



CORPORATE GIVING

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





SERVING OUR COMMUNITY

For More Than A Century

Sparrow's history serving the healthcare 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 on which Sparrow Hospital still stands today, their dream of providing local, extraordinary care came to fruition.

On that solid foundation, Sparrow continues to grow and serve the men, women, and children from all corners of our region with the latest medical advances available. We now have more than 115 sites of care including five hospitals: Edward W. Sparrow Hospital, Sparrow Carson Hospital, Sparrow Clinton Hospital, Sparrow Eaton Hospital, and Sparrow Ionia Hospital.

At the 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 during a global health crisis like the COVID-19 pandemic. 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.

Generosity heals.



CORPORATE GIVING TO THE SPARROW FOUNDATION

As a not-for-profit community-based health system, 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 foundation community partners.

Positive Image and Emotional Connection

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

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

Enhanced Employee Morale, Health, and Pride

A gift to Sparrow 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 percent stated they have a more positive image of a company if it is doing something to make the world better. Education and healthcare 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 Sparrow Foundation is a 501(c)(3) charitable organization that serves the mission and vision of Sparrow Health System. Donors receive federal and state tax benefits as provided under IRS law. Consult your advisor for specifics.

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





MEET A SPARROW SUPPORTER:

Bill Hufnagel | Dart Bank

“Dart Bank has been a part of the lives of our customers and communities for over 95 years with roots that run deep and continue to grow. We feel serving the community is an important part of community banking.

Along with Sparrow, we share in the value of caring for people and our communities in which we live and serve. We feel our value is just not about providing banking and financial services; it is about serving a community, and building real relationships with real people. That is at the core of who we are.

For over 30 years, we have had the privilege to support Sparrow Health System and the Sparrow Foundation through corporate giving in many ways, including the Herbert-Herman Cancer Center, Pediatric Services, and events such as Dapper Dads, with proceeds benefiting the projects of the Sparrow Foundation and Women Working Wonders.

We support Sparrow as a Leading Healthcare Network, established institution, integral to the community it services. We recognize the strength of Sparrow's leadership, caregivers, physicians and volunteers in their highest standards in health care, community, compassion and excellence. ”



THE BENEFITS OF BEING A CORPORATE PARTNER.....

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

The Philanthropist League serves as a platform for the exchange of ideas, concepts and discoveries in medicine between major benefactors and Sparrow, while providing an opportunity for members to interact with one another through events and activities sponsored by Sparrow.

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 Sparrow materials, unless otherwise indicated or preferred.

Individual members of the Philanthropist League are entitled to Circle of Sparrow benefits; consult a member of the development team for more details on this benefit program.

- **Visionary** | \$1 million +
- **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 SPARROW SUPPORTER:

Glenn Granger | Granger Construction

“Granger’s support for the Sparrow Foundation is rooted in gratitude and personal experience. I was born at Sparrow and have had more ER visits than I care to admit. Longtime ER director Dr. Michael Clark is on speed dial! The emergency surgery that I underwent for an epidural hematoma probably saved my life. My children were also born at Sparrow. I’m just one of many in the Lansing community who have benefited from this community-based health system built on the strong foundation of the Sparrow Way. Serving as a construction partner as well as a philanthropic supporter is our passion.”

PARTNER OPPORTUNITIES

Our Corporate Partners play an important role in maintaining the quality of care for our communities. As you consider a gift to 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 Sparrow across our region.

Area of Greatest Need

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.

Examples of the ways your unrestricted gifts have been used in the past: medical care to Lansing's uninsured population, medical education materials for our Caregivers, and equipment purchases above and beyond those supported through annual budgets.

Designated Funds

Gifts are often made for specific purposes — dedicated programs and services at 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 Sparrow. If there is an area that you are particularly passionate about, we can help match your support to corresponding needs such as our recent one-to-one inpatient technology initiative.

A few examples of funds:

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

Visit our website for more areas of opportunity.

