

## Hospital Areas Unite to Form Community Relations Department

### Volunteer Resources, Fund Development, Public Relations



(l to r) **Debi Loudin (Volunteer Resources), Lori Richardson (Gift Shop), Tim Breed (Director), Jerrica Dannenberg (Coffee Cove) and Colleen Perdok (Fund Development).**

Individually, each of these hospital areas maintains a strong relationship with segments of our community. Together, they comprise a newly created Community Relations Department at Holland Hospital.

“It makes perfect sense to bring these three areas together,” explains new Community Relations Director Tim Breed. “Each area is very engaged with the community. From the volunteers who offer their time, to the donors who provide financial support, to our public relations outreach efforts, we all have direct contact with a significant portion of the community every day.”

The unification of Volunteer Resources, Fund Development and Public Relations under the umbrella of a Community Relations department began this past December. The Coffee Cove, Gift Shop, and the activities of our Volunteer Auxiliary are also included in the new department.

“We have great staff, volunteer leaders and programs in place,” notes Breed. “Now the question becomes: ‘How we can best use our strengths and our relationships to better serve the hospital and our community?’ ”

We’ll all work to help answer that question in the months ahead!

### **Introducing...Tim Breed, Community Relations Director**

Although he’s our first Community Relations Director, Tim Breed is certainly not new to Holland Hospital. He previously worked in the Marketing & Communications Department and has been Holland Hospital’s public relations spokesperson since he joined the hospital in 2004.

A West Michigan native, Breed graduated from Grand Valley State University in 1981 and has worked in the areas of broadcast journalism, community relations, fund development and public/media relations. He and his wife, Rose, have two adult children and live in Muskegon.



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Winter 2013, Vol. 22, Issue 1.  
The Volunteer Voice is published three times per year by Holland Hospital, 602 Michigan Avenue, Holland, MI 49423

## Volunteer Appreciation Week is April 21-27

*Celebrating all  
**YOU** do for  
Holland Hospital!*

Volunteer  
Appreciation  
Event on  
**Thursday,  
April 25 from  
Noon – 3 p.m.**

*Watch for  
more details!*

## TB Clinics & Flu Vaccine

To keep our patients and employees protected from the flu virus, all Holland Hospital employees, medical staff, volunteers, contract employees and students will be required to receive an influenza vaccine annually.

This requirement will take effect with the 2013-2014 season (October 2013).

Annual TB testing will be moved to coincide with our flu clinics in October.

## About the Auxiliary

The Holland Hospital Volunteer Auxiliary is the umbrella under which all Holland Hospital volunteers serve. This includes those who are members of guilds as well as those who are not. The majority of volunteers fall into the latter category; they work within the hospital providing assistance to patients, family members, visitors and staff.

Other volunteers never step foot in the hospital, but work in various capacities raising money for hospital needs. The guilds all work under this umbrella, each with their own own bylaws and fund-raising projects.

The majority of money raised by the Auxiliary is donated back to the hospital. The primary fundraisers are the Coffee Cove and the Gift Shop, which the Auxiliary “owns” and operates. The Auxiliary also sponsors

the \$6.00 sale, which makes a minimal profit but is fun for staff and visitors alike.

The Auxiliary sponsors the *Lights of Love* campaign at Christmas with all proceeds donated to specific projects voted on by committee members.

Yearly scholarships are awarded by the Auxiliary to deserving college students who are continuing their education in the medical field.

The Auxiliary also sponsors a year-long bridge marathon that raises money for various patient needs.

The Auxiliary Board is comprised of representatives from the above groups and several members at large. All volunteers are invited to attend the Auxiliary meetings. Dates will be posted in the future.

### **The guilds and their projects are:**

**The Rena Boven Guild** – made up of spouses of physicians. They support various needs in the hospital.

**The Margaret Hummer Guild** – supports the needs of the Boven Birth Center through profits generated by Charley’s Angels Photography (baby pictures). The guild annually awards several scholarships to deserving high school students.

**The Women’s Literary Club** – although not under the umbrella of the Auxiliary, supports the Auxiliary by maintaining a sewing group that provides stuffed animals for children in the Emergency Department, Same Day Surgery, Pediatrics and the Lakeshore Medical Campus. The group also makes the stocking caps that all newborns receive at Christmastime. The volunteers you see delivering flowers are also members of the club.

# Lights *of love*

Although the decorations have been packed away and the Christmas tree has been stored for another year, the impact of the Holland Hospital Volunteer Auxiliary's recent Lights of Love campaign will continue to be felt for a long time.

This year, the campaign raised \$18,500 most of which is being donated to the hospital's Emergency Department for the purchase of a Lucas Chest Compression System. This device helps emergency personnel save heart attack victims by providing steady, measured chest compressions, thus reducing the variability of manual compressions and freeing ED physicians and staff to focus on other life-saving tasks.

The remaining funds from the campaign—approximately \$5,500—are being given to the Holland Community Health Center. The Community Health Center provides primary care medical services to 4,800 individuals in the greater Holland area who are either uninsured or underinsured.

Thanks to all who donated to the Light of Love campaign. Your gifts are making life better for others.



**Lights of Love committee member, Joan Maes, presents a check to Melissa Easdon, Emergency Department Manager, to cover the costs of the new LCCS device.**

## Presidential Award Eligibility

Any individual can receive Presidential recognition for volunteer hours earned over a 12-month period or over the course of a lifetime at home or abroad. The following are the eligibility requirements for each age group:

Young Adults: Age 16-25                      Adults: Age 26 +

- **Presidential Volunteer Service Award Criteria | Bronze Level**  
Young Adults: 100 to 174 hours | Adults: 100 to 249 hours
- **Presidential Volunteer Service Award Criteria | Silver Level**  
Young Adults: 175 to 249 hours | Adults: 250 to 499 hours
- **Presidential Volunteer Service Award Criteria | Gold Level**  
Young Adults: 250 hours or more | Adults: 500 hours or more
- **President's Call to Service Award**  
All Ages | 4,000 hours or more of volunteer service (over a lifetime).

To apply for the President's Volunteer Services Award, please contact Debi Loudin at 394-3140. Deadline for applications is April 5, 2013.

## From the Coffee Cove

~ Jerrica Dannenberg

The Coffee Cove has been great! We've been fully staffed with no open positions—a status we haven't had in a long time. I'm very thankful for all my committed volunteers who help make my job easier! They truly are the reason we are here and continue to run...so a big THANK YOU to them! Look for exciting changes in the Coffee Cove in 2013!

## Meal Pass Update

Meal and beverage passes have been combined into a single \$4 pass. The single pass is more convenient for the Café staff to process. Any savings from the single pass help to fund other volunteer opportunities during the year.

**BULLETIN  
BOARD**

DATE	EVENT
Thursday, April 25	• Volunteer Appreciation Event, Noon – 3 p.m.
April 21-27	• Volunteer Appreciation Week
Monday, April 29	• Volunteer Auxiliary Annual Meeting (see below) – Installation of Officers – Awarding of Scholarships
Monday, May 13	• Volunteer Auxiliary Board Meeting
Friday, May 17	• Spring Bridge Marathon

All volunteers are invited to attend the Holland Hospital  
*Volunteer Auxiliary Annual Meeting*

**Monday, April 29 | 9:30 a.m. | Conference Room A** (A light breakfast will be served.)

If you plan to attend, please call the Volunteer Resource Department at (616) 394-3140 by April 19.

RETURN SERVICE REQUESTED

