



We Got Heart

Employee Giving Campaign

Welcome!

While you wait scan to review your information and help us find a Captain for every department.



Introductions

Hello, returning Captains!

Welcome, new Captains!





**Who is our newest
employee?**

**Most veteran
employee?**



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!
- Over \$7 million has been raised through this campaign to support Phoenix Children's programs and areas of care.



PCHWeGotHeart.org



2025 Campaign Recap



- Over 30% participation across all departments & sites
 - 47 Departments hosted fundraisers
 - Top Department Fundraising Events:
 - 133 Funds supported
 - Top 10 funds supported:



1. Physician Recruiting, \$5,390
2. Human Resources, \$4,961
3. Physician Revenue Cycle, \$3,618
4. Sodexo – EVS, \$2,260
5. Clinical Research Admin, \$2,062
6. Hospital Medicine, \$1,739
7. Medical Staff Services, \$1,160
8. Foundation, \$1,061
9. Urology, \$875
10. Graduate Medical Education, \$680
11. Phoenix Children's Care Network, \$616

1. Hope Fund, \$151,184
2. Homeless Youth Outreach, \$29,631
3. Patient & Family Hardship, \$21,535
4. CCBD, \$21,190
5. Hospital Medicine Division Fund, \$14,191
6. Radiology Research & Education, \$14,109
7. Animal Assisted Therapy, \$13,537
8. Cardiology, \$12,240
9. Child Life, \$12,137
10. NICU, \$11,823

• **Over \$608,000 raised!**

**23 Departments with
100% participation!**



are not able to provide



2026 We Got Heart Campaign

- **Philanthropy Matters**

“A Little Heart Goes a Long Way”

- **October 1-24, 2026**

- Choose the fund you support

- Direct your gift where it matters most to you!

- **\$700,000 Goal**

Featured Fund

- 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.

A circular graphic featuring a young child and a healthcare worker in a hospital setting. The child is sitting at a table, focused on a craft project with colorful materials. The healthcare worker, wearing a face mask and a red shirt, is assisting the child. The background shows hospital equipment and a colorful patterned blanket. The text "A Little Heart Goes a Long Way" is prominently displayed in the center, with the tagline "Your care makes a difference. Your gift does, too." below it. At the bottom, the dates "October 1-24, 2026" are shown. The Phoenix Children's logo is in the top left, and a QR code is in the bottom right.

Phoenix Children's

A Little Heart Goes a Long Way

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

From art therapy 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 1-24, 2026

PCHWeGotHeart.org



2026 We Got Heart Campaign



“I give to the We Got Heart Campaign because I truly believe in the mission of the organization. While I could donate to other community organizations, I see the direct impact of my donation to Phoenix Children’s on patients and families every day.”

Captain Responsibilities

Make it FUN!

Share Campaign Updates

- Send 3-4 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! Share at dept. meetings, team huddles, 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
 - T-shirt incentive follow up
- Use this information to encourage giving and send helpful reminders.

Share the Impact

- Remind your colleagues that giving provides tangible items like books, car seats, wagons, tablets and intangible, like funding for critical support programs and research, and so much more.

Lead by example

- Make your pledge or gift early.



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.
- Make sure everyone knows their participation matters.

Department Fundraising

- Plan a fundraiser to engage your team and raise additional dollars for a fund of your choice.
 - The Department Fundraising Ideas resource offers plenty of ideas.
- Set up a department fundraising page to track totals and collect donations.
 - No cash handling, Venmo, Zelle, etc. needed!
 - “Office hours” for help creating the page
- Schedule a post-campaign check presentation for your department.

Engage Your Leadership

- Send updates to your department leaders on participation and fundraising progress.
- Present WGH campaign info during staff meetings.
- Ask them to show support by sharing a message, wearing a WGH 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!



Captain Resources

- We Got Heart webpage will be updated with Captain resources
- Department email templates provided – Get creative!
- Links to impact videos
- Update emails from Colette
 - opportunities to win prizes- make sure you read them to the end!



