

On the Sunny Side



A Genesis Employee Foundation Quarterly e-Newsletter

Fall 2012

To Apply for a Grant:

Complete the Grant Request form located on the GEF tab.

Choose the appropriate link on the lower right-hand corner: Disaster, Domestic, Funeral or Medical.

Press the submit button; you will receive a confirmation email. GEF Team will follow up with your Center Administrator, Rehab Program Manager or Supervisor.

GEF Liaison **Emilie McGrath** will contact the applicant and/or supervisor to clarify/request more information.

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>



30/30 Success: Over 30 Super Giver Centers & 30% Participation!

The GEF is proud to recognize the most recent new Super Giver Centers: **Mercerville (NJ)**, **Rose View, Berkshire, Hamilton Arms, Schuylkill, Orwigsburg, Crestview** and **Quakertown** (all in PA); **Hidden Valley, White Sulphur Springs** and **Logan Center** (all in WV); and **Laconia** (NH).

The PA Centers, overseen by Central Area RVPs **Bill Timm** and **Craig Harris**, all used a campaign developed by Lehigh Center Senior Administrator **Jon Weiland** (a member of the GEF Board of Directors) called "Leading the Way." This approach drives home the idea that even small donations, when given by many people, add up and help meet the needs of Genesis staff facing crisis situations. Lehigh Center went to Super Giver status in just two weeks with this campaign! The WV Centers are overseen by Southern Area RVPs **Mary Ferrell** and **Shawn Eddy** and make WV another important Super Giver heavyweight. Laconia Center (**Arthur O'Leary**, RVP) joins three other NH centers in this prestigious group.

These latest successes bring the total number of Super Giver Centers to over 30. Even more encouraging, the GEF has now reached its initial goal of 30% giving across the Company. So kudos and let's celebrate reaching the "Big 30/30!"



Jon Weiland has been named a "Super Champion" by the GEF for his creation and promotion of the "Leading the Way" campaign to produce Super Giver Centers.

GEF Launches Special Hurricane Sandy Relief Drive



In response to the devastation inflicted by the powerful storm Sandy in late October, especially in Pennsylvania and New Jersey, the GEF launched a special 2-week relief effort to assist employees who have been affected severely.

"Some of our employees have been displaced, were looking for family members or had lost their homes and access to daily living supplies, such as clothing, electricity and heat. The situation was serious and the need was immediate," said GEF Chair **Victoria Valton**.

"Because we anticipated a much higher volume of grants requests (and grant requests were already averaging 100 per month before the storm), we held this special appeal. **We are so grateful to Genesis Health Care LLC, Health Care REIT and the Genesis senior management team for stepping forward and providing a grant for up to \$50,000 to match any employee contributions that were made by November 16,**" she adds.

"This relief effort will greatly assist the Genesis Employee Foundation in funding these unexpected requests, while also allowing us to continue to process grant requests from employees not directly affected by Hurricane Sandy."

For the holidays:



At Goodshop.com, you can shop all major retailers, get great deals and your purchase contributes to GEF!

Already, over \$2,100 has been raised for GEF just by using GoodShop! Major retailers like Target, Amazon, Land's End, Apple Store and Best Buy...and a whole lot more...are linked into the site with over 100,000 coupon deals to use with your purchase.

Go to GoodShop.com and make sure you list your cause as Genesis Employee Foundation (Kennett Square).

GEF Quattro Introduced

In order to recognize different levels of giving to the Genesis Employee Foundation, the GEF has introduced **GEF Quattro**. The new giving clubs were created as a result of employee feedback. The Quattro also provides a way to recognize Super Giver sites who sustain 90% employee giving through regular payroll deductions for more than a year – making them Mega Givers! See pages 3-5 for the complete list of club members.



A Grateful Grant Recipient Speak Out

"I wanted to thank you from the bottom of my heart for the considerate grant that helped me stay in my home...the Genesis Employee Foundation was a blessing and a lifesaver for me and my family. After the death of my husband of 30 years and the lost of my adopted son a month later, everything just went crazy. My husband was head of household when it came to maintaining the home...I got audited by the IRS and received shut off notices for every utility known. I also was in foreclosure and wasn't even aware. I borrowed from my 401(K) to catch up, but the depression and the grieving were more than I expected...When I say your help was a lifesaver it is because you don't even realize the negative thoughts that went through my mind because of my stress and depression with all this. Especially when I also had emergency surgery because I was close to becoming a paralyzed; the surgery went well and I am doing well. What I'm trying to say is thank you, there are no words to explain what gratitude I feel for your help. I continue to hope that Genesis employees would understand the importance and the difference the GEF Foundation can make in one's life. I am expressive with poetry and if I had to put this experience in a poem it would read like this.....

"I felt alone, closed in, and unable to breath, I felt that the help I needed was not to be seen, I turn my computer and went online, PCC was what I had in mind, instead I went on Central site, Site opened and I glanced to the right, to my surprise Found the GEF site and decided to try, Filled in a request putting my pride to the side, it was help I needed and started to cry, Phone call came the voice was so nice, that I again began to cry, she responded it's going to be alright, We will review and the Board of directors will decide, I waited and to my surprise the check came and saved my life."



Self-Reliance is the Ultimate Goal

While the Genesis Employee Foundation receives an average of 100 grant applications each month (and fulfills an average of 65% of them), the number of requests sent in is far higher and continues to outstrip GEF's resources.

If a grant request is not funded, the employee who submitted the request still receives a Self-Reliance Package. This Package gives the employee information about local resources that might be available in his or her community.

The GEF administrative staff work to continuously research and update this resource listing. Check the GEF website frequently to see if new information has been added, or to see the complete list.

