

# HealthFirst

## Foundation

### ASSOCIATE MONTH OF GIVING

## Ambassadors:

## How to inspire and inform.

As an Ambassador for Associate Month of Giving (AMG), you play a vital role in communicating the significance of the campaign and addressing any concerns your teammates may have. This guide equips you with answers to common questions and concerns from your peers, ensuring you're prepared to inspire their participation.

### Frequently Asked Questions

#### What is the purpose of AMG?

AMG is Health First's annual campaign enabling associates to support our mission and give back to programs that directly support patients, colleagues, and the community.

#### How can I participate in AMG?

You can participate by donating through payroll deduction or making a one-time gift at [hf.org/associategiving](https://hf.org/associategiving).

\*All gifts through AMG are tax-deductible.

#### 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.

#### Does my gift really make a difference?

**Share statistics or stories:** "Yes, last year AMG gifts helped provide resources for cancer patients, distraction toys for kids in the pediatric emergency department, and so much more. Have you read the AMG storybook yet? You can find it online at [hf.org/AMGstorybook](https://hf.org/AMGstorybook)."

#### How do I get more information or support?

For additional resources or questions, you can reach out to the Foundation team at [foundation@hf.org](mailto:foundation@hf.org) or visit the giving website at [hf.org/associategiving](https://hf.org/associategiving).

#### 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).

#### Can I choose where my donation goes?

Yes! You can designate your contribution to the area that inspires you most. All gifts go directly to your chosen programs or funds.

- Area of Greatest Need
- Aging Services
- Associate Relief Fund
- Cancer Institute
- Compassionate Care Fund
- Education
- Emergency Department & Trauma
- Heart & Vascular
- Hospice of Health First
- Women & Children

**No portion of your gift is used for administrative or fundraising costs.**

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### 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](https://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:

(Please include your name and UID)

#### Health First Foundation

Attention: Associate Giving

1350 Hickory Street

Melbourne, FL 32901

## Overcoming Common Concerns

### I can't afford to give right now.

**Be compassionate:** "I understand. Things are challenging for so many right now."

**Suggest alternatives:** "Even \$1 per paycheck makes a difference."

### Where does my money go?

**Be encouraging:** "You decide!" Donations can be directed to the area that inspires you the most. 100% of your gifts is used exactly as you designate with no portion going toward operating or fundraising expenses."

**Share a story:** "The Associate Relief Fund assists colleagues experiencing emergency financial hardship. Last year, more than \$200,000 was provided to help associates facing emergency situations with mortgage payments, rent, utilities, and more."

### What if I can't afford to donate?

Every contribution counts no matter the size. Just \$1 per paycheck (or even a one-time gift of \$1) adds up to make a difference.

### Health First doesn't need my money!

#### Provide clarity:

"As a not-for-profit healthcare system, every dollar we receive is reinvested to support our people, strengthen our programs, and enhance the technologies that serve our community."

"I am proud to work for an organization that takes such good care of our community."

"Your gift supports impactful programs and strengthens our mission in areas such as Heart and Vascular, the Compassionate Care Fund, and Education."

"Philanthropy is essential to our mission - it allows us to go beyond what standard operations can fund, ensuring we continue delivering exceptional care, advancing innovation, and meeting the growing needs of Brevard."

With your dedication and the collective efforts of all associates, AMG promises to have a lasting impact on our programs, our associates, and those we serve. Thank you for being an ambassador!

Scan this QR code or visit [hf.org/associategiving](https://hf.org/associategiving) to start or update your giving today.