WAYS TO GIVE

EVENTS

STORIES

Q SEARCH

DONATE



Phoenix Children's > We Got Heart > Captain Resources

Captain Resources

WE GOT HEART

TAX CREDIT

CAPTAIN RESOURCES

DEPARTMENT
FUNDRAISING PAGES

DONATE

LEAVE A LASTING LEGACY

[1. Captain Guidebook](#)

[2. Captain Kickoff Presentation](#)

[3. Impact Video Links](#)

[4. WGH Fillable Donation Form](#)

[5. Department Fundraising Ideas](#)

[6. Dept Fundraiser Event Flyer Template](#)

[7. Business Solicitation Letter](#)

[8. Gift In Kind Form](#)

[9. Form-W-9-2025-Foundation](#)

[10. 501C-3-IRS-Determination-Letter](#)

Captain Dashboard

Captain Dashboard Link – LIVE please review before October

Phoenix Children's

Home > Foundation > We Got Heart > We Got Heart Dashboard

Search

Forcier, Colette

Favorites Browse

Comments

File View Explore Refresh

2026 We Got Heart Campaign

Phoenix Children's Foundation

Captain

Department Name

Department Name	Employee Donors	Total Employees	Employee Giving	Dept Percentage	Dept Fundraising
Cardio Surgery Faculty	1	14	\$10,000	7%	
Administration	2	27	\$7,000	7%	
Neonatology	1	71	\$3,600	1%	
Neurosurgery	1	26	\$1,050	4%	\$300.00
Foundation	1	90	\$1,000	1%	\$1,171.00
Pulmonology	1	39	\$1,000	3%	
Radiology	1	36	\$1,000	3%	\$179.00
Orthopaedics	1	73	\$500	1%	
Accounting Services	1	22	\$300	5%	
Value Based Network Ops	1	28	\$150	4%	\$616.00

Department Number	Employee Donors	Total Employees	Employee Giving	Dept Percentage	Dept Fundraising
4180407296	1	14	\$10,000	7%	
2000108610	2	27	\$7,000	7%	
4180407329	1	71	\$3,600	1%	
4180407293	1	26	\$1,050	4%	\$300.00
4180407140	1	36	\$1,000	3%	\$179.00
4180407288	1	39	\$1,000	3%	
6190108611	1	90	\$1,000	1%	\$1,171.00
4180407295	1	73	\$500	1%	
2000108510	1	22	\$300	5%	
3002109355	1	28	\$150	4%	\$616.00

Filters

Search

Filters on this page

Appeal is Employee Campaign 2026-27

Committed is Include

DECEASED is 0

2026 Employee Campaign

2026 T-Shirts



Lisa Ramirez
Child Life assistant

are helping the body to heal.

Ways to Give

- Payroll Deduction

The simplest and most popular way to give!

- Recurring Payroll Deduction

- Choose an amount to have deducted from your check each pay period
 - New pledge deductions begin January 2027
 - Auto-renewal option
 - Reminder of renewal will be sent in September

- One-time Payroll Deduction

- Choose an amount to have deducted from second paycheck January 2027

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



We Got Heart Payroll Deduction Form

Thank You for participating in We Got Heart, Phoenix Children's employee giving campaign! Gifts to We Got Heart support the vital work you do every day by making sure you have the resources to provide the very best.

Fields marked with an asterisk (*) are required.

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.

Ways to Give, continued

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 11, 2026.**
- Donors may:
 - Adjust their gift amount per pay period
 - Change the fund they support
 - Cancel their automatic renewal – effective Jan. 2027
 - Choose to make a one-time gift
 - After September 11, pledges will automatically renew as they are currently set unless they contact the Foundation at wegotheart@phoenixchildrens.com.

Ways to Give, continued

Other Ways to Give

- One-time or Monthly Gift

- Website www.PCHWeGotHeart.org
- Credit card, PayPal, Apple Pay, Google Pay, ACH or Venmo
- Direct Hospital Vendors, Contractors, Volunteers, etc. to this webpage.

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](#)

- Cash/Checks

- Downloadable Donation Form



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



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



o groundbreaking research, 170+ programs like you. Join the employee giving campaign t where it matters most to you.

orm to make a secure online donation, with dren's Hospital -OR- if you prefer to give via ete the [payroll deduction form](#).

ad awareness that Philanthropy Matters at l or more (\$22 monthly) will qualify you to F-shirt.

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 \$506 for individuals and \$1009 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 26 pay periods. 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: Give securely at PCHWeGotHeart.org.

Direct My Gift To:

☐ Hope Fund (funds areas of greatest need)	☐ Patient and Family Assistance Fund	☐ Other: _____
--	--	--

Gifts of \$260 or more (\$10+ per pay period) will receive a **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.

