/us at:

I/We have included American Family Children's Hospital in my/our long-term charitable plans, but request no recognition. Further, I/we understand that this information will be kept confidential though it supports the Hospital's future planning to provide world-class and loving health care for future generations.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Best Phone #to Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

