



## Proposal for Donor Support

In memory of Marilyn Thoms



### **Advancing Health and Wellness for America's Veterans**

Expanding immersive wellness environments in VA hospitals, clinics, retirement homes, and shelters to promote peace, healing, and improved well-being for those who served.

**Offered at No Cost to Qualifying Veteran Facilities**



Bringing nature's beauty indoors to inspire hope, healing, wellness, and peace.

# Proposal for Donor Support

## Giving Mac – Marilyn Thoms Memorial Fund for Veteran Wellness

**Funding goal:** \$265,000 to support the first phase of installations across Wisconsin

Date: 11-1-25

Prepared by: Michael Ohren

We invite you to join us — as a corporate sponsor, individual donor, or foundation partner — to elevate veteran wellness across Wisconsin through immersive media and environment enhancement. Your gift will directly impact the lives of veterans who have given so much.

## 1. Purpose & Vision

The **Marilyn Thoms Memorial Fund**, established under **Giving Mac, Inc.**, a 501(c)(3) charity, supports the expansion of **Atmosphere Systems** — immersive wellness solutions featuring exclusive 4K nature films created to promote relaxation, mindfulness, and healing.



We propose to donate and install these **Atmosphere Systems**, comprised of large-format displays, media players, and curated immersive 4K nature-film libraries in four types of veteran-focused facilities across Wisconsin: **VA Hospitals, VA Clinics, Veteran Retirement Homes, and Veteran Homeless Shelters.**

These systems will be placed in lobbies, common areas, and resident or treatment rooms (such as those used for chemotherapy, dialysis, and decompression) to foster calm, reduce stress, and improve mood and overall wellness for our veteran population and their caregivers.

Our mission is to honor those who served by bringing the restorative power of nature indoors, creating calming environments that support well-being, resilience, and recovery.



## 2. Benefits to Veterans and Caregivers

### Creating calming sights and sounds that improve well-being

Installing Atmosphere Systems transforms ordinary spaces into immersive, calming environments designed to reduce stress, anxiety, and agitation. The 4K nature films and high-fidelity soundscapes replicate the sights and sounds of the natural world — from forests and oceans to peaceful landscapes — helping veterans relax, recover, and reconnect. Studies in biophilic design show that exposure to nature imagery and sound can lower heart rates, reduce perceived pain, and improve overall mood, supporting both mental and physical wellness.



### Applications Across the Facility

Atmosphere Systems are highly versatile and can be tailored to enhance a variety of environments:

- **Common Areas & Lobbies:** Create a welcoming first impression that immediately soothes and uplifts both veterans and visitors.
- **Treatment & Therapy Rooms:** Support patients undergoing dialysis, chemotherapy, physical therapy, or counseling by fostering calm and focus.
- **Resident Rooms:** Offer private comfort and relief from isolation, particularly in long-term care and transitional housing environments.
- **Decompression or Quiet Rooms:** Provide safe spaces for emotional reset and mindfulness — essential for both veterans and their caregivers as they navigate PTSD, anxiety, and burnout.

### Advancing Veteran-Centric Care and Facility Innovation

By incorporating immersive wellness technology, each participating facility demonstrates a strong commitment to **innovation, patient-centered care, and the continuous improvement of the environment of care**. The integration of biophilic, evidence-based media supports VA and healthcare quality-of-life goals, enhances staff morale, and strengthens the facility's reputation as a forward-thinking, veteran-focused organization.

More about Atmosphere and the science behind it on page 13.

### **3. The Opportunity & Need in Wisconsin**

#### **3.1 VA Hospitals & Clinics**



According to the U.S. Department of Veterans Affairs directory, Wisconsin has multiple VA health-care facilities, including major medical centers and outpatient clinics.  
[www.va.gov/find-locations](http://www.va.gov/find-locations)

#### **VA Primary-Care Facilities in Wisconsin (22 total)**

##### **Breakdown by VA Health System (VHA):**

##### **VA Tomah Health Care (5)**

- Tomah VA Medical Center (Tomah)
- La Crosse VA Clinic (La Crosse)
- Clark County VA Clinic (Owen)
- Wausau VA Clinic (Rothschild)
- Wisconsin Rapids VA Clinic (Wisconsin Rapids)