Arizona Charitable Tax Credit

Give it to Phoenix Children's, not the state.

- Claim a **dollar-for-dollar credit, not a deduction**, for your gift on your state tax return, even if you don't itemize.
- Direct your tax dollars to a cause you care about, and it costs you \$0!
- Up to **\$506** for individual filers.
- Up to **\$1,009** for those filing jointly.
- Charitable Tax Credit can be taken in addition to Arizona education credit.
- To learn more, visit **PCHWeGotHeart.com**



A Little Heart Goes a Long Way

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

From Homeless Youth Outreach 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 1-24, 2026

PCHWeGotHeart.org



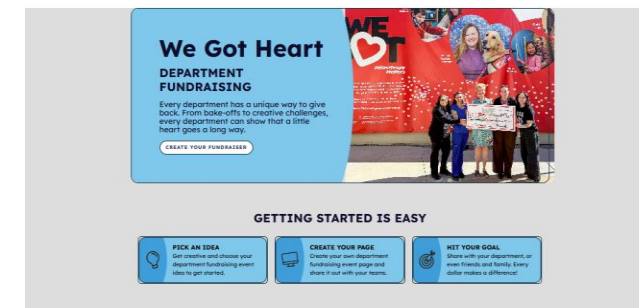
Ways to Give, continued

Department Fundraising

- Team building & meaningful fun!
- Employee name and number needed for tax acknowledgement

Tips for a Successful Event

- Online Fundraising Pages
 - <https://we-got-heart-2026.raiselysite.com/>
 - NO Venmo/Zelle please
- Fill the Calendar
 - Invite WeGotHeart@phoenixchildrens.com calendar
 - Public space sign up
 - Partner with another department
 - Interest in Thomas Café Courtyard takeover?
- Take photos!
- Event & Prize Support



Create an Online Department Fundraising Page: [HERE](#)

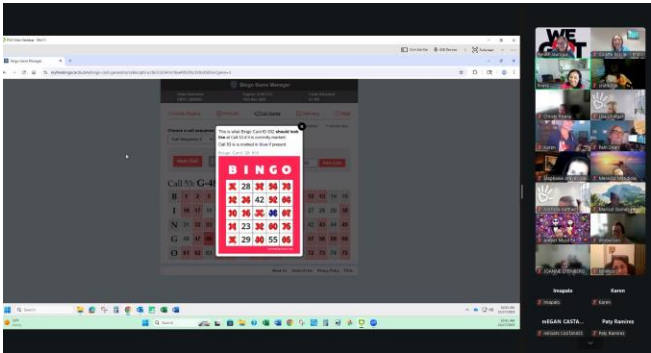


- Add a fundraiser title
- Upload a team/fundraiser photo
- Include a description of the fundraiser and any details colleagues need to know
- Post flyers, photos and updates in the “blog” section
- Download a QR code for your in-person event so everyone can easily give

Benefits of the online page:

- No cash handling or Venmo tracking needed!
- Opportunity for private messages to Captains
- Colette can send reports for you
- Not limited to employees – include hospital vendor teams, volunteers, students, family & friends

Department Fundraising Ideas

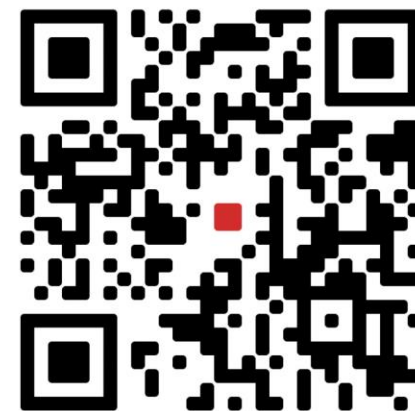




**Share your favorite
department fundraising
events!**

What do you have planned?

**Scan to join our
Photo Circle
to add your
WGH photos!**



We Got Heart 2026
Join my circle by scanning
the QR Code above

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 added to the We Got Heart donor displays
 - Digital displays found at Thomas Campus and Arrowhead Campus
 - Physical posters and stickers for satellite sites



2026 We Got Heart Campaign T-Shirt

Help us choose the shirt color for this year! <https://canva.link/wgh2026>



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 2026 We Got Heart T-shirt!

All shirts will be mailed directly to employee's address of their choice!

