



Edwards Auto Group's Generous Donation Honors Memory of Robert F. Edwards III

Dave Edwards and Robert F. "Bob" Edwards III were more than brothers – they were best friends. Growing up and later as adults, they did everything together: horseback riding, dirt bike racing, even going into business together.

Dave lost Bob to cancer on February 8, 2015, but has never forgotten the love and time they shared. To honor Bob's memory, Dave Edwards and the Edwards Auto Group family have pledged \$25,000 to the Jennie Edmundson Hospital Foundation Cancer Center capital campaign.

The campaign is raising \$5 million to replace the Methodist Jennie Edmundson Cancer Center's aging linear accelerator with an advanced, more precise TrueBeam linear accelerator. The project includes building a new vault to house the equipment as well as making several improvements to the facility. For the next five years, the Edwards Auto Group will donate \$5,000 each year to help pay for and maintain the linear accelerator and the cancer center facilities.

"We were born and raised here in Council Bluffs," Dave Edwards says. "My grandfather

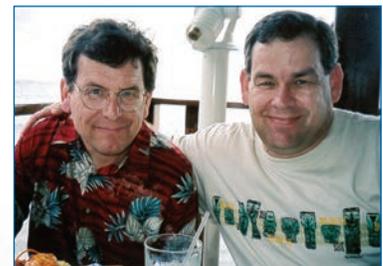
was a police captain. My father started Key Real Estate in 1966. We love our community and believe in it."

"The Methodist Jennie Edmundson Cancer Center is important to the community, and the new equipment is important to the people who will be treated there. These improvements will help provide viable health care for the community and the region."

Dave and his brother, Bob, were only 11 months apart in age. "Bob was full of life," Dave recalls. "His passion was motorcycles and cars. As long as I remember, and even as he was fighting through his cancer, he was probably one of the most positive people I have ever known."



Above: Bob and Jean Edwards
Below: Bob and Dave Edwards.



(Continued on page 3)

Dave Edwards says cancer impacts patients and their families. He lost his brother and best friend to cancer in 2015. Pictured above, the Jean and Bob Edwards family.



Tara Slevin | Generosity Provides Much to Celebrate



Tara Slevin,
Vice President of
Development and
Volunteer services

Jennie Edmundson Cancer Center Campaign Update

Thanks to ongoing support from donors at every level, we are making progress toward meeting our fundraising goal for the new linear accelerator and renovations to the cancer center. Donors like the Edwards Auto Group understand family and friends are also affected

when a loved one has cancer. They have made a generous donation to our campaign in honor of Bob Edwards III. Is there someone you would like to honor or memorialize while providing enhanced care for future cancer patients? Recognize them and help us reach our goal!

Local Benefits Engage All Ages to Make a Difference

The Bald & The Brave, Wheels of Courage, and Spirit of Courage are all events that support The Spirit of Courage Charitable Patient Care Fund.

Contributions assist patients who need some help paying for medications, procedures, rent, utilities, transportation, and other necessities. Often, without these lifesaving funds, patients would forgo treatments or face an interruption in services. Every dollar raised matters. *See page 5.*

Young people who volunteer are 24% more satisfied with their lives and earn better grades than those who don't. Council Bluffs area youth are working together to make a difference for our patients while bringing awareness to important causes. *Learn more on page 6.*

Thank You for Your Support!

Donors like you help the Jennie Edmundson Hospital Foundation improve the health of our patients and neighbors. Thank you for choosing to make a difference with your gift. Together we are changing lives in Southwest Iowa.

With Gratitude,



Donation Honors Memory of Robert F. Edwards III (continued from page 1)

“Life didn’t turn out as he would have wanted it, but he made the most of the life he had.”

Bob Edwards’ wife, Jean, says her husband was diagnosed with neuroendocrine cancer in December 2011. He underwent treatment at Methodist Estabrook Cancer Center in Omaha. She had worked as a clinical laboratory scientist at the Methodist Pathology Center in Omaha for 22 years.

Edwards’ treatment included chemotherapy and radiation. “They were very satisfied with how it went,” Jean recalls. “It was a slow growing tumor and it did get smaller. But they also never made us any promises.”