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 Sparrow, unless otherwise directed.

Endowments may be established for specific purposes acceptable to the Foundation Board of Directors. Named endowments can be created as a permanent memorial to the donor.

For a complete list of current endowment funds, please contact us or visit SparrowFoundation.org.

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 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 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 Sparrow today was enhanced by yesterday's generosity.

Naming opportunities exist in all areas of 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 percent) 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 \$50,000+ Benefits: 8 x 8 Plaque*
(Ex. PNC Parent Resource Room)

Lounges

Gift of \$100,000+ Benefits: 8 x 8 Plaque*
(Ex. Foster, Swift, Collins @ Smith, PC, ICU/CCU Lounge)

Units

Gift of \$500,000+ 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)

Centers

Gift of \$2,500,000+ Benefits: 12" Wall Lettering*
(Ex. Sparrow Herbert-Herman Cancer Center)

Main Areas

Gift of \$5,000,000+ Benefits: 16" Wall Lettering*

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



Community Hospitals

The Sparrow Foundation supports Sparrow Hospital, our four community hospitals, and more than 100 additional sites of care, providing access to care where it's needed most. As a Corporate Partner of the Sparrow Foundation, your support impacts these communities and helps to provide extraordinary care across Mid-Michigan and beyond.

Sparrow's four community hospitals - Sparrow Eaton, Sparrow Carson, Sparrow Clinton, and Sparrow Ionia - are vital to the health and wellbeing of their surrounding areas. Gifts made to the community hospitals remain local 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.



EARLY COMMITMENT BENEFITS*

Organizations that commit to leadership levels of support in the coming year before Dec. 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 Sparrow Partner:

- » Special recognition as a Partner on the Sparrow Foundation website, including a link to your website
- » Recognition as a Partner to our patients and our community:
 - Listing on the Corporate Leaders banner, which travels to all Foundation events
 - 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 Sparrow's Concierge Program to Sparrow caregivers, volunteers, patients, and guests
 - All associated benefits with our lifetime-giving donor recognition societies
- » Two all-inclusive spots in the Sparrow Heath Classic
- » Two tickets to The Guild's Incredible Fundraiser (T.G.I.F.)
- » One All-Access 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 the end of this calendar year to give \$10,000 or more to Sparrow in the next calendar year.

Each pass includes the following benefits:

- » Two tickets to the Sparrow Gala
- » Special invitation to the Founder's Day Celebration
- » Two VIP tickets to Dapper Dads, a Sparrow Foundation Women Working Wonders event
- » Two tickets to the Spartan Marching Band for Kids Concert
- » Two tickets to Art a la Carte, a Sparrow Foundation Women Working Wonders event
- » Special invitation to a Sparrow Football Tailgate

**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 SPARROW SUPPORTER:

Jason Cords | Shaheen Chevrolet & Shaheen Cadillac

“Shaheen Chevrolet & Shaheen Cadillac are proud supporters of the Sparrow Foundation since 1976. Our team of over 300 people truly set out to make a difference in our communities. Our company is celebrating 50 years in business and we are looking forward to continuing this great partnership with Sparrow and the Children's Miracle Network. Thank you, Sparrow for taking care of our families and giving back for so many years!”





MEET A SPARROW SUPPORTER:

[Jessica Artibee Agency, Inc. | Farm Bureau Insurance](#)

“The Jessica Artibee Agency, Farm Bureau Insurance, is a proud corporate partner of Sparrow Health System, and has been a strong supporter since 2016. Jessica chose to be a part of the Philanthropist League early-on in her career. She understands that giving back to the community is important and is happy to support local extraordinary care for the men, women, and children in our region. Jessica’s strong commitment to Sparrow is fueled by a great appreciation of the Pediatric Intensive Care Unit (PICU) as they provided outstanding care to her daughter following a severe allergic reaction. The emergency led to hospitalization for several days in the PICU but due to their quick thinking and attentive care, her daughter is now a healthy, strong and courageous young girl.”



