



CHOC *Associate Giving* | AMBASSADOR TOOLKIT

AS AN ASSOCIATE you see firsthand the challenges our patients and families face each day.

AS AN AMBASSADOR for CHOC Associate Giving, you can encourage fellow associates to make a personal investment to ensure the children we serve have the best chance to overcome their challenges and thrive. Our participation as associates shows the community, as well as donors, that we believe in our mission.

IN OUR AMBASSADOR TOOLKIT you will find helpful resources to promote your success in this important role.

We encourage you to start now!

Ask at least three associates in your department today!

ASSOCIATE GIVING



FREQUENTLY ASKED QUESTIONS

WHAT IS CHOC ASSOCIATE GIVING?

CHOC is a nonprofit healthcare system. We treat every patient, regardless of their ability to pay. Your financial support through CHOC Associate Giving gives families access to high-quality care they otherwise could not afford.

WHERE DOES THE MONEY GO?

CHOC Associate Giving provides much needed funds to ensure CHOC has the ability to advance the care, healing and comfort provided to our patients. From iPads, car seats and specialty rehab tricycles, to music therapy, Beads of Courage and innovative advancements, your philanthropic support makes an enormous difference!

WHY IS IT IMPORTANT FOR ASSOCIATES TO PARTICIPATE IN CHOC ASSOCIATE GIVING?

When we have personally made a financial commitment to CHOC, asking external donors for their support is much more natural. Participation in associate giving shows the community that we actively support and deeply believe in our mission.

DO I NEED TO BE A DONOR TO CHOC ASSOCIATE GIVING?

To be an ambassador, yes! We ask you to lead by example. Your participation encourages others to give as well. Our patients and families need you!

HOW DO I ENCOURAGE FELLOW ASSOCIATES TO PARTICIPATE?

- Make sure you are wearing your ONE HEART, One Mission lanyard, badge reel and/or lapel pin at work.
- Communicate with your department whenever there is a Jeans Day or other associate giving event.
- Post your toolkit resources, such as the participation thermometer, on your door, wall, office, cubicle, break room—anywhere visible to encourage participation.



FREQUENTLY ASKED QUESTIONS

WHAT IS A MISSION MOVER?

Associates at the Mission Mover level participate in ongoing payroll deductions equivalent to a minimum of 0.5% of base pay. This is slightly less than our previous level of 1-hour of pay. Associates participating at this premium level receive exclusive benefits.

WHY WAS THE MISSION MOVER LEVEL CHANGED?

Workday is unable to support automatic updates to our current Mission Mover level as pay changes occur. Changing to a percentage system allows automatic updates to occur—no more adjustments needed! You can still designate a dollar amount, but please note that updates will not be made automatically.

I ALREADY GIVE MY TIME. WHY SHOULD I GIVE MORE?

We thank you sincerely for all that you give to CHOC. We know your time and talents make a significant difference in the lives of CHOC patients. By participating in CHOC Associate Giving, you further enrich the lives of precious children and their families. Each of us has stories from our CHOC journey. With your support, you help fund more incredible stories!

IS MY GIFT TAX-DEDUCTIBLE?

Yes, as allowed by law. We recommend you consult with your tax advisor for additional information regarding your contributions.

WHAT ARE THE INCENTIVES TO JOINING?*

The most important incentive is that you make a personal impact on each patient we care for at CHOC. In addition, all associates who donate to CHOC Associate Giving are eligible to receive a complimentary badge reel or lanyard. Associates currently enrolled in ongoing payroll deductions are automatically entered into quarterly drawings for fun prizes, such as gift cards, sporting event tickets, CHOC merchandise, an exclusive ONE HEART, ONE MISSION parking spot for three months, and more. As a Mission Mover, an associate also receives a complimentary lapel pin and an invitation to attend an exclusive annual celebration luncheon.

**Subject to change at any time.*



FREQUENTLY ASKED QUESTIONS

IS THERE A MINIMUM GIFT TO BE PART OF CHOC Associate Giving?

There is NO minimum! All donations, in any amount, make a difference - it's as much about participation as funds raised! Each gift has a direct impact on our mission to nurture, advance and protect the health and well-being of children. Donating a minimum of 0.5% of base pay through payroll deduction qualifies you as a Mission Mover. Our goal is to attain 100% participation from CHOC associates. Together we can do this!

WHERE CAN I LOCATE AMBASSADOR TOOL KIT MATERIALS?

The ambassador toolkit, participation tokens and thermometer are located on PAWS under the "ONE HEART, One Mission" tab in the Quick Links. Simply click "Ambassador Toolkit" under "Helpful Links" in the right-hand column.

