



CORPORATE GIVING

*Outstanding leadership and continued support
for the people of Mid-Michigan*

M | UNIVERSITY OF MICHIGAN HEALTH-SPARROW
MICHIGAN MEDICINE

SERVING OUR COMMUNITY

For More Than A Century

University of Michigan Health-Sparrow's history serving the health care needs of Mid-Michigan is long, dating back to 1896 when 114 amazing women solidified their dream of caring for area families. With the philanthropic support of Edward W. Sparrow in the form of funding and property, their vision of providing local, extraordinary care came to fruition.

On that solid foundation, UM Health-Sparrow continues to grow and serve men, women, and children from all corners of our region with the latest medical advances available. We now have more than 120 sites of care including six hospitals: UM Health-Sparrow Carson Hospital, UM Health-Sparrow Clinton Hospital, UM Health-Sparrow Eaton Hospital, UM Health-Sparrow Ionia Hospital, UM Health-Sparrow Lansing and UM Health-Sparrow Specialty Hospital.

At the UM Health-Sparrow Foundation, the corporate and community partnerships we forge remain critical to the expansion of services like pediatrics, cancer care, senior health, and delivering care to our communities. Nothing is more important than the health of our region.

Your partnership is vital to the care we provide. Together we'll continue our commitment to providing world-class care close to home to all those in Mid-Michigan, no matter life's circumstances.

Our discoveries change care. Our care changes lives.



CORPORATE GIVING TO THE UNIVERSITY OF MICHIGAN HEALTH-SPARROW FOUNDATION

As a not-for-profit community-based health system, UM Health-Sparrow is committed to building relationships throughout our region in each of our surrounding communities. Part of our role as a pillar organization in Michigan's capital city is sharing our resources to benefit the citizens of Michigan. We work hard to build and maintain mutually beneficial long-term relationships with both corporate and community foundation partners.

Positive Image and Emotional Connection

Through combined marketing efforts, our community partners connect their businesses and products with our network of team members, volunteers, patients, vendors, as well as other partnering organizations and companies.

A partnership with UM Health-Sparrow helps our communities by providing vital philanthropic investment while aligning our partners with one of Michigan's most respected and recognized academic medical institutions, Michigan Medicine.

Enhanced Employee Morale, Health, and Pride

A gift to UM Health-Sparrow Foundation is an investment in the success of your company and the morale of your employees. According to a Cone/Roper Study on consumer attitudes, Americans value companies' contributions to charitable causes. More than half of those surveyed indicated they want companies to be involved in improving the quality of life in their communities, and 84% stated they have a more positive image of a company if it is doing something to make the world better. Education and health care are the most important causes Americans want companies to support and their impact is more critical than ever. The same study found that, after price and quality, one-third of respondents consider a company's responsible business practices the most important factor in deciding whether or not to buy a brand. **Social responsibility was noted to be more influential than advertising.**

Corporate philanthropy doesn't just benefit relationships with external audiences; it also strengthens ties with employees. Studies have shown that employees feel good when their employers engage in philanthropy, and one way to improve employee loyalty is to be a good corporate citizen. Employees are well aware of budget constraints during tough times, but they also need to know the company for which they work is still a strong community member. They want to work for a business with heart.

Tax Benefits

Formed in 1960, the UM Health-Sparrow Foundation is a 501(c)(3) charitable organization that serves the mission and vision of UM Health-Sparrow's six hospitals across our region. Donors receive federal and state tax benefits as provided under IRS law. Consult your advisor for specifics.

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Corporate giving sends the powerful message that your company is stable, confident about the future, and a key presence in the community.

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MEET A UM HEALTH-SPARROW SUPPORTER:

Kelly Preston | Capital Steel & Wire

“Capital Steel & Wire is a proud supporter of UM Health-Sparrow and its commitment to provide leading-edge health care to the families and children of Mid-Michigan. We look forward to UM Health-Sparrow’s continued success as one of the greatest skilled health care systems in the state.”