##### **VA Madison Health Care (6)**

- William S. Middleton Memorial Veterans Hospital (Madison)
- Baraboo VA Clinic (Baraboo)
- Beaver Dam VA Clinic (Beaver Dam)
- Janesville VA Clinic (Janesville)
- Madison East VA Clinic (Madison)
- Madison West VA Clinic (Madison)

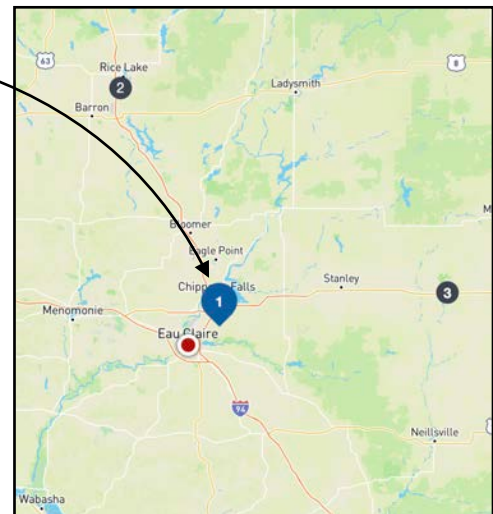


### VA Milwaukee Health Care (6)

- Clement J. Zablocki VA Medical Center (Milwaukee)
- Appleton VA Clinic (Appleton)
- Milo C. Huempfer VA Outpatient Clinic (Green Bay)
- Cleveland VA Clinic (Cleveland)
- Oconomowoc VA Clinic (Oconomowoc)
- Union Grove VA Clinic (Union Grove)

### VA Minneapolis Health Care (4 in Wisconsin)

- **Chippewa Valley VA Clinic (Chippewa Falls)**
  - **This will be the first facility to receive an Atmosphere System, as we have already raised the funds to support the donation and installation**
- Rice Lake VA Clinic (Rice Lake)
- Hayward VA Clinic (Hayward)
- Twin Ports VA Clinic (Superior)



### VA Iron Mountain Health Care (1 in Wisconsin)

- Rhinelander VA Clinic (Rhinelander)

## How many veterans are served?

For example:

- William S. Middleton Memorial Veterans Hospital in Madison serves over 80,000 veterans across 19 counties. [www.va.gov/madison-health-care/?utm\\_source=chatgpt.com](http://www.va.gov/madison-health-care/?utm_source=chatgpt.com)
- Tomah VA Medical Center serves approx. 26,000 veterans across 18 counties. [www.va.gov/tomah-health-care/](http://www.va.gov/tomah-health-care/)

These hospitals are complemented by numerous outpatient clinics (CBOCs) throughout the state.

Thus, the footprint of VA healthcare in Wisconsin is extensive — offering significant reach for wellness installations.

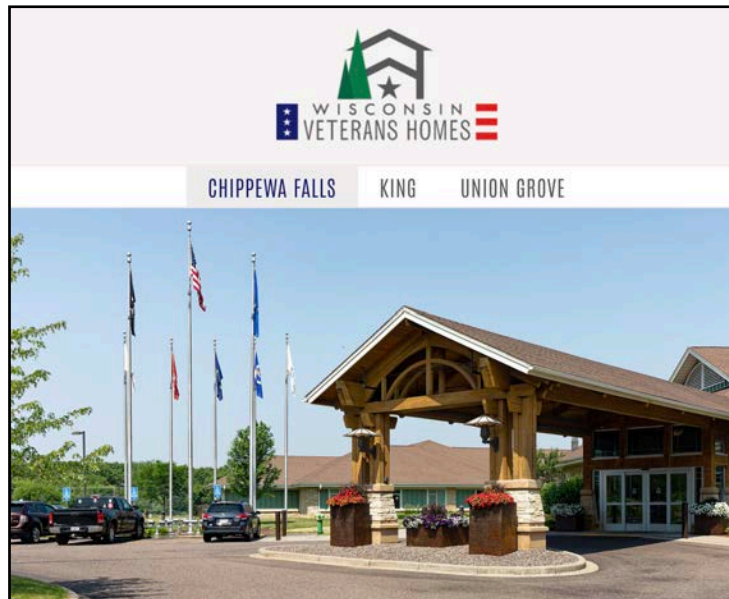
Collectively, Wisconsin's VA primary-care sites and medical centers serve **about 120,000 veterans annually**, with **~162,000** enrolled statewide.

