



Policy Statement:

Bell Hospital/Bell Medical (Bell) recognizes it must balance its role as a good steward of its financial resources and its role as an important partner to the community that it serves. To help guide in that effort, this policy offers guidelines and parameters to aid in responding to the many requests for charitable donations, event sponsorships and in-kind requests received by Marketing and Community Relations and Bell staff.

Charitable Donations:

Charitable donations represent support given to a group or organization without the anticipation of benefit to Bell in return. As an important partner to the community, Bell recognizes that there are unmet needs that we as an employer can assist in supporting through financial donations.

Requests for donations will be evaluated based upon the following criteria:

1. The donation meets Bell's Sponsorship Guidelines and Approval Process.
2. The donation meets current funding capabilities.
3. The donation supports Bell's Mission and strategic initiatives.
4. Priority will be given to requests by organizations that provide services in Bell's service area within Marquette County and the Upper Peninsula.

Priority will be given to requests that support youth wellness, the disadvantaged and overall community health initiatives. Bell reserves the right to deny any request, at its sole discretion. Funding in prior years does not guarantee continued funding in any subsequent year.

Bell will not provide charitable donations in the following instances:

1. Requests from commercial, for-profit businesses.
2. Requests from organizations that are engaged in religious, political or governmental activities.
3. Requests from individuals or employees, particularly if they are already receiving funding or support in another form from Bell.
4. Requests from organizations or programs that are inconsistent with Bell's Mission or Values or that would be deemed a conflict of interest.

Sponsorships:

Sponsorships typically represent requests for funding of cash or in-kind products and services that are offered by Bell with the expectation of the receipt of something of benefit or value. The benefits to Bell may include:

1. Display and promotion of Bell's brand and logo.
2. Verbal, written and/or visual acknowledgement at events, functions, etc; and,
3. Participation opportunities for employee's, medical staff and Board Members of Bell.
4. The ability to highlight a particular service line or subject matter expertise.

Guidelines for Acceptable Sponsorships:

Bell's priority in providing sponsorships is to nonprofit groups and/or other business that share our community and our objectives.

Requests for sponsorships will be evaluated based upon the following criteria:

1. The sponsorship meets Bell's Sponsorship Guidelines and Approval Process.
2. The sponsorship meets current funding capabilities.
3. The sponsorship supports Bell's Mission and strategic initiatives.
4. The sponsorship provides for broad community impact.

Application Process:

Formal requests for donations and sponsorships should be made by completing the Sponsorship Request Form. The form should address the criteria set out in this policy. Requests up to \$500 will be approved by the CFO. Requests in excess of \$500 will be reviewed by the Senior Management Team and require the approval of the CEO.

Priority will be given to requests that support youth wellness, the disadvantaged and overall community health initiatives. Bell reserves the right to deny any request, at its sole discretion. Funding in prior years does not guarantee continued funding in any subsequent year.



Mission Statement

The Bell Hospital mission is to improve the lives of everyone we touch.

Vision Statement

Bell pledges to:

- Lead our defined healthcare market by providing excellent, compassionate care.
- Attract and retain the highest caliber of employees, all of whom will take pride in being Bell ambassadors to the community we serve.
- Be governed by an insightful cross-section representation of our community and be led by resourceful, accountable administration.
- Humbly embrace our role as a community cornerstone by prudently managing our fiscal resources, strengthening our employment base and recognizing our societal responsibilities.

Values

We commit to serving with:

- Professionalism
- Respect
- Integrity
- Humility
- Loyalty
- Excellence
- Compassion
- Quality