



## I CARE

Integrity, Compassion, Accountability, Respect, and Excellence—I CARE—are the values that define Visiting Nurse Service (VNS). The I CARE Fund is a unique program that embodies all of these values by providing financial support to VNS staff members and patients when they are in need of special help or dealing with an unexpected crisis.

Through the I CARE Fund, a staff member or patient can receive a grant when they have nowhere else to turn. Whether it is helping to pay the rent, keeping the heat on, fixing a car, or helping with medical expenses not covered by insurance, the I CARE Fund is there as a source of support for members of our VNS family.

Essential to high quality care is high quality staff. At VNS, we believe that if we support our staff, they will in turn be better equipped to exemplify the I CARE values when serving our patients.

# Your gift can help us *provide the best possible care to our VNS family*

## SUPPORT THE I CARE FUND

The I CARE Fund allows Visiting Nurse Service to position itself as a provider of high quality, compassionate home care and as an employer of choice in the Rochester community. Your gift helps us take care of our VNS family, and can also support special patient needs such as medical equipment not covered by insurance.

Gifts of any amount will go a long way in funding special I CARE initiatives.

Gifts of \$25,000 or more can create a named I CARE endowed fund that will be available to support emergency needs of staff and patients for many years to come.

“Starting a new job is stressful enough, but with only a few months as a Home Health Aide at VNS,



I started to have car problems. Thanks to the I CARE Fund, I was able to get my car repair bill paid, something I was unable to do on my own. This allowed me to continue to get to work every day and take care of patients.”

— 2010 I CARE RECIPIENT

“At the heart of VNS are the personal connections the staff makes with their patients. I give to the I CARE Fund not only to support VNS



caregivers, but also to enable these important connections. When we help our staff to do their jobs to the best of their ability, we are also improving the quality of life for patients under their care.”

**SUSIE TRUESDELL**

Visiting Nurse Service Board Member

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**MELIORA**  
CHALLENGE

THE CAMPAIGN  
*for the* UNIVERSITY  
OF ROCHESTER



MEDICINE *of* THE HIGHEST ORDER