Bob continued to work and become more active, but in the summer of 2013, he experienced back pain. In August 2013, doctors discovered the cancer had metastasized to his bones. “Even though we had listened to every word they said when he went through that first round of treatments,” Jean recalls, “it never really computed that his cancer was not curable.”

She says Bob stayed positive despite the new diagnosis. “Bob’s attitude was always, ‘We only look forward, Jean. We don’t ever look back.’”

The Edwards Auto Group is truly a multi-generational family business. Dave Edwards has a daughter and two sons in different positions there, along with several nephews. They consider their 400 employees “extended family.”

“Bob continued working right through his first recovery period,” Dave says. “It really influenced people here to see the drive he had. He was inspirational.”

Jean says she and Bob enjoyed having family parties at their home. As his condition worsened, they still did their best to take part in family events, including the wedding of a niece in November 2014. “We attended, of course, and there was a big, extended family picture taken,” she recalls. “Even though we used a handicap parking tag and he used a cane at that time,

he and I had one slow dance together at her reception, no cane needed.

“They say you never really know when something is going to be ‘the last time’ until after it’s over. Well, with that last dance, I knew it would be our last dance. Of course, Bob did too, and I suppose that’s why we stayed at the reception until we had that dance. Many of our nieces and nephews and our kids were near the edge of the dance floor snapping pictures of our last dance, too.”

When Bob could no longer go into work or attend lunch with his family and coworkers each Thursday, as had become routine, Jean suggested having the weekly lunches at their home. “He kept inviting more and more people,” she says. “He signed his last business deals at one of those lunches, a week and a half before he died.”

She says Bob would be pleased by the donation to the Jennie Edmundson Foundation in his name. “To be in business with Dave meant so much to him,” she says. “They were always good at balancing each other.”

Dave Edwards says cancer is a diagnosis that impacts patients and their families. “If this donation makes it possible to not only treat patients but perhaps also find a cure,” he says, “then it will really make a positive difference.

“I am thankful for the brother I had,” he says, “and this is one way to show that gratitude.”

Edwards
AUTO GROUP



pledged \$25,000 to the

Cancer Center

Capital Campaign.

\$433,324.42 remains
to reach the goal of
enhancing cancer care
in Southwest Iowa.

**How will you
choose to help?**

Activities Support Much Needed Charitable Care Fund

Several events recently raised money for the Jennie Edmundson Foundation Spirit of Courage Charitable Patient Care Fund. Additional opportunities will take place this summer and fall.



The Fire Department won the human foosball strength challenge.



The Police Department won The Bold & The Brave haircut challenge. Thanks to Creative Edge Salon for their hard work in the heat!



The Wheels of Courage car show made a significant contribution toward charitable patient care.

The Bald & The Brave Challenge Engages Community & Raises Funds

The three part competition took place between the Council Bluffs Police Department, Fire Department, Public Works Department and City Staff. While the City fared well, the Police Department shed the most hair during a cutting event organized by Creative Edge Salon. The Fire Department dominated Human Foosball. The final competition – fundraising – continues! Collectively on June 11, the teams raised \$5,884. The Public Works Department is currently in the lead. To help your favorite department win this last challenge, visit our website, click The Bald & The Brave logo to buy raffle tickets and/or make a donation.

Public Works Department Tops \$20,000

The Public Works Department held their second annual Wheels of Courage Car Show on June 25, raising \$17,610 for the Spirit of Courage Charitable Patient Care Fund. They enjoyed an amazing show of support from their partners, sponsors, and car enthusiasts! The car show, combined with their Bald & Brave fundraising efforts, brings Public Works to a grand total of \$20,498 raised so far. Kudos, Public Works!

Spirit of Courage Celebrity Weekend

This event offers several opportunities for fun and fundraising. The Team Scramble Golf Tournament tees off at Dodge Riverside Golf Club on August 6. That evening Teresa Benson, Karen Hansen, and Amber Williams will be honored and Jenyi Knudsen-Bergsten will receive a Lifetime Achievement award at the Mid-America Center. A No Limit Texas Hold 'Em Poker Tournament takes place on August 7. In addition, Harrah's will donate \$1 for every ticket sold to Stir Cove's August 13 concert featuring Rick Springfield with the Fixx and the Romantics.

To learn more or register for upcoming events, call (712) 396-6040 or visit jehfoundation.org.

