WE RAISE HOPE TOGETHER.
DEAR RAISING HOPE AT WORK TEAM CHAMPION,

Thank you for serving as a team champion during this year’s Raising Hope at Work annual employee giving campaign. We hope you find this toolkit helpful in your role as a leader and while you communicate with colleagues about the campaign.

Raising Hope at Work offers UF Health Shands and UF College of Medicine employees the opportunity to embrace a culture of philanthropy and be encouraged by supporting critical needs that improve the health of our patients. Your commitment to the community and UF Health’s mission of excellence in education, patient care and research speaks volumes.

Your involvement in this campaign is crucial to moving the mission forward. Thank you for being an integral part of what it means to raise hope — together.
The first Raising Hope at Work campaign launches to support the construction of the UF Health Shands Cancer Hospital.

Raising Hope at Work helps to fund the construction of the UF Health Shands pediatric emergency room, including 13 private treatment rooms and five observation bays.

For the first time, UF College of Medicine employees join Raising Hope at Work. Their support contributes to the construction of the new UF Health Heart & Vascular Hospital, the UF Health Neurosurgery Hospital and the George T. Harrell, M.D., Medical Education Building.

Employees are given the option to support either the Pediatric Cardiac Intensive Care Unit’s renovation or the purchase of a new state-of-the-art aircraft for UF Health ShandsCair.

With more options than ever before, employees make gifts to support Arts in Medicine, College of Medicine scholarships, patient technology at the UF Health Heart & Vascular and Neurosurgery hospitals, and women's and children's areas.

UF Health Shands and UF College of Medicine employees unite to assist in the construction of the UF Health Heart & Vascular and Neuromedicine hospitals or the Harrell Medical Education Building.

In the spirit of offering giving options, employees decide to support the Post-Anesthesia Care Unit for pediatric patients, College of Medicine scholarships, leukemia research and the UF Health Shands Burn Center.

For the first time since 2019, Raising Hope at Work returns! Our teams have come together through the challenges of the pandemic and remain passionate about UF Health’s mission. RHW brings everyone together in unique ways, striving to meet the needs of patients and the community.

NEW this year — employees can now choose their preferred funding area.

Giving opportunities focus on four priority areas — growth, discovery, children and education. The Pediatric Cath Lab, Mobile Outreach Clinic, Brain Tumor Immunotherapy Program and Palliative Care Fund benefit from generous donations.

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TOGETHER WE RAISE HOPE

The contributions of each staff member at UF Health Shands and the UF College of Medicine make our mission possible. Collectively, these efforts are part of what makes us the Southeast’s premier academic health center.

Recent years have tested us like never before. However, no matter the challenge, we have come together to care for our patients, families and communities. Together, we remain steadfast in making a difference.

The Raising Hope at Work employee giving campaign offers a unique opportunity to engage in a culture of philanthropy within our organization. Participating signals a continued commitment to caring for each other and our communities while helping to further our mission.

New to the campaign this year — employees are able to choose their funding area. By contributing to the fund that means the most to you, your impact is personalized. No matter where you give, you join your colleagues in raising hope together.
June 1
RHW campaign and department kickoffs begin

June 20, July 18, Aug. 17
Team champion Zoom sessions for updates and highlights

July 31
Campaign ends

CONTESTS
Keep these dates handy! You and your department team can qualify for fun prizes and recognition for meeting contest criteria. More details coming soon.

June 20 – 24
RHW Contest Week 1

June 22
We Raise Hope — Together Blitz

July 18 – 22
RHW Contest Week 2
YOUR ROLE AS A TEAM CHAMPION

As a Raising Hope at Work team champion, you will encourage colleagues to join the campaign. Your support to educate, inspire, motivate and lead your department will help us increase participation and inspire a spirit of philanthropy.

As an employee ambassador, you:

- Make your contribution early in the campaign to show your commitment.
- Attend champion Zoom sessions and relay important updates to your team.
- Serve as a liaison with UF Health Advancement throughout the campaign.
- Host department meetings and use team huddles/staff meetings to share new information about Raising Hope at Work.
- Distribute incentive gifts to employees who donate.
- Express appreciation for employees who give.

DEPARTMENT INVOLVEMENT

There are many ways team champions can engage colleagues throughout the campaign.

- Plan a team huddle or discuss during a staff meeting — Invite your department staff to learn more about Raising Hope at Work and how they can participate.
- Sign-up rally or event — champions can work within their department to increase engagement through fundraisers or other events that will increase gifts and pledges.
- Your efforts as a champion and department will be recognized in unique ways. More details to come!
WAYS TO GIVE

ONLINE at giving.UFHealth.org/RaisingHope

- Payroll deduction or one-time gift options

PAYROLL DEDUCTION

- You can contribute through your paycheck using the NEW employee portal:
  - UF Health Shands and College of Medicine employees can choose to set up a payroll deduction that will automatically occur each pay period.
  - You may change your gift amount or choose to cancel at any time through the portal.
- A small amount each pay period can add up to a large impact over time!

HOUR OF POWER

- Take the pledge to donate one hour of your pay during each pay period. Your contribution to UF Health goes to the fund of your choice.
  - Hour of Power donors will receive special recognition and gifts to celebrate their commitment to growing our culture of philanthropy at UF Health.

PLEDGE CARD

- Cash and checks must be submitted with a pledge card, including employee information and fund choice.
  - Mail to UF Health Advancement, Attn: Raising Hope at Work, P.O. Box 100386, Gainesville, FL 32610-0386
  - Drop off donation with pledge card to UF Health Advancement at the UF Health Professional Park — 3300 SW Williston Road, Gainesville, FL 32608
  - Team champions — please deliver cash and checks to UF Health Advancement within 48 hours of receiving a gift.

ONE-TIME GIFT

- Cash, check and credit card are accepted.
  - Checks should be made out to the University of Florida Foundation with “Raising Hope at Work” specified in the memo.
  - Credit cards can be processed securely at giving.UFHealth.org/RaisingHope.
WHO DO I ASK FOR HELP?

We are here to help you reach and exceed your goals as a Raising Hope at Work team champion! If you have questions, please reach out to:

Heather Mears  
Senior Director of Program Management  
UF Health Advancement  
RaisingHopeatWork@med.ufl.edu  
352.265.7276

RESOURCES & CONTACT DETAILS

UF Health Advancement is your partner, and we are here to help you be successful. You will receive reports and updates specific to your team throughout the campaign. Other resources will be available online for your convenience.

Department Progress Report
- Report that will share your team’s dollars raised, participation percentage, employee participation status and more.

Visit giving.UFHealth.org/RaisingHope to access the following resources:
- Raising Hope at Work PowerPoint template  
  - Poster  
  - Flyer  
  - “I am Raising Hope at Work” card