

*HealthFirst*  
Foundation



2024  
Associate  
Month of  
Giving.



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This February, Health First associates will celebrate the Associate Month of Giving (AMG), an opportunity for us to give back to our organization.

**How will your department celebrate?** As an Ambassador, you know your department best, and can plan what works for your team.

Look inside for a step-by-step guide and ideas to encourage your team throughout AMG this year!



**Cheyana Fischer**  
Chief Nursing Officer  
Hospital Division  
2024 AMG Co-Chair



**Jo Powell**  
Vice President, Operations  
Health First Medical Group  
2024 AMG Co-Chair



**Chris Kern**  
Vice President  
Health First Foundation  
2024 AMG Foundation  
Contact



# Key dates for 2024.

# My AMG tools.

## JANUARY

### January 17, 22, 24

Attend one of our live Ambassador training webinars:  
January 17 at noon  
January 22 at 4 p.m.  
January 24 at 7:30 a.m.  
(45 minutes)

### January 22-26

Meet with your leaders to plan how you want to kick off AMG with your department.

## FEBRUARY

### Thursday, February 1

We kick off AMG.

### Week of February 5

Share AMG campaign with your team at huddles or department meetings.

### Week of February 12

Host a mid-campaign celebration with your team to encourage participation.  
Share huddle announcement about AMG impact and participation data.

### Week of February 19

Share huddle announcement and participation data.

### Week of February 26

Share huddle announcement and participation data.

### Thursday, February 29

Last day of AMG!

## MARCH

### Monday, March 4

Final participation prize winners will be announced in "What You Need to Know" email.

### Friday, March 8

Final department participation numbers will be shared with our Ambassador Network. Ambassador survey to be sent out.

### Monday, March 11

Campaign totals and participation will be shared in "What You Need to Know" email.

### Thursday, March 14

Associate survey to be sent out.



- ✓ Ambassador toolkit
- ✓ AMG giving site: [hf.org/associategiving](https://hf.org/associategiving)
- ✓ Ambassador Network on Viva Engage
- ✓ Ambassador training webinar
- ✓ Your Goodness Guru
- ✓ Health First Foundation staff



### Note:

Weekly Participation Update: Every Friday by email to Ambassadors

Weekly Prize Winners: Every Monday in "What You Need to Know" email



# Step 1: Plan - January 17-26.

## How do you want to share AMG with your team?

- Get some ideas in the “Inspiration and ideas” section of this toolkit.
- Talk with your leaders and team – maybe you want to have a friendly competition, set a participation goal, or plan a kickoff celebration. Share impact story and updates at your staff meetings or daily huddles.
- Set a date and time between February 5-11 to share the information – could be a monthly team meeting, a huddle or, virtual meeting.
- For those in a clinical setting, consider posting announcements in your break room or share in daily huddles.



## Make your own gift so you can say “Join me in AMG!”

- Visit [hf.org/associategiving](https://hf.org/associategiving) now to update your giving and take a look around the site.
- Did you designate your giving to a service area? This reflection will provide you with your own “why” for giving. By making your gift first, you can share that “why” with your team and add, **“I hope you will join me in making a gift to the area that means the most to you.”**

## Check out the Frequently Asked Questions in this toolkit.

- Great resource for the most common questions we have received over the last few years.
- Use the sample slide deck or talking points in the Ambassador Resource section at [hf.org/associategiving](https://hf.org/associategiving) to prepare your presentation to your team. Plan to share between February 1-9.



# Step 2: Share - February 1-9.

## The preparations are done! Now is the time to kick off AMG with your team.

- Share your presentation with your team.
- Share how your department will celebrate – activity, food, competition?
- Share one of the impact stories and participation updates at your huddles or staff meetings.
- Present to your team. Be sure to share why you give and invite them to join you in making a gift as well.
- Kick off your competition, announce a goal, or schedule a celebration.

Do you or your team have questions? Reach out to your Goodness Guru or the Foundation at [foundation@hf.org](mailto:foundation@hf.org). We are happy to answer your questions.

## Remember these tools and resources to support you in your presentation.

- Ambassador presentation PowerPoint.
- AMG Giving Site: [hf.org/associategiving](https://hf.org/associategiving).
- Ambassador Network on Viva Engage.
- Ambassador training webinar.
- Your Goodness Guru.
- Health First Foundation staff at [foundation@hf.org](mailto:foundation@hf.org).