Patient Is Grateful for Safety Net and Completing Treatments

For breast cancer patient Cynthia West, the beautiful part of receiving urgently needed help was this: She didn't have to ask.

Tammy Johnson, R.N., nurse navigator at the Methodist Jennie Edmundson Breast Health Center brought up the Spirit of Courage Charitable Patient Care Fund.

"She approached me," West said. "She said, 'I don't know your financial situation, but can I tell you about our program?'"

The compassionate offer is "something we talk about with every new patient we see. I explain it to everybody," Johnson said.

Those in need can fill out an application which is reviewed by the Jennie Edmundson Hospital Foundation and Cancer Center staff.

The program is designed to help patients like West. "It was all I could do to not start crying," she said. "I was so filled with gratefulness."

She'd been, before that moment, overwhelmed by the strain of undergoing cancer treatment and coping with the loss of her job.

West was diagnosed in April of 2015 with stage 1 invasive ductal carcinoma following a routine mammogram. "It was caught early," West said. "But it was very invasive, so that was concerning. It was very, very scary."

West's life had already been knocked off kilter. Before her cancer diagnosis, West normally worked both a full-time and a part-time job. The previous September, she'd lost her job as activities director at Heritage House, an assisted living facility in Atlantic, Iowa.

"It was one of the best jobs I'd ever had," she said. "I had just lost my job and lost my health insurance." Working part-time at an Atlantic liquor store helped West get by, but the financial pressure was mounting. "I was probably at my limit," she said.

West knew she needed financial help, but wasn't sure where to turn – until Johnson started the conversation at the Methodist Jennie Edmundson Breast Health Center.

"Those ladies at the Breast Health Center are some of the most wonderful people I have met. Every time I'd come in they'd give me gas cards and grocery cards," West said. They also offered short-term assistance with rent and utilities.

"I could concentrate on getting better," said West, who is doing well as she completes the final stages of chemotherapy treatment. She looks forward to regaining her health and her active routine.

Cancer often places a financial burden on families. Between 40% and 85% of cancer patients stop working during early treatment, and those work absences can last 45 days to six months.

Those lost workdays can dig a financial hole for families and individuals. Still, patients often decline to apply for financial assistance.

"When bills start piling up, they give me a call," Johnson said. "We tell them: we want you to focus on your health."

For anyone considering supporting the Spirit of Courage Charitable Patient Care Fund, West has this message: "I cannot stress enough how much this helps. It could happen to anyone, anytime. It could be your daughter. It could be your mother."

We are grateful for all those who have made a gift to the Charitable Patient Care Fund so that we can extend this peace of mind and financial relief to our patients in need.



Financial assistance allowed Cynthia West to focus on her health while undergoing chemotherapy treatment for cancer.

Making a Difference at Any Age

Recent projects led by local elementary and middle school students have made a positive impact at Methodist Jennie Edmundson Hospital. “The efforts of these amazing young people make a real difference to our patients and their families,” said Tara Slevin, vice president of development and volunteer services at Jennie Edmundson Hospital Foundation.

Delivering Distraction

Jared Kaufman’s Boy Scout Eagle Project rolls onto patient floors every day at Methodist Jennie Edmundson Hospital.



Front (L-R): Aiden Barrett, Luke Stolz, Jared Kaufman, Brenden Barrett and Gaven Farrell. Back: Oscar Jensen, Nolan Peters and Vincent Stolz.

Two Patient Care Carts, operated by teen volunteers, deliver books, magazines, puzzles, pens, markers, stress balls and playing cards.

Mary Jane Colburn, director of nursing, asked Jean Armstrong, manager of the Methodist Jennie Edmundson Hospital Family Resource Center, to look into offering Patient Care Carts as a welcome diversion for patients and family members with lots of time on their hands.

Armstrong thought it’d make a perfect Boy Scout Eagle project. She mentioned it to Michelle Kaufman, director of oncology services, who had a special scout in mind – her son, Jared.

Jared thought the carts could make a positive impact and demonstrate his leadership abilities – both key to a successful Eagle project.

Kaufman announced his project at Emanuel Lutheran Church where Troop 500 meets and set up a collection box. In addition, scouts sought for donations of books, magazines and other materials from homes in the neighborhood.

After preparing the carts, scouts sorted and stocked the over 500 items collected.

