

We Got Heart

Employee Giving Campaign

Introductions

Hello, returning Captains!

Welcome, New Captains!



We Got Heart History

- Since 2002 **We Got Heart** has helped foster a culture of philanthropy at Phoenix Children's.
- Extends the care we provide to patients, families, colleagues & the community through personal gifts.
- Signals vote of confidence from community.
- Builds brighter future for patients.
- Opportunity for employees to give back to a cause that is near and dear to our hearts, Phoenix Children's!



2024 Campaign Recap

- Around 40% participation across all departments & sites

- 26 Departments with 100% Participation

- ACES Program Grants
- BMT Research Studies
- Clinical Information Systems
- CME
- Connected Care Center
- Educational Services
- Enterprise Services
- Employee Relations
- Factor Distribution Program

- Fetal Care Grants
- Homeless Youth Outreach
- House Supervisors
- Lab Biorepository
- Language Services
- Marketing Admin
- Medical Staff Library
- Medical Staff Services
- Mental Health Therapy

- Pet Therapy Program
- Professional Practice
- Radiology
- Safety Management
- Sodexo EVS
- Sodexo Food Services
- Trauma Research Studies
- Wound Program



- 127 Funds Supported

- Top 10 Funds

- Hope Fund
- Homeless Youth Outreach
- CCBD
- Animal Assisted Therapy Program
- Division of Cardiothoracic Surgery Support Fund

- Radiology Research and Development
- NICU
- Child Life
- Patient & Family Assistance Fund
- Cardiology

- **\$637,000 raised!**

Top Department Fundraising

- #1: Physician Revenue Cycle
- #2: Sodexo Environmental Services
- #3: Respiratory Therapy
- #4: Sodexo Food Services
- #5: Phoenix Children's Care Network



are not able to provide



2025 We Got Heart Campaign

- **Philanthropy Matters**

“A Little Heart Goes a Long Way”

- **October 1-17, 2025**

- Closer to deduction start date
(January 2026)

- Cooler temperatures!

- Choose the fund you support

- Direct your gift where it matters most to you!

- **\$700,000 Goal**



2025 We Got Heart Campaign

Featured Funds

- The **Hope Fund** is a critical source of funding for the areas of greatest need. It helps us respond immediately to urgent needs and invest in state-of-the-art technology, innovative clinical trials, family-centered care and more.
- Caring for a sick or injured child can take a financial toll on a family—especially now, with Medicaid cuts and rising inflation affecting many of our patient families. The **Patient and Family Assistance Fund** provides emergency relief to families



A Little Heart Goes a Long Way

Your care makes a difference.
Your gift does, too.

From 1 Darn Cool School to groundbreaking research, 170+ programs are funded by generous donors like you. Choose from 75+ funds to make a lasting impact where it matters most to you.

October 1-17

PCHWeGotHeart.org



2025 We Got Heart Campaign



“We Got Heart funds are invaluable to the Social Work department. The Patient and Family Assistance fund allows our team to support patients and families through meals, mortgage/utility assistance and other unexpected needs.

**Our team is truly grateful for philanthropy as the program is
100% dependent on donations.”**

-Amy Edmonds, Social Work

Captain Responsibilities

Share Campaign Updates

- Send 3 campaign update emails during the campaign
- Templates and dates will be provided, but feel free to send more if your department needs it.
- Be creative! Team huddles, through flyers, or even by word-of-mouth.

Keep an Eye on Your Department Dashboard

- Check the dashboard often to see:
 - Team participation percentage
 - Fundraising totals
- Use this information to encourage giving and send helpful reminders.

Share the Impact

- This year, we are focusing more than ever on telling the why. Remind your coworkers that their gift provides tangible items like books, car seats, wagons, tablets, (and more) and intangible like funding for critical support programs and research.
- Use the campaign taglines: **Philanthropy Matters** and **A Little Heart Goes a Long Way** to keep the message consistent.