# Step 3: Celebrate - February 12-29.

# Participation prizes.

## Associate Month of Giving should be fun and engaging for your team.

Don't wait until March! Celebrate the goodness of giving throughout the month. YOU are Helping Goodness Grow!

- Team competition? Celebrate at the halfway point or for any progress made.
- Invite team members to share their "why I give" or "I see goodness growing through AMG..." story.
- Discuss a treat for your team with your team leader.
- Share your celebrations on Viva Engage and in the AMG Ambassador Viva Engage group.



Everyone loves a prize! Those who give, or continue to give, during the Associate Month of Giving will be entered into weekly drawings. These include 20 individual prizes and one grand prize each week.

## A donation to the Health First Foundation is necessary to be included in the prize drawings.

If associates are already giving continuously through payroll deduction, they are included in the prize drawings automatically. Encourage associates to give early, so they will have more chances to win.

Winners will be announced in the weekly "What You Need To Know" emails on February 5, 12, 19, 26, and March 4.

### Gift cards



\$25



\$25



\$25



\$25



\$25

### Grand prizes



\$100



\$100



\$100



\$100



\$100

*Please note: IRS guidelines require the prize value be reported as taxable income. An IRS gift acceptance acknowledgement must be signed when the prize is selected. Winners may choose to decline the prize and will incur no additional tax implications.*

Gift card prizes are funded through the Health First Foundation operations.

**Your gifts are not used to cover AMG expenses.**

# Get to know the giving site.

[hf.org/associategiving](https://hf.org/associategiving) is your one-stop shop for all your Ambassador resources, and where associates can start or update their giving.

- This is a **secure, private, and easy way to give.**
- Make sure to familiarize yourself with the site so you can assist your peers with their questions or giving.
- Payroll deduction is the easiest way to give, but you can also give via credit card, bank account draft, PayPal, ApplePay, cash, or check.



# Viva Engage Ambassador Network.

The Ambassador Network has its own community on n Viva Engage (previously known as Yammer)! You should have received a request to join this private community. This is a great real-time space to ask questions, share ideas, and connect with your fellow Ambassadors.

If you haven't joined Viva Engage yet, now is a great time. Simply visit <https://yammer.com/hf.org>. All you need is your Health First email address and password.

If you did not receive a request to join the AMG Ambassador community, email [pamela.shumate@hf.org](mailto:pamela.shumate@hf.org)





# Your Goodness Gurus.

Our “Goodness Gurus” are your resource for all things AMG. They are here to assist you with anything you need during the campaign.

## FINANCE



**Debbie Carpenter**  
Analyst, Cost Accounting  
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**Renee Falkner**  
Executive Assistant  
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**Kelly Robinson-Escoffery**  
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## FAMILY PHARMACY

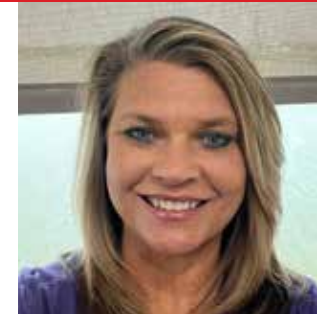


**Deirdre Breeden**  
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Family Pharmacy  
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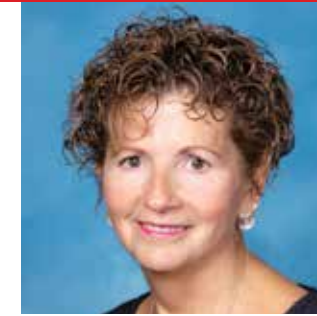
## HEALTH FIRST MEDICAL GROUP



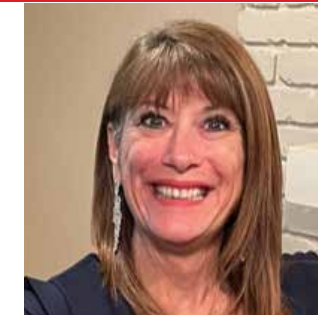
**Lora Morse**  
Vice President, Revenue Cycle  
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**Jo Powell**  
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## HOSPITALS



**Cheyana Fischer**  
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**Amanda Stanley**  
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## HEALTH FIRST HEALTH PLANS



**Angie Coggeshall**  
Community Services Director  
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**Erica Ross**  
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## HOSPICE



