

On the Sunny Side



A Genesis Employee Foundation Quarterly e-Newsletter

Winter 2010

Applying for a grant:

1. Complete the Grant Request form located on the GEF intranet site:
<http://central.geneshcc.com/sites/HR/GEF>
2. Fax form, signed by center Administrator, Rehab Program Manager or supervisor to: **610-347-6217**
3. Directing Liaison Cindy Joye 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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2009 Fall Fundraiser a Big Success!

A **BIG THANK YOU** to all of our contributors! The two-month fundraising event running October through November raised \$104,000 in additional funding! Close to 2,500 employees began new contributions or increased their current contributions through payroll deductions. In addition, the Company is making a dollar-to-the-dollar match, bringing a total of \$208,000 in additional funding. "A couple of key factors made this fundraiser such a great success," shares **Victoria Valton**, Co-Chair of GEF.

"With stories and educational materials in hand, our center Benefits Designees, Rehab HR Business Partners and Area/Corporate Employee Relations Coordinators passionately advocated for GEF!" Victoria also underscores that a push to *Give Anything You Can* brought in several 25¢, 50¢ and 75¢ per pay contributions. Plus, GEF Directing Liaison **Cindy Joye** supported a handful of centers with very low participation. "Going out to some of our centers was a mutually educational

process," shares Cindy. Not only was I able to supply helpful information to our employees, but learned that there is some misinformation out there." One major demything that Cindy addressed is that of having to contribute in order to receive a grant. Not the case. Any Genesis Employee, regardless of contributing or not, is eligible to receive a grant. With grants honored in 2009 nearly doubling and the volume of requests increasing by 50%, the additional funds will certainly help GEF keep up with the growing needs of employees and their families in 2010.

Thanks from a Grant Recipient

Dear Genesis Employee Foundation:

The grant I received from GEF has helped to defray the cost of my husband John's funeral. Thank you very much for your understanding and financial support in my time of need.

It is important, too, as reports of corporate greed and executive bonuses abound in the news, to take a moment to acknowledge the sense of family that is evident throughout the Genesis

HealthCare organization. It is a privilege to be part of a large and diverse community that provides quality care and service not only to its patients and residents, but also to its employees. I love coming to work each day because the spirit of giving is everywhere at my Center. I continue to be inspired by the commitment and compassion of my colleagues.

Once again, thank you for easing my burden. I will be forever grateful for your generous gift.

Most sincerely, Pat

John
April 24, 1948-September 28, 2009



Pat's late husband, John, was born in Belfast, Northern Ireland where he received degrees at the Queens University in Belfast. He worked as a Scientific Sales Rep for various High Tech Life Science Companies. He enjoyed opera, classical music, golf, bowling and especially spending time with family.

Tips to Increase Giving

The nine Super Giver Centers highlighted to the right in red reached a level of 90% or higher in employee giving by rolling out some creative, yet simple approaches. Here are some of their tips:

1. Talk about GEF in the interview process to underscore our caring and compassionate culture.
2. During orientation, mention GEF (for the second time, since the interview process was the 1st) and offer the contribution form already filled out. All the employee has to do is select a giving amount, sign and return to their Benefits Designer.
3. If employees can't give \$1, remind them the quarter they find every other week in their pocket, on the floor of their car or in the bottom of their purse is a welcome amount to give to GEF per pay.

Grant Process

Due to incredibly high volumes of grant requests over the past 6 months, GEF is in the process of not only processing older requests, but also the newer requests. This higher volume is due to a rough economic year that has seen several employees' spouses laid off, as well as a doubling in utility grant requests.

As requests come in, GEF will prioritize requests based on urgency. This means that some requests may take 2-3 weeks to process. Directing Liaison **Cindy Joye** will contact grant applicants and their supervisors as quickly as possible.

In the meantime, we appreciate your patience.

If you need to contact GEF, please dial 610-925-2121.

GEF Funds & Stats

January – November, 2009

\$93,590 was raised through fundraisers.

\$440,747 was contributed through employee payroll deductions.

\$548,299 was granted to employees in need.

600 employees received grants.

65 grants were processed monthly, up 50% from 2008.

\$120,000 in grants is available to employees, as of November 30, 2009

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, Orwigsburg, Schuylkill, Oaks, Spring Mill, Silver Stream

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

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 Valley, Canterbury, Hidden Valley, Ravenswood, Marmet, Gettysburg, Quarry Manor, The Seasons, Raleigh, Mooresville, Severna Park, White Sulphur Springs, Pocahontas

GHC Corporate, Rehab Corporate, RHS

**Reached 90% or higher in employee participation*

Area and Territory Average Levels of Giving

Southern: 37%
 Central: 22%
 Northeast: 19%
 GRS Territory I: 18%
 GRS Territory II: 10%
 GRS Territory III: 11%
 GRS Territory IV: 16%
 RHS: 33%
 Corporate GHC: 48%
 Corporate GRS: 49%

Overall Company Giving: 26%



LIHEAP

Now is the time to apply!

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 LIHEAP office](#) (CTRL+Click to follow link) or http://www.govbenefits.gov/govbenefits_en.portal

GEF Board and Supporting Members

GEF Board: Jeanne Phillips, Mike Reitz, Walt Kielar, Liz Miller, Mike Sherman

GEF Co-Chairs: Victoria Valton and Karen Halsted

GEF Directing Liaison: Cindy Joye

GEF Voting Committee: Tonya Cantrell, Jon Welland, Christy Stanley, Kerri Bednarcik, Della Knotts, Ellie Gould, Mary Posten, Lynette Buckley, Michele Verduci, Karen Halsted, Victoria Valton, Linda Rodger, Michele Burk