

ASSOCIATE GIVING | 2026



A month to give, a moment to care.

History of AMG.

Mission

AMG is an annual giving campaign that empowers associates to support our mission of health and wellness in our community make a meaningful impact.



Focus

Supporting programs and initiatives that align with our mission and directly benefit our associates and community.



Participation

Open to all associates with flexible giving options to suit individual preferences.



Impact

Together, we create opportunities, inspire hope, and improve lives.



Storybook: A tool to inspire giving.



Storybook.



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Aging Services.

Gifts to Aging Services provide programmatic and operational support for the Center for Family Caregivers (CFFC), part of Health First's Aging Services. Classes, support groups, and activities are offered free of charge for caregivers and their aging loved ones.

When Donna Crum's husband, Curt, was diagnosed with dementia, she quickly realized caregiving was a journey she couldn't face alone. The weight of responsibilities felt overwhelming—until Donna discovered Health First's Aging Services. There, she found education, resources, and most importantly, a community that reminded her she didn't have to do this by herself.

More than 3,900 local caregivers have accessed the free classes, support groups, and enriching activities at the Center for Family Caregivers in 2025.

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Storybook.



Simple tools like free stress balls help stroke patients rebuild strength, confidence, and hope.

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Area of Greatest Need.

Gifts to the “Area of Greatest Need” provide essential, unrestricted funds to address Health First’s most critical priorities. These donations ensure we can respond quickly and effectively to urgent challenges across our organization.

Last year, these funds filled the gap for the Associate Relief Fund when the demand exceeded available resources. They also supported Team Lavender, Pastoral Care, and purchased stress balls for all in-patient stroke survivors to aid with recovery.

By contributing to the “Area of Greatest Need,” you’re making an impactful investment in the overall well-being of our community, ensuring support whenever it’s needed.

“AMG is available for our community: it ensures that when someone faces hardship, there’s a reliable network ready to help. This isn’t just about writing a check—it’s about strengthening the network that supports all of us,” shared Joanna Setterberg, Health First associate and AMG Ambassador.

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Storybook.



Associate Relief Fund.

Gifts to the Associate Relief Fund are a meaningful, tangible way to support our colleagues experiencing emergency financial hardships.

Often an unforeseen event like a severe illness or injury can leave a colleague struggling to afford rent or mortgage, utility bills, daycare, or vehicle payments.

“As a nurse, I was used to helping others, not asking for help. Everything changed in 2022 when I was diagnosed with breast cancer. After multiple surgeries, our resources were stretched thin. The Associate Relief Fund provided the support I needed to undergo another surgery and that assistance means more to me than I can express,” shared Melissa Byrd.

In 2025, your support provided assistance to 148 fellow associates, totaling \$129,695.94 to help with mortgage payments, rent, utilities, and more.

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Melissa and her husband Sam were delighted to be able to celebrate their daughter's graduation from Satellite High School this spring.

ASSOCIATE MONTH OF GIVING 2026



Storybook.



Guidance and care — nurses help patients using resources funded through AMG to support recovery and wellness.

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Cancer Institute.

Your support strengthens the resources patients rely on throughout their cancer experience.

Thanks to your generosity through the Associate Month of Giving, every patient at Health First Cancer Institute receives access to free books to help them navigate their treatment and recovery. These include resources with practical nutrition advice before, during, and after treatment. Your AMG support helps ensure that every patient has the tools they need for a healthier experience.

“Part of the cancer journey is connecting with the patient on lifestyle changes to help them through their treatment and beyond,” shared Lindsay Jacques, VP Oncology Operations. “Diet is an important aspect to care, and we are grateful to help our patients with this resource generously provided to us.”

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Storybook.



Compassionate Care Fund.

Gifts to the Compassionate Care Fund breakdown barriers to treatment for eligible patients in need. Through Guardian Angel Grants, this fund provides essential support in partnership with case managers, social workers, and associates across Health First. From transportation to medical appointments and prescriptions to vital medical equipment, your generosity delivers help where it's needed most.

For Teresa Roberts, the Compassionate Care Fund was a lifeline, giving her rides to treatments, a roof over her head, and the ability to focus on getting better.

“The grant helped me catch up on my rent so I could stay in my home—a place where I feel safe, where I can rest, and where I can heal. Thanks to the support I received, I’m not just surviving—I’m moving forward.”

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Storybook.



Education.

Gifts to Education support associates in furthering their education through certification grants, skills lab equipment, ongoing training resources, and nursing scholarships.

Through AMG, you are investing in our associates.

