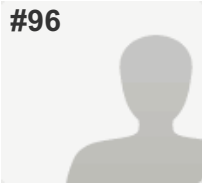


#96



COMPLETE

Collector: New Link (Web Link)

Started: Tuesday, September 17, 2013 10:07:51 AM

Last Modified: Monday, September 30, 2013 9:24:44 AM

Time Spent: Over a week

IP Address: 12.232.14.2

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Q1: Staff person submitting this nomination.

| | |
|-------------------|--------------------------------|
| Name: | Melissa Sherry, CAVS |
| Title: | Director of Volunteer Services |
| Hospital/System: | Sparrow Hospital |
| Address: | 1215 E Michigan Avenue |
| City: | Lansing |
| State: | MI |
| ZIP Code: | 48909 |
| Email Address: | Melissa.sherry@sparrow.org |
| Telephone Number: | 517-364-3607 |

Q2: Name of Volunteer Program.

Women Working Wonders (W3)

Q3: Program Category: Select one of the four program categories.

Fundraising – programs that designed and implemented an innovative approach to fundraising that benefited the health care organization or the community.

Q4: Provide the date the program was implemented.

03/13/2002

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Q5: Provide a brief description of the program, including its goals and outcomes. (600 words max)

Women Working Wonders is a volunteer group dedicated to improving health care services for women in the Mid-Michigan region. The goal of the group is to help Sparrow Hospital become the region's premier advocate for women's health by developing the financial resources to provide women the best education and preventative medicine possible. To date, the outcome of their effort has been nearly a million dollars in funds raised to support women's health services.

The fundraising project to share with the HAVE Committee is W3's gift of \$350,000 to purchase two pieces of equipment to help in the detection and treatment of breast cancer. The items included a Sterotactic Breast biopsy machine and a MicroSelection HDR V2.

W3 made it possible for Sparrow's Radiology Department to obtain a state of the art Sterotactic breast biopsy machine. This equipment is important to women's health because breast abnormalities can be identified much earlier thus giving our patients a timely and precise diagnosis. Of the 400 breast biopsies performed at Sparrow each year, half of them are performed with the new Sterotactic equipment. Recently, the equipment was accredited by the American College of Radiology and Sparrow is currently seeking accreditation as a Breast Imaging Center for Excellence. These are significant accomplishments to help Sparrow become a national leader in healthcare and it would not have been possible without the leadership of the W3 Committee.

The MicroSelection HDR V2 machine has reduced the time it takes to provide radiation treatment for patients with certain types of breast cancer from about five weeks to five days. This has reduced the number of complete mastectomies that women, particularly in outlying areas, opted for when the heavy burden of daily radiation treatment seemed out of reach. This volunteer effort has dramatically transformed and improved the lives of women in our region.

PAGE 4: Details of Nominated Program

Q6: Describe the role of volunteers in planning, developing, implementing and maintaining the program. (400 words max)

Community volunteers have always led the Women Working Wonders (W3) committee and those volunteers organize the committee's work, determine the funding focus, and decide on how to raise the funds. The committee's founder and several charter members were already serving on the Sparrow Foundation Board before forming the W3 Committee, so they had an established volunteer history of fundraising within the hospital. The bedrock of the W3 committee's success has always been its volunteer members' creative, goal-driven leadership.

Some examples of W3's leadership attributes include how early on in the development of the committee, the volunteer leaders established the criteria for programs and equipment that they would fund for the hospital. The leadership was particularly interested in making sure that their efforts would stay true to their mission to focus on women's health and wellness and be in alignment with the hospital's overall strategic plans to become a national leader in quality and patient experience.

The involvement and leadership by W3's volunteers has helped Sparrow make significant strides toward realizing the vision to become a national leader in quality and patient experience. The W3's gift of the Stereotactic breast biopsy machine complimented the digital mammography equipment that was already in place to ensure women are cared for with the most reliable breast cancer detection services. With the addition of the Stereotactic biopsy equipment, the Radiology department successfully earned accreditation by the American College of Radiology and that achievement made Sparrow eligible to apply as an accredited Breast Imaging Center of Excellence. Earning the highest levels of accreditation for the services our hospital provides is a shared goal among all leadership because reaching those standards of care provides the best outcome for our patients.

