

wellbeyond

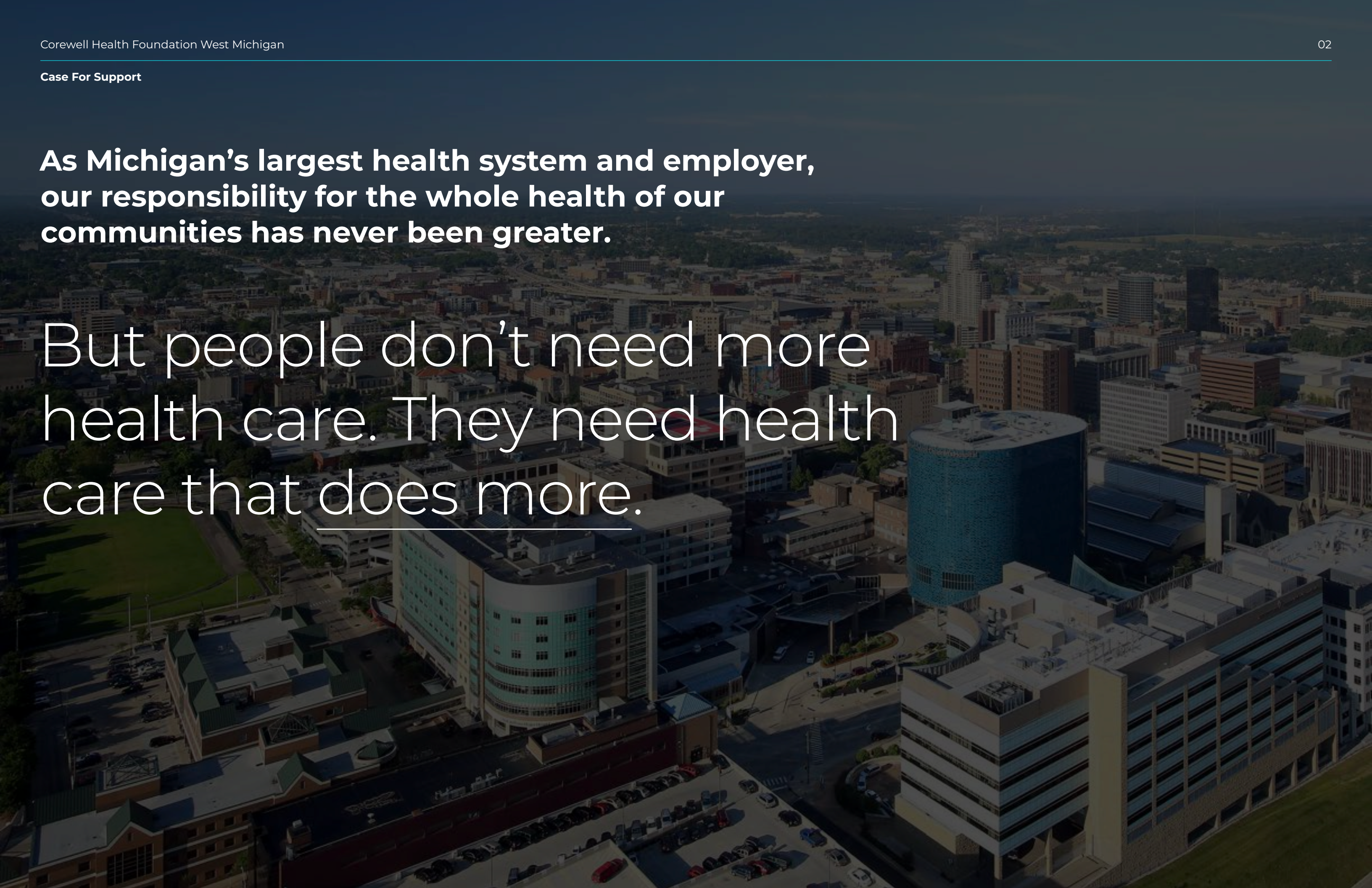
Case For Support

Transforming the
future of health in
West Michigan.

Case For Support

As Michigan's largest health system and employer, our responsibility for the whole health of our communities has never been greater.

But people don't need more health care. They need health care that does more.



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This is why we're introducing Well Beyond, a \$150-million campaign to improve and save lives.