Captain Dashboard

File

View

 Explore

 Refresh

2024 We Got Heart Campaign



Filters

Captain

All

Department Name	Employee Donors	Total Employees	Employee Giving	Dept Percentage	Dept Fundraising
Anesthesia	8	68	\$3,455	12%	\$15,000.00
Physician Revenue Cycle	39	67	\$5,775	58%	\$3,228.00
Respiratory Therapy	17	122	\$4,854	14%	\$827.00
Phx Children's Care Network	14	25	\$2,851	56%	\$503.00
Sleep Lab	12	24	\$1,605	50%	\$430.00
Mental Health Therapy	21	38	\$2,200	55%	\$367.75
Medical Staff Services	12	12	\$1,702	100%	\$350.00
Educational Services	21	46	\$4,695	46%	\$260.00
Hematology and Oncology	28	110	\$14,301	25%	\$254.10
Occupational Health	3	16	\$1,430	19%	\$184.38
Clinical Research Admin	5	26	\$1,177	19%	\$170.00
Homeless Youth Outreach	3	3	\$188	100%	\$145.00
Finance Admin	3	5	\$1,248	60%	\$130.00
Call Center Services	15	16	\$1,764	94%	\$120.00
Ultrasound	2	27	\$135	7%	\$115.00
One Call Patient Access	5	11	\$536	45%	\$108.00
Radiology	32	37	\$15,826	86%	\$100.00
Foundation	70	95	\$24,368	74%	\$51.00
Language Services	28	36	\$2,012	78%	\$50.00
Urology	10	25	\$2,405	40%	\$35.00
Retail Pharmacy	9	35	\$1,509	26%	\$30.00

Department Name

All

Department Number	Employee Donors	Total Employees	Employee Giving	Dept Percentage	Dept Fundraising
4180407331	8	68	\$3,455	12%	\$15,000.00
2000498529	39	67	\$5,775	58%	\$3,228.00
5180107180	17	122	\$4,854	14%	\$827.00
3002109355	14	25	\$2,851	56%	\$503.00
5180107135	12	24	\$1,605	50%	\$430.00
4180108375	21	38	\$2,200	55%	\$367.75
2000108710	12	12	\$1,702	100%	\$350.00
5180468740	21	46	\$4,695	46%	\$260.00
4180407284	28	110	\$14,301	25%	\$254.10
2000108660	3	16	\$1,430	19%	\$184.38
5140508040	5	26	\$1,177	19%	\$170.00
4180408121	3	3	\$188	100%	\$145.00
2000108508	3	5	\$1,248	60%	\$130.00
2000108520	15	16	\$1,764	94%	\$120.00
5180107141	1	19	\$5	5%	\$115.00
2000108533	5	11	\$536	45%	\$108.00
4180407140	32	37	\$15,826	86%	\$100.00
6190108611	70	95	\$24,368	74%	\$51.00
5180108365	28	36	\$2,012	78%	\$50.00
4180407304	10	25	\$2,405	40%	\$35.00
5180407180	9	35	\$1,509	26%	\$30.00

Captain Responsibilities, continued

- **Thank & Celebrate**

- A personal thank-you goes a long way. Recognize donors as soon as you see their name appear on the dashboard.
- Shout out donors in department updates, celebrate milestones, and make sure everyone knows their participation matters.

Department Fundraising

- Consider planning a fundraiser to bring your team together and raise additional dollars.
 - The Department Fundraising Ideas resource offers plenty of ideas.
- Set up a department fundraising page to track totals and collect donations.

Engage Your Leadership

- Send updates to your department leaders on participation and fundraising progress.
- Ask them to show support by sharing a message, wearing a t-shirt, or joining a department fundraiser. Leadership visibility makes a big difference.

Captain Tip:

Think of yourself as the spark.

When you celebrate, encourage, and share stories with positive enthusiasm,
your colleagues will follow your lead!



