

Cherry Champions 2025

Frequently Asked Questions



Q: What is the Cherry Champions Campaign?

A: The Cherry Champions Campaign is a fundraising initiative encouraging staff to donate to Cherry Health Foundation. It supports our patients, 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 and inspire others to contribute. We aim to have 150 Cherry Champions team members this year.

Q: How much should I give?

A: Any donation amount is meaningful and helps improve outcomes for Cherry Health patients. For example, even 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 tax-deductible?

A: Yes! Cherry Health Foundation is a non-profit 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: Employees can donate at any time during the year, not just during the Cherry Champions campaign. However, during the campaign, fun prizes and incentives are offered to kick off employee giving such as drawings for gift cards and Cherry Champions branded items.

Q: 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 Angie Brown, Foundation Coordinator (angiebrown@cherryhealth.com or 616.965.8254)

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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 non-profit organizations, including extending support to Cherry Health. All gifts through the Cherry Champions Campaign directly support Cherry Health.

Q: What is the 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, Corporate Donations & Events Manager Sierra Hutton, Annual Giving Manager, Kathy Lipnicki, and Foundation Coordinator Angie Brown.

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

A: The Foundation's fundraising directly supports Cherry Health's mission of enhancing health and wellness through comprehensive care access. This support enables equitable access for all patients, fills financial gaps when patients are un- or under-insured, and adds services based on identified needs.

Q: Who decides how donations are used?

A: Cherry Health Chiefs, along with our Governing and Foundation boards decide how funds are distributed. Every donation supports Cherry Health as a whole and enhances our ability to strengthen the health and wellness of our communities.

Q: How may I give?

A: It's easy:

- Go to [Payroll Deduction Donation Form](#)
- [Click here](#) for all other giving options
- Text **teamwork** to 50155 to charge your gift to your credit card
- Scan the QR code