Kelly appreciates firsthand the importance of a world-class health care system like UM Health-Sparrow to provide care and services for Mid-Michigan employees and their families.

In 2015, Kelly experienced the death of her husband and business partner to a sudden medical event. The entire medical team of UM Health-Sparrow doctors, nurses and health care experts offered invaluable insight and skilled expertise when Kelly was faced with unfathomable decisions.

Today, Kelly is honored to serve as a member of the board of directors for UM Health-Sparrow.



THE BENEFITS OF BEING A CORPORATE PARTNER

Our Philanthropist League was created to promote personally substantial giving. The League encourages significant support of UM Health-Sparrow by team members, friends, volunteers, and patients, all of whom inspire broader community giving and demonstrate their commitment to exceptional health care with the generosity of their gifts. The Philanthropist League also recognizes our corporate and foundation donors.

Philanthropist League Recognition Levels

Individuals and corporations with cumulative gifts of \$10,000 or more are recognized with lifetime membership in the Philanthropist League, corresponding recognition on our donor wall, and in relevant materials, unless otherwise indicated or preferred.

- **Luminary** | \$5 million +
- **Catalyst** | \$2,500,000–\$4,999,999
- **Visionary** | \$1,000,000–\$2,499,999
- **Steward** | \$500,000–\$999,999
- **Champion** | \$250,000–\$499,999
- **Ambassador** | \$100,000–\$249,999
- **Altruist** | \$50,000–\$99,999
- **Partner** | \$25,000–\$49,999
- **Investor** | \$10,000–\$24,999



MEET A UM HEALTH-SPARROW SUPPORTER:

William "Brad" Kessel | Independent Bank

“Independent Bank is proud to support the UM Health-Sparrow Foundation. For over 155 years, Independent Bank has made it a top priority to give back to our local communities and provide assistance when they need it most. We know, and have seen firsthand, that the UM Health-Sparrow Foundation does the same. We are honored to partner with such a wonderful organization, and thank them for the positive impact they are making every day.”

PARTNER OPPORTUNITIES

We are grateful for our Corporate Partners who play an important role in maintaining the quality of care for our communities. As you consider a gift to UM Health-Sparrow, remember that we are happy to talk with you about the many options listed here — matching your personal passions and corporate philosophy to our vital needs, while maximizing your impact and benefits. Partnership opportunities are available for UM Health-Sparrow across our region.

Caring for our Community

Gifts to the area of greatest need, or unrestricted gifts, provide a pool of flexible funds to help the health system address its highest priority needs, respond quickly to emerging opportunities and invest in areas of the highest potential. Designating your gift to this fund affords us the flexibility to meet those needs when they are identified and requested.

Designated Gifts

Gifts are often made for specific purposes — dedicated programs and services at UM Health-Sparrow. These may include, but are not limited to, funds that support clinical and non-clinical programs and outreach, education and research, equipment and technology and construction and renovation of various departments or units within UM Health-Sparrow. If there is an area that you are particularly passionate about, we can help match your support to corresponding needs.

A few examples of funds:

- UM Health-Sparrow Neurosciences
- UM Health-Sparrow Herbert-Herman Cancer Center
- Mary Free Bed at UM Health-Sparrow Lansing
- UM Health-Sparrow Children's Center
- UM Health-Sparrow Hospice Services

Endowments

Gifts made for the purpose of an endowment remain in the identified fund for perpetuity, with only the annual income from the investment being used to support the needs of UM Health-Sparrow, unless otherwise directed.

Memorial or Honorarial Gifts

Any gift can be made in memory or in honor of a loved one. Upon receipt of such a gift, the Foundation will acknowledge the donor, as well as the person or family in whose name the gift has been given. Notification to the other party never includes the amount of the gift.