Participation is Easy

- **Payroll Deduction**

- **Recurring Payroll Deduction**

- Choose an amount to have deducted from your check each pay period
 - New pledge deductions begin January 2026
 - Auto-renewal
 - Reminder of renewal will be sent in September

- **One-time Payroll Deduction**

- Choose an amount to have deducted from second paycheck January 2026

- **How:** Complete the Smartsheet form linked on the campaign landing page. Information is automatically passed along to Payroll.

The
simplest
and most
popular
way to
give!



2025 We Got Heart Payroll Deduction Form

Thank You for participating in We Got Heart, our Phoenix Children's Employee Giving Campaign!

Please complete this form to give via payroll deduction.

If you'd like to make a donation by credit card or do not have a Phoenix Children's Employee ID, please visit: [We Got Heart Online Donation Form](#) OR <https://phoenixchildrensfoundation.org/employee-giving-campaign/>

Gift Information

Select how you would like to participate in We Got Heart for 2026. *

Make your pledge, a one-time gift or make changes to your ongoing pledge.

Participation is Easy

Important for Current Payroll Deduction Donors

- Employees who are already giving through payroll deduction will receive an invitation to renew or make changes to their pledge before the campaign officially begins.
- Changes must be submitted through the Smartsheet form by **September 12, 2025.**
- Donors may:
 - Adjust their gift amount per pay period
 - Change the fund they support
 - Cancel their automatic renewal
 - Choose to make a one-time gift
 - After September 12, pledges will automatically renew as they are currently set unless they contact the Foundation at wegotheart@phoenixchildrens.com.



Participation is Easy, continued

Other Ways to Give

- **One-time or Monthly Gift**

- via credit card, PayPal, Apple Pay, Google Pay, or Venmo
- via Website www.PCHWeGotHeart.org

- **Cash/Checks**

- via **Downloadable Pledge Form**
- Employee name and ID needed

Donate

Thank you for your generous contribution. Your gift ensures more moments that matter for our patients and their families.

To donate any items or make an in-kind gift, [fill out this form](#).

[Donate by Payroll Deduction](#)[Donate by Credit Card](#)[Donate by Cash or Check](#)



Choose Your Gift Amount

ONE-TIME	MONTHLY	
\$25	\$50	\$100
\$260	\$500	Other:

A Little Heart Goes a Long Way.

From comforting therapy dogs to groundbreaking research, 170+ programs are funded by generous donors like you. Join the employee giving campaign today and make a lasting impact where it matters most to you.



October 1-17

Join the employee giving campaign today and make a lasting impact where it matters most to you.



A little heart goes a long way.

From comforting therapy dogs to groundbreaking research, 170+ programs are funded by generous donors like you. To learn more about the impact of your We Got Heart gift, go to PCHWeGotHeart.org.

Your donation is eligible for a dollar-for-dollar tax credit through the Arizona Charitable Tax Credit, up to \$495 for individuals and \$990 for those filing jointly.

Please return the completed form to your department's team captain or email WeGotHeart@phoenixchildrens.com

Name Employee Number

Email Address

Yes! I choose to give:

☐ **Payroll Deduction Pledge**
I'd like to spread my gift over 24 pay periods. Deductions begin January 2024 and will continue automatically until I choose to stop.
\$5* ☐ \$10* ☐ \$20* ☐ Other* \$ *per pay period

OR

☐ **One-Time Gift**

Payment Options

☐ Payroll Deduction: Gift will be deducted from the second pay period in January 2024.

☐ Cash/Check: Make check payable to Phoenix Children's Foundation and include with this form. Credit Card (view securely at PCHWeGotHeart.org).

Direct My Gift To:

☐ Hope Fund (Gifts areas of greatest need) ☐ Patient and Family Assistance Fund ☐ Other:

Gifts of \$260 or more (\$10+ per pay period) will receive a 2023 We Got Heart T-Shirt.

Signature Date

Thank you for giving from the heart! To learn more about other ways to give see reverse side.

Complete the following form to make a secure online donation, with \$25 or more, to Phoenix Children's Hospital -OR- if you prefer to give via check, please complete the [payroll deduction form](#).

