

2022 Caregiver Campaign

Caregivers Unite! Your Gift is Powerful

What is the Caregiver Campaign?

The 2022 Caregiver Campaign is Guthrie's Provider & Employee Giving program that gives caregivers the opportunity to support our patients and colleagues by making a gift to Guthrie.



A donation to our Employee Giving Campaign will directly reach the patients and community we all work so hard to serve. The impact will be long-lasting and mutually beneficial. Please consider donating today!" - Braxton Billings

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How Can I Get Involved?



Become a CareGIVER and make a donation to the campaign!

It's as easy as 1, 2, 3, when you donate online via payroll deduction. Once you make donation via payroll deduction, your gift will automatically roll over year after year.



Join our team as a Department Captain and Campaign Champion!

Department Captains champion the campaign and ensure each area of the organization is hearing about the important message that giving is powerful. We are encouraging managers to identify emerging leaders from their departments who would be willing to represent their department as a captain.



We are confident that with your support, the 2022 Caregiver Campaign will continue to make a meaningful difference in the lives of our patients, our fellow employees, and our community.

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What Does a Department Captain and Campaign Champion Do?

As a Champion, you spread the word, answer questions and encourage participation in the 2022 Caregiver Campaign. *Here's the info you need to know!*



Share Campaign information with your department

- Put up posters in your break room
- Share campaign info at your staff meeting (or invite a member of Resource Development to answer questions).
- Host a kick-off with your team.



Encourage participation – Throughout March, you'll receive a series of campaign emails from your manager that include information, donation links, highlights of the incentives and prizes. You can forward these emails to your team with a personal note reminding them to participate!



Be a resource - Answer questions about how to give and what areas people can give at Guthrie.

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Champion Timeline and To Do!



Week of February 28: Keep an eye out for your campaign champion supplies from your manager! Display campaign posters and table tents in areas frequented by caregivers.

- Paper pledge forms
- Frequently asked questions about the campaign
- Promotional materials to share in breakrooms
- Virtual tool kit

– **March 1:** Caregiver campaign kick-off and Q&A session Teams call!



Week of March 7: Campaign in full swing! All caregivers will receive postcard and email reminders, March 7 through March 28. When you receive these items, it's a great time to remind your colleagues to join the campaign.



Weeks of March 7 – March 28: Encourage your colleagues to join the campaign!

- Share the campaign info at your team meeting or invite us to share the info
- Share your own story or why you give
- Answer any questions and thank your colleagues for their participation



April: Look out for your incentive thank you gifts after the campaign!

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What You Need To Know!



Campaign runs March 7 through March 28



Payroll deductions will start on April 8 and will run for 26 or 12 pay periods based on your pay schedule.



Printable pledge cards will be sent via email to every Guthrie employee with the campaign kick-off email!



Employees are encouraged to donate online at www.Guthrie.org/hero.



We are working to make giving easier for you, so if you made a 2021 campaign gift via payroll deduction it will automatically renew in 2022! That's right -- you don't need to turn in a form or respond online. You, and your gift, are on a roll by rolling over!

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<p>GUTHRIE'S GREATEST NEED Unrestricted gifts help provide necessary resources to the areas within our organization that are most in need.</p>	<p>CANCER CARE FUND This fund supports patients in need of financial support during their medical treatment for a cancer diagnosis.</p>
<p>GUTHRIE HOSPICE This fund supports the work of Guthrie Hospice, which provides services to patients and their families in the end stages of life, giving them comfort and dignity during their journey.</p>	<p>SAYRE HOUSE OF HOPE This fund supports the operations of the Sayre House of Hope in providing family-centered lodging to patients and their loved ones while receiving medical treatment at Guthrie.</p>
<p>MARK STENSAGER HUMAN SERVICES FUND Contributions to the fund support Guthrie patients, patient families, employees and members of the community experiencing financial emergencies.</p>	<p>PATIENT ASSISTANCE FUND Contributions to these funds support Guthrie patients, patient families, employees, veterans and members of the community experiencing financial emergencies.</p>
<p>GUTHRIE HOSPITALS Direct your gift to one of our hospitals:</p> <ul style="list-style-type: none">• Guthrie Corning Hospital• Guthrie Robert Packer Hospital• Guthrie Robert Packer Hospital Towanda Campus• Guthrie Troy Community Hospital	<p>1910 SOCIETY Your donation may qualify for the 1910 Society. This society recognizes donors who make an annual donation to Guthrie of \$1,000 or more.</p> 

