



Cherry Champions Campaign Frequently Asked Questions



Q: *What is Cherry Champions?*

A: *Cherry Champions* is a fund drive to encourage staff members 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 nonprofit organization, as determined by Section 501(c)(3) in the Internal Revenue Code. Donations are eligible for tax deduction 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, unless otherwise requested. By selecting "Automatically-Renew Annually" on the giving form, your deductions will continue until you say otherwise. You may change your donation amount and frequency any time by contacting foundation@cherryhealth.com or 616.965.8254.

"I give because I believe that sharing is caring. I give not only because it's the right thing to do – but it's engraved in my heart." – Gayle Horn, Site Manager, Community Alternatives Program



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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 Cherry Champions directly supports 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 supported and advanced by a Foundation board of trustees.

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

A: All fundraising supports Cherry Health's core mission of providing access to care and other strategic initiatives. The financial support received by the Foundation makes it possible to continue to ensure access for patients who are uninsured; launch initiatives to improve quality of care and health outcomes; add services where needed; and more.

Q: *Who decides how donations are used?*

A: Cherry Health staff leadership, along with Cherry Health's board and Foundation trustees, 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 have some fun ways to recognize giving! This includes all donations made since March of 2022.

- 1.) Those that sign up for a \$5 (or more) **auto-renew payroll deduction** will receive a thank you gift.
- 2.) **New donors by Feb. 10** will be registered to win 1 of 10 gift cards.
- 3.) Donate at least \$5 and get entered to win the grand prize: **\$140 gift certificate to Home Chef!**

"I donate to the Cherry Health Foundation because giving is very impactful, and it harnesses the power of our community." – Mercedes Gant, Medical Assistant, Westside Health Center

Questions: Contact foundation@cherryhealth.com or 616.965.8254.