**A Little Heart
Goes a Long Way**

From comforting therapy dogs to groundbreaking research, 170+ programs are funded by generous donors like you. Choose from 75+ funds to make a lasting impact where it matters most to you.



October 1-17

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Your donation is eligible for a dollar-for-dollar credit through the Arizona Charitable Tax Credit, up to \$495 for Individuals and \$987 for those filing jointly.

Please return the completed form to your department's team captain at WeGotHeart@phoenixchildrens.com.

Name	Employee Number
Email Address	

Yes! I choose to give:

Payroll Deduction Pledge
 I pledge to contribute \$_____ per pay period. Deductions begin January 2026 and will continue automatically until I choose to stop.

☐ \$5*
 ☐ \$10*
 ☐ \$20*
 ☐ Other* \$_____

*per pay period

OR

☐ One-Time Gift \$_____

Payment Options

☐ Payroll Deduction: Gift will be deducted from the second pay period in January 2026.

☐ Cash/Check: Make check payable to Phoenix Children's Foundation and include with this form.

(Credit card bank security or PCMCashless.org)

Direct My Gift To:

☐ **Hope Fund**
(charity status of greatest need)

☐ **Patient and Family Assistance Fund**

☐ **Other:** _____

Gifts of \$20 or more (\$10+ per pay period) will receive a **2025 We Got Heart T-Shirt**.

Signature _____ Date _____

Thank you for giving from the heart! To learn more about other ways to give see reverse side.

WE GOT
 Philanthropy
 Matters

**A Little Heart
 Goes a Long Way**

Your care makes a difference.
 Your gift does, too.

From comforting therapy dogs to groundbreaking research, 170+ programs are funded by generous donors like you. Choose from 75+ funds to make a lasting impact where it matters most to you.

October 1-17

PCHWeGotHeart.org

A large red heart shape serves as the background for the text. The words "WE GOT" are written in large, bold, black capital letters, with a white heart outline replacing the letter "O". Below this, the text "Philanthropy Matters" is written in a smaller, italicized font. The dates "October 1-17" are displayed in large, bold, white capital letters. At the bottom left, there is a QR code with a small red heart logo in the center. To the right of the QR code is the website "PCHWeGotHeart.org". At the bottom right, the Phoenix Children's logo is shown, featuring a red hand icon with a heart inside the palm, followed by the text "Phoenix Children's".

Stickers

WE GOT

Philanthropy Matters

October 1-17

A Little Heart Goes a Long Way

From comforting therapy dogs to groundbreaking research, 170+ programs are funded by generous donors like you. Join the We Got Heart employee giving campaign today and make a lasting impact where it matters most to you.

Gifts to Phoenix Children's are eligible for a dollar-for-dollar match from the state of Arizona—up to \$495 for individuals and \$987 for joint filers.

PCHWeGotHeart.com



Phoenix Children's



Donate Where It Means Most

Philanthropy has been at the heart of Phoenix Children's since day one. It supports the vital work you do every day by making sure you have the resources to provide the very best care to every child who needs us. The employee giving campaign allows you to be part of the impact that philanthropy makes at Phoenix Children's. You can direct your gift to one of 75+ funds that support a wide range of programs. Visit PCHWeGotHeart.com for the full list of funds.

Featured Funds

The **Hope Fund** is a critical source of funding for the areas of greatest need. It helps us respond immediately to urgent needs and invest in state-of-the-art technology, innovative clinical trials, family-centered care and more.

Caring for a sick or injured child can take a financial toll on a family—especially now, with Medicaid cuts and rising inflation affecting many of our patient families. The **Patient and Family Assistance Fund** provides emergency relief to families experiencing financial hardship.