Support Events

As community-minded corporations, you need your dollars to work overtime. Supporting UM Health-Sparrow's special events through our wide variety of sponsorship opportunities is a wonderful way to extend your marketing dollars. Help us match you with the event(s) that best fits your goal(s) in terms of impact, audience, and benefits. An investment in a UM Health-Sparrow special event helps to brand your organization as one that is truly committed to the communities we serve. Learn more about each of our events online or ask for details beyond the event highlights and calendar included in this packet. We value your support of these fundraising efforts.



Naming Opportunities

We believe that seeing the legacy of donors inspires others, serving as a reminder that the care delivered by UM Health-Sparrow today was enhanced by yesterday's generosity.

Naming opportunities exist in all areas of UM Health-Sparrow and are available at many levels of giving. Typically, the levels for naming are based upon the construction and/or renovation expense of the area (usually 50%) as well as other factors such as level of visibility to patients, the public, etc. There are many options you can choose from for your company or to honor someone you care about.

Sample Naming Opportunities*

Patient Rooms

Gift of \$25,000+ Benefits: 8" x 8" Plaque*
(Ex. Speedway Avenue Exam Room, Peds ER)

Procedure/Specialty Rooms

Gift of \$75,000+ Benefits: 8" x 8" Plaque*
(Ex. PNC Parent Resource Room)

Lounges

Gift of \$250,000+ Benefits: 10" x 10" Plaque*
(Ex. Foster, Swift, Collins & Smith, PC, ICU/CCU Lounge)

Units

Gift of \$750,000+ Benefits: 4" Wall Lettering*
(Ex. The Truly Thankful Neuro ICU)

Service Areas

Gift of \$1,000,000+ Benefits: 8" Wall Lettering*
(Ex. Granger Pediatric Emergency Department)

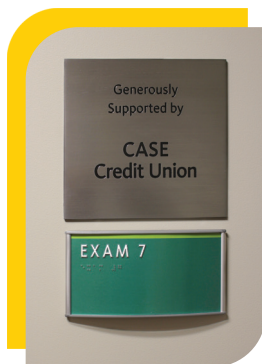
Specialty Service Areas

Gift of \$2,500,000+ Benefits: 12" Wall Lettering*
(Ex. UM Health-Sparrow Heart and Vascular Center)

Larger Sites of Care

Gift of \$5,000,000+ Benefits: Inclusion on Exterior Way Finding, Interior Lettering*
(Ex. UM Health-Sparrow Herbert-Herman Cancer Center)

*Note: This is not a complete list of benefits or naming opportunities.



EARLY COMMITMENT **BENEFITS***

Organizations that commit to leadership levels of support in the coming year before **Jan. 31**, will receive a number of unique recognitions and opportunities. These offerings expand your benefits and recognition beyond a single event or purpose.

Annual Investment of \$35,000 or More

In honor of your generosity and passion for the health of our region, we are pleased to offer these additional benefits to you, our UM Health-Sparrow Partner:

- Special recognition as a Partner on the UM Health-Sparrow Foundation website, including a link to your website
- Recognition as a Partner to our patients and community:
 - Listing on the Corporate Partner banner
 - Special recognition as a Corporate Partner in select Foundation pieces throughout the year (in addition to your event sponsorship benefits)
 - Opportunity to promote special discounts or other promotions from your organization through UM Health-Sparrow's Concierge Program to team members, volunteers, patients and guests
- Two all-inclusive spots in the Heath Classic golf outing
- One All-Access UM Health-Sparrow Foundation Pass entitling your organization to the additional benefits listed in the next column

Annual Investment of \$10,000 or More

The All-Access Foundation Pass is a special benefit extended to those who commit before Jan. 31 to give \$10,000 or more to UM Health-Sparrow in the next calendar year.

