



“Healing doesn’t stop with treatment—environment matters.”

Healing Spaces for Those Who Served

Veteran Wellness Through Immersive Environments

Giving Mac – Marilyn Thoms Memorial Fund for Veteran Wellness

Funding Goal: \$265,000
Giving Mac, Inc. | 501(c)(3)



The Opportunity

Veterans across Wisconsin face daily challenges related to stress, trauma, chronic illness, and recovery. The environments where they receive care have a direct impact on their well-being—yet many veteran facilities lack calming, restorative spaces.

The **Marilyn Thoms Memorial Fund for Veteran Wellness**, a program of **Giving Mac**, was created to address this need by transforming ordinary spaces into **healing environments** that support calm, dignity, and recovery.



The Solution

Giving Mac is launching a statewide initiative to **donate and install Atmosphere Systems** in veteran-focused facilities across Wisconsin, including:

- VA hospitals and clinics
- Veteran retirement and long-term care homes
- Veteran homeless and transitional housing facilities

These immersive wellness systems feature **large-format displays with professionally curated 4K nature films and soundscapes**, bringing the restorative power of nature indoors.

Installations are placed in:

- Lobbies and common areas
- Treatment and therapy rooms
- Resident and patient rooms
- Decompression and quiet spaces

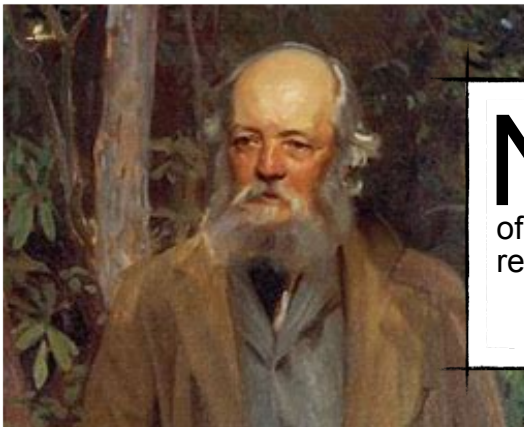


Why It Works

Research in **biophilic design** shows that exposure to nature imagery and sound can:

- Reduce stress and anxiety
- Improve mood and emotional regulation
- Lower heart rate and perceived pain

For veterans coping with PTSD, illness, or recovery, these calming environments can significantly improve daily quality of life. Caregivers and staff also benefit from reduced burnout and improved morale.



Nature “employs the mind without fatigue and yet exercises it, and this, through the influence of the mind over the body, gives the effect of refreshing us and reinvigorates the whole system.”

- Frederick Olmstead

First-Phase Impact (Wisconsin)

- Support **5 veteran facilities**
- Enhance **10–25 immersive spaces**
- Positively impact **hundreds of veterans and caregivers every day**
- **100% of systems donated** to participating facilities

The Ask

We are seeking **\$265,000** to fund the **first phase of installations across Wisconsin**.

Funds directly support:

- Equipment and media licensing
- Professional installation and configuration
- Content curation and deployment support

This phase establishes a scalable model for future expansion.

Join Us

Your support—whether as a **corporate sponsor, foundation partner, or individual donor**—will create visible, lasting impact where veterans heal and recover.

Honor service by helping create environments of calm, dignity, and healing.

Learn more via the full proposal at:

www.GivingMac.org

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

Supporting Veteran Wellness and Student Education

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