**Stephanie Larkin**  
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## PATIENT ACCESS



**Michelle Fox**  
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Patient Access Services  
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## IT

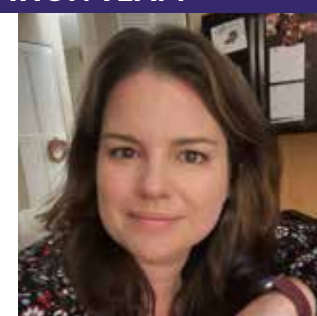


**Michael Carr**  
Senior Vice President,  
Chief Information Officer, IT  
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## HEALTH FIRST FOUNDATION TEAM



**Pamela Shumate**  
Donor Engagement and  
Experience Specialist  
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**Leslie Bardo**  
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**Danielle Sapienza**  
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**Chris Kern**  
Vice President, Foundation and  
Community Benefit  
chris.kern@hf.org



# 100% of my donation goes to...

Your gift makes a huge impact and 100% of your donation goes to the area you designate. **Not one penny of your donation is used for operating or campaign expenses.**

## Areas of designation include:

- **Area of greatest need** – supports the greatest needs at Health First and is not restricted to any one service area.
- **Aging Services** – funds specialized care for older adults, their families, and caregivers through services like the Center for Family Caregivers and Memory Disorders Clinic.
- **Associate Relief Fund** – assists our colleagues experiencing emergency financial hardship.
- **Cancer Institute** – funds advanced technology, patient care, and treatment for those diagnosed with cancer.
- **Compassionate Care Fund** – helps our most vulnerable patients overcome barriers to treatment through Guardian Angel grants that help with transportation, prescriptions, medical equipment, and more.
- **Education** – supports associates in furthering their education through certification grants, skills lab equipment, and scholarships.
- **Emergency Department/Trauma/First Flight** – ensures critical care for severe, life-threatening injuries as fast as possible.
- **Heart & Vascular** – supports advanced medical technology and comprehensive patient care, including preventative heart care, rhythm management, vascular treatments, valve clinic, and cardiothoracic specialties.
- **Hospice** – provides palliative care and quality of life to support terminally ill patients and their families through Hospice at Home and William Childs Hospice House. Supports bereavement (grief) programs for families as well as children (Bright Star).
- **Women & Children** – supports unique care for women, including gynecology, urogynecology, breast health, pregnancy, and heart health; and pediatric services, including birthing suites at two hospitals, pediatrician offices, Brevard's only pediatric emergency room, and specialized pediatric inpatient unit.



You are also invited to make an additional gift to United Way of Brevard. Your gift to United Way may be designated to one of their funding areas. In the spirit of transparency, United Way does use a portion of your gift to support the administration of awards to community organizations. For more information, visit [UWBrevard.org](http://UWBrevard.org).



**Last year, associates gave \$96,109 to United Way.**



# You are Helping Goodness Grow!

## Associate Relief Fund

Sometimes, an unforeseen event like a diagnosis, illness, or injury can leave you or your colleagues struggling to afford car payments, rent, or utility bills. Last year, \$162,063 was gifted to nearly 83 associates, including Jessica from Health First Medical Group.

*“You helped my family through a scary and financially rocky time. I would tell everyone to donate to it. You never know when it could be you or a friend getting a call that changes your life. Thank you for all you did for my family.”*



Want to read more stories of impact? Click [HERE](#).

**Last year, associates gave \$434,180 to Foundation.**

## Aging Services

In addition to providing Brief Neurological Exams for seniors in our community, your gifts supported the Center for Family Caregivers classes, support groups, and class materials.

*“I can’t imagine my life right now without being a part of the caregiver support group. You all saved my life and have given me reason to carry on.”*

– Support Group Participant



## Nursing Scholarships

From Nursing Assistants to aspiring Advanced Practice Providers, nearly three dozen clinicians benefit from nursing scholarships. Of these, associate giving provided funding for four of these scholarships.

Samantha Kelly is a scholarship recipient and registered nurse earning her bachelor’s degree to become an ICU specialty nurse.

*“Being intentional in healthcare means seeing the ‘we’ in wellness that Health First promotes.”*





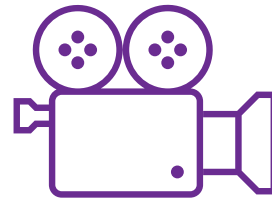
# Inspiration and ideas.