WAYS TO 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 Sparrow Foundation events. Visit SparrowFoundation.org and click on "Volunteer" if you wish to help out with any of our events throughout the year.

Participate in an Event

Participate in Extra Life; get your friends together for a 24-hour gaming session to raise funds for the Sparrow Children's Center! Find a foursome to golf in the Sparrow Health Classic, or keep the game lighthearted by playing in the Putt-Putt Challenge at the Health Classic. Nominate someone to compete as a Dapper Dad. Get involved today!

Join our Concierge Program

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 (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 our caregivers, physicians, volunteers, and affinity groups (totaling more than 10,000 people). Consider how you can market and promote your business to the Sparrow Family, helping caregivers to balance their personal and professional lives while they care for others. Contact SPA at PersonalAssistants@Sparrow.org or call 517.364.4772 for more details on this unique partnership opportunity.

Coordinated Community Giving

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.



Spread the Health

Sparrow Health System is committed to providing the highest quality of services to businesses to help them maintain a healthy productive workplace.

Our quality care and established relationships with employers have enabled us to become the largest hospital-based Wellness and Occupational Health program in Mid-Michigan.

We welcome the opportunity to work with you, one of the Sparrow Foundation's Corporate Partners, to ensure the health of your workforce, and to assist in decreasing your medical and workers compensation costs.

We are proud to offer the following services for our region's employers:

- » Occupational Health Services
 - Injury care/management (24 hr)
 - Physical examinations
 - Substance abuse testing
 - On-site COVID testing
- » Worksite Wellness
 - Customized wellness programming
 - Health risk appraisals
 - On-site health screenings
- » Michigan Athletic Club
 - Corporate discount
 - Corporate weight loss challenge
- » Physicians Health Plan Insurance
 - Individual on/off marketplace
 - Medicare Advantage plans



MEET A SPARROW SUPPORTER:

Larry Schlusler | 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 the Sparrow Children's Center. The power to help the children treated at 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 Sparrow provides the children of Mid-Michigan every day – thank you for all you do!”

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 healthcare 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 Sparrow continue to focus on our vision. Together we can help fulfill 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. Call us at 517.364.3620 or e-mail Foundation@Sparrow.org with any questions you have.

SPARROW HEALTH SYSTEM FACTS*

More than **8,898** Caregivers

2,200 Volunteers

More than **1,273** Physicians

845 Licensed Beds

682 at Sparrow Hospital

61 at Sparrow Carson Hospital

25 at Sparrow Clinton Hospital

25 at Sparrow Eaton Hospital

22 at Sparrow Ionia Hospital

30 at Sparrow Specialty Hospital

SPARROW ANNUAL STATISTICS

156,400 ER Visits

More than **4,000** Births

About **23,000** Surgeries

About **93,000** Urgent Care and FastCare Visits

More than **8,500** Donors

**Based on 2019/2020 systemwide data*



MEET A SPARROW SUPPORTER:

Jeffrey S. Benson, CPA, MBA | CASE Credit Union

“CASE Credit Union and Sparrow Health System both have long histories of serving the Greater Lansing area. CASE is proud to support the Sparrow Foundation in their ongoing work to improve the health of the Mid-Michigan region. Sparrow Health System continues to innovate, grow, and expand the healthcare options available to residents. From opening a state-of-the-art cancer center to opening the region's first Fast Cares, Sparrow and the foundation work tirelessly to ensure access to cutting edge care is accessible to all who live, work, and play in Mid-Michigan area. It is a great honor to support them in this work.”



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 MD) TITLE

BUSINESS NAME (IF DIFFERENT THAN ABOVE)

BUSINESS ADDRESS

CITY STATE ZIP

PHONE CELL 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 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@Sparrow.org or visit SparrowFoundation.org 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. Sparrow 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:
Sparrow Foundation
 1322 E. Michigan Avenue, Suite 204
 Lansing, MI 48912

 Received by _____ Date _____

