



The use and misuse of emotion.  
Section 2: The Emotional Fundraising Showcase

2.5.

The remarkable story of

**Gabriella's feet.**

**Or, who says money can't  
buy happiness?**

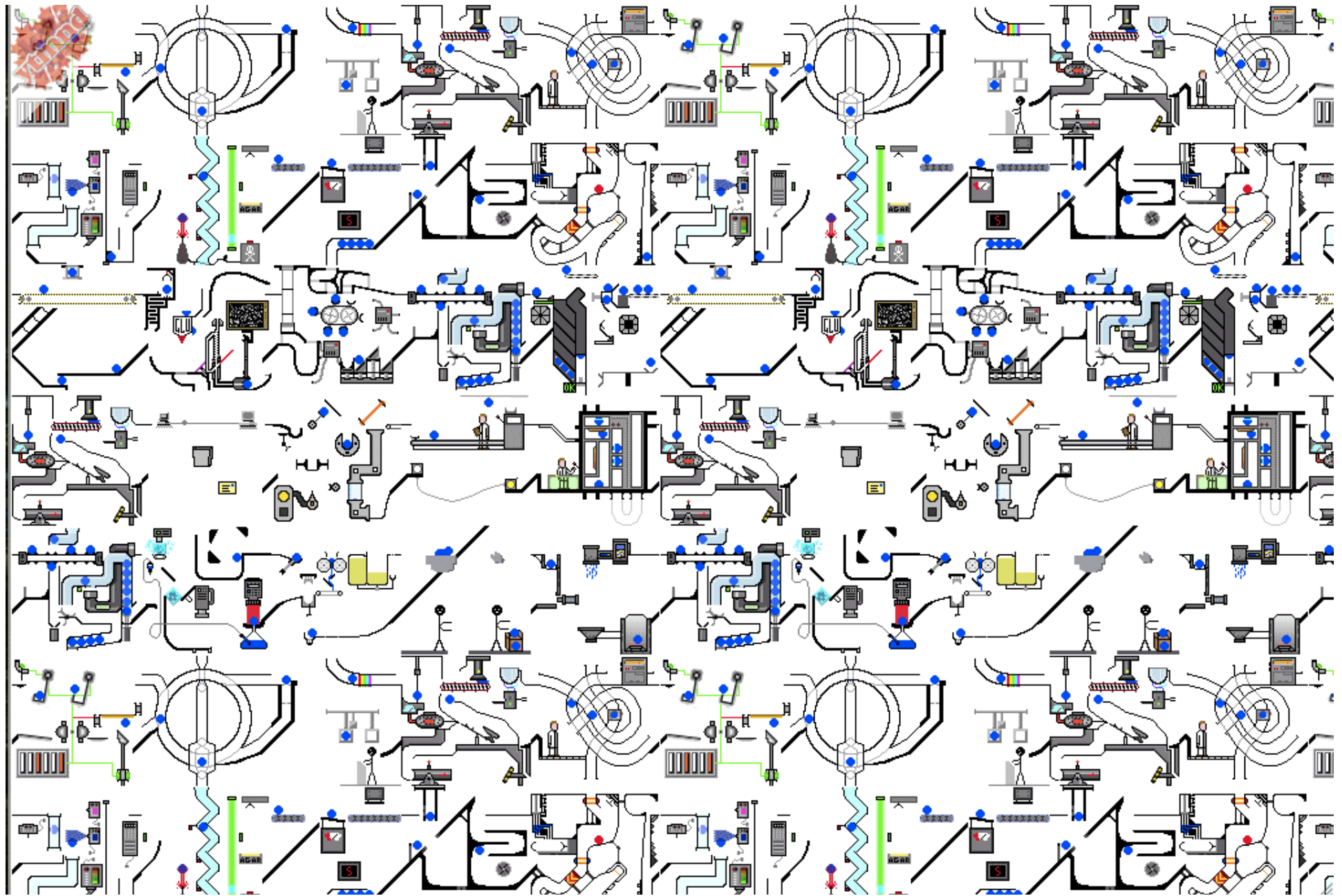
# ***Sutter Health***

is Northern California's  
equivalent of the UK's  
National Health Service –  
24 acute care hospitals plus  
medical facilities in 100+ towns.

Before going to California to address and hopefully inspire their 300+ volunteer board members and fundraisers I asked Sutter Health's chief fundraiser, Charles Wait, a little question...

‘What is it’, I asked, ‘that encourages donors and local board members to support Sutter Health?’

Moment of truth



**Charlie hesitated just briefly, then replied 'Well, the Sutter Health system is a big, complex machine...'**

It sounded like a vast, convoluted, impersonal conglomeration of patients, volunteers, fundraisers and medical staff. As he explained, I imagined a Heath Robinson doodle.

Then, almost in passing, Charlie said something truly remarkable...

**‘We save lives, every day.’**

Charles Wait, Vice-President of Development, Sutter Health

***Sutter Health***

**We save lives, every day**

I rather liked that.

Then Charlie sent me a story...

# Gabriella's New Feet

Gabriella Zepeda is aged 18.

Imagine...she was born with both feet literally facing the wrong way. Gabriella lives in a poor farming community in rural Mexico. Walking any distance was always painful and difficult, often impossible.

For an 18 year-old girl, she also said something remarkable...



Then Charlie sent me a story...

# Gabriella's New Feet

'I don't want to go  
dancing, just to be able  
to walk to school'

Gabriella Zepeda, 18





Sutter Health paid for the family to come to Santa Rosa Medical Centre where doctors offered her corrective surgery that could turn her feet around. The operations cost \$70,000 +. The staff donated their time and Sutter Health paid for the operations. The doctors did indeed turn her feet around. They also turned her life around.

# Gabriella's New Feet

'It is such a  
wonderful thing,  
to have your  
prayers answered'

Maria Luisa Ceja Zepeda, Gabriella's  
mother, also said something remarkable.



# ***Sutter Health***

**We save lives, every day**  
**And answer prayers, too**

Something remarkable, indeed...

**Donors do make a difference!**

CDE project 6  
**Emotion**



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