

On the Sunny Side



A Genesis Employee Foundation Quarterly e-Newsletter

Fall 2010

Applying for a grant:

1. Complete the Grant Request form located on the GEF intranet site:
<http://central.genesisccc.com/sites/HR/GEF>
2. Fax form, signed by center Administrator, Rehab Program Manager or supervisor to: **610-347-6217**
3. Directing Liaison Erica Legieko will contact applicant and/or supervisor to clarify/request more information.
4. The Voting Committee reviews the grant within 1-3 weeks, depending on urgency.

Need to Search?

Need to Shop?

Support GEF from your home computer by logging onto

<http://www.goodsearch.com/>

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Fall Fundraiser a NEEDED Success!

"THANK YOU" for a wildly successful Fall Fundraiser!

Employees gave generously during a very needed time of year for the Foundation. New one-time and ongoing payroll contributions increased, as well as existing contributors increasing their giving levels. Nearly \$125,000 was raised, which Genesis HealthCare matched for a grand total of \$250,000!

To get employees excited about participating, GEF raffled off 27 IPOD Touches to employees in GRS, RHS,

the three areas and the area/corporate locations. One winner shared upon hearing the good news, "I've never won anything! But it sure feels good!"

These additional funds will help GEF sustain giving for a growing number of grant requests. "GEF is now seeing 90 grant requests per month," shares **Lori Thomas**, GEF Administrative Manager. "At the beginning of the year, we thought a volume of 65-80 was tremendous. It's clear that the economic impact is affecting more and more

employees and their families."

In addition to honoring grants, GEF is also connecting employees to educational resources such as LIHEAP (read more on page 2), state agencies (social and human services) and help through our Employee Assistance Program (EAP) for credit counseling, grief counseling and more.

Following this fundraiser, 24% of all Genesis employees contribute in some way to GEF, a 1% increase in 2010.

Thanks from a Grant Recipient

Dear GEF,
I wanted to take the time to thank the Genesis Employee Foundation for the generous grant that I received after my boyfriend's tragic death. I did not have any paid time off left and needed ample time to grieve the death of my loved one. I received a generous grant due to my coworkers applying for me during a time that I was not able to. I had only been with the company six short months when this tragedy occurred, and was able to take some time off due to the grant I received. The support and understanding from the Genesis and the staff at Brinton Manor was incredible and I could not ask for a better family of employees. I

want to especially thank the staff at Brinton Manor for how supportive they have been during this challenging time in my life. I feel privileged to work for a company that not only cares for the patients but for the employees as well. Thank you once again for such a generous gift when it was least expected.

Sincerely, Jillian Kirby, Rehab Tech

Ronald Louis Streets, III
September 30, 1985 - December 11, 2009



Ronnie was a student athlete who graduated from Phoenixville High School in 2004 and received his Bachelor's degree from Shippensburg University in 2008. He was employed by Hollister Clothing Co., and planned to further his career with the company. His life was tragically cut short due to a house fire that he was unable to escape from. He was a soft spoken young man that made life long friends, and recognized by many as a leader. His friends and family have started the RLS Never Forgotten Scholarship Fund in hopes to keep his memory alive and give a prospective college student a chance to further their education. Ronnie was optimistic and such a kind hearted person and will be greatly missed.

Fundraising gone FAB!

Maine Golf Outting Spectacular!

Thank you to Gary Currier, ED at Sedgewood Commons in Maine, and supporting Maine and Northeast employees for an incredible fundraiser held in September at the Bath Country Club in Bath, Maine. Some 72 golfers and a score of volunteers attended where they enjoyed golf, great food and a silent auction. The event raised over \$2,500 for GEF! Now, that's a hole in one!



Rosewood WVU Raffle Bucket!

The Rosewood team outdid themselves when they raffled off this West Virginia University bucket of cheer! They raised \$550 for GEF. Go Mountaineers!



Boscov's Fundraiser!

Thanks to employees who participated in the Boscov's event. Here is Maryann Billy from Berkshire Center (PA) hosting a GEF table at her local Boscov's. The event raised \$650!



Questions regarding fundraising guidelines? Contact GEF at 610-925-2121

GEF Funds & Stats

January – October, 2010

\$125,000 raised in 2010 Fall fundraiser.

\$508,601 contributed through employee payroll deductions.

\$529,600 granted to employees in need.

400 employees received grants.

85 grants processed monthly

53% of grants support employees through medical emergencies

Super Giver & 30% Clubs

Congratulations to these locations on reaching 30% or more in giving, a Company-wide goal.

