

# On the Sunny Side



A Genesis Employee Foundation Quarterly e-Newsletter

Summer 2011

## Applying for a grant:

1. Complete the Grant Request form located on the GEF public site: [www.GenesisEmployeeFoundation.org](http://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 Liaisons Erica Legieko and Cindy Joye 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™

## GEF Annual Meeting: Planning for the Future

The Genesis Employee Foundation annual meeting on June 30 provided an opportunity for four groups of GEF volunteers to come together and discuss everything GEF: the Board of Directors, who oversees the operations and financial fitness of the Foundation; the Advisory Committee, who supports the Board and the Administrative team with strategic fundraising and development efforts; the Voting Committee, who meets weekly to review grant requests, and the Administrative team, who oversees the day-to-day operations and processing of grants. The majority of the meeting was dedicated to long-range planning.

**Lou Ann Soika**, GRS SVP of Customer Relations & Strategic Development, and **Michele Burk**, GRS Director of Process Improvement and Strategic Development, moderated the long-range planning discussion, which included breakout sessions to address key areas for growth opportunities over the next five years. Each breakout group collaborated for an hour and then presented their ideas to the rest of the Foundation. This activity was very successful as many ideas for the future were brought to the table. GEF Co-Chair **Victoria Valton** shares, "GEF is ready to go to the next level in how it supports our employees."

Spending a day at our annual meeting discussing long-range planning strategies will help the GEF team focus on key areas such as communication, leadership, fundraising and educational support."



The GEF Team at the annual meeting.

## Thanks from a Grant Recipient

Dear GEF:

I have been an SLP in clinical and management positions for 31 years, and an employee for Genesis since October, 2005. My husband Steve and I met in 1994 and married in October of 1995. Steve was a T-6 complete paraplegic following a bicycle accident. Steve was a wonderful husband and an awesome very proud Daddy to our daughters Zara, age 8, and Tia, age 5.

On September 23, 2010, Steve was out for his daily morning workout barely a mile from our home and was hit and killed by an ambulance. Life stood still for our family on that day, and the days and months following have been challenging in many ways. My friends and colleagues from Genesis have been there for us every step of the way. I can't even begin to put words to my gratefulness to those who contributed to the Employee Foundation on our behalf; the donations of time and money have eased some of my worries and helped me to better plan for my family's needs.

The reality of such an employee foundation is one thing that sets a company apart - one thing that reminds us that we are all real people with real lives, problems, heartaches and challenges. As clinicians, we are so naturally and innately able to care for our patients; it's tremendously comforting to know that we are also able to care for each other.

With gratitude--Kate, Zara and Tia



© ShiresGallery.com

## Two Centers Join Super Givers Club!

Way to go to two centers in the Southern 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.



To the left, Miletree Center (WV)



To the right, The Madison Center (WV)

## GEF OUTREACH

### Helping an Employee Care For A Family Member



Renee's daughter Crystal who recently had an urgent gall bladder removal.

As a recreation assistant at one of the Genesis centers, Renee reached out to the Genesis Employee Foundation asking for help for her daughter Crystal. Crystal has been diagnosed with Gastric Paresis. She was supposed to graduate college this spring, but her illness has prevented this. Renee carries medical insurance for her daughter, but because her condition is causing her internal organs to fail, she has had numerous hospitalizations and surgeries, resulting in very large medical bills.

Renee and her daughter have applied for State disability and Medicaid, but have been denied so far.

The Foundation was able to provide some financial assistance to Renee, along with a referral to HMS, our Employee Assistance Program (EAP), for financial counseling. Renee comments that the financial counseling was very helpful in assisting her with prioritizing her bills. She was also referred to a law firm that specializes in Medicaid and Disability related law. Because of this referral, Renee's daughter Crystal is actively pursuing assistance in the state where she resides.

Since the Foundation has been so beneficial to Renee and her family, she has increased her contributions to the fund raising effort for the foundation. Renee wrote to the foundation expressing her thanks saying, "Joy, Joy, Joy! I received the Genesis Employee Foundation grant and I am overjoyed. It seems that saying thank you is not enough. It is difficult to find the words to express the mixed emotions of joy, appreciation and relief!! Truly, GEF reflects GIVING, HELPING and CARING. I am proud to be a recipient."

## GEF Funds & Stats

January – June 30, 2011

**\$377,925** contributed through employee payroll deductions.

**\$372,290** granted to employees in need.

**200** employees received grants.

**85-90** grants processed monthly.

**24.76%** of all GHC employees contribute to GEF, up 1.25% from 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, The Belvedere, Schuylkill, Spring Mill, Riverview Ridge, Hillcrest, Hamilton Arms, Berkshire Commons, Victoria Commons, Quakertown Manor, Crestview, Wayne, Willow Ridge, Naamans Creek, Millville, Life at Home*

### 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, Palm Manor*

### 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\*, Miletree—SUPER GIVER\*, The Madison—SUPER GIVER\*, Southern Administration, Rehab Administration, Heritage at Dover, Heritage at Milford, Brightwood, (WV), Carehaven, Sistrville, Knollwood, Cedar Ridge, Heritage (WV), Highland, Logan, Ansted, Hilltop, Salisbury (NC), Hidden Valley, Ravenswood, Marmet, Gettysburg, Quarry Manor, The Seasons, Mooresville, Severna Park, Oak Ridge, Tygart, Canterbury, Regency Place, Westwood, Pierpont, White Sulphur Springs, MultiMed*

*\*Reached 90% or higher in employee participation*

### Area and Territory Average Levels of Giving

*Southern-29.98%; Central- 27.86%; Northeast- 24.66%; GRS T1- 12.51%; GRS T2- 9.14%; GRS T3- 9.72%; GRS T4- 13.19%; RHS-6.19%; Corporate GHC-60.11%; Corporate GRS- 51%; Physician Services-16.76%*

**Overall Company Giving: 24.76%**