

Cherry Street Health Services is pleased to announce they are just \$320,000 shy of meeting matchable Capital Campaign Goal

GRAND RAPIDS —Cherry Street Health Services is pleased to announce the great progress they have made in their \$4.1 million Capital Campaign for the new Heart of the City Health Center, currently under Construction at the corner of Cherry and LaGrave Avenue. They are now just \$320,000 shy of meeting their goal.

The Heart of the City Health Center will provide improvements to pediatric services, present a model for the integration of physical and behavioral health care, and is expected to serve 27,000 patients. Construction is proceeding as planned and the building is taking its full shape in downtown Grand Rapids. As a welcome addition to the neighborhood, the new center opens in September of this year.

Gifts of \$1500 or more from individuals, corporations and foundations are leveraged with a 3:1 match, an unprecedented opportunity for donors to the campaign. Executive Director Chris Shea notes the great opportunity that this leverage offers to donors, and the multiplier effect on the patients who will benefit from this match:

“Thanks to the generosity of local and national foundations and individual donors to the campaign, Cherry Street has only \$320,000 left to raise toward our matching goal. At this time, we are asking for the community to pitch in to meet this goal and take advantage of the matching opportunity before it expires this June. We’ve made great progress and extend our appreciation to those that have brought us this far. We now ask the community to help us meet this deadline and are hopeful that we will meet this goal.”

In effect, the match turns a \$5,000 gift into a \$20,000 gift, a \$10,000 gift into \$40,000 contribution or a \$100,000 gift into a \$400,000- drawing an appeal for donors because of the unprecedented opportunity for leverage.

One donor highlights what drew her foundation to give to the project:

“Not only is this an innovative solution to the community’s need, but the foundation’s contribution was stretched much further by their ability to leverage our gift. As a funder, I am always impressed when an organization can stretch the impact of the foundation’s dollars to further extend and implement their mission.” – Susan Broman, President, Steelcase Foundation

While the 80,000-square-foot Heart of the City Health Center is slated to open in September of 2011 with secure financial backing, meeting the matching goal will bring nearly \$1 million in additional funds to the project, serving more men, women and children in dire need. XXX

YOU CAN HELP

Individual and corporate gifts of \$1500 and above are made payable to:

“Grand Rapids Community Foundation” with “Cherry Street Matching Fund” in the memo section.

Please send gifts to:

Attn: Emily Vander Woude
540 Cherry Street SE
Grand Rapids, MI 49503

Contact:

Emily Vander Woude
Fund Development Officer
Emilyv@cherryhealth.com
616.776.2126

**For Foundation contributions, please contact us for further information on gift processing.*

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*About **Cherry Street Health Services**: Cherry Street Health Services was established in 1988 to provide primary health care services to people in Kent County, with special emphasis on low income families. Cherry Street Health Services provides a combination of preventive care and physician care to more than 50,000 patients annually at their 12 health centers and in 68 schools. Learn more at www.cherryhealth.org.*

*Cherry Street's most recent project, **Heart of the City Health Center**, is currently under construction at the corner of Cherry and LaGrave in downtown Grand Rapids. The new 79,300 square foot building project will open its doors in September of this year.*

The new **Heart of the City Health Center** will:

- *Develop a completely integrated physical/behavioral healthcare program for adults with chronic health problems.*
- *Leverage over \$18 million in federal and state investment.*
- *Increase capacity and enhance quality of pediatric-care programs for low-income children.*
- *Increase the community's capacity to provide comprehensive healthcare services to low-income individuals, with a proven \$309 per patient savings to the State of Michigan per Medicaid patient.*

Learn more at www.heartofthecityhealthcenter.org

Contact: Emily Vander Woude
Fund Development Officer
Cherry Street Health Services

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