### 3.2 State-Veterans Homes (Retirement / LTC)

The Wisconsin Department of Veterans Affairs (WDVA) operates **three** veterans homes in Wisconsin (Chippewa Falls; King; Union Grove) providing 24-hour skilled care for veterans, spouses and Gold Star parents.

[apps.dva.wisconsin.gov/MyWisVets/Home/VeteranHome?utm\\_source=chatgpt.com](https://apps.dva.wisconsin.gov/MyWisVets/Home/VeteranHome?utm_source=chatgpt.com)

These homes offer ideal settings for immersive media installations that support daily well-being, social/common areas, resident rooms, and therapeutic spaces.



### 3.3 Veteran Homeless Shelters / Transitional Housing

While exact numbers for veteran-specific homeless shelters in Wisconsin are not consolidated here, the need among the veteran homeless population is well documented.

The Center for Veterans Issues (CVI) – Milwaukee & statewide



#### About CVI

The Center for Veterans Issues (CVI) is a non-profit organization located in Milwaukee, WI, providing housing, supportive services, and programs that empower Veterans and their families throughout Wisconsin.

[www.cvivet.org/?](http://www.cvivet.org/?)

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### 3.4 Summary of Facility Types & Reach

Facility Type	Known / Approximate Count in Wisconsin
VA Hospitals/Medical Centers	3 major medical centers <ol style="list-style-type: none"> <li>1. William S. Middleton Memorial Veterans Hospital – Madison, WI.</li> <li>2. Clement J. Zablocki Veterans Affairs Medical Center – Milwaukee, WI.</li> <li>3. Tomah VA Medical Center – Tomah, WI.</li> </ol>
VA Outpatient Clinics (CBOCs)	Multiple throughout the state, e.g., in Wausau, Wisconsin Rapids, La Crosse, Owen WI. <a href="https://www.va.gov/tomah-health-care/locations/?utm_source=chatgpt.com">https://www.va.gov/tomah-health-care/locations/?utm_source=chatgpt.com</a>
State-Veterans Homes (LTC)	3 homes operated by WDVA. Wisconsin Department of Veterans <a href="https://dva.wi.gov/services/wisconsin-veterans-homes/?utm_source=chatgpt.com">https://dva.wi.gov/services/wisconsin-veterans-homes/?utm_source=chatgpt.com</a>
Veteran Homeless / Transitional Shelters	The exact number is unknown, but with the closing of the ones in Chippewa Falls and Green Bay, there is a need for more. <a href="https://dva.wi.gov/press/two-veteran-housing-and-recovery-program-sites-to-close/?utm_source=chatgpt.com">https://dva.wi.gov/press/two-veteran-housing-and-recovery-program-sites-to-close/?utm_source=chatgpt.com</a>

### 4. Where to start?



Starting with a core group of facilities—one VA hospital, two clinics, a state veterans home, and a veterans shelter—we can show immediate impact and build the momentum needed to reach more veterans across the region.

**1. Chippewa Valley VA Clinic – Chippewa Falls, WI:** A 2025 installation is currently being planned. With approval and support from the Minneapolis VA Hospital, we will install three immersive wellness displays—one in the lobby, one in a treatment room, and one in the chemotherapy treatment room—bringing calming nature experiences to veterans during some of their most stressful moments. **Funding for this pilot installation has been fully secured through Giving Mac.**

2. A specific VA hospital has not yet been selected.
3. Rice Lake VA Clinic - Rice Lake, WI - This is also managed by the VA Hospital in Minneapolis, MN.
4. Wisconsin Veterans Home at Chippewa Falls – identified as a key site for expansion through the recommendation of Dave Zien — U.S. Marine Corps veteran, former Wisconsin State Senator, and a tireless advocate whose unwavering support continues to inspire transformative initiatives for Wisconsin’s veterans.
5. The homeless shelter location has not yet been chosen.

## 4.1 Pilot & Roll-out Plan

1. Select pilot facility in each of the four categories (hospital, clinic, veterans home, shelter). Most locations have been selected.
2. Install and launch system; measure baseline and post-installation feedback gathered from participating facilities.
3. Share case-study results in donor materials (video testimonials, quantified impressions, staff/resident quotes).
4. Expand to additional facilities across the state as donor funding allows.
5. Create sustainability model (maintenance, content refresh, optional upgrades) to ensure long-term value.

