

On the Sunny Side



A Genesis Employee Foundation Quarterly e-Newsletter

Summer 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.

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<http://www.goodsearch.com>

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GEF Grows Educational Outreach

Since the last issue, GEF has formally launched an educational outreach program to support employees. **Cindy Joye**, Educational Outreach Liaison, is supporting this new effort. "GEF now supports educational outreach in two ways," shares Cindy. "One way is assisting grant requestors in connecting to helpful resources and agencies. Sometimes employees just don't know what support is available to them beyond the GEF." Cindy continues, "Additionally, GEF will provide general GEF

education and awareness to various GHC locations." As the hefty volume of grant requests steadies at 65 to 70 monthly, the GEF Voting Committee has identified the real need to not only assist employees financially within our criteria areas, but to also help employees connect to further education, counseling or state/federal agency support. Co-Chair **Victoria Valton** expresses, "We want employees to succeed in reaching a place of self-reliance. When you have a roof over your head, heat and

electric and food on your table, it is no mystery that employees are happier in their lives." As this program continues to develop, locations will benefit from some targeted education on banking, credit counseling, domestic violence and more. Co-Chair **Karen Halsted** comments, "We envision that this very needed GEF program will pull from existing GEF resources, such as EAP and Wachovia banking, as well as resources beyond GHC. Through this support, we hope employees who come to GEF gain long-term stability in and control over their crises."

Thanks from a Grant Recipient

Dear People,

On the 5th of April, tragedy struck our family so fiercely that we still cannot fathom the profound loss and grief we feel at the passing of my daughter-in-law, Kristina, who died in a car accident. The immense outpouring of love and sympathy shown by the Genesis Employee Foundation and the immediate employees of Brightwood Center in Follansbee, West Virginia was so overwhelming and so appreciated. I would like to extend a great big "hug" and "thank-you" on behalf of my son, Jeremy, and his little boy, Joey, who is 5

years old. What you did for them went above and beyond! Something that may not be known to you all is that Jeremy and Kristina met at Brightwood and got married in 2003. He was working in the Recreation Department and she was a CNA. They were expecting their second child in July, Kayla Marie, who died in the accident as well. This has been such a tremendous loss to everyone, and the kindness you've shown has meant so much to us! God Bless you all! Please keep us in your prayers, as Joey is having difficulty coping.

Sincerely, Cynthia Chamberlain, LPN (mother-in-law to Kristina and 22-year employee at Brightwood)

Kristina Maria Nemeth Harding
August 15, 1984-April 5, 2010



Born in Steubenville, Ohio, August 15, 1984, Kristina was a 2002 Indian Creek JVS graduate of the DHL program. She was a CNA and worked in Home Health for Valley Hospice. Kristina was married to Jeremy Harding and mother to Joey. Kristina was 7-months pregnant with daughter Kayla Maria, who also died.

Considering a GEF Fundraising Event?

GEF is a 501(c)3 organization that is separate from Genesis HealthCare. Federal Tax Law provides tax benefits to organizations that have been granted this status. **In order to maintain this status and avoid possible penalties including the Genesis Employee Foundation being shut down**, please adhere to some of these major guidelines:

1. Contact GEF in advance of the planning stages of your fundraiser to advise us of your plans. Depending on the type and scope of your fundraiser, we may need to issue donation recognition letters to your donors.
2. Contact GEF for approval prior to posting or distributing any communication on behalf of GEF.
3. DO NOT accept contributions from companies who are VENDORS of Genesis HealthCare.

4. Be aware of your states gambling laws prior to holding any fundraiser.
5. All fundraising contributions must be sent to GEF in the form of a check, money order or cashier's check. Never send cash.
6. Donors or contributors must keep their own record of the contribution, such as a cancelled check. Furthermore, individual contributors will not receive a receipt if their contribution is combined with others' contributions. For ex., if a center hosts denim day, money will be collected and donated to GEF on behalf of the center.

For questions regarding any of these guidelines, contact GEF at 610-925-2121 or at Genesis.Employee.Foundation@Genesishcc.com

GEF Funds & Stats

January – June, 2010

\$70,000 raised in 2010 spring fundraiser.

\$285,291 contributed through employee payroll deductions.

\$339,998 granted to employees in need.

325 employees received grants.

65-70 grants processed monthly

53% of grants support 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

Central Administration, Rehab Administration, Garden Spring, Rittenhouse Pines, Mercerville, Cooper River, Chapel Manor, Berkshire Manor, Barn Hill, Phillipsburg, Inglemoor, Maple Glen, Brinton Manor, The Belvedere, Abington, Schuylkill, Oaks, Brakeley Park, Milflin, Wayne, Riverview Ridge, Hillcrest, Lehigh, Hamilton Arms, Berkshire Manor, Victoria Commons, Clara Barton

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, Grand Islander, Mountain View, Pine Point, Lafayette, Heritage Woods, Orono, Sedgewood, Sandy River, Apple Valley, Cedar Ridge (ME)

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, Sistrerville, 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, Milford

**Reached 90% or higher in employee participation*

Area and Territory Average Levels of Giving

Southern-31%; Central- 23%; Northeast- 21%; GRS T1- 12%; GRS T2- 8%; GRS T3- 7%; GRS T4- 12%; RHS- 8%; Corporate GHC-65%; Corporate GRS: 64%

Overall Company Giving: 23%

Protect Yourself with Banking Basics!

Have you ever wondered why your paycheck never seems to stretch far enough?

How much money does the payday loan place down the street charge to cash your check?

Could using a checking account save you money?

Are you concerned about becoming a victim of identity theft?

Are you overwhelmed trying to figure out how to pay for your child's College Education?

The Foundation, in conjunction with Human Resources of Genesis HealthCare, is working to bring local Bank @ Work programs to **your** center. Just think about how convenient it would be to have all your financial questions answered without having to leave work!

Seminar topics include, but are not limited to: "Banking Terminology Basics", "Checking Accounts", "Budgeting and Saving", and "Financial Aid 101 for college bound families".

As an additional plus, one-on-one financial counseling services are also available for employees.

To schedule a group of seminars, or just to obtain more information please contact:

Cindy Joye, GEF Educational Outreach Liaison at 610-925-4279, or email her at cynthia.joye@Genesishcc.com

or

Anthanita Warner at 610-925-1123 or Anthanita.Warner@Genesishcc.com

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