A Culture of Philanthropy

A culture of philanthropy refers to any organization’s approach to and attitude about philanthropy and fundraising. At Burke, our culture of philanthropy helps us achieve our core mission: meeting imperative healthcare needs. We are proud that every Burke employee, business partner, volunteer and donor knows they have a role to play in the Burke mission. They understand that fundraising is necessary to our continued leadership in rehabilitation services. In short, it’s simply part of our culture.

Why I Give to Burke
Cathy Dwyer: A Personal Mission

Cathy Dwyer, Burke’s Vice President & Chief Information Officer, began her career at Burke 17 years ago. Over the years, she’s learned the value of donating to Burke. “Burke has been able to help many of my own family, friends, and neighbors through difficult times, and I want to see us continue to deliver the high level of care we’ve become famous for,” she says.

Cathy’s belief in Burke became highly personal in 2009, when her strong, healthy dad suffered an intracranial hemorrhage