## 4.2. Solution Design and Deliverables — Offered at No Cost to Qualifying Veteran Facilities

### What we deliver:

- System design and integration plan
- Large-format display(s) (size to match facility space)
- Mac media player hardware, configured for continuous loop use
- All hardware needed for mounting displays and video distribution
- 3 year atmosphere365 license
- Two premium curated libraries of 4K immersive films:
  - *Nature Scenes with ambient natural sound*
  - *Nature Scenes with music overlays*
  - Combined > 80 hours of content designed with biophilic design principles to promote calm, wellness and positive mood.
- Installation & configuration at facility (hardware integration, playback scheduling)
- Service & content updates over time (future-proofing)
- On-going tech support and training where needed

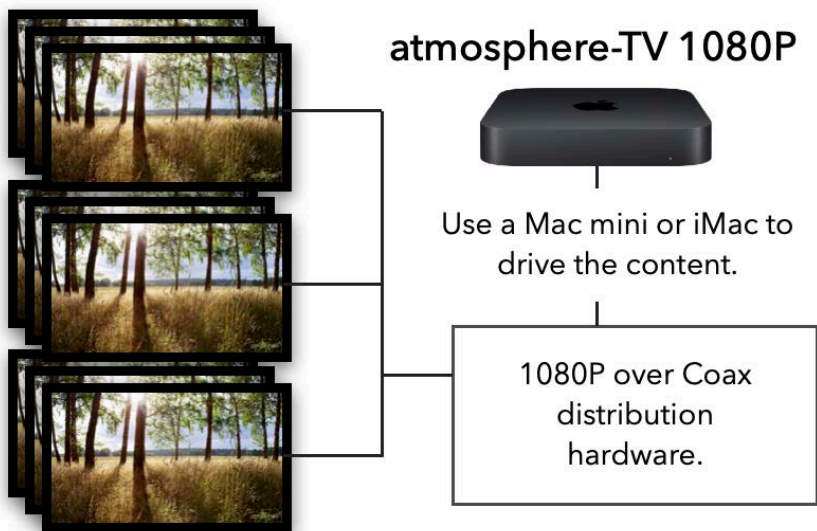




### 4.3 Atmosphere System Options

Atmosphere installations can be customized to meet the needs of each qualifying veteran facility and may include:

- **Single large-format displays** for lobbies, waiting areas, and shared spaces
- **Facility-wide distribution of Atmosphere films** to patient or resident rooms with the appropriate network infrastructure
- **Large video walls** for wellness rooms, decompression areas, healing spaces, and other therapeutic environments (dependent on available funding)
- **Caregiver breakroom installations** to support staff well-being and offer restorative moments during the workday
- **Cafeteria displays** that help create a calming, positive atmosphere for both veterans and staff



## 5. Funding Request & Donor Proposition

**Funding goal:** \$265,000 to support the first phase of installations across Wisconsin.

Giving Mac, Inc. is a **501(c)(3) public charity** (EIN 88-1298019). All qualifying contributions are **tax-deductible to the extent permitted by law**.

Every donation supports **Giving Mac's Veteran Wellness Initiative** through the *Marilyn Thoms Memorial Fund for Veteran Wellness*. Your contribution helps fund the donation and installation of **Atmosphere Systems** — immersive biophilic environments featuring 4K nature films in veteran hospitals, clinics, retirement homes, and transitional housing facilities across Wisconsin. These systems promote relaxation, mindfulness, and healing for those who have served our nation.

### Donors Make it Happen

Those that wish to remain anonymous may do so; Giving Mac fully respects and honors all requests for anonymity in public acknowledgments and publications.