The GEF's ultimate goal is always to help employees move from crisis to a more stable and lasting life situation, whenever possible.
To access the GEF public website:
<http://genesisemployeefoundation.org/>

Super Giver Centers Celebrations!



HAMILTON ARMS CENTER



ROSE VIEW CENTER

Giving by Quattro Club

Congratulations to these locations for becoming members of one of the GEF Quattro giving clubs. Giving is calculated by the % of employees contributing through payroll deductions.

90% SUSTAINED MEGA GIVERS

- Brinton Manor (PA)
- Country Village Center (NH)
- Dawn View Center (WV)
- Hampshire Center (WV)
- Holton Point ALF (NH)
- Laurel Ridge Center (PA)
- Miletree Center (WV)
- Rosewood Center (WV)
- Shenandoah Center (WV)
- Summit at Hidden Valley (WV)
- Willows Center (WV)

90% SUPER GIVERS

- Berkshire Center (PA)
- Chapel Manor (PA)
- Heritage at Clara Barton (PA)
- Crestview Center (PA)
- Hamilton Arms Center (PA)
- Hidden Valley Center (WV)
- Laconia Center (NH)
- Lehigh Center (PA)
- Logan Center (WV)
- Mercerville Center (NJ)
- Mountain View Center (VT)
- Orwigsburg Center (PA)
- Quakertown Center (PA)
- Ravenswood Center (WV)
- Rose View Center (PA)
- Schuylkill Center (PA)
- The Madison (WV)
- Towson Regional Office (MD)
- White Sulphur Springs Center (WV)

60% DOUBLE GIVERS

- Abington Center (PA)
- Ansted Center (WV)
- Brightwood Center (WV)
- Genesis at Spring Mill (PA)
- Gettysburg Center (PA)
- Harston Hall (PA)
- Highland Center (PA)
- Hillcrest Center (PA)
- Hopkins Center (PA)
- Knollwood Center (MD)
- Laurel Center (PA)
- Lehigh Commons ALF (PA)
- Linwood Nursing & Rehab (PA)
- Mifflin Center (PA)
- Palm Manor (MA)
- Pennsburg Manor (PA)
- Powerback at Brightwood (MD)
- Raleigh Center (WV)



HIDDEN VALLEY CENTER



WHITE SULPHUR SPRINGS CENTER

*Look for more photos from Super Giver Celebrations
In future issues!*

60% DOUBLE GIVERS, cont'd

- Rittenhouse Pine Center (PA)
- Riverstreet Manor (PA)
- Silver Stream Center IPA
- Sistersville Center (WV)
- The Belvedere (PA)
- Willow Ridge Center (PA)

30% GIVERS

- Apple Valley Center (MA)
- Barn Hill Center (NJ)
- Bel-Aire Center (VT)
- Brakeley Park Center (NJ)
- Brandywine Hall Center (PA)
- Canterbury Center (WV)
- Care Haven Center (WV)
- Caton Manor (MD)
- Cedar Ridge Center (ME)
- Cedar Ridge Center (WV)
- Cooper River West (NJ)
- Cromwell Center (MD)
- Elmwood at Claremont (NH)
- Fair View Beth Pike (PA)
- Garden Spring Center (PA)
- Grand Islander Center (RI)
- Granite Ledges (NH)
- Groton Regency Center (CT)
- Hamilton Center (MD)
- Hammonds Lane Center (MD)
- Harris Hill Center (NH)
- Heritage at Dover ALF (DE)
- Heritage Center (WV)
- Heritage NCC (MA)
- Heritage Woods (MA)
- Hilltop Center (WV)
- Holly Manor (NJ)
- Inglemoor Center (NJ)
- Keene Center (NH)
- Kennett Square Corporate (PA)
- Kresson View Center (NJ)
- Lafayette Center (NH)
- Lebanon Center (NH)
- Maple Glen Center (NJ)
- Marmet Center (WV)
- Millville Center (NJ)
- Mooresville Center (NC)
- Multi-Medical Center (MD)
- Naaman's Creek (PA)
- Oak Grove Center (ME)
- Oak Ridge Center (WV)
- Perring Parkway Center (MD)
- Phillipsburg Center (NJ)
- Pierpont Center (WV)
- Pleasant View Center (NH)
- Prescott House (MA)
- Quarry Manor (WV)
- Regency Place (WV)
- Ridgewood Center (NH)
- Riverview Ridge Center (PA)

GEF 'Angels' Promote Helping Others

The Foundation salutes two new 'GEF Angels' who were champions in promoting support for the Foundation and moving their Centers to Super Giver status. The GEF is a great program, but it often takes support from one or two key employees to bring everyone together and really move the dial. Thank you, **Tonya** and **Kathy**!



At Hidden Valley Center, **Kathy Shumaker** was recognized as her Center's 'Angel' by RVP **Mary Ferrell**, Administrator **Sharon Johnson** and Chief Operating Officer **Mike Reitz**.



Tonya Coleman is honored by Administrator **Cary Carter** and **Mike Reitz** at White Sulphur Springs Center.

30% GIVERS, cont'd

- Salisbury Center (NC)
- Sanatoga Center (PA)
- Sanatoga Court (PA)
- Sandy River Center (ME)
- Seaford Center (DE)
- Severna Park Center (MD)
- Springbrook Center (ME)
- Sutton Hill Center (MA)
- Teays Valley Center (WV)
- The Seasons (WV)
- Victoria Manor (NJ)
- Victoria Commons (NJ)
- Waterview Center (NJ)
- Wayne Center (PA)
- Westford House (MA)
- Willowbrook ALF (PA)

(This listing is as of 11/1/12)