As an important partner, you're the first to see our vision and the plan ahead of us. Consider this a structure that we'll refine and shape further, together, as we learn more and match your interests with our areas of impact.

The goals are great. The stakes are greater. We're talking about something that matters to all of us: the health of our family members, friends, and neighbors. It's time to go well beyond where traditional health care stops short today.



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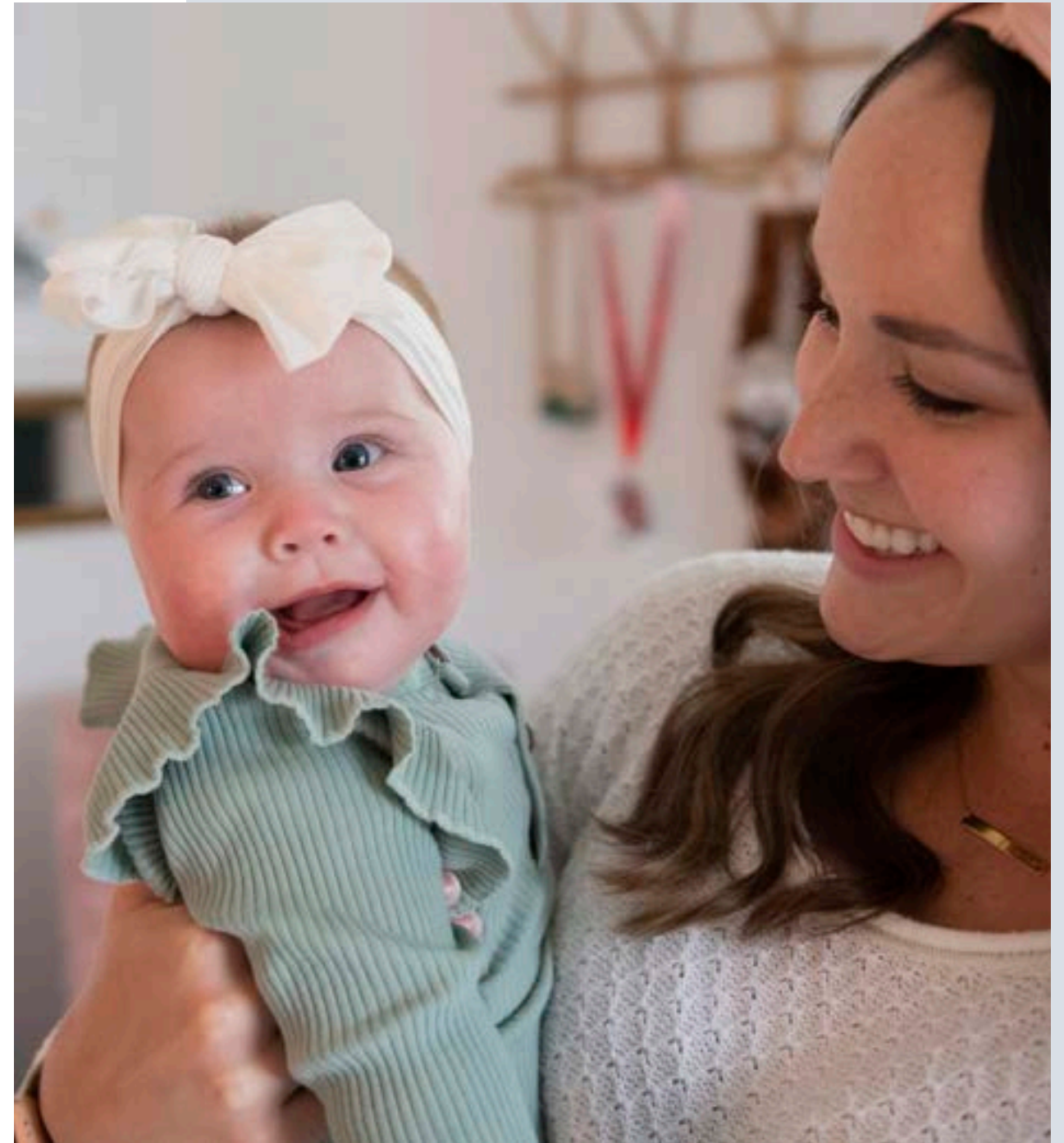
This is about going beyond. Well Beyond.

