



Cherry Champions Fund Drive Frequently Asked Questions



Q: *What is the Cherry Champions Fund Drive?*

A: The *Cherry Champions Fund Drive* is a fundraising effort to encourage every staff member to make a charitable contribution to Cherry Health Foundation in support of the programs and services provided by Cherry Health.

Q: *I already give so much through my job, why should I give financially?*

A: We recognize and appreciate that you contribute to the success of Cherry Health in the work you do. Your financial support will work to accomplish even more in the lives of patients. Additionally, donations inspire others to invest in Cherry Health's work as well. Gifts from employees are particularly powerful because they demonstrate that those closest to our organization personally invest in the mission. When employees contribute financially, external funders notice that commitment, and are more likely to give themselves.

Q: *How much should I give?*

A: Making a donation is a personal decision. No matter what you give, every contribution is welcome and builds momentum to change the outcome for more Cherry Health patients. It is more important that employees participate by donating something, rather than how much they donate.

Q: *Will others know how much I give?*

A: No, the exact amount of your gift will not be publicized and you have the option to remain anonymous.

Q: *Are donations tax deductible?*

A: Yes! Cherry Health Foundation is a non-profit organization, as determined by Section 501(c)(3) in the Internal Revenue Code. Donations are tax deductible to the fullest extent allowed by law.

Q: *May I only donate in February?*

A: No, it is always the right time to give! Every employee is invited to donate at any point in the year.

Q: *If I give through payroll deduction, when will my giving begin and do I need to renew each year?*

A: Your deductions will begin the first pay period after your completed form is submitted. By selecting "auto-renew" on the giving form, your deductions will continue unless you say otherwise. You can change your donation amount and frequency any time by contacting Margaret Smitt, Foundation Coordinator, at margaretsmitt@cherryhealth.com or 616.965.8254.

"My husband and I give out of gratitude that we were born into families and communities that offered stability combined with growth. Because of these resources, we had the opportunity to make choices allowing us to continue that consistency in our lives. We realize that not everyone in our community has the opportunity to come from a place of that much stability and, because of that, we contribute to Cherry Health, a place whose mission is to help patients stabilize and be well." – Kristin Batts, Site Manager



Cherry Champions Campaign Frequently Asked Questions



Q: Is this the same as the United Way campaign?

A: No, United Way raises money for its mission and other nonprofits, including extending support to Cherry Health. All gifts through the Cherry Champions Campaign directly support Cherry Health.

Q: What is Cherry Health Foundation?

A: The Foundation was launched in 2014 to be the fundraising arm of Cherry Health. That means that the activities around building and maintaining donor relationships are governed by a Foundation board of directors. The staff who direct the Foundation and all fundraising activities are Anna Goddard Clifford, Director of Development, Kate Klemp, Annual Giving & Donor Relations Manager, and Margaret Smitt, Foundation Coordinator. Along with 100% of Cherry Health Chiefs, Anna, Kate and Margaret personally donate to the Foundation.

Q: How does the Foundation's fundraising impact Cherry Health?

A: All fundraising supports Cherry Health's core mission of providing access to care. The financial support we receive annually makes it possible to 1.) continue to ensure access for patients who are uninsured; 2.) launch initiatives to improve quality of care and health outcomes; and 3.) add services where needed.

Q: Who decides how donations are used?

A: Cherry Health Chiefs, along with our Governing and Foundation boards decide how funds are distributed. No matter where funds are allocated in a given year, every donation supports Cherry Health as a whole. Financial support for Cherry Health Foundation enhances our ability to achieve all priorities.

Q: How do the thank-you gifts work?

A: As an expression of gratitude for your donation, we're getting creative to recognize giving! This includes all gifts made since March of 2018.

- 1.) Those that sign up for a \$5 (or more) auto-renew payroll deduction will receive a sleek Cherry Champions Messenger Bag.
- 2.) Donate by Feb. 15 and get registered to win one of 15 gift cards.
- 3.) Donate at least \$5 and get entered to win the grand prize –luxury overnight accommodations at the JW Marriott Hotel in Grand Rapids!

Ask your team captain for more details.

"I am fortunate to call Cherry Health my professional home and grateful to work with a team that gives so much of themselves and are wholly committed to our mission. I recognize that we all face competing demands on our time and on our resources – we all give in different ways. This is simply where I am called to serve and where I choose to give a little extra." – Renée Mika, Director of Vision Services

Other Questions: Kate Klemp, Annual Giving & Donor Relations Manager
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