



**Penn
Highlands
Healthcare**

204 Hospital Avenue
PO Box 447
DuBois, PA 15801-0447

May 18, 2020

Dear Friend of Penn Highlands Healthcare,

Please allow me to introduce myself, my team and the Penn Highlands Healthcare Fund Development Department, and its upcoming changes and initiatives. My name is Karin Pfingstler and I am the System Director and have been in this role for three years. I am also very pleased to announce our newest team members; Danyell Bundy; Manager, Major Gifts and Lindsey Herzing; Manager, Donor Relations. They joined our team in March and are very much looking forward to supporting and working the vision and mission of Penn Highlands Healthcare. *We all hope that this letter finds you, your family, friends and employees healthy and well.*

During this last month, we navigated through unsettling times with questions about how to move forward in a “new normal”. Through all the confusion and uncertainty, we have found one common bond that has held us all together. The focus and support of our healthcare heroes. The good, among so much turmoil are the frontline workers who have faced this pandemic head-on. In mid-March we launched the *Here for our Heroes Campaign* with outstanding support from those who wanted to help in some way during this crisis. The plea was made for Personal Protective Equipment (PPE) and monetary donations, to help offset the additional expenses of purchasing the needed amounts of equipment to keep our staff, healthcare workers and patients safe. We can’t thank our supporters enough and our employees truly feel appreciated in their efforts each day.

It is important now, more than ever, to keep this momentum and focus moving forward! To do that, we must make necessary but difficult changes. *On behalf of The Penn Highlands Healthcare/KTH Architects Golf Classic Committee, we regret to inform you of our decision to cancel this year’s annual tournament which would have been held Friday, June 12th.* This decision was not made lightly. The current state of affairs with regard to the coronavirus, COVID-19 pandemic, along with the state and county restrictions have presented many health and safety concerns and challenges for our players and the businesses who support us.

The Fund Development team continues to support the vision and mission of Penn Highlands Healthcare through donations and generating resources so that the system may apply them towards innovative and necessary healthcare supplies and PPE. Now that we can get back to healthcare, safety and security remain at the top of mind for our healthcare heroes and patients. We understand that our heroes and patients are you, your family members and friends and that they are of the utmost importance! Therefore, we are launching our **PHH Strong Campaign** and ask that you channel your passion and willingness to help with this initiative in place of the previous annual golf classic.

The golf classic in 2019 generated \$140,000 between our five hospitals in the Penn Highlands Healthcare system. We cannot pretend that the loss of this revenue would not have a negative impact throughout the healthcare system. With this, we are asking you to consider making your donation to **PHH Strong Campaign** with an earmark that it would be used toward the fund of your choice highlighted below. Our healthcare heroes will be here for you, standing strong for you and ready to protect you while we work towards our ever evolving “new normal”. Let’s do something to be here for them and our patients. Please join us in this effort.

Sincerely,

The Penn Highlands Healthcare Fund Development Team,

Karin, Danyell & Lindsey

(CUT HERE)

PHH Strong Campaign

Here for You...Here for Our Heroes

We can’t stop here, there is still much work to be done! Please designate my gift to the greatest need to:

Circle all those that may apply **PH Brookville** **PH Clearfield** **PH DuBois** **PH Elk** **PH Huntingdon**

Please mail your donation to Penn Highlands Healthcare 100 Hospital Avenue DuBois, PA 15801 or visit us online at www.phhealthcare.org/phhstrong and be sure to note your location of choice in the designation field.