Each pass includes the following benefits:

- Two tickets to the Gala
- Invitation to the Founder's Day Celebration and other special events
- Two tickets to Boots & Bling
- Two tickets to 19th Hole Reception at the Health Classic

**Benefits are subject to change; we retain the right to add or remove specific opportunities, while making every effort to maintain the level of visibility your generosity merits.*

MEET A UM HEALTH-SPARROW SUPPORTER:

Larry Schluser | Speedway, LLC

“ At Speedway, fundraising for Children's Miracle Network Hospitals is deeply engrained in our culture. This long-time partnership has fostered strong relationships with member hospitals, represented in the Lansing area by UM Health-Sparrow Children's Center. The power to help the children treated at UM Health-Sparrow speaks loudly to our store associates who are devoted to the efforts, helping local children one dollar at a time. Speedway is proud to be a CMN corporate partner and is grateful for the care that UM Health-Sparrow provides the children of Mid-Michigan every day – thank you for all you do! ”





Community Hospitals

The UM Health-Sparrow Foundation inspires charitable giving to support the care we deliver across the region at more than 120 sites of care including our six hospitals. As a Corporate Partner of the UM Health-Sparrow Foundation, your support impacts all our communities and helps to provide extraordinary care for the people of Mid-Michigan and beyond.

UM Health-Sparrow's community hospitals – UM Health-Sparrow Carson, UM Health-Sparrow Clinton, UM Health-Sparrow Eaton, UM Health-Sparrow Ionia and UM Health-Sparrow Specialty Hospital – are vital to the health and wellbeing of their surrounding areas. Gifts made in support of our community hospitals are designated to local needs and assist in providing extraordinary care close to home. This keeps friends and families together without the need to travel long distances for world-class care.

ENGAGE YOUR **WORKPLACE,** **BUSINESS, STAFF & OTHERS IN CARING**

The essential time, talent and treasure that people provide is what empowers us to successfully serve local residents and to fulfill our mission. Beyond a corporate gift or sponsorship, there are many additional ways you can help, regardless of your organization's size.

Volunteer Your Time

Volunteers are a critical part of UM Health-Sparrow Foundation events. If you wish to help out with any of our events throughout the year, visit UofMHealthSparrow.org/Volunteers.

Participate in an Event

Participate in Extra Life; get your friends together for a 24-hour gaming session to raise funds for UM Health-Sparrow Children's Center! Find a foursome to golf in the Health Classic, or join us at the annual Gala. Get involved today!

Join our Concierge Program

UM Health-Sparrow Corporate Partners are encouraged to explore all the benefits that come from a shared commitment to our region. One such opportunity is to become a SPA (UM Health-Sparrow Personal Assistants) Vendor. Offering concierge-style services, this program provides "show your badge & save" discounts, as well as access to exclusive benefits and other innovative resources for team members, physicians, volunteers and affinity groups (totaling more than 10,000 people).

Coordinated Community Giving

UM Health-Sparrow is proud to be a Children's Miracle Network Hospital (CMNH). Our partnership with CMNH offers corporations a wide variety of resources and opportunities to get involved in caring for the children of our region. A few ideas you might consider for your workplace include:

- **Miracle Balloons**

During a balloon campaign, Miracle Balloons are placed at every register. Employees ask every customer to buy a Miracle Balloon for \$1 or more, and all donations go to their Children's Miracle Network hospital to help kids in their communities. The Miracle Balloon is the most recognizable fundraising icon in North America. More than 60 percent of people recognize the red and yellow paper balloon and nearly 40 percent have purchased one in recent years. Miracle Balloon sales have become the largest, most successful Children's Miracle Network program yet as fundraising dollars continue into the millions.



- **Coins for Kids**

Become a "Coins for Kids" site and watch as your co-workers and customers toss their change in a designated canister to help make miracles happen. It's an ideal opportunity for walk-in and online retailers, restaurants, commercial service providers or home service providers. This makes for a highly visible, yet inexpensive community relations campaign that strengthens your image, builds community, and helps kids receive life-saving care.

- **Miracle Jeans Day**

Go casual for kids by wearing jeans in September to support your local Children's Miracle Network Hospital! Individuals or groups can participate in Miracle Jeans Day with a minimum donation of just \$5. In return, participants can choose from memorable merchandise to wear with their jeans on Miracle Jeans Day. Participants have the option to host a Miracle Jeans Day on another date throughout the year. For more information, visit MiracleJeansDay.com.