Keeping our community healthy comes with daily challenges, and Corewell Health has people solving them — putting heads and hearts together to care for patients, hire talent, and improve outcomes.

But this campaign is about something different. Something bigger. Not stopgaps and simple solutions. But new approaches and novel ideas. It's answering the call to challenge current assumptions about health care.

“Well Beyond” is an invitation to ignite the possibilities of tomorrow and blaze a path forward.

For the next generation of children. For the team that makes all care possible. For the majority of health that happens outside our walls. And for innovation that will bring new solutions and restore hope.



Riley Bosma — pictured here with her mom, Allie — underwent two successful open-heart surgeries at the Karl and Patricia Betz Congenital Heart Center at Helen DeVos Children’s Hospital by the time she was three months old.

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We ask you to partner with us as we envision,

“What should health care look like over the next decade?”



But why?

It's a short and simple question that every impact-driven philanthropist should ask. But maybe that one question should really be three:

1) Why support investments in health?

Our humanity recognizes the humanity in others.

Philanthropy provides an opportunity to support those facing a difficult journey—a micro-preemie, a patient with a cancer diagnosis, a child needing an organ transplant. Philanthropy provides a meaningful lift when our family, friends, and neighbors need it the most.

People need health care that does more.

As the largest provider of health care in our region, we must invest in the initiatives that impact community health **before** people become patients. 80% of wellness is achieved outside of the hospital or doctor's office, and we are committed to preventative measures to keep people healthy, while also providing quality care when they need it the most.

An economic driver for West Michigan.

A better, standard-setting health system can be one of West Michigan's most powerful economic drivers — where we become a national destination for people's care and career. Attracting top talent and new investments in West Michigan will support continued growth in our community and create a model for other communities across the country.

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2) Why Corewell Health Foundation West Michigan?

Care delivered close to home.

We've almost certainly helped—or will help—you or someone you love, with care close to where you live. And with augmented virtual care, sometimes even in your home. With Corewell Health, your care is always personal.

Facilitating heartfelt philanthropy.

We connect you to your areas of passion and interest to ensure that your giving advances the causes you care about.

100% of your donation supports the health care that you care about.

With our unique philanthropic funding model, every dollar you give goes to support your fund of choice.

3) Why now?

It's an exciting time for medicine.

Between whole-genome sequencing, robotic surgeries, and clinical enhancements bringing care closer to home, we're living in an era of rapid advancement and innovation. There's never been a more important time to be investing in wellness — and making West Michigan the destination where the latest health care technologies and answers can be accessed.

Health care needs to move outside the hospital walls.

80 percent of wellness is achieved outside of the hospital. Corewell Health is committed to caring for the whole person, which includes addressing barriers to health that prevent our patients from living their best lives. It's our job to do something about this.

Changing demographics.

By 2030, all baby boomers will be over the age of 65 — a generation that is living longer, yet experiencing higher rates of obesity, diabetes, high cholesterol, and hypertension. This extreme growth and shift will require additional investment in patient support programs and end-of-life care, including innovations in palliative care, hospice, and support for families.

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Find where
your passion
is leading you.

On the following pages, you'll discover different areas of need. Read more and discover our goals, knowing that there's an opportunity to bring greater shape and meaning based on your passion for impact.

**We need you. Because
West Michigan needs us.**

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THE NEXT GENERATION

Helen DeVos Children's Hospital

wellbeyond
THE TALENT OF TODAY

Team Member Support & Education

wellbeyond
THE 80 PERCENT

Community Wellness & Prevention

wellbeyond
THE STANDARD OF CARE

Innovation & Research

INVESTMENT PRIORITY 1

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THE NEXT GENERATION

**Supporting the next generation of kids served
by Helen DeVos Children's Hospital.**

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THE NEXT GENERATION

Helen DeVos Children's Hospital has cared for whole generations of kids – from newborns to high school graduates. And now there's a new generation of kids who need our help, facing new challenges with new treatments and interventions.

Our community invested in the health of our kids when we raised money for the “Big Blue Building” more than 15 years ago. And we can do it again, ensuring that children in West Michigan continue to receive the best and most innovative care in the state.

Let's go Well Beyond — and give as much to the next generation as we gave to the last.



Your impact starts here.

