



# CORPORATE GIVING



*Wake Forest University School of Medicine is the academic core of Advocate Health.*



# Cheers!

for  
Atrium Health  
Wake Forest Baptist

Brenner Children's

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## Thank you to our Cheers! 2023 Ambassadors

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Atrium Health Wake Forest Baptist has cultivated successful and enduring partnerships with local, regional, and national businesses and corporations. These partnerships help companies build brand awareness while strengthening their commitment to the innovation and accessibility of health care in our communities. Our goal is to create a meaningful partnership with your company. We work with you to identify philanthropic interests to create an annual or multi-year partnership, eliminating multiple requests.

Organizations who give an annual gift of \$10,000 or more are automatically part of our new **Corporate Partners in Philanthropy program** and are offered recognition opportunities and invitations to networking and appreciation events throughout the year. Membership in the Corporate Partners program is based on the calendar year.

Gifts can be designated toward events, research, or other meaningful programs and projects. Contact Sara Morales: [smorales@wakehealth.edu](mailto:smorales@wakehealth.edu) to discuss.





# Cheers!

for  
**Atrium Health**  
Wake Forest Baptist

**Brenner Children's**

Cheers! is our signature fundraiser held in the fall to support Brenner Children's—the only full-service pediatric hospital in Western North Carolina.

Started in 2005, Cheers! has raised over \$2.5 million for Brenner Children's Hospital. Funds raised at this event are always used to support a variety of needs and programs within Brenner Children's, including patient assistance, behavioral health, music therapy programs, and promising ongoing medical research initiatives. Our goal is to make dreams come true for every child at Brenner, and we couldn't do it without the support of our community and our generous sponsors.



SummerLark is our annual blockbuster benefit concert for the Cancer Patient Support Program at the Comprehensive Cancer Center.

This event is held at Bailey Park each spring and includes an unforgettable evening of music and community. All ticket sales proceeds for SummerLark go directly to providing essential resources and support for patients and families as they navigate the challenges of a cancer diagnosis. Your support helps ensure our mission that no one should ever have to face cancer alone.

**Atrium Health**  
Wake Forest Baptist







# ENVISION

The Campaign to Accelerate Discovery, Hope and Health

ENVISION is our \$100 million campaign to support critical biomedical research across an individual's lifespan. The key areas of focus for this campaign include:

- Health Equity
- Alzheimer's Disease
- Cancer
- Cardiovascular
- Diabetes, Obesity and Metabolism
- Healthy Aging and Mobility
- Neurosciences
- Regenerative Medicine



Sportsmen's Saturday is our ultimate annual fundraiser for outdoor enthusiasts, supporting Lexington Medical Center, held in the fall.

This premier community gathering is hosted by the Atrium Health Wake Forest Baptist - Lexington Medical Center Foundation and traditionally raises over \$125,000 annually for Lexington Medical Center. Over the past 12 years proceeds have benefited various departments at Lexington Medical Center, including the emergency department, surgical services, The da Vinci® surgical robot, 3D mammography, and physical therapy.







## CAMPAIGN FOR THE EYE INSTITUTE

This campaign supports the development of the new Eye Institute at Innovation Quarter. The new Atrium Health Wake Forest Baptist Eye Institute is a bold and important step in serving our growing community need and widening the array of services that we offer to those needing expert eye care in our region. Our patients will benefit from a new and larger space to guarantee the best possible patient experience with a growing team of providers, and the location will ensure that our entire community benefits from more accessible eye care – including traditionally underserved neighborhoods.

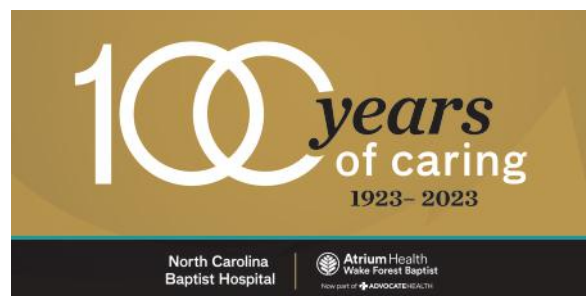
### Our new eye institute will house:

- Clinic/exam services – adults and pediatrics
- Operating rooms and support spaces
- Diagnostic and testing, including imaging, laser suites and support spaces
- Optometry exam areas and optical shop
- Spaces for research, education and collaboration opportunities

### Centennial Giving Campaign - Supporting Two Incredible Teams

This ongoing campaign supports nursing education and pediatric care. In May 1923, a small staff of registered nurses were ready to serve. Today, our nursing team fulfills a critical role in our academic learning health care system and continues to serve both our patients and communities. When you support our nurses and their ongoing growth, education and development, you help ensure our nurses have what they need to continue delivering the best possible care.

And, for more than a century, our hospital has been a source of hope and healing for sick and injured children and their families in Winston-Salem. This campaign is one of the many ways Atrium Health Wake Forest Baptist and Brenner Children’s can continue to help ensure and provide excellent pediatric care for the next 100 years.





## CORPORATE PARTNERS IN PHILANTHROPY PROGRAM BENEFITS:

	ENGAGE \$10,000	ELEVATE \$15,000	INSPIRE \$25,000	TRANSFORM \$50,000+
Corporate Partner listing on website throughout calendar year	■	■	■	■
Recognition in Engage (for donors & friends) & Catalyst (for alumni) magazines*	■	■	■	■
Invitation to annual Corporate Partners Executive Briefing	■	■	■	■
Invitations to Celebration of Philanthropy annual dinner	■	■	■	■
Invitation to Leadership Grand Rounds**		■	■	■
Invitations to select Atrium Health box seats at WFU basketball and football games***			■	■
Invitation to dinner/breakfast with C-suite leadership at Atrium Health Wake Forest Baptist				■

\* Engage & Catalyst published twice annually and distributed to 18,000 households

\*\* Exclusive behind-the-scenes tour of a leading academic medical center from the perspective of its physicians and researchers

\*\*\* Spots for athletic games are limited

## YOU'RE IN GOOD COMPANY! OUR 2023 CORPORATE PARTNERS INCLUDE:



JOIN US  
AND MAKE  
A DIFFERENCE.

## PLEDGE FORM

Organization name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Gift amount: \$ \_\_\_\_\_

I (we) would like to designate this gift toward:

*Check all that apply*

SummerLark – benefitting the Cancer Patient Support Program \$ \_\_\_\_\_

Cheers! For Brenner Children's \$ \_\_\_\_\_

Sportsmen's Saturday benefitting Lexington Medical Center \$ \_\_\_\_\_

The Envision Campaign \$ \_\_\_\_\_

Centennial Giving Campaign \$ \_\_\_\_\_

Campaign for the Eye Institute \$ \_\_\_\_\_

Other \_\_\_\_\_

This gift will be paid as follows:

Payment in full: \_\_\_\_\_

Two installments:

Installment #1 date: \_\_\_\_\_ Installment #2 date: \_\_\_\_\_

Quarterly: first installment on date: \_\_\_\_\_

Make checks payable to Atrium Health Wake Forest Baptist.

**RETURN TO:**

Sara Morales

Office of Philanthropy and Alumni Relations

PO Box 571021

Winston-Salem, NC 27157

or [smorales@wakehealth.edu](mailto:smorales@wakehealth.edu)

*To discuss specific campaign designations, please contact Sara Morales  
at [smorales@wakehealth.edu](mailto:smorales@wakehealth.edu).*

[giving.wakehealth.edu](https://giving.wakehealth.edu)

