

STATEMENT OF ACHIEVEMENTS

Category I

Achievement I

A Community Service Project With Special Meaning

2019

Community Service is a hallmark of Gunderson Funeral Home and Cremation Care. From the beginning of Gunderson Funeral Home, the Madison community and area communities have been the continuing recipients of the respect and care the Gunderson family and their employees have given to individuals and families they have served throughout South Central Wisconsin.

Two Thousand and Nineteen has been no exception to the rule. Along with memberships on most all of the service organizations, area Chambers of Commerce, sponsorships and support of many groups, organizations, along with the contributions to local charities and essential services, Gunderson Funeral Home continues its on going involvement in making our communities better places to live and grow. The friendly personalities and thoughtfulness of the funeral directors, support staff and administrative staff engenders much good will and a positive outlook in the neighborhoods they live in, the churches they are members of, the schools their families attend and the local businesses they patronize. In many ways this is part of the overall immersion into service to and for our communities they serve.

As one of those service related decisions, this year, Gunderson Funeral Home choose to establish a Blood Drive in Conjunction with the American Red Cross. The funeral home made all the arrangements, and helped with the publicity and coordination. It was held at Messiah Lutheran Church which is close to the Madison Gunderson Funeral Home. It was held on Thursday, April 4, 2019. Probably most importantly almost every funeral director, support staff persons and administrative staff were involved as they all donated blood at the blood drive.

There was a significant and highly symbolic reason that Gunderson Funeral Home established this community service project. It was planned as a Memorial Blood Drive on the first anniversary of one of Gunderson's Funeral Service Associate's grandson's death. This 21-year-old young man was killed in a tragic car accident shortly after his college graduation and shortly before his marriage to his fiancé. Blood donations were ultimately not able to save his life, but his family and funeral home "family" were deeply affected and would have been incredibly indebted to those who had given blood, potentially to save the life of others. It is truly "The Gift of Life" for many.

The blood drive, and all the planning that went into it, was very successful. The American Red Cross was extremely appreciative and the meaningfulness of the reason for the blood drive to honor of this young man touched many hearts.

It was ultimately one of those tributes that honor the grief that is so profound with the sudden death of a young person...the death of a child.

His family set up a foundation that has provided scholarships to numerous students.

These were presented this spring. Hundreds of persons along with Gunderson Funeral Home contributed to this foundation. When a family who has suffered such an unthinkable loss is able to find a fitting memorial for their loved one, it often is a great comfort in their journey through grief.

This year this program was a part of the commitment of Gunderson Funeral Home to continue to reach out to the community..... Communities actually, as Gunderson's now have nine funeral homes throughout Dane County and South Central Wisconsin. They are in Madison, Middleton, Stoughton, Cross Plains, Mt. Horeb, Black Earth, Lodi, Oregon and Fitchburg....to continue to care.

Gunderson's is now a fourth generation family owned funeral home. From the first funeral of Gunderson's back in 1922 through these many years, Gunderson's have maintained the promise to the families they have served: A continuing commitment to innovative leadership, highly ethical and professional standards, excellent service, attention to detail, compassion and respect for individuals, families and the health and welfare of the communities they live in. Looking back it seems clear they have met that promise and pledge to continue in the years to come.

Attachment 9