Phoenix Children's



Rack Cards

Participation is Easy, continued

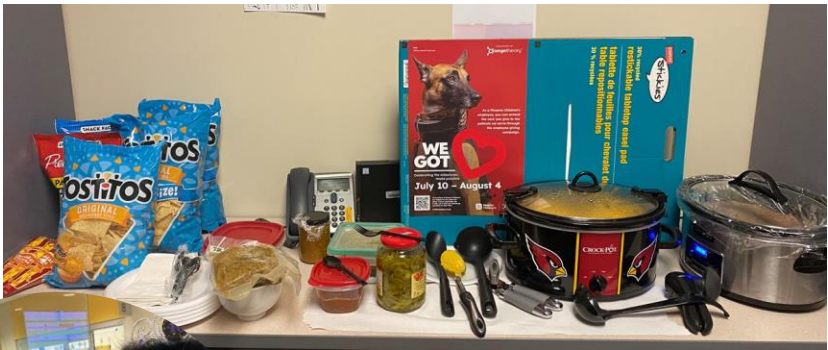
Department Fundraising

- Team building & meaningful fun!
- Employee name and ID needed

Tips for a Successful Event

- Event Flyer Template
- Online Fundraising Pages
- Calendar Invitations
 - add to WeGotHeart@phoenixchildrens.com calendar
- Event & Prize Support

Share your favorite department fundraising events!



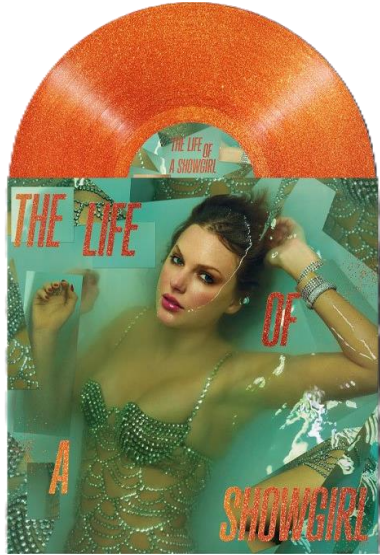
**A Little Heart
Goes a Long Way**

Department	
Event	
Date/Time	
Details	

PCHWeGotHeart.org



Department Fundraising Ideas



Recognition and Thank Yous

- Acknowledgment letters with yearly giving total can be found in the **Employee Portal**.
 - These letters serve as tax receipts for payroll deduction gifts.
- All employees who give will be invited to add their name to a We Got Heart mural
 - Found at Thomas Campus and Arrowhead
 - Looking into scalable options for all sites

Thomas & Arrowhead Based Captains

- Add stickers to the donor wall as team members make their gift (any amount counts).
- Confirm donors using the dashboard.
- Team members may sign their own name on the sticker, or you may write their first name for them.







Lisa Ramirez
Child Life assistant

are helping the body to heal.

2025 We Got Heart Campaign T-Shirt



Antique Sapphire



Heather Berry

As a thank you and to help spread awareness that *Philanthropy Matters at Phoenix Children's*, employees who pledge **\$10 per pay period (one-time gift of \$260) or more** will receive a link to order a 2025 We Got Heart T-shirt!

T-Shirt Distribution TBD – Anyone willing to help advise?

Arizona Charitable Tax Credit

- Claim a dollar-for-dollar credit for your gift on your state tax return, even if you don't itemize.
- Direct your tax dollars to a cause you care about.
- Up to **\$495** for individual filers.
- Up to **\$987** for those filing jointly.
- Charitable Credit can be taken in addition to Arizona education credit.
- To learn more, visit **PCHWeGotHeart.com**



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We Got Heart Timeline

Pre-Campaign

- September 3– Early renewal begins
- September 8 - Pre-Campaign Invitation to Give
- September 12th – Make changes to your ongoing pledge by this date
- Captain Supply Pick-Up/Delivery- Gift & Stickers