- In 2025, 39 nursing scholarships were awarded.
- You are also helping to grow our team, training current and new associates for in-demand jobs in medical assisting, radiology technology, radiography technology, and more through the Come Grow with Us program.

“I wake up every day putting others first — that’s who I am as a nurse, and it fills my cup. Going back to school has been a longtime goal, but I couldn’t afford it until now,” shared Ashley Battles, a 2025 Nursing Scholarship recipient.

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Thanks to donor generosity, Ashley (middle) is on the path to achieving what she calls a “life-changing goal.”

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Storybook.



ED Trauma/First Flight.

Gifts to our Emergency and Trauma Services fund the critical care these dedicated teams provide to patients facing severe, life-threatening injuries.

Your support doesn't just help during emergencies — it helps prevent them. Health First's ED Trauma teams attend community events to distribute blinking safety lights that promote visibility for walkers, runners, and cyclists. Thanks to donor support, families receive lifesaving education and tools to stay safe before emergencies happen.

“Something as simple as a light can prevent an emergency visit,” said Health First Trauma Surgeon, Dr. Scott Zenoni.



In 2025, more than 7,000 safety lights have been distributed to local pedestrians thanks to the outreach of the Be Seen, Be Safe program.



Storybook.



Heart and Vascular.

Gifts to Heart and Vascular Services help ensure patients have access to the most advanced medical technology and patient resources in preventative heart care, rhythm management, vascular treatments, valve clinics, and cardiothoracic specialties.

Your generosity strengthens every step of care — from early detection and minimally invasive procedures to complex surgical interventions — helping patients return to their lives with confidence and restored health..

“When my vascular team showed me how much smoking and extra weight were putting me at risk, it finally clicked. Quitting tobacco and losing weight wasn’t easy, but it changed everything. Thanks to the technology, education, and treatment available at Health First, I know I’m in good hands,”
—Susan, Vascular patient.

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Health First provides cutting-edge diagnostics, advanced treatments, and expert cardiovascular care to help patients protect their heart health and live stronger, healthier lives.

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Storybook.



Health First Chaplain Vincent Ramos leads a prayer during the Forever a Hero service for U.S. Air Force veteran Lou "Scatman" Larmay.

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Hospice of Health First.

Gifts to Hospice of Health First provide families with compassionate support during their most challenging times, including access to free bereavement groups for individuals of all ages.

The Forever a Hero program at Hospice of Health First honors veterans with dignity and gratitude in their final journey. Through heartfelt pinning ceremonies, recognition displays, and compassionate care, we honor and celebrate the service of veterans. Supported by AMG, this program ensures that those who served our nation are remembered—always a hero, forever honored.

Did you know?

- In 2025, 100 children attended Camp Bright Star, where they learned valuable ways to navigate grief.
- Bereavement groups for youth, teenagers, and adults are offered free of charge through Hospice of Health First.
- **130 families** with a loved one in hospice received Thanksgiving meals in 2025.

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Storybook.



Women and Children.

Gifts to the Women and Children Services line support wellness for pediatric, obstetrical, and gynecological care.

Through AMG, generous toy donations brightened the Pediatric Unit at Holmes Regional Medical Center. These gifts bring comfort and distraction to children during treatment, offering moments of play that ease fear and anxiety. For parents and staff, the smiles and laughter they inspire serve as powerful reminders of hope, healing, and compassion in care.

"Kids will play even when they're sick. These toys provide our patients relief with distraction and comfort. These toys are truly invaluable," shared Sherry Scates, Pediatric and NICU Nurse Manager.

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Ten service areas where associates can choose to donate:



Area of
Greatest Need



Aging Services



Associate
Relief Fund



Cancer Institute



Compassionate
Care Fund



Emergency
Dept & Trauma



Heart &
Vascular



Hospice of
Health First



Education



Women &
Children




How to start or update your giving.

Home Start or update your giving FAQ's 2025 results Volunteer Become an Ambassador Ambassador resources

HealthFirst
Foundation


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Making a Difference Together: Associate Month of Giving

Associate Month of Giving (AMG) is Health First Foundation's annual February campaign, enabling associates to support vital programs at Health First. Though just one month, its impact lasts year-round, with every dollar directly benefiting your chosen cause—no operating costs deducted. Your generosity strengthens Health First's mission to improve the health and wellness of our community. Join us and make a lasting difference!

2025 AMG Results.



The 2025 campaign is in the books, and you crushed it! Every dollar makes a difference. 100% of your generosity goes straight to the services and programs we serve. [Click here for more details.](#)

We could not do this without you - thank you!

