

Future Position Statement

At Corewell Health Foundation West Michigan, we leverage philanthropy to support our patients, physicians, team members and community. We will enhance our communication, engagement, and connection to community and donors through personalization, innovation, and alignment to Corewell Health goals.

Strategic Priorities

- 1 Be the Corewell Health leader in philanthropy: number of donors and revenue
- 2 Expand digital and technology capabilities to drive personalized donor experiences. Make intentional investments in communication and storytelling to extend our reach and foster a culture of gratitude.
- 3 Align our talented team to elevate collaboration, communication and connection to philanthropy.
- 4 Inspire and connect diverse philanthropy and philanthropists to our work: geographic, socio-economic, age, race, gender, LGBTQ+, etc.

Foundation Impact Areas

are opportunities to
leverage philanthropy at
Corewell Health West:

01 Clinical Innovation

Advancing clinical treatment and patient care with enhanced technology, equipment, research, and facilities.

02 Patient & Family Support

Caring for patients, families, and our community to support total wellness when they need it most.

03 Team Member Wellbeing & Education

Supporting, thanking, and enhancing the outstanding teams that care for our community

04 Health Equity

Addressing health inequities and barriers to optimal health