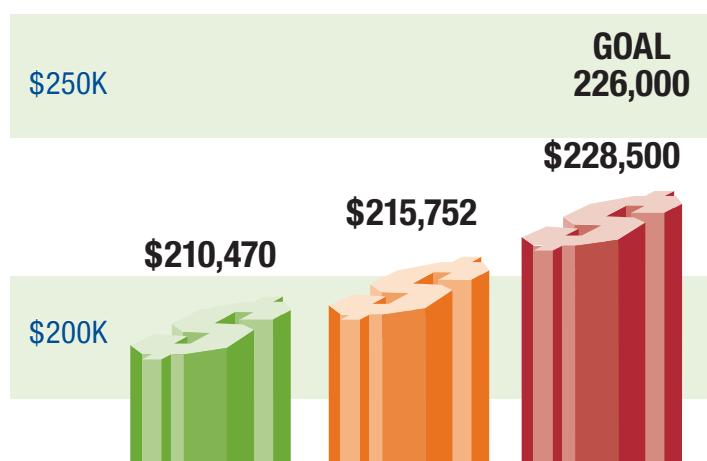


## Annual Employee Giving Campaign: We Did It!



Thanks to 1,830 individual contributions, the Annual Employee Giving Campaign (AEGC) raised \$226,885 as of April 7, 2010.

### A Culture of Philanthropy

The campaign helps improve the lives of New Yorkers—from young children to older adults—served by MJHS programs and agencies, as well as UJA-Federation and the United Way.

“In spite of the recession, MJHS staff showed remarkable generosity,” noted David Nussbaum, Executive Director of Metropolitan Jewish Health System Foundation. “Our employees embodied both the theme of this year’s campaign—“I Give Because I Care”—and the organization’s culture of philanthropy.”

### Meeting Higher Goals

The 2010 AEGC expanded the possible ways for employees to participate. Pledges were made via pledge card and on the Intranet. Donors also made contributions by cash, check or credit card. One-time or installment payroll deductions also were options.

“We’re very pleased by the effort,” said Ann Kushmick, MJHS’ Director of Project Planning and a campaign co-chair. “The final weeks of the campaign were crucial to reaching this year’s goal of \$226,000.”

The top-performing agencies were:

- HomeFirst—100 percent
- Metropolitan Jewish Adult Day Health Center—98 percent
- MJHS Corporate—90 percent
- Elderplan—84 percent
- Metropolitan Jewish Long Term Home Care and Business Development—82 percent

### Pride and Enthusiasm

“I couldn’t be more proud of our participation rate,” said Randall Klein, Executive Vice President of Managed Care and Executive Director of HomeFirst. “This is an extension of the tremendous dedication of HomeFirst employees.”

HomeFirst led the pack, while other participating agencies rallied for a strong finish.

Through the efforts of the five co-chairs and a team of peer “champions” throughout the system, this year’s campaign emphasized the impact of individual contributions. For example, an employee’s gift of \$45 will provide a stroller for an expectant mother in need; \$150 will provide one day of artificial nutrition when a patient cannot swallow; \$270 will cover a field trip for 20 adult day participants; and \$600 will pay for a day of care in a skilled nursing facility.

For a complete list of AEGC co-chairs and champions, [click here](#).

### Incentives

The AEGC has a tradition of enlivening the effort with incentives for employees. For example, all who participated received “I Give Because I Care” lapel pins. Those who contributed \$100 or more are allowed to wear jeans and sneakers to work the last Friday of every month for the rest of 2010.

Employees who made a gift of \$25 or more were entered into periodic raffle drawings to win televisions, restaurant gift certificates, tickets to Nets and Yankees games, i-Pods and more.

A final drawing took place at the campaign's closing event April 7, 2010 where prizes were selected for the following groups of donors:

- All participants
- First-time participants who pledge \$50 or more
- All who pledge \$50 or more
- Home care field staff who pledge \$50 or more
- Skilled nursing facility staff who pledge \$50 or more
- All who pledge more than \$250

The greatest reward, however, remains the impact on the lives of patients, clients, residents and families.

To watch the campaign video click [here](#).

You can still make a campaign pledge! Click [here](#).

For more information about the AEGC, contact Chinwe Egonu, the Foundation's Database Coordinator, at (718) 759-4133 or [cegonu@mjhs.org](mailto:cegonu@mjhs.org).



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