How Do My Donations Help?

In 2021, hundreds of employees gave more than \$100,000 in support of the fund, program, or facility they felt most passionate about. These generous donations were used to support some of our most worthy causes such as Sayre House of Hope, Hospice, Cortland Memorial Foundation, and patient assistance funds like The Mark Stensager Human Services Fund.



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The House that Hope Built

Your gift to the SHOH can make a POWERFUL difference.

*When a challenging medical diagnosis flips your life upside down, you only hope that you will find a safe place to land. The Sayre House of Hope is that safe place for so many patients and their families in their time of need. See how David's life-changing cancer diagnosis led him to the Sayre House of Hope and the impact it had on his life-saving journey. *Video taken prior to COVID masking requirements*



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FAQ's

- ✓ **Where does my money go?** – 100% of your donated dollars go toward the fund, program, or facility intended by the donor. Each fund is unique and directly benefits our patients, fellow employees, and our community. These funds can help with a broad range of needs.
 - ✓ Charitable dollars can provide gas cards for those patients traveling to Guthrie for treatment.
 - ✓ Families can stay in the comfortable home-like atmosphere of the House of Hope, while their loved one is receiving life-saving care at Guthrie.
 - ✓ State of the art equipment can be purchased to keep Guthrie at the forefront of healthcare.

- ✓ **Why does Guthrie need my money?** – As a not-for-profit organization, the donations we receive every year enable us to support numerous programs and services throughout the Guthrie footprint and help to ensure that we are able to provide the highest quality of service to the residents of the communities we serve.

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FAQ's

- ✓ **What if I can't donate very much? Does a small donation make a difference?** Absolutely, every dollar helps! A donation of \$2.00 a pay period can pay for a family to stay one night at the House of Hope
- ✓ **I donated to the United Way. Isn't this the same thing?** The United Way is a separate not-for-profit organization that Guthrie strongly supports. The United Way and Guthrie work together to make our community a better place. The United Way works directly with our community to provide necessary programs to make our regions a better place to live. Giving to the charitable funds at Guthrie, helps our patients receive the best care possible, it helps make our hospitals and clinics a better place to work, and it helps our community become a better place to live.
- ✓ **I want to donate, but I don't know all the options available to me.** There is a list of Guthrie giving options available on your pledge form and online. If you are curious where you can designate your dollars contact Resource Development at 570-887-4420 or Resource_Development@guthrie.org.

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2022 Caregiver Campaign Participation Prizes!



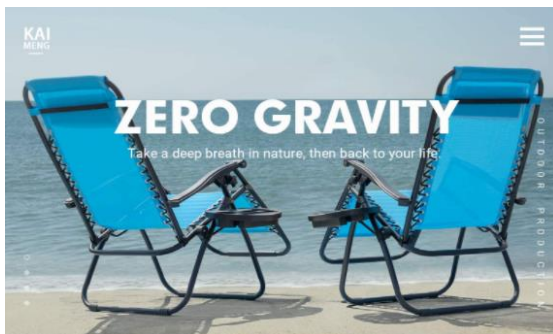
Premium deluxe gift packages



Premium parking at designated locations



Custom t-shirt that you can wear to work on designated days with a donation of \$260 or more!



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We are asking all caregivers to join forces, make a gift, and make a powerful difference in the lives of our patients, our colleagues, and the communities we serve.

