

TEAM  
CHAMPION  
TOOLKIT

# RAISING HOPE AT WORK 2026

**JANUARY 19-FEBRUARY 28**

RAISING  
**HOPE**  
AT WORK

**UFHealth**  
UNIVERSITY OF FLORIDA HEALTH

We're illuminating *hope.*

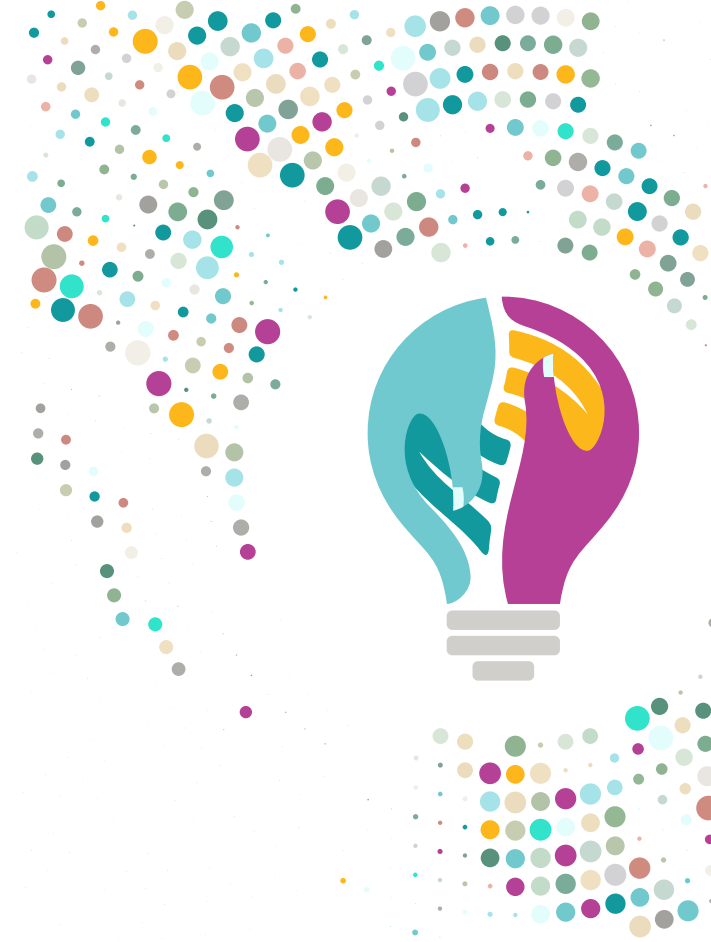


# DEAR **RAISING HOPE AT WORK** TEAM CHAMPION,

Thank you for serving as a team champion during this year's Raising Hope at Work employee giving campaign. We hope you find this toolkit helpful in your role as a leader as 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 to 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 our mission forward. Thank you for being an integral part of what it means to **raise and illuminate hope**.



## We're illuminating *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 shining a light on hope and 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.

***Continuing last campaign's tradition — employees are able to choose their funding area.***

By contributing to the fund that means the most to you, your impact is personalized.

***Not sure where to shine your light?*** Consider a gift to the Shands Children's Hospital or UF Health Greatest Needs to provide unrestricted support for our pediatric and adult patients.

Together, we remain steadfast in **shining a light on hope** and **making a difference.**



# RAISING HOPE AT WORK THROUGH THE YEARS

2009

The first Raising Hope at Work campaign launches to support the construction of the UF Health Shands Cancer Hospital.

2016

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.

2022

Raising Hope at Work returns for the first time since 2019. Our teams come together through the challenges of the pandemic and remain passionate about UF Health's mission while extending the opportunity to give throughout all areas of UF Health and the College of Medicine.

2014

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 Neuromedicine Hospital and the George T. Harrell, M.D., Medical Education Building.

2019

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 Funds benefit from generous donations.

2024

The signature light bulb motif was introduced to remind employees to illuminate hope during the campaign. Our highlighted fund, the Children's Hospital Renovation Fund, was supported by 55% of the employees that donated.

# 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 a team champion, 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.
- Plan a 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!



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# IMPORTANT DATES

## January 19

RHW campaign and department kickoffs begin

## February 5

Campaign update via Zoom

## February 19

UF Giving Day

## February 28

Campaign ends

## Spring 2026

Campaign celebration

# INCENTIVES

Donating toward the campaign at different levels will give you the chance to earn exclusive Raising Hope at Work prizes!

## INDIVIDUAL INCENTIVES

### • **Any gift of any size:**

Champions will be provided with an assortment of items to distribute to their colleagues during the campaign.

### • **Gift of Hour of Power or cumulative \$1,000+:**

*RHW fleece jacket (a new design featuring a new color)*

## ADDITIONAL INDIVIDUAL INCENTIVES

- The **first 100 individuals to donate \$25 or more** will receive an exclusive pair of RHW compression socks (featured in the 2023 campaign)

## TEAM INCENTIVES

- Team with the **highest participation growth** throughout the campaign will receive a catered meal for their department

# WAYS TO GIVE : PAYROLL DEDUCTION

**ONLINE** at [giving.UFHealth.org/RaisingHope](https://giving.UFHealth.org/RaisingHope)

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- Payroll deduction

## PAYROLL DEDUCTION

- You can contribute through your paycheck using the **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!

The screenshot displays the 'UF ADVANCEMENTHUB' portal interface. It features several sections for user information and payroll deduction setup:

- GENERAL**: Includes fields for 'Employee Type' (with a dropdown menu) and 'Department'.
- WORK ADDRESS**: Includes fields for 'Address Line 1', 'Address Line 2', 'City', 'State', 'Zip', 'Preferred Email Address', and 'Work Phone'.
- HOME ADDRESS**: Includes fields for 'Address Line 1', 'Address Line 2', 'City', 'State', and 'Zip'.
- PAYROLL GIVING HISTORY**: A table with columns for 'Last Payroll Deduction GI Date', 'Fund Number', 'Fund Name', and four fiscal year columns: 'FY 2020 Total Annual Given', 'FY 2019 Total Annual Given', 'FY 2018 Total Annual Given', and 'FY 2017 Total Annual Given'. The table currently shows 'No giving history available'.
- PAYROLL DEDUCTION**: A section at the bottom with a 'Deductions' link.

# WAYS TO GIVE : ONE-TIME GIFT OPTIONS

**ONLINE** at [giving.UFHealth.org/RaisingHope](https://giving.UFHealth.org/RaisingHope)

## 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](https://giving.UFHealth.org/RaisingHope).

## 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](https://giving.UFHealth.org/RaisingHope) to access the following resources:

- Poster
- Flyer
- A comprehensive list of funds

## 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:

### **Brianna Linkfield**

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