

Spirit of Generosity

Wood River Shares Examples of Giving Back

St. Luke's Wood River CEO **Bruce Jensen** has a demanding schedule, yet despite his busy days, Bruce finds time to learn the names and faces of every St. Luke's Wood River employee.

In his office is a prominent wall collaged with hundreds of employee name badges. The wall serves as a tool to help Bruce personally greet each of his employees. Through this gesture, Bruce demonstrates that employees are valuable to St. Luke's. This effort may take time from his hectic schedule, but it exemplifies the "Spirit of Generosity." As a community based, not-for-profit health system, generosity is integral to the St. Luke's system.

"The spirit of generosity is sharing the talent, time, and financial resources that one has been blessed with," says Bruce, who is also a strong supporter of St. Luke's Wood River Foundation. "We all are responsible for stewarding what we have been given. We should be aware of others' needs in our community and how we can help them."

As Bruce suggests, everyone can be generous. The ways to show a spirit of generosity are endless. "We have many volunteers who spend their time at the hospital, in public areas, and in back offices," Bruce explains. "Another example of generosity is the community members serving on the hospital, foundation, and volunteer boards. In both of these positions people share

their time, talent, and knowledge to help support appropriate patient care in our community and vision for the future."

He goes on to share another example. "Many of our employees exhibit this spirit of generosity by giving to the Circle of Friends program." This is a program, through the Wood River Foundation, that enables employees to help colleagues who are faced with a financial crisis.

"In the Wood River Valley, a small number of people are able to give large amounts of their financial resources to build a first-class hospital that all community members and visitors can benefit from. This is truly an example of giving back," Bruce adds.

To facilitate giving, each hospital has a supporting foundation: St. Luke's Wood River Foundation, St. Luke's Magic Valley Health Foundation, and St. Luke's Health Foundation (serving Boise and Meridian). Every dollar contributed to the foundations is invested locally.

Bruce believes that the foundations and the spirit of generosity are essential to the long-term success of St. Luke's. "With reimbursements continuing to go down, an aging Baby Boomer generation that requires more hospital care, and the cost of providing care going up, philanthropy will differentiate us from just being a hospital to being an indispensable health care organization."

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St. Luke's Wood River CEO **Bruce Jensen** (top right) stands with St. Luke's Wood River Board of Directors President **Morley Golden** and volunteers **Susan Blair** (left) and **Bliss Knowles**. Employees, volunteers, and board members all contribute to a "Spirit of Generosity" by offering their time and talent to our organization.