



Board Member Activation

Vision A healthy community for everyone.

Mission Improve the health of the people and communities we serve through inspired giving.

Brand Promise You matter to the health of this community.



Elevator Pitch

We build a healthy community by:

- Addressing healthcare disparities,
- Expanding access, and
- Improving outcomes

...which are powered by inspired giving.



The Impact of Giving

Caring for patients, families and the most vulnerable members of our community.



Children in mental health crisis, offering life-saving treatments and holistic therapies for those struggling with severe mental health challenges through Child & Adolescent Psychiatry services.

Adults struggling with substance use disorders, providing a comprehensive chemical dependency rehabilitation program through NewStart addiction medicine services.

People facing housing insecurity and homelessness, connecting them to critical services and respite, available through the Helping Educate and Link the Homeless (HEALTH) program.

Survivors of sexual assault and domestic violence, providing medical attention, emotional care and medical equipment through the Forensic Nurse Examiner Program.

Newborns, premature infants and their loved ones, offering emergency resources, family support services, education and training for care teams and enhancements within the patient care environment.

Elder hospital patients, funding supplies, music, art materials and companionship through the Hospital Elder Life Program (HELP).

Key Differentiators

- Nurturing strong, personal relationships with donors.
- Agility to support programs large and small, respond quickly and focus impact.
- Donor-driven impact, as donors can support where and how they want to.
- Intentionally building a culture of diversity and inclusivity in healthcare.
- Community building, as services and programs have a greater purpose/larger impact.
- Strength and influence to affect real (proven) change in our community.

Positioning Statement

Empowering donors to create a healthier community.

Stories of Impact

These are our neighbors. They just happen to be houseless.

The homeless outreach program at UnityPoint Health – Meriter, Helping Educate and Link the Homeless (HEALTH), helps those without a home receive care for both acute and chronic medical conditions. When individuals are focused each day on finding food, water, warmth, rest and security, health care is difficult to attain. That's why the dedicated teams at HEALTH practice a grassroots approach, meeting individuals where they are: in shelter and on the street.

During one of these visits, the HEALTH team was introduced to a gentleman living in a tent behind a grocery store in Madison. Suffering from alcohol addiction, he was frequently in and out of treatment for severe withdrawals. After earning his trust, the HEALTH team was able to connect him with the addiction services he needed to reach sobriety. He's been sober for several years and housed for three years. With his healthcare needs and housing insecurity addressed, he has remained employed and has saved enough money that he's looking at purchasing a home soon.

“It is because of them that I have a future.”

"It was [at UnityPoint Health – Meriter Child & Adolescent Psychiatry] that I finally felt understood and learned that I didn't have to go through [this mental health crisis] alone. I learned how to control my mental health in a way where it wasn't so debilitating... It is because of them that I have a future.

They led me through the dark tunnel until I was eventually able to see the light, and for that, I am forever grateful ... There are not enough words to express my love and appreciation for what they have done for my family and I. Thank you!"

– Letter from a Child & Adolescent Psychiatry patient, age 16



Ways to Engage As A Board Member

Act as an ambassador for Meriter Foundation: Tell your network about your support of the Foundation. Network with donors (and prospective donors)!

Volunteer your time for a fundraising event, donor stewardship event or committee.

Assist in fundraising efforts by making a gift, signing up to host an event or recruiting others in your network to participate in fundraising initiatives.

Engage in a healthy debate: You're here for a reason – we want to hear from you! Ask questions and share your unique perspectives and opinions. A healthy dialogue will benefit our organization.

Be a strategic partner to the Foundation President: Connect with Rebecca in between meetings to discuss challenges, opportunities or ideas you have.

Get social with us! Follow us and engage with our content (like, comment or share).

- **LinkedIn:** UnityPoint Health – Meriter
- **Facebook:** @meriter
- **Twitter:** @uph_meriter
- **Instagram:** @unitypointhealth



UnityPoint Health
Meriter Foundation