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How does a community's generosity turn celebration into care?

By editor@pioneertribune.com
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Schoolcraft Memorial Hospital recently presented a check in the amount of \$42,054 to CBC. The funds were raised at the 7th Annual Festival of Trees. In honor of the hospital's milestone anniversary, this year's Festival was intentionally designed to give back to the community that has supported the hospital since its founding. Pictured from left to right are, Eric Price, Rachel Leckson, Irma Gonzalez-Hider, Robert Mach, Scott Blixt, Heather LaLonde, Alecia Goudreau, Magan Peterson, Kristine Ecclesine and Jessica Baker.
Courtesy photo

MANISTIQUE – As Schoolcraft Memorial Hospital marks 75 years of caring for the community, the 2025 Festival of Trees powerfully answered the headline question by transforming the celebration into meaningful support for neighbors in need.

The 7th Annual Festival of Trees raised \$42,054 for CBC, a trusted community organization that has served residents for more than 50 years. In honor of the hospital's milestone anniversary, this year's Festival was intentionally designed to give back to the community that has supported the hospital since its founding.

"This year's Festival of Trees reflects who we are at our core," said Rob Mach, CEO of Schoolcraft Memorial Hospital. "For 75 years, this hospital has existed because of community support. Reinvesting in this celebration for CBC was a natural extension of our mission: neighbors caring for neighbors and working together to strengthen the place we call home."

CBC has long played a vital role in supporting individuals and families facing cancer-related challenges and other hardships, often providing practical assistance that helps people stay safe and independent at home.

"The generosity behind this year's Festival of Trees will have a direct and lasting impact," said CBC Board Chair Alecia Goudreau. "These funds will help us continue to support individuals undergoing cancer treatment. With Menominee Delta Schoolcraft Community Action as our 3rd charity, our aging population who need accessibility improvements, such as ramps, and other essential services will be supported. We are incredibly grateful to Schoolcraft Memorial Hospital and the entire community for recognizing this need and standing with us."

The success of this year's Festival was made possible by a deeply committed Festival of Trees planning team, composed of patients, donors, business owners, and volunteers who care deeply about both the hospital and the broader community. Their time, creativity, and dedication ensured the event remained rooted in purpose and brought people together in celebration.

Schoolcraft Memorial Hospital also extends its sincere appreciation to the community, whose generosity made this impact possible. Every ticket purchased, raffle entry, auction bid, and donation helped turn a milestone anniversary into tangible support for those who need it most.

As the hospital reflects on 75 years of service, this year's Festival of Trees serves as a reminder that the strongest communities are built when celebration and compassion go together.

Together, they celebrated 75 years of care by continuing a tradition that matters—supporting the people and organizations that help our community thrive.

You can watch the check presentation at <https://youtu.be/C50QtBqpbHc>

Schoolcraft Memorial Hospital is a critical access hospital serving the residents of Schoolcraft County and surrounding areas for 75 years. Dedicated to providing compassionate, high-quality healthcare, SMH offers a wide range of services, from primary care and emergency services to advanced imaging and specialty care. To learn more, visit www.scmh.org.

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