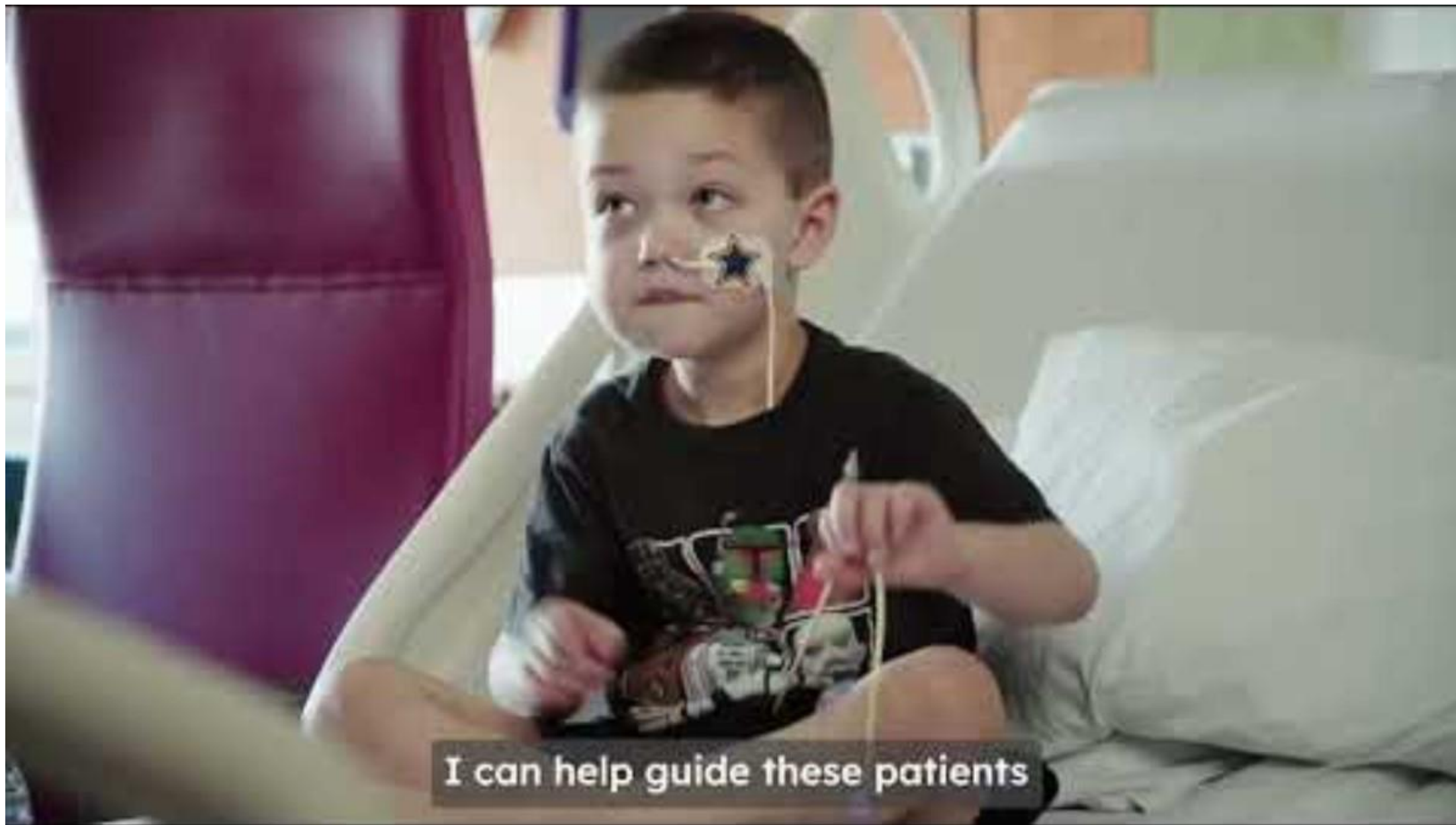
Campaign

- **October 1- Campaign Launch**
- **Campaign- Captain Communication & Department Fundraising**
- October 17- Last Day of We Got Heart

Post-Campaign

- October 18-31 - Thank you & Celebration!
- November 4 – We Got Heart Recap





I can help guide these patients

We Got Heart
October 1-17, 2025

QUESTIONS?



We Got Heart

Colette Forcier

Senior Development Officer, Foundation

Tel: 933-1947

wegotheart@phoenixchildrens.com



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Thank you!