EXCEPTIONAL CHILDREN'S HEALTH CARE

- Mid-Michigan's only neonatal intensive care unit (NICU) and pediatric emergency room
- Team of child life specialists providing emotional support
- The most comprehensive range of specialty services from providers at University of Michigan Health and MSU Health Care

For the list of specialty services and more information, visit UofMHealthSparrow.org/ChildrensCenter.

JOIN THE CELEBRATION OF HEALTH.....

Our ability to offer advances in healing depends upon a solid core of friends like you. With the many challenges in health care today, our ability to continue to meet the needs of our community is contingent upon the assistance of concerned and generous individuals, businesses and families.

Now, in our second century of caring, the people of UM Health-Sparrow continue to focus on our vision. Together we can help fulfill UM Health-Sparrow's mission of improving the health of the people in our communities by providing quality, compassionate care to everyone, every time.

We invite you to join us in improving the quality of life for the residents of Mid-Michigan. Become a corporate partner today. If you have any questions, call us at **517-364-3620** or e-mail Foundation@UMHSparrow.org.

UM HEALTH-SPARROW BY THE NUMBERS.....

23,000 surgeries a year

90,000 Urgent Care and Walk-In Care visits a year

150 sites of care across mid-Michigan

300 UM Health-Sparrow Lansing ER patients a day

9,000 team members in UM Health-Sparrow

1,295 UM Health-Sparrow physicians

2,173 volunteers

4,000 births a year in the Mother Baby Center

845 hospital beds across UM Health-Sparrow

3 critical access hospitals in rural communities

\$101 million in charitable contributions to the community



UM HEALTH-SPARROW FOUNDATION PARTNER AGREEMENT

(PLEASE PRINT)

COMPANY/INDIVIDUAL NAME (AS IT SHOULD APPEAR FOR FOUNDATION RECOGNITION PURPOSES)

CONTACT NAME (TITLE/SUFFIX: I.E. MR. MS. MRS./PH.D. M.D.) TITLE

BUSINESS NAME (IF DIFFERENT THAN ABOVE)

BUSINESS ADDRESS

CITY STATE ZIP

CELL OTHER PHONE FAX

E-MAIL

Total Gift Amount: \$ _____

(PLEASE DETAIL YOUR SUPPORT ON REVERSE)

I would like to discuss a multiple-year pledge of support.

PAYMENT OPTIONS (Please make all checks payable to UM Health-Sparrow Foundation)

- Check Visa Mastercard American Express Discover
 Amount Included Invoice Requested I would like to discuss payment options

NAME (AS IT APPEARS ON CHECK OR CARD)

CARD NUMBER EXP. DATE

ADDRESS

CITY STATE ZIP

DAY PHONE SIGNATURE

Please complete reverse side and return to us.



SUPPORT **DETAIL**

Thank you for your generous support. We look forward to working with you to maximize the impact and benefits of your gift. Should you need anything, please call us at 517-364-3620, email Foundation@UMHSparrow.org, or visit UofMHealthSparrow.org/Foundation today.

Total Gift Amount: \$ _____
 (YOUR CONTRIBUTION IS TAX-DEDUCTABLE TO THE EXTENT OF THE LAW)

Authorized Signature: _____ Date _____

Please detail how your support should be allocated, using the example below as a guide.

