



GENEROSITY: WHY IT MATTERS IF ONLY...

As someone who works in healthcare, how many times have you imagined the extraordinary things we could do IF ONLY?



GENEROSITY HEALS

If only we could design out disease and innovate on a vastly different scale. If only we could do what matters most instead of what's reimbursed. If only we could invest far more in the most intriguing potentials to save and enhance lives. What then?

Too often we live with our limits rather than transforming them. We accept realities we should redefine or escape. We downsize our dreams and believe in scarcity when abundance is just as possible. And we assume we're on our own when many more would join us if we engaged them differently.

Everything waits for us. We're surrounded by a plentitude—more than enough. It is here, everywhere around us. There's no shortage of resource, only absence of connection. But we have to see and approach it differently.

Generosity is not a small thing, not an incremental resource to embellish the edges of our current world. It's the way we leap from one reality to another. It's the way we make what would otherwise be inconceivable and unattainable possible. And it's a potent path of transformation for those who give.

It's time to imagine and innovate together—clinicians, executives, board, and others on the healthcare team. Generosity matters to us all. And it needs us all. Together we can unlock generosity with the power to change our lives and our future.