One of the many ways the group has focused on maintaining their efforts is to establish an endowment fund and setting goals for increasing the fund's balance so that eventually the group's efforts can be paid for by the interest earned from the account. This demonstrates the vision for longevity, forward thinking and keeping the best interest of women and Sparrow at the center of all decisions.

Q7: Describe how this program is unique and/or innovative.(400 words max)

Over the last eleven years, the committee has raised close to \$1 million to support women's health in our community. They have accomplished this goal by developing two signature events – the 5k/OK Run/Walk/Revitalize event and Dapper Dads. The unique aspect of both events is how W3 volunteers engaged local businesses to participate and garnered their support even in economic challenges.

The most unique aspect of how the volunteers have achieved their fundraising goals is that through all of their efforts, they have spent very little money. The group developed traditional and nontraditional, creative events to garner support from individual sponsors and corporate sponsors. The volunteers have approached fund raising through events where many small donations are given and where larger donors are asked for support.

One great example of how the committee raised nearly \$30,000, without spending additional resources, was by selling \$1,500 raffle tickets for the Spartan Challenge. With the support of Michigan State University's (MSU) girls basketball coach Suzy Merchant, MSU coaches came together to offer a gift to one lucky winner who would enjoy a once in a lifetime opportunity to have dinner with MSU's nationally recognized head football coach, and men's basketball coach, plus coach Merchant.

With the Dapper Dad's event, the volunteers recruited men to serve as "Dapper Dads" and they had to raise funds to compete against each other for the #1 Dapper Dad. The top 13 Dads with the most donations received a spot on the Women Working Wonder's calendar. The event typically generates over \$100,000 each year.

Q8: Describe how the program benefits the service recipients, the health care organization and/or the community. (400 words max)

The involvement and leadership by W3's volunteers has helped Sparrow make significant strides toward realizing the vision to become a national leader in quality and patient experience. The W3's gift of the Stereotactic breast biopsy machine complimented the digital mammography equipment that was already in place to ensure women are cared for with the most reliable breast cancer detection services. With the addition of the Stereotactic biopsy equipment, the Radiology department successfully earned accreditation by the American College of Radiology and that achievement made Sparrow eligible to apply as an accredited Breast Imaging Center of Excellence. Earning the highest levels of accreditation for the services our hospital provides is a shared goal between our Board of Directors, hospital leadership and all Sparrow Volunteers because reaching those standards of care provides the best outcome for our patients.

Q9: Chief Executive Officer of the nominated hospital/system.

| | |
|------------------|---------------------------|
| Name | Dennis Sw an |
| Title | President and CEO |
| Email Address | dennis.sw an@sparrow .org |
| Telephone Number | 517-364-5000 |

Q10: CEO Support.

Checked box confirms that your CEO supports the submission of the nominated program.

Q11: Administrative Assistant to the CEO.

| | |
|------------------|------------------------------------|
| Name | Sandra Denison |
| Title | Executive Administrative Assistant |
| Email Address | sandra.denison@sparrow .org |
| Telephone Number | 5173645000 |

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Q12: Name of the volunteer or auxilian who will be representing the program at the AHA Annual Meeting, May 5, 2014.

| | |
|------------------|-----------------------|
| Name | Lisa Hildorf |
| Title | President, W3 |
| Home Address | 6050 Standish Court |
| City | East Lansing |
| State | MI |
| ZIP Code | 48823 |
| Email Address | lisahildorf@gmail.com |
| Telephone Number | 517-339-9255 |

Q13: Volunteer Service Professional/Manager.

| | |
|-----------|--------------------------------|
| Name | Melissa Sherry, CAVS |
| Title | Director of Volunteer Services |
| Email | melissa.sherry@sparrow .org |
| Telephone | 517-364-3607 |