Start or update your giving

Your impact

Participation prizes

Become an Ambassador

Contact us.

If you are not an employee of Health First and would like to make a gift, please [click here.](#)

Please direct all questions to the Health First Foundation at 321.434.7353 or foundation@hf.org.



How to start or update your giving.



How to give.

- We accept gifts via payroll deduction, ApplePay, check, credit card, and more - choose the best method of payment for you!
- Health First Foundation will mail you a giving statement in January of each year for tax purposes.
- Gifts may be given to the Health First Foundation on a one-time or ongoing basis.
- Associates may choose [the area they wish to support](#).
- Gifts made by payroll deduction are deducted on a post-tax basis.
- If you have questions about payroll deductions or other giving, please contact Leslie Bardo at leslie.bardo@hf.org or [send a message on Microsoft Teams](#)

Your impact.

[Return to AMG home.](#)

Payroll deductions.

Update your giving.

- **Please ensure you're connected to the Health First network, VPN, or Remote Access Portal to avoid access issues.**
- **Any changes made to payroll deductions will overwrite your current giving.** If you have an existing payroll deduction that you want to keep, but wish to make an additional one-time gift, please make a gift by credit card or email us at foundation@hf.org

Online giving.

Give online now.

Options include credit card, e-check, PayPal, and ApplePay (available on Apple devices only).

Checks, cash, or money orders.

Mailing address:
Health First Foundation
Attention: AMG
1350 Hickory St
Melbourne, FL 32901

Interoffice mail:
Health First Foundation
Corporate Office, Rockledge



How to start or update your giving.

Health First Foundation

ASSOCIATE GIVING | 2026

Associate Month of Giving 2026

Welcome, Andrea! Your current giving* is:

Please note: any changes made will overwrite your current giving. If you have an existing payroll deduction that you want to keep, but wish to make an additional one-time gift, please [click here](#) to make a gift by credit card or email us at foundation@hf.org

Health First Foundation Donation	United Way Donation
Amount: \$20.00 Frequency: Recurring Designation: Area of Greatest Need Last Updated On: 1/13/2026 3:29:14 PM	No Current Donation

Start or Update My Payroll Deductions

*This reflects one-time and current payroll deduction giving only. Gifts by check, cash or credit card are not reflected here. Please contact the Foundation at [321.434.7353](tel:321.434.7353) or foundation@hf.org for a statement of your giving or with any additional questions.

[Click here](#) to make a gift by credit card or mail cash/checks to:
Health First Foundation
Attention: AMG
1350 Hickory St
Melbourne, FL 32901



How to start or update your giving.

HealthFirst

Update My Giving

Health First Foundation **United Way**











Frequency of My Giving

Recurring Donation One Time Donation

Amount of My Gift

\$3 \$5 \$10 \$15 **\$20** \$40 Other \$0

Direct My Gift to the Following Area

 <p>Area of greatest need Supports greatest needs at Health First and is not restricted to any one service area.</p>	 <p>Aging Services Funds specialized care for older adults, their families, and caregivers.</p>	 <p>Associate Relief Fund Assists our colleagues experiencing emergency financial hardship.</p>	 <p>Cancer Institute Funds advanced technology and patient care and treatment for those diagnosed with cancer.</p>	 <p>ED & Trauma Ensures critical care for severe, life-threatening injuries as fast as possible.</p>
 <p>Heart & Vascular Supports advanced medical technology and comprehensive care for cardiac patients.</p>	 <p>Hospice Provides palliative care, quality of life, and bereavement for patients and their families.</p>	 <p>Women & Children Supporting the unique care needs for women and children.</p>	 <p>Compassionate Care Fund Helps eligible patients overcome barriers to treatment through Guardian Angel Grants.</p>	 <p>Education Helps associates further their education through certification grants, equipment, and scholarships.</p>

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Other ways to give.

Visit hf.org/associategiving and click “Start or update your giving” for additional options, including:

- Credit card, bank draft, PayPal, or ApplePay.
- Checks or cash may be sent to the Foundation office.

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Interoffice mail:
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Corporate Office, Rockledge



Weekly drawings for all participants!

- 1 winner per week: \$100 gift card
- 15 winners per week: \$25 gift card
- Every associate who participates in AMG is automatically entered into the weekly drawing!
- Winners will be announced **every Friday** during AMG: February 6, 13, 20, and 27.

Publix.



Thank you for being an AMG Ambassador!

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