



Cherry Champions - Frequently Asked Questions (FAQs)

Q: What is the Cherry Champions campaign?

A: It is a fundraising effort to encourage every staff member to make a charitable contribution to Cherry Health Foundation. The campaign supports Cherry Health's programs and services while fostering teamwork and celebrating community impact.

Q: I already give so much with the work that I do; why should I also give financially?

A: We value your contributions to Cherry Health through your work! Financial support enhances our impact on patients' lives. Employee donations show personal investment in our mission, inspiring others to contribute. We aim to have 200 Cherry Champions team members in 2024!

Q: How much should I give?

A: Any size gift is meaningful and helps improve outcomes for Cherry Health patients. For example, a one-time gift of \$5 can contribute to purchasing a crucial prescription. We encourage everyone to become a Cherry Champion and make a difference together!

Q: Will others know how much I give?

A: No, the amount of your gift will never be publicized, and you have the option to remain anonymous.

Q: Are donations eligible for tax-deduction?

A: Yes! Cherry Health Foundation is a nonprofit organization as determined by Section 501(c)(3) of the Internal Revenue Service Code and donations are tax deductible to the fullest extent allowed by law.

Q: May I only donate during the Cherry Champions campaign?

A: No, every employee is invited to donate at any point throughout the year. However, it is only during the campaign that prizes and incentives are offered to kick off our employee giving.

Q: What if I am already a Cherry Champion through automated payroll deduction?

A: You don't have to do a thing! You are automatically included in the campaign incentives and thank-you gift.

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Q: When will my giving begin if I do it through payroll deduction, 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 the Foundation at foundation@cherryhealth.com or 616.965.8254.

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

A: No. United Way raises money for its mission and other nonprofit organizations, 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 is the fundraising arm of Cherry Health and is centered on building and maintaining donor relationships and is governed by a Board of Trustees. The staff who direct the Foundation and all fundraising activities are Foundation Director Anna Goddard, Donor Relations & Events Manager Kat MacDonald, Annual Giving Manager Kathy Lipnicki, and Foundation Coordinator Angie Brown.

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

A: All fundraising supports Cherry Health’s core mission of improving the health and wellness of individuals by providing access to comprehensive care. This support enables equitable access for all patients, opens and expands health centers, launches new initiatives to improve quality of care and health outcomes, and adds services as needs are identified.

Q: Who decides how donations are used?

A: Cherry Health’s chief officers, along with our Governing and Foundation boards, decide how funds are utilized. Every donation supports Cherry Health’s mission and enhances our ability to achieve our priorities.

Q: How do the thank you gifts work?

A: As an expression of our gratitude for your donation:

- 🍒 Early bird donations (received by May 31) are entered to win \$25 gift cards.
- 🍒 Cherry Champions who pledge \$5 or more per pay period or a one-time gift of at least \$130 will be registered to win one of Grand Prizes – \$100 gift cards.
- 🍒 All Cherry Champions receive a vinyl cling window decal to proudly display!
- 🍒 If we meet our goal of 200 Cherry Champions by the end of the campaign (June 14), Fridays in July will be Jeans Days for all staff!

Other questions? Contact Kathy Lipnicki, Annual Giving Manager
kathylipnicki@cherryhealth.com or 616.965.8237