2026 We Got Heart Campaign T-Shirt



Sage



Island Yellow



Blush Pink



Retro Heather Purple



Black Ink Heather



Breezy Blue



Sweet Cream Heather



Retro Heather Royal



Putty



Scuba Blue

Vote now for your favorite shirt color!

We will select the top two colors as this year's t-shirt incentive options.



We Got Heart Timeline

Pre-Campaign

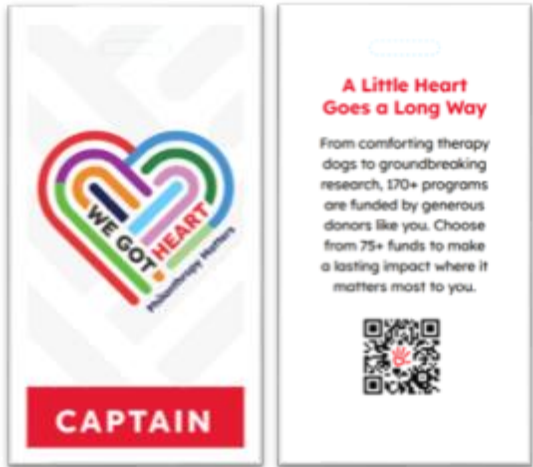
- **September 1 – Early payroll deduction renewal begins**
- September 11 – Make changes to your ongoing pledge by this date
- **September 14-18** – Captain Supply Pick Up days
 - Captain t-shirt, stickers, collateral and more
 - Remote Captains will receive by mail
- September 23 – Pre-Campaign Invitation to Give
- **Campaign**
- October 1 – Campaign Launch
- **Campaign – Captain Communication & Department Fundraising**
- October 24 – Last Day of We Got Heart, Spooktacular Sprint & 5K

Post-Campaign

- October 25-31 – Thank you & Celebration!
- November – We Got Heart Campaign Summary



We Got Heart Campaign Collateral – Supply Pickup Sept. 14-18



Captain Badge Buddies



11x17 Posters (6 versions)



Stickers



Support What Matters Most to You
Philanthropy has been at the heart of Phoenix Children's since day one. Your We Got Heart gift is especially meaningful because you can support what matters most to you as an employee, whether that's patient and family assistance, family-centered programs like Child Life and Spiritual Care, continuing education and professional development, or something else.

You can direct your gift to one of 75+ funds that support a wide range of programs and services. Visit PCHWeGotHeart.com for the full list of funds.

Featured Fund
The **Hope Fund** is a critical source of funding for the areas of greatest need, helping Phoenix Children's respond to the challenges of today while also preparing for the future. Your gift to the Hope Fund is guaranteed to go where support is needed most, maximizing your impact for the children and families we serve.



Rack Cards

Phoenix Children's

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 \$500 for individuals and \$1,000 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 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: One security on PCHWeGotHeart.org.

Direct My Gift To:

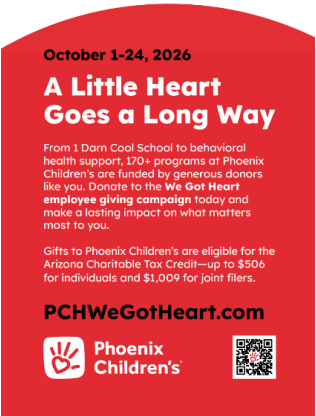
☐ Hope Fund (most of greatest need) ☐ Patient and Family Assistance Fund ☐ Other:

Gifts of \$260 or more (\$10+ per pay period) will receive a 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.

Printable Donation Form





wait to get their port accessed

We Got Heart
October 1-24, 2026

QUESTIONS?



We Got Heart
Colette Forcier

Senior Development Officer, Foundation

Tel: 602-933-1947

wegotheart@phoenixchildrens.com

Teams me for quickest response!

A poster for 'We Got Heart' featuring a woman with long blonde hair hugging a golden retriever. The dog is wearing a pink collar and an orange vest with the Phoenix Children's logo. The background is a mosaic of small photos. The text on the poster includes the event name, dates, a tagline, a description of the programs, and a QR code.

Phoenix Children's

WE GOT HEART
Philanthropy Month

A Little Heart Goes a Long Way

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PCHWeGotHeart.org





**Group Photo,
Questions, Feedback,
Fundraising Page
Help &
Just Sports swag**





Thank you!



