

2022 Fundraising Performance Summary



\$20.4M Total Contributions (-29.6% under 2021)

\$10.12M Corewell Health West - Grand Rapids (49.6% of total)

\$8.67M Helen DeVos Children's Hospital (42.5% of total)

\$1.61M Corewell Health West - Regional Hospitals* (7.9% of total)

2022 Philanthropy Highlights



13,738

Total gifts received

an increase of 3.2% over the prior year



\$100

Most frequent amount

1,796 gifts



1,306

Donors increased their giving

contributing over \$12.4M



40%

Donor retention rate

an increase of 37% over the prior year



88%

Gifts at \$1,000 or less

12,089 gifts at a total of \$1.57M



9,645 Total Donor Households† (-1% over 2021)

7,904 Single-gift donors (-5% over 2021)

1,741 Multi-gift donors (+23% over 2021)

4,234 New Donors (44% of all donors)

1,508 Reactivated Donors (16% of all donors)

2022 Fund Designations

At Corewell Health Foundation West Michigan, we are grateful for the opportunity to connect people to the unique programs and services that matter most to them and their loved ones. **Donors gave to 309 unique fund designations in 2022**, demonstrating that they care deeply about how philanthropy can make a difference in the lives of our patients and their families.

Our most popular fund is the Helen DeVos Children’s Hospital Annual Fund, accounting for more gifts in our top-ten designations—listed below—than the other nine combined. This fund advances more than 20 different initiatives in order to continue providing high-quality care to our youngest, and often most vulnerable, patients.

Designation	Number of gifts	Number of donors	Total amount
Helen DeVos Children’s Hospital Annual Fund	4,594	3,674	\$4,311,545.86
Spectrum Health Hospice	1,214	1,138	\$168,156.79
Hope Fund - Spectrum Health Foundation	925	766	\$303,894.56
Grateful Giving Fund	460	416	\$84,184.44
Helen DeVos Children’s Hospital Wish List	431	302	\$95,119.97
Gala - Helen DeVos Children’s Hospital Foundation	409	387	\$1,113,751.00
Renucci Hospitality House	309	277	\$81,229.88
United and Kelsey Special Events	305	216	\$186,011.30
Reed City Susan P. Wheatlake Cancer Center	260	192	\$95,893.03
Helen DeVos Children’s Hospital Special Events	237	176	\$113,434.77



While we have a new name, our values and our mission remain the same: to improve health, instill humanity, and inspire hope...because your wellness is at the core of everything we do. Your contributions to our Foundation will always stay here in West Michigan, supporting patients and families throughout our local communities.

Kelly Dyer

President, Corewell Health Foundation West Michigan



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Contact us at 616.391.2000.