### Sponsorship Levels and Recognition

#### Major Business Sponsors

- Naming rights on installations or dedicated wellness spaces
- Recognition within Atmosphere display
- Prominent logo placement on digital and print materials

#### Individual Philanthropists

- Personalized donor-recognition screen and engraved plaque
- Feature profile on Giving Mac's website and social media channels
- Invitation to installation ceremonies and private appreciation events

#### Foundations & Trusts

- Foundation name acknowledged across installations
- Impact reporting tailored for annual CSR or community-impact portfolios
- Ongoing visibility through sustained project updates

#### Combined or Tiered Gifts

- *Platinum Sponsor – Veteran Wellness Champion:* \$100,000 +
- *Gold Sponsor:* \$50,000 +
- *Silver Sponsor:* \$25,000 +
- *Bronze Sponsor:* \$10,000 +
- *Supporter Circle:* \$5,000 +

All sponsors receive a personalized acknowledgment letter suitable for tax records, along with regular impact updates demonstrating how their generosity helps **Giving Mac** continue expanding this initiative to serve more veterans and facilities throughout Wisconsin.

#### **Why donors should invest:**

- Unique, highly-visible wellness initiative dedicated to veterans and their wellness environments.
- Leverages technology (immersive media) with proven biophilic design underpinnings to enhance care environments.
- Creates a replicable model that can scale across Wisconsin and beyond — strong “return on impact” story.
- Donor recognition integrated into physical installations, media loops, and marketing (Giving Mac’s outreach, social media, press).
- Memorializes Marilyn Thoms, honoring her legacy through veteran wellness and environment-of-care innovation.
- Differentiated from typical grants: this is a tangible media technology gift, not just programmatic funding, and offers innovation credibility.

## **6. Impact Metrics & Evaluation**

To ensure donor confidence and measurable impact, with the help of each veteran facility, we will track:

- Number of installations completed (by facility type)
  - Audience reach (e.g., number of veterans/residents/patients served)
  - Usage data (hours of playback, dwell time in spaces where trackable)
  - Qualitative feedback from facility staff, veterans/residents (surveys: “How did the environment make you feel?”, “Did you notice reduced stress or more pleasant atmosphere?”)
  - Case-study showcase (e.g., before/after photos or film loop screenshots, testimonials)
  - Sustainability results (maintenance logs, content usage refresh rate, facility satisfaction rating)
- These metrics will be compiled into annual “Veteran Wellness Media Impact Report” and shared with donors.

## **7. Timeline & Next Steps**

- Month 1–3: Finalize pilot facility agreements, donor commitments confirmed
- Month 3–4: Procurement of hardware, content license, site survey & installation planning
- Month 5: Installation and launch at pilot sites
- Month 6–12: Monitoring, data collection, feedback, case-study preparation
- Month 12+: Scale phase 2 installations, initiate additional donor outreach, publish Impact Report

## 8. Why Now?

- Veteran wellness and environment-of-care are high priorities in healthcare, retirement, and shelter sectors — especially as we face increased awareness of mental-health challenges among veterans.
- Immersive media solutions fit naturally into biophilic design and wellness strategies being adopted by advanced facilities (healthcare, senior living).
- By acting now, donors can become early pioneers of this approach in Wisconsin, gaining recognition and establishing a replicable model.
- The Marilyn Thoms Memorial Fund provides a focused vehicle for veteran-specific wellness investment — an opportunity that aligns both philanthropy and technology innovation.

## 9. Call to Action

We invite you to join us — as a corporate sponsor, individual donor, or foundation partner — to elevate veteran wellness across Wisconsin through immersive media and environment enhancement. Your gift will directly impact the lives of veterans who have given so much.

Please contact Michael Ohren at 833-448-4646 or [michael@GivingMac.org](mailto:michael@GivingMac.org) to discuss donor levels, recognition opportunities, facility selection, and your preferred partnership structure.

Thank you for considering this meaningful investment in our veterans' wellness and environment of care.

## 10. Acknowledgement & Contacts

Prepared by:

Michael Ohren

Founder & Board of Directors

GivingMac, Inc.

501(c)(3) Non-Profit Public Charity

Supporting Veteran Wellness and Student Education

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[www.GivingMac.org](http://www.GivingMac.org)

833-448-4646

We look forward to the opportunity to serve those who served us all — and to honor Marilyn Thoms's legacy through support of veteran wellness.