Helping kids begins by supporting programs and expanding our endowment, ensuring our ability to sustain and support programs like:

- Inpatient medical/psychiatry unit
- Child and family life program
- Children's rehabilitation hospital, in partnership with Mary Free Bed
- Pediatric center for medically complex care
- Pediatric cancer research institute

Perhaps the most pressing need is mental health — one of the biggest differences between the past generations and the one we're serving today. We're imagining groundbreaking new ways to intervene at the right time to meet complex and growing mental health needs for kids.

INVESTMENT PRIORITY 2

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THE TALENT OF TODAY

**Turning West Michigan into a premier destination for
nurses and physicians to work, learn, and thrive.**

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THE TALENT OF TODAY

Whether it's the nurses on our front lines, world-renowned medical minds, or high school students considering their career direction, talent is what will make or break our vision to redefine modern health care.

Your philanthropy supports training and simulation that allow surgeons to practice complex procedures, career pathways for entry-level team members to become medical assistants, and programs to mitigate caregiver burnout. Our aspiration is to be one of the best places to work. Period.

Let's make West Michigan the place where the brightest minds in health care are driven to be — and to stay.



Your impact starts here.

With Well Beyond, we're looking far ahead. We aren't asking you to help us solve today's nursing shortage. Instead, we're asking you to help us support our team with tomorrow's innovation, through projects like:

- Surgical theater
- Center for nursing career development
- Pathways for health care careers
- Housing complex for medical residents and fellows
- Endowed division chief positions

Your investment will help us address the wellness, and allay the burnout, of health care providers in our system. This all adds up to one thing: Making our hospitals some of the best places to start or grow a career in health care.

INVESTMENT PRIORITY 3

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THE 80 PERCENT

Creating and growing programs for the 80% of wellness needs achieved outside the hospital.

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THE 80 PERCENT

80 percent of wellness is achieved outside the hospital walls. Think about that for a second.

Hospitals help bring new life into this world. There are doctors and nurses literally waiting in the wings in case an accident or injury strikes. But the hospital itself can't do it all. That's why we are reaching out into our communities to improve health, increase wellness, and make a difference in the lives of people before they become our patients.

Let's meet people right where they are, and transform the way wellness is experienced.



Your impact starts here.

Corewell Health aspires to have a presence throughout the community, supporting underserved populations and addressing the greatest areas of need. Through these efforts, we will drive a new and better type of care, modernized and optimized for patients:

- Health equity initiatives
- Community support through care coordination
- Patient and family support fund

Our goal is turning these programs into the gold standard, breaking the cycle of disease that's preventing us from being the healthiest community in America.

INVESTMENT PRIORITY 4

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THE STANDARD OF CARE

**Increasing our capacity for lifesaving
research and innovation.**

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THE STANDARD OF CARE

Our vision is thinking beyond the typical ways that health care has been delivered and always striving to provide a best-in-class experience close to home. This will always require an infusion of innovation and research from the experts already here — and the experts we'll attract.

Here, we're approaching innovation and research in entirely new ways — all to save more lives.

Let's innovate like lives depend on us. Because they do.



Your impact starts here.

People drive innovation forward. It's that simple. With your help, we can attract better talent globally and make as many breakthroughs as possible, supported by investments in:

- Clinical simulation center
- Cancer research institute, including increased participation in clinical trials
- Robotic surgery and innovation

Together, we can help people live longer, healthier lives, and drive down the rate of mortality.

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Our goal is appropriately big:

**\$150 million
in five years.***

Here's how it all breaks down: >

*** Amount may change as we gauge collective interest
for making the biggest possible impact.**

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From supporting the daily miracles happening at Helen DeVos Children’s Hospital, to caring for our talented caregivers as much as they care for us, to other key areas of need, this is how our fundraising impact, with your generous support, will be prioritized.

\$75M

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THE NEXT GENERATION

Helen DeVos Children’s Hospital

\$40M

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THE STANDARD OF CARE

Innovation & Research

\$25M

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THE TALENT OF TODAY

Team Member Support & Education

\$10M

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THE 80 PERCENT

Community Wellness & Prevention

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Let's have a conversation
and take the first step of
going Well Beyond.

**At Corewell Health, we have our eyes and hearts set
on an entirely new kind of care — and you can be
the catalyst for that type of transformative change.**

The future starts now.

 **Corewell Health**[™]
Foundation
West Michigan