## Some inspiration from past ambassadors:



### Fun videos

Check out the **“We are A-M-G” video** from the 2021 Ambassador Network. Everyone had so much fun putting these videos together and the end result was hilarious.



Remember to share your ideas and photos on the AMG Ambassador Network (Via Engage).

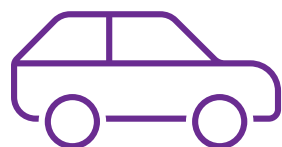


### Car parade

Ashley sent an email to her team with different options to choose from. (Car parade, dance party, associates forming AMG on the floor, etc.)

*“The team was so excited to get involved, even though it was their own time, which was awesome to see that they cared and were so invested in helping raise money for our community.”*

Ashley Buitrago, Account Executive, Growth & Development



### Rap battle

*“We came up with the idea of doing a rap, getting custom shirts, and headbands.”*

Dawn Walker  
Health Unit Coordinator,  
Cape Canaveral Hospital



They gave out Godiva cookies for participating, and helped their team reach 100% participation in the campaign!



Leaders accepted the challenge to have a pie in the face when the department reached their participation goal.



Some ambassadors presented in small groups when associates were available. Others posted information in the break room where everyone would see it.

*Your story is powerful. Share why you give and how easy and meaningful it is to participate.*



# Frequently Asked Questions.

## Everything you need to know about AMG.

### Where does my money go?

100% of gifts made by associates are utilized as requested and are not used to cover any operating or fundraising expenses for the Foundation. Associate giving truly helps goodness grow at Health First.

Want to read stories of impact? Click [HERE](#).

### What is “AMG”?

AMG stands for the Associate Month of Giving. This is the Health First Foundation’s annual associate giving campaign that takes place each February. Associates are given the opportunity to support the work we do and our colleagues at Health First, United Way of Brevard, or give their time by volunteering in our community.

### Is AMG just one month long?

The campaign might be only one month, but the goodness that comes from it is ongoing! Gifts to the Associate Month of Giving are used year-round and you can always update or adjust your giving at any time of year by logging into to our giving site or emailing us at [foundation@hf.org](mailto:foundation@hf.org).

### What payment methods are accepted?

Our [online giving portal](#) is the easiest way to give via credit card, payroll deduction, E-check, or PayPal. You can make a one-time gift, or a monthly recurring gift.

Simply visit [hf.org/associategiving](http://hf.org/associategiving).

If you wish to give by cash or check, you can send via interoffice mail to Health First Foundation at Corporate Office or mail to:

**Health First Foundation**  
Attention: Associate Giving  
1350 Hickory Street  
Melbourne, FL 32901



### Can I direct my funds to a specific area?

Of course! Associates can choose to either make an unrestricted gift or designate their contributions to a particular service area from the areas below:

- Area of greatest need
- Aging Services
- Associate Relief Fund
- Cancer Institute
- Compassionate Care Fund
- Education
- Emergency Department/Trauma
- Heart & Vascular
- Hospice
- Women & Children



### How can I be entered into the weekly prize drawings?

A donation to the Health First Foundation is necessary to be included in the prize drawings. Once you make a gift, you will be included in that week’s drawing, and all moving forward.

If you already give by payroll deduction each pay period, you don’t have to do anything! You’ll be automatically entered into all drawings during the Associate Month of Giving. However, if you would like to update your current gift, please visit our [online giving portal](#).



### Other questions? Ask us!

#### Questions about payroll deductions or other giving?

Please contact Leslie Bardo  
Manager, Advancement Services & Operations  
321.434.7353 or [leslie.bardo@hf.org](mailto:leslie.bardo@hf.org)

#### General questions or need support?

Chris Kern  
Vice President, Foundation and Community Benefit  
321.434.1807 or [chris.kern@hf.org](mailto:chris.kern@hf.org)



# Thank you!

Thank you for serving as an Ambassador for the 2024 Associate Month of Giving. We appreciate everything you do to encourage your colleagues to participate and to share the impact giving has on our patients, their families, and our fellow associates.

A large portion of the campaign's success relies on you and your interactions with other associates – **we couldn't do this without you!**

Together, we are creating a culture of philanthropy at Health First that will leave a lasting legacy.



Michael Seeley  
President  
Health First Foundation





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