“The teen volunteers love the carts,” Armstrong said. “They get them talking and interacting with patients.”

The Family Resource Center will continue accepting donations. “I told Jared it will continue for years to come,” Armstrong said.

Kaufman is happy his Eagle project is up and rolling. “It feels good knowing that you’re helping people at the hospital,” he said. “I’m proud that it went well.”

Raising Awareness & Funds

The 26 members of Kirn Middle School Leadership Academy’s held a Cancer Ribbons fundraiser which resulted in a \$226 donation to Jennie Edmundson Hospital Foundation.

A subcommittee of students organized the sale of ribbons representing different kinds of cancer – one color each day, Monday through Thursday, for 25 cents each. On Friday, a rainbow ribbon representing all the cancers cost \$1.

“The kids wrote announcements each day about different kinds of cancer,” Debora Masker, instructional coach said.

Leadership Academy member Moriah Heilesen said the fundraiser improved students’ awareness of cancer.

“We explained that there’s more than breast cancer like colon cancer, brain cancer and skin cancer,” Heilesen said. “This fundraiser helped people realize that cancer is a serious topic!”



Kirn's Leadership Academy with Methodist Jennie Edmundson Hospital development coordinator Jessica Brickey and Tara Slevin, vice president of development and volunteer services.

recipient,” Armstrong said.

Contents may include:

- Crayons and coloring book or notebook and pen
- Photo album or key chain with a picture frame
- Small stuffed animal or Slinky or yo-yo
- Zip-lock bag to save a lock of hair, hospital ID bracelet, or other keepsake
- A book about the death of a loved one
- A list of Council Bluffs Public Library resources

Lending A Heart

When Hoover Elementary’s student council decided to launch a fundraiser, the members, ages 8 to 11, had a lively debate about potential recipients including projects to benefit the school and animals. Then the conversation took another turn. “They said, ‘Let’s take care of kids. Kids are more important than animals,’” said Hoover Elementary teacher Stephanie Jones-El Marouani.

To learn how they could make a difference, Jessica Brickey, Methodist Jennie Edmundson Hospital development coordinator, talked to the group about the Memory Bag Program, which delivers bags to children dealing with the death of a loved one.

Energized by the idea of helping grieving kids, Hoover’s student council organized a pre-Valentine’s Day fundraiser sale of \$1 lip-shaped lollipops.

“It was a tremendous hit,” Jones-El Marouani said. \$200 was donated toward Memory Bags.

Jean Armstrong, manager of the Family Health Resource Center, distributed over 300 bags last year. “I don’t know any other hospitals in the area that do this,” Armstrong said. “I get calls from all over the community, mostly from hospitals.”

“Each bag is especially made for a specific

“It’s very emotional at times,” Armstrong said. “One young boy used the supplies to draw a picture for his dying mother, and tucked it under her hand in the hospital bed.”

For teacher Jones-El Marouani, the donation was particularly poignant. Fifteen years ago, she lost her husband and personally benefited from bereavement programs. She says elementary school is a great time to empower kids to help others. “At about 9 years old, children can start thinking outside of themselves.”



Methodist Jennie Edmundson Hospital development coordinator Jessica Brickey accepts Hoover Elementary's donation from student council members (L-R) Daxon Kindred, Samantha Richard, Lola Shorney, Aleesha Mascarenas, Emily Pomernackas, Kennady Bertelsen, Kaylee Woolsoncroft and Cash Seaman.



**JENNIE EDMUNDSON
FOUNDATION**

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2016 Spirit of Courage Award Winners | Amber Williams | Karen Hansen | Teresa Benson | Jenyi Knudsen-Bergsten



A Benefit for The Charitable Patient Care Fund at the Methodist Jennie Edmundson Cancer Center.
August 6: Team Scramble Golf Tournament, Dodge Riverside Golf Club, 9:00 a.m. Shotgun Start
Spirit of Courage Gala Honoring Spirit of Courage Award Winners, Mid-America Center, 6:00 p.m.
August 7: No Limit Texas Hold 'Em Poker Tournament, Mid-America Center, 1:00 p.m.
August 13: Rick Springfield with the Fixx and the Romantics Concert, Harrah's Stir Cove, 8:00 p.m.



Spirit of Courage Celebrity Weekend