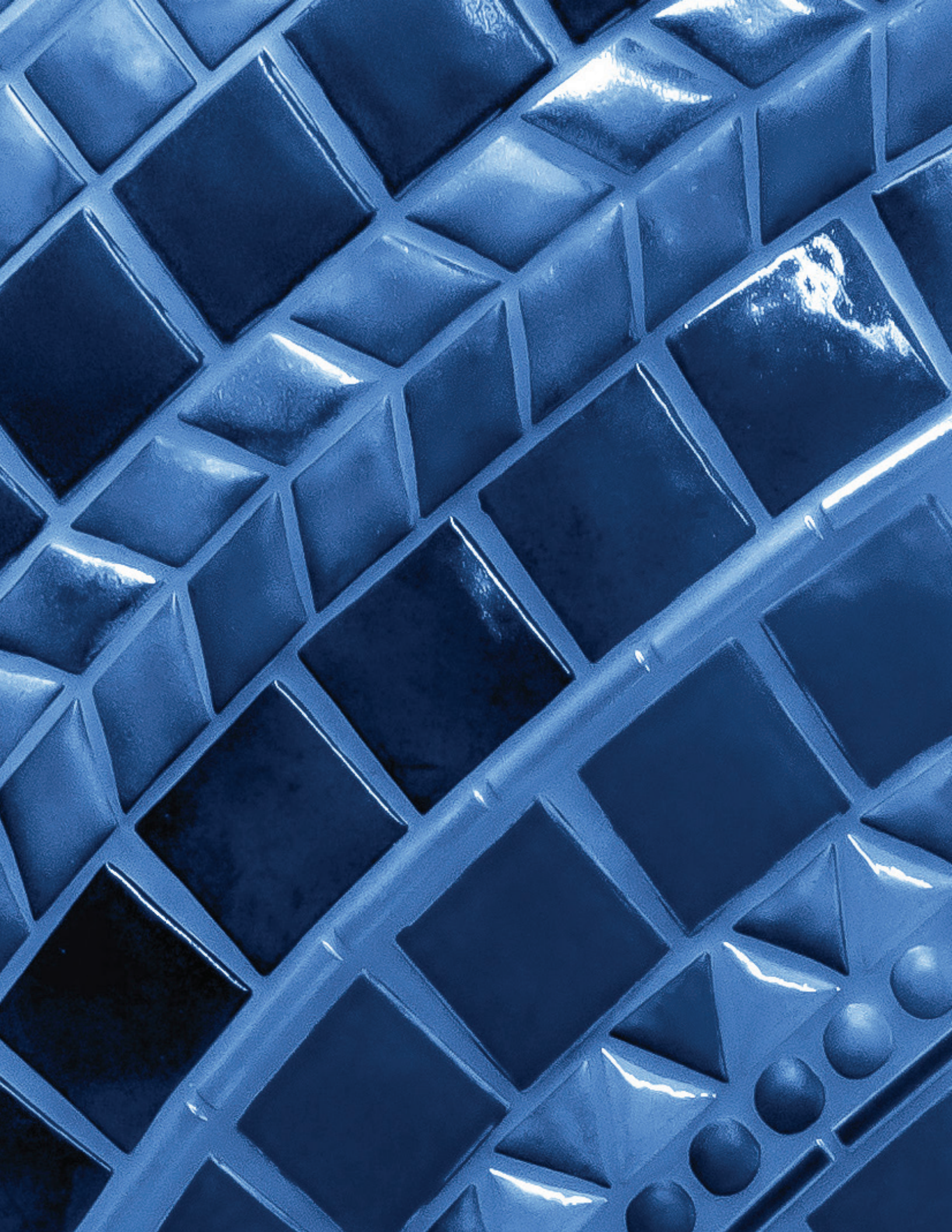
| Hospital/Event <i>Ex. Gala</i> | Amount <i>Ex. \$7,500</i> | Preferred Opportunity <i>Ex. Enchant Sponsor</i> |
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*We will work with you on an alternative if your preferred gift opportunity is no longer available.

Please complete and return to us:
UM Health-Sparrow Foundation
 1322 E. Michigan Ave., Suite 204
 Lansing, MI 48912

 Received by _____ Date _____







UNIVERSITY OF MICHIGAN HEALTH-SPARROW
MICHIGAN MEDICINE

UM Health-Sparrow Foundation
1322 E. Michigan Ave., Suite 204
Lansing, Michigan 48912
517-364-3620

UofMHealthSparrow.org/Foundation