Intalere Employees Make Wishes Come True through 2016 Corporate Social Responsibility Fundraising Campaign

THE CHALLENGE
Each day, thousands of children in the United States who have been diagnosed with life-threatening medical conditions spend their day being poked, prodded and wondering when the next medical procedure will take place. They do not have much time for just enjoying the fun and innocence of being a child, playing with their friends after school, not worrying about what the next day will bring. These children have wishes and dreams for the future which they may never have the opportunity to see come true.

THE SOLUTION
With corporate offices in St. Louis, Mo., and Pittsburgh, Pa., Intalere, a national healthcare solutions organization, is comprised of approximately 400 employees located throughout the United States. Intalere Shares is the internal corporate social responsibility program through which all Intalere employees, regardless of location, engage in fundraising endeavors for a chosen charitable organization throughout the year. Make-A-Wish® (MAW), which grants wishes to children with life-threatening medical conditions and helps them to see beyond their illness and focus on better days, was chosen as the recipient of all funds raised through the 2016 Intalere Shares campaign. The Intalere Shares goal for the 2016 campaign was to donate $50,000 to MAW through employee contributions and corporate match funds (up to $25,000).

The 2016 Intalere Shares campaign kicked off in November 2015 with the corporate-wide announcement that MAW was the chosen charity and introduction of Intalere’s two Wish Ambassadors, Joey Jean and Mia. Joey Jean is 16 years old and diagnosed with a congenital anomaly called arteriovenous malformation (AVM). When asked what her one true wish was, Joey Jean said, “To go to Hawaii! I want to visit all 50 states in my lifetime and I think this might be my only way to get to Hawaii.”

Mia is a creative and joyful 5-year-old from Pittsburgh, Pa. Despite living with aplastic anemia for as long as she can remember, Mia’s 1,000 watt smile can light up any room. Mia’s one true wish was to travel to Walt Disney World® Resorts and visit Mickey’s castle. She has been dreaming about her wish for a long time, and has kept hopes high through her medical treatments, transplant and rehabilitation.

A SHORT TAKE ON SUCCESS

The Challenge:
• Children with life-threatening medical conditions may not have the opportunities to see their wishes and dreams for the future come true.

The Solution:
• 2016 Intalere Shares fundraising campaign goal to donate $50,000 to Make-A-Wish.

The Outcome:
• Intalere donated more than $53,000 to Make-A-Wish.
• Intalere funded the travel wishes of two wish kids, achieving the status of Wishmaker.
Intalere employees were engaged from the very start of the fundraising campaign, excited with the prospect of fulfilling the wishes of children facing critical illnesses. Employees had the opportunity to contribute to the campaign through payroll deduction. This was the first year this contribution method was offered and it was a resounding success. Additional fundraisers were held throughout the year including a laptop raffle and “Jeans Days” purchases, providing the opportunity for employees working in the corporate offices to wear jeans to work.

Highlights of the year-long initiative included visits to the Intalere corporate offices from the local MAW representatives and wish kids. During an Intalere all-employee meeting, the St. Louis office welcomed their local MAW representative who presented an overview of the MAW program and introduced the St. Louis Wish Kid, Joey Jean, and her family. Joey Jean was then informed that her wish was being granted with the help of generous people like Intalere employees. The joy, excitement and gratitude expressed by Joey Jean and her family were heartwarming.

The Pittsburgh office was visited by their local MAW representative, along with former wish kid, and current MAW intern, Kristin, who told her story about MAW granting her wish when she was younger and how it inspired her to work at MAW and help other children have their wishes granted. It was a very emotional and inspiring visit.

THE OUTCOME

Through payroll deductions, special events and the corporate match, Intalere donated more than $53,000 to Make-A-Wish, which went toward fulfilling wishes like Wish Ambassadors Joey Jean’s and Mia’s. Both wish kids took their trips in 2016 and sent photos to Intalere to share with the employees who helped make wishes like theirs come true. MAW recognized Intalere with the status of Wishmaker®, which is offered to individuals and organizations who successfully fund a wish.

“Intalere is fortunate to have a workforce of compassionate and generous employees who exemplify the corporate value of passion,” said Julius Heil, Intalere president and CEO. “At Intalere, we take our corporate responsibility seriously and challenge ourselves to create the most positive impact we can. It’s our privilege and responsibility to give back to the community and I am proud of the success of our 2016 Intalere Shares campaign benefitting the Make-A-Wish program.”