

Because of You... 2009 Staff Campaign

Spectrum Health Foundation
Helen DeVos Children's Hospital Foundation



Make a Real Difference

Every day, throughout the Spectrum Health System, our patients and their families receive the most advanced, compassionate care and treatment available—in large part because of generous donor support to the Spectrum Health and Helen DeVos Children's Hospital Foundations.

As a member of the Spectrum Health family, you see first-hand the difference that giving and philanthropy makes where you work and live. Every day, you witness how philanthropy helps save and change so many lives right here in West Michigan.

Because of you...all of this is possible.



Our shared commitment to an exceptional patient experience has created a strong, ever-present bond throughout the Spectrum Health family. Every day, in ways large and small, each of us recommits to this vision, as we work side-by-side providing unparalleled, compassionate care.

Through the Annual Staff Campaign, employees are asked to welcome the opportunity to work together in reaching our philanthropic vision and goals by financially supporting the

programs and services that have touched the lives of their family, friends and neighbors.

Without a doubt, generous staff donations to the Annual Staff Campaign help advance the scope and quality of care offered to patients and their families, as well as staff.

Your gifts make a true difference by funding:

- Patient and Family Services
- Clinical Programs
- Improved Diagnostic and Treatment Resources
- Scholarships for Continuing Education and Professional Conference Attendance
- Access to Exceptional Health Care for Everyone
- Various Equipment Needs

On-going staff support helps ensure that leading-edge technology, skilled medical professionals and critical health services are available to all in a time of need. It also helps to ensure a strong foundation for exceptional health care for many years to come.

For information about how you can get involved, visit spectrum-health.org/staffcampaign or spectrum-health.org/give.

Close Enough to Care

When a member of the Spectrum Health family encounters a time of difficulty, the Close Enough to Care program is here to help. Through this unique and confidential program, staff-donated Paid Time Off (PTO) hours are converted to cash and then used to help co-workers experiencing a financial hardship resulting from an unexpected or uncontrollable life event. Staff may also contribute direct cash donations. The accompanying testimonial illustrates the positive impact on a Spectrum Health staff member through a gift to the Close Enough to Care program.

For questions or additional information regarding the Close Enough to Care program, please call the CETC Hotline at 616-774-1044.

I am employed by Spectrum Health as a Certified Surgical Technologist. I was diagnosed with an ear infection on Christmas Day of 2008. The following night my wife found me passed out and unresponsive in our dining room. I was taken to Spectrum Health Blodgett Hospital where I was then diagnosed with bacterial meningitis and subsequently had a stroke, which temporarily resulted in paralysis of both my left arm and leg.

On top of the physical and emotional stress this placed on my family, we now had to deal with the financial stress of mounting bills and the loss of my income during my recovery.

My family and I would like to say a huge THANK YOU to Close Enough to Care who stepped in and provided the financial support that made it possible for us to pay our bills and take care of our infant son during our time of need. Thank you so much for all you have done for us! We wouldn't have been able to do it without you.

Sincerely,

Ron and Erin Gulch

Other Ways You Can Help

Whether your passion lies in pediatric or adult health care, in specific programs like heart or cancer, or special services like Pastoral Care, Child Life or Hospice, the Spectrum Health and Helen DeVos Children's Hospital Foundations offer a wide variety of ways for you to make a difference where you work and live.

Become a Staff Campaign Ambassador

Staff Campaign Ambassadors serve as liaisons between the Foundation and individual departments. Serving



as a philanthropic advocate for the Foundation, an Ambassador's major responsibilities include attending a Staff Campaign training and presenting this information at department meetings, distributing and collecting Staff Campaign materials as well as answering questions regarding the Staff Campaign. If you are interested in becoming an Ambassador, please contact Kristin Linscott at 616-391-3452 or kristin.linscott@spectrum-health.org.

Volunteer at Foundation Special Events

You can make a difference in the lives of others by donating your time and talent at Foundation special events, including annual events like Auto Show Charity Gala, Radiothon, Broadcast Celebration, as well as events hosted by *Leading for Our Kids*, local schools, colleges, businesses and organizations. For more information, contact the Foundation at 616-391-2000.

Join *Leading for Our Kids*

Are you a young professional with a passion for making a difference in your community? Then you are sure to enjoy the fun-filled events and casual business meetings hosted by *Leading for Our Kids*. Their aim is to create opportunities for social and business networking during fundraising events that benefit the children at Helen DeVos Children's Hospital. For more information, visit spectrum-health.org/lfok.

"Purchase" an Item from Our Wish List

The Foundation Wish List features items that individual departments have requested, above and beyond the normal everyday expectation, in order to help improve the quality of patient and family experience. From dinner vouchers and gas cards to DVDs and scrapbooking supplies, you're sure to find just the right item to brighten someone's day. Larger items, like laptops and medical equipment, are also available. You can find our Wish List at spectrum-health.org/wishlist.

Honor Someone Special with a Memorial or Tribute Gift

Honor and remember the special people in your life on a birthday, anniversary, for a special occasion or achievement, or during a time of loss with a Tribute or Memorial Gift. You can direct your gift to support a specific program, department or Center of Excellence. Visit spectrum-health.org/tributegiving for more information.

My Everyday Hero staff tribute program

Through the My Everyday Hero staff tribute program, patients and families can show appreciation for the care received from extraordinary staff members. In addition to publicly recognizing the staff member's expertise or kindness, gifts to this program will assist in funding hospital programs, ensuring that other patients and families enjoy similar exceptional experiences. Information about the My Everyday Hero staff tribute program is available by calling the Foundation Office at 616-391-2000.

Include the Foundation in Your Estate Plan

If you would like to include Spectrum Health or Helen DeVos Children's Hospital in your will or estate plan, but aren't sure where to begin, we've created an easy-to-understand website to help you find and plan the gift that's right for you. You can even learn about creative giving strategies that could enhance you and your family's well-being while enhancing the quality of health care available in West Michigan and beyond. For more information, visit spectrum-health.org/plannedgiving or call 616-391-2000.

Our Deepest Thanks to You!

Year after year, the incredible outpouring of gifts of time, talent and treasure from staff speaks volumes to the commitment and deep personal belief in the mission and vision of Spectrum Health. Your personal investment in the Annual Staff Campaign offers yet another opportunity to realize your dedication to both the patients and families in our care and the co-workers you count on every day.

For all you do to help the patients and families that we serve, we offer our most sincere appreciation and heartfelt thanks.



For more information about all the ways you can get involved with giving and philanthropy at Spectrum Health, please contact the Foundation at 616-391-2000 or visit us on the web at spectrum-health.org/give.