Giving is calculated by the % of employees contributing through payroll deductions.

Central Area

Clara Barton—SUPER GIVER, Brinton Manor—SUPER GIVER*, Chapel Manor—SUPER GIVER*, Central Administration, Rehab Administration, Garden Spring, Rittenhouse Pines, Mercerville, Cooper River, Berkshire Manor, Barn Hill, Phillipsburg, Inglemoor, Maple Glen, The Belvedere, Roseview, Schuylkill, Oaks, Spring Mill, Mifflin, Wayne, Riverview Ridge, Hillcrest, Hamilton Arms, Berkshire Commons, Victoria Commons*

Northeast Area

Country Village—SUPER GIVER, Holton Point—SUPER GIVER*, Northeast Administration, Rehab Administration, Laconia, Lebanon, Pleasant View, Ridgewood, Oak Grove, Springbrook, Prescott House, Sutton Hill, Bel-Aire, Elmwood, Mountain View, Pine Point, Lafayette, Westford, Orono, Sedgewood, Sandy River, Apple Valley, Cedar Ridge (ME), Keene*

Southern Area

Dawn View—SUPER GIVER, Hampshire Health—SUPER GIVER*, Rosewood—SUPER GIVER*, Shenandoah—SUPER GIVER*, Willows—SUPER GIVER*, Summit at Hidden Valley—SUPER GIVER*, Laurel Ridge—SUPER GIVER*, Southern Administration, Rehab Administration, Heritage at Dover, Heritage at Millford, Brightwood, (WV), Carehaven, Sistersville, The Madison, Cromwell, Knollwood, Cedar Ridge, Heritage (WV), Highland, Logan, Miletree, Teays Valley, Ansted, Hilltop, Salisbury (NC), Westwood Canterbury, Hidden Valley, Ravenswood, Marmet, Pines, Gettysburg, Quarry Manor, The Seasons, Raleigh, Mooresville, Severna Park, White Sulphur Springs, Pocahontas, Pierpont, Oak Ridge, Salisbury (MD)
Reached 90% or higher in employee participation

Area and Territory Average Levels of Giving

Southern-31%; Central- 25%; Northeast- 21%; GRS T1- 12%; GRS T2- 9%; GRS T3- 8%; GRS T4- 12%; RHS- 8%; Corporate GHC-64%; Corporate GRS: 65%

Overall Company Giving: 24%

Apply NOW for LIHEAP Utility Assistance!

If you or a coworker can't afford to pay your home energy bill, your home may not be safe and you may be at risk of serious illness or injury, the Low Income Home Energy Assistance Program (LIHEAP) may be able to help keep you and your family safe and healthy.

WHO IS ELIGIBLE TO RECEIVE LIHEAP ASSISTANCE?

The LIHEAP program in your community determines if your household's income qualifies for the program. The LIHEAP program may also require households to meet additional eligibility criteria to receive LIHEAP assistance.*

*NOTE: The availability of LIHEAP assistance is not guaranteed. Often most of the Federal LIHEAP funds are spent during the winter.

WHAT ASSISTANCE DOES LIHEAP PROVIDE?

Your LIHEAP program may be able to offer you one or more of the following types of assistance: Bill payment assistance; Energy crisis assistance; Weatherization and energy-related home repairs.

FOR MORE INFORMATION ABOUT LIHEAP AND WHERE TO APPLY

You can call the National Energy Assistance Referral (NEAR) project. NEAR is a free service providing information on where you can apply for LIHEAP. You can speak to someone at NEAR Monday through Friday, from 7 a.m. - 5 p.m. (Mountain Time). Call the toll-free phone number at: **1-866-674-6327**, send an e-mail to: energy@ncat.org or you can contact your State's office at http://www.govbenefits.gov/govbenefits_en.portal

GEF Board and Supporting Members

GEF Board: Jeanne Phillips, Mike Reitz, Walt Kielar, Liz Miller, Mike Sherman, Jane Wade, Amy Tipton

GEF Co-Chairs: Victoria Valton and Karen Halsted

GEF Founders' Advisory Committee: Tonya Cantrell, Jon Weiland, Christy Stanley, Kerri Bednarcik

GEF Voting Committee: Ellie Gould, Mary Posten, Lynette Buckley, Karen Halsted, Victoria Valton, Linda Rodger, Michele Burk, Tammy Flanagan, Teresa Kemp, Daryl Skaggs, Roger Daigle, Michele Cornwell, Mike Morris