

Third panel (1/8" short to fold first)

Back Cover

Bleed to red line

Green is trim line

Front Cover

# HEALTH CARE IS A SERVICE WE ALL NEED THROUGHOUT OUR LIVES.

Whether it is battling cancer, recovering from an injury or a heart attack, welcoming a first-born child or moving into a senior living community, the common thread is a desire to receive the best care.

*But what does "best" mean?*

At **Rochester Regional Health**, we believe the best care begins with quality that is driven by a rigorous adherence to high standards. It is nurtured by a culture of compassion and respect. It is strengthened by creating integrated care through collaboration, and it is maintained through the foresight that develops innovative ways to meet the changing medical needs of all the communities we serve. These fundamental values not only determine our approach to delivering care, but they also guide our aspirations to continually do it better. **We always put the patient first.** In fact, our ethos of patient-centered care has become the foundation of our vision for the future.

Because *Care Matters*: The campaign for Rochester Regional Health is a comprehensive fundraising effort to raise the standard of community-based care across the entire organization. That means we're targeting every aspect of the patient experience. We're reimagining our spaces. We're rethinking and expanding our programs. And we're giving our people the resources they need to do exceptional work.

We're ensuring that families in the communities we serve receive what they need, where and when they need it. Because *Care Matters*.



**ROCHESTER REGIONAL HEALTH**  
Foundations

# BECAUSE *Care* MATTERS

[rrhgive.org](http://rrhgive.org)

*Produced in-house by our Foundation and Marketing teams.*

**ROCHESTER REGIONAL HEALTH** | Foundations  
330 Monroe Ave, Ste 400  
Rochester, NY 14607

THE CAMPAIGN *for* ROCHESTER REGIONAL HEALTH  
Because *Care* Matters

Single center pocket (upside down)

Inside Front Cover

Green is trim line

Inside center panel

Bleed to red line

Inside third panel (1/8" short to fold first)

TOGETHER, WE CAN SIGNIFICANTLY ADVANCE OUR MISSION TO ENHANCE LIVES AND PRESERVE HEALTH. EFFECTING CHANGE OF THIS MAGNITUDE DEMANDS THAT WE AIM HIGH IN BOTH THE SCOPE AND DEPTH OF OUR EFFORTS.

**SO, HOW ARE WE GOING TO DO IT?**

We have set an ambitious overall goal to raise **\$300 million** for the Because Care Matters Campaign. To achieve this, the Campaign will look to meet three fundraising objectives:



**FACILITIES**

To better serve our patients, we are moving forward with the expansion and modernization of the buildings and infrastructure at each of our hospitals and several affiliated care locations.



**PROGRAMS**

To ensure exceptional care across our organization, we are investing in state-of-the-art equipment, creating our own nursing college, offering programs that illustrate a compassionate understanding of behavioral health issues and strengthening our deep commitment to diversity, equity and inclusion.



**ANNUAL FUND**

Gifts to the Annual Fund provide the critical operating funds that allow us to grow and evolve as medicine advances. These flexible dollars can address the most pressing—and sometimes unforeseen—needs of our patients and providers.

**WE WILL PURSUE THESE GOALS THROUGH FOUR PRIORITY AREAS, EACH OF WHICH REPRESENTS THE PROJECTS, PROGRAMS, EQUIPMENT AND OTHER RESOURCES THAT ARE CRUCIAL TO THE SUCCESS OF OUR MISSION:**

Enhancing the patient experience

Expanding specialized care

Advancing care delivery

Improving community health



**9**  
HOSPITALS

**170+**  
LOCATIONS

**19,000**  
PHYSICIANS,  
NURSES AND  
STAFF

**ONE** PROMISE TO DELIVER THE BEST POSSIBLE HEALTHCARE TO OUR COMMUNITIES

**BECAUSE CARE MATTERS IS BUILDING ON TRADITION AND INVESTING IN THE FUTURE.**

Together, our hospitals—Clifton Springs Hospital & Clinic, Newark-Wayne Community Hospital, Rochester General Hospital, United Memorial Medical Center, Unity Hospital, Unity Specialty Hospital on the St. Mary's Campus – have provided our communities' families with the best possible care for more than 160 years. And, today we are committed to making an even greater investment in health care and expanding far beyond western New York with the addition of Canton-Potsdam Hospital, Gouverneur Hospital and Massena Hospital. As an integrated health system, we're channeling our passion and commitment so our patients, near and far, can have a better future.

We're in the last stretch of the campaign, and with your support, we can stay agile in a constantly changing landscape and continue to address our communities' most pressing health issues. You can make an immediate impact on your community and help us deliver a future with healthier, happier lives. Join us in this endeavor. Because your support matters.



Inside center pocket (upside down)