

Cherry Champions 2026

Frequently Asked Questions



Q: What is the Cherry Champions Campaign?

A: The Cherry Champions Campaign is an informational and fundraising initiative, sharing the impact of giving at Cherry Health and encouraging staff to donate to Cherry Health Foundation. Contributions support our patients, programs, and services while fostering teamwork and celebrating community impact. All Cherry Champions' gifts help bridge the gap between funding sources and the resources required to deliver high-quality care.

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

A: Your work makes an incredible difference every day, and choosing to give financially is never expected or required. A financial gift is simply another way to express your personal commitment to the mission, if and when it feels right for you. Every employee deserves the opportunity to participate in philanthropy, regardless of the size of their gift. We invite everyone to participate, and we respect everyone's circumstances and choices.

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 help purchase a crucial prescription. We encourage everyone to become a Cherry Champion and make a difference together!

Q: Will others know if I give or how much I give?

A: This information is strictly confidential. Cherry Health Foundation staff and payroll staff are the only team members with access to this information, and it is highly protected. The only information Foundation staff will share is the total number of Cherry Health staff who donated. This will never be reported by site, department, service line, etc. Your co-workers, supervisor, site manager, or chiefs will not have access to any information pertaining to your participation.

Q: Are donations tax-deductible?

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: 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

Cherry Champions 2026 Frequently Asked Questions

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 for other nonprofit organizations, including periodic 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. The staff who direct the Foundation and all fundraising activities are Foundation Director Anna Goddard, Foundation Coordinator Angie Brown, Corporate Giving & Events Manager Sierra Lutz, and Annual Giving Manager Amanda Robertson.

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 who are un- or under-insured, and adds services based on identified needs.

Q: Who decides how donations are used?

A: Cherry Health chiefs, the Foundation Director, and the Foundation Board of Trustees, decide how funds are utilized. 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 the [Payroll Deduction Donation Form](#)
- Text **teamwork** to 50155 to charge your gift to your credit card.
- [Click here](#) for all giving options under "Staff Giving – Cherry Champions."
- Scan the QR code below:

