



IWK Foundation

Sponsored by

belairdirect.
car and home insurance

The Forever Grateful Program through the IWK Foundation

The IWK Foundation is excited to launch the Forever Grateful program, sponsored by belairdirect. Please refer to the below Q & A if you have any questions or you can reach out to the IWK Foundation directly by calling 1-800-595-2266 or 902-470-8085 or by emailing Foundation@iwkfoundation.org

Q. What is Forever Grateful?

Forever Grateful is a new giving program through the IWK Foundation. Sponsored by belairdirect, Forever Grateful is a way for patients and families to recognize IWK team members who have impacted their care or the care of a loved one by making a donation in their honour.

From the nurses, doctors, practitioners and therapists to housekeeping, food services, protection services and many others behind the scenes, they all work hard every day to ensure patients and families from across the Maritimes and beyond receive the best possible care. The Forever Grateful program provides an opportunity for patients and families to show their gratitude and appreciation for the care they have received.

Q. Who can make a donation?

Anyone who has a connection to the IWK and its amazing care team can make a donation to the Forever Grateful Program.

Q. How are donations made?

Donations can be made online through the IWK Foundation website at iwkfoundation.org/forevergrateful or by calling the IWK Foundation at 1-800-595-2266 or 902-470-8085.

Q. What information are donors required to provide?

Donors to Forever Grateful will be required to enter their contact details and the name of the IWK Health team member or department the donation is being honoured towards.

Q. Where does the donation go?

Donations will support the most urgent care priorities of IWK Health. They can also be designated to the areas of greatest need within Children’s Health, Women’s Health and Mental Health and Addictions.

Q. How will the IWK honouree(s) be recognized?

Honouree(s) or the individual team member or department will be recognized through the “All Stars” recognition platform at IWK Health, which can be viewed by all IWK Health team members. Honourees will also receive an e-card and a special pin that they can wear on their work lanyard through this program.

Q. Who can I call if I have questions about my donation?

If you have any additional questions, please call or email the IWK Foundation.

Phone: 1-800-595-2266 or 902-470-8085

Email: Foundation@iwkfoundation.org

Q. Why does belairdirect support the IWK Forever Grateful Program?

Although insurance is about protecting the things we love, insurance is really about people, not things. Helping people when life doesn’t go as planned is what belairdirect does as an organization, much like our healthcare professionals!

Many IWK employees go the extra mile in their day-to-day jobs – which is why belairdirect wants to show their support as the presenting sponsor of the Forever Grateful program. This program gives belairdirect the opportunity to recognize our IWK healthcare professionals for their outstanding contributions. IWK employees can depend on belairdirect to simplify their home and care insurance experience with a smooth customer experience; exclusive discounts; enhanced coverage; advanced digital features and exceptional claims support.