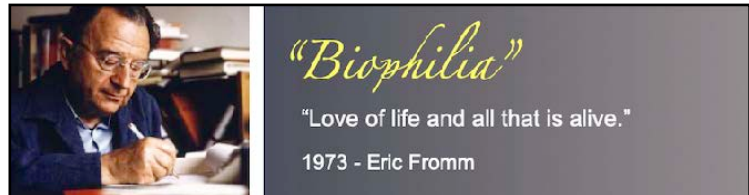


## Why Atmosphere Systems Work

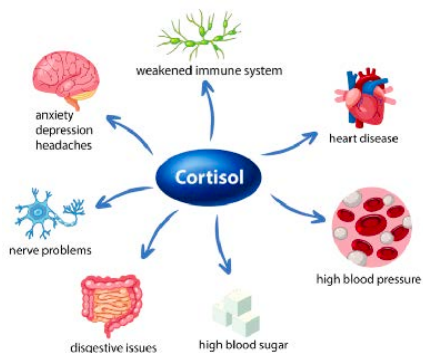
### The Science of Biophilia

Biophilia is the concept that humans have an innate connection to nature and other forms of life. This connection has been studied by scientists, architects, and psychologists, who have found that being around nature can have a range of benefits for our physical and mental health.

One of the key ways in which nature can improve our health is by helping us relax. When we are stressed or anxious, our bodies release hormones like cortisol, which can have negative effects on our bodies over time. In contrast, being in nature has been shown to reduce levels of cortisol, as well as other stress hormones, and can even lower our heart rate and blood pressure.



One reason why nature may be so effective at reducing stress is that it provides us with a sense of awe and wonder. Being surrounded by beautiful plants, trees, and wildlife can help us to appreciate the beauty of the world around us, which can have a calming effect on our minds and bodies.

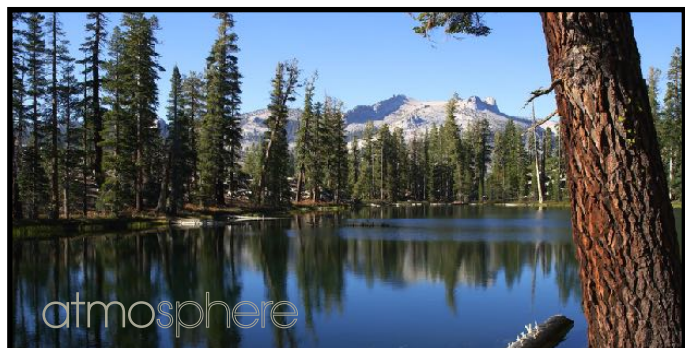


Another way in which nature can help us relax is by providing us with visual cues that signal to our brains that we are in a safe and nurturing environment. For example, the sight of trees, plants, and other forms of life can remind us of the natural world and its rhythms, which can help us to feel grounded and at peace.

In addition to the visual cues provided by nature, being in natural environments can also stimulate our senses in other ways. The sound of

birds singing, the scent of flowers, and the feel of grass under our feet can all help us to relax and feel more at peace.

While the benefits of nature on relaxation are clear, it is also important to recognize that not everyone has access to natural environments. For those who live in urban areas, it may be more difficult to find green spaces or parks where they can relax and enjoy the benefits of nature.



However, there are ways that people in urban environments can still reap the benefits of biophilia. For example, bringing plants into the home or office can help to create a more nurturing environment, and even looking at pictures of nature can have a calming effect on the mind.

Overall, the science of biophilia has shown that our connection to nature is an important part of our health and well-being. By providing us with visual cues and a sense of awe, nature can help us to relax and feel more at peace, which can have a range of positive effects on our physical and mental health.

In addition to being in natural environments, research has also shown that viewing images and videos of nature can have similar relaxation benefits. This is often referred to as "nature therapy" and has been found to be particularly effective for those who live in urban areas where access to natural environments may be limited.



Nature films and documentaries can provide a sense of awe and wonder similar to being in nature, and can also provide the same visual cues that signal to our brains that we are in a safe and nurturing environment. Watching these films can help to reduce stress and anxiety, and can even improve mood and cognitive function.

Furthermore, nature films can also provide an educational aspect, allowing viewers to learn about different ecosystems and the plants and animals that live there. This can help to deepen our connection to the natural world, and can even inspire people to take steps to protect and conserve the environment.

Overall, nature films can be an effective way to trigger the relaxation and health benefits of biophilia, even for those who do not have easy access to natural environments. By providing visual and sensory stimulation, these films can help to reduce stress and improve overall well-being.

