

On the Sunny Side



A Genesis Employee Foundation Quarterly e-Newsletter

Spring 2011

Applying for a grant:

1. Complete the Grant Request form located on the GEF public site:
www.GenesisEmployeeFoundation.org
2. Click on "Request a Grant"
3. Choose the appropriate form: Disaster, Domestic, Funeral, Medical, or Other
4. Fax form, signed by Center Administrator, Rehab Program Manager or supervisor to: **610-347-6217**
5. Directing Liaison Erica Legieko will contact applicant and/or supervisor to clarify/request more information.
6. Once information is clarified, 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/>

GoodSearch
YOU SEARCH WE GIVE™

GenesisEmployeeFoundation.org Launches!

The Foundation is excited to launch a public website dedicated to supporting employees and getting the word out to members of the community at large!

In development since August, the site offers general information about how to contribute, how the Foundation assists employees through certain hardships, a self-reliance corner that addresses timely topics to assist employees in managing through crisis, updates on news and events, links to state, federal and local

resources and agencies sorted by topic, and so much more!

Lori Thomas, GEF
Administrative Manager and Project Lead for the development of the website shares, "The GEF Team and Board of Directors decided to partner with eTapestry, a leader in designing websites for non-profit organizations. In addition to building the external website, eTapestry has also created a data platform that is separate from GHC systems. Because GEF is a

separate, non-profit 501(c)(3) organization, the establishment of a public website and data platform bring further credibility to GEF's donor base: employees, community partners and family members of patients."

Employees can access the grant request and contribution forms on this site. However, GEF will continue to have a page on the GHC intranet to support these forms.

Take a moment to peruse the site and catch all the happenings and offerings.
GenesisEmployeeFoundation.org

Thanks from a Grant Recipient

Dear GEF:

I wanted to send a "Thank You" to you, your employees and the wonderful people at my center who helped me in such great ways with my recent tragedy. My family and I lost my home and all of our belongings to a fire on February 14th, 2011. My administrator worked quickly to contact the foundation and organize relief efforts within my center; the combined efforts have made a quicker recovery for us.

While I have only been with Genesis for a short time, the help I received from the foundation and my center made it feel like I was cared for by the larger Genesis family. To know that I work for a company that cares so deeply for their employees has decreased the long term stress felt by my family and me in the recovery process. Words can not thank everyone enough for their efforts and care over the past few weeks. I am very proud to call myself a Genesis employee.

With warmest regards,
Julie
Lebanon Center

At right: Julie's family. Julie was the 4th generation to live in the family home destroyed by fire that was originally built by her great-grandparents.



Three Centers Join Super Givers Club!

Way to go to three centers in the Central area on reaching Super Giver status. Each of these locations has 90% or more of staff contributing through payroll deductions. To celebrate this amazing accomplishment, each location held a celebration event for their staff where each employee received a Super Giver T-shirt and GEF presented the center a Super Giver banner to display at their location. In attendance were staff, area operators and the GEF Administrative Team.

Chapel Manor (left) and Brinton Manor (right): First centers to achieve Super Giver Status in Pennsylvania!



Heritage at Clara Barton: First center to achieve Super Giver Status in New Jersey!



GEF OUTREACH

Helping an Employee Find a Home and Personal Security



Michelle:
Achieving her dream of home ownership and financial security.

When Michelle was struggling to keep on top of her bills, she came to GEF.

A single mother of three children, Michelle shares, "I felt like I was robbing Peter to pay Paul and it became harder to make ends meet. Every payday, I was counting out who would get what and sometimes someone just wasn't going to get paid. When I was faced with the threat of losing my apartment, I knew I had to do something."

GEF assisted Michelle to keep a roof over her and her children's heads. But, when Michelle returned to GEF a year later with a similar issue, GEF Education and Outreach Coordinator Cindy Joye became concerned for her future.

That's when Michelle was put in touch with HUD and other agencies. With support from GEF, Michelle discovered the Habitat for Humanity program. With the assistance of Program Manager Pat Ingram, Michelle filled out an application. While approved for the program, Michelle still needed to work on some of her credit issues. That's when she was put in touch with a free financial advisor who met with her every few months to consult her in how to get her debts paid down. Today, Michelle says with a smile, "I am months away from getting my own home, one of my dreams before I reach 40-years-old, and I am still in disbelief. If Cindy and GEF did not show me how to look for outside sources, I would not be in this position today." CONGRATULATIONS, Michelle!

GEF Funds & Stats

January – February 28, 2011

\$114,037 contributed through employee payroll deductions.

\$122,427 granted to employees in need.

128 employees received grants.

85-90 grants processed monthly.

21% of all GHC employees contribute to GEF, down 2% from the last quarter.

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*, Chapel Manor—SUPER GIVER*, Brinton Manor—SUPER GIVER*, Central Administration, Rehab Administration, Garden Spring, Rittenhouse Pines, Mercerville, Cooper River, Berkshire Manor, Barn Hill, Phillipsburg, Inglemoor, Maple Glen, Brinton Manor, The Belvedere, Schuylkill, Spring Mill, 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, Lafayette, Westford, Sandy River, Apple Valley, Cedar Ridge (ME), Keene, Grand Islander

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 Milford, 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, Gettysburg, Quarry Manor, The Seasons, Raleigh, Mooresville, Severna Park, Oak Ridge, Tygart
*Reached 90% or higher in employee participation

Area and Territory Average Levels of Giving

Southern-28%; Central- 23%; Northeast- 21%; GRS T1- 10%; GRS T2- 7%; GRS T3- 7%; GRS T4- 12%; Corporate GHC-59%; Corporate GRS- 48%; Physician Services-10%

Overall Company Giving: 21%