

Partners Giving Back

A GUIDE FOR FUNDRAISING

Lehigh Valley Health Network, part of Jefferson Health, focuses on improving lives. Our partners help make that possible.

As a nonprofit healthcare system, we rely on the generosity of community members, local businesses and organizations, and grateful families to help us provide exceptional care. Philanthropy enables us to recruit and retain the best clinical staff and advance innovative research. Your support brings **healing and comfort** for patients and families while also spreading awareness and expanding our reach throughout the community.

Why

Companies that align with a philanthropic cause have a higher likelihood of enhancing a customer's attitude toward their brand or company.

Business fundraising can:

- Boost employee morale and improve engagement with customers
- Develop name recognition that links your business to giving back in the local community
- Leverage the power of cause marketing among customers

How

To help you have a successful fundraiser, we will provide you with:

- Branded materials (such as posters, decals, signage, etc.)
- Giveaways for employees
- Digital assets for social media
- Check presentation at your business or hospital location

What

Fundraising ideas to get you started:

Employee Engagement

- Themed dress days
- Leadership challenges
- Potlucks
- Happy hours
- Employee giving via payroll
- Matching gifts

In-Store or In-Restaurant Activation

- Round-up campaigns
- Percentage of proceeds for specific item, day, etc.
- Food sales

Impact

You can select how your contribution will be used.

Your donation can be allocated to:

- Lehigh Valley Reilly Children's Hospital
- Lehigh Valley Topper Cancer Institute
- Lehigh Valley Heart and Vascular Institute
- And more!



For more on how to host a community fundraiser for your business, restaurant, school, university, place of worship, or other organization, please contact:

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Visit LVHNgiving.jefferson.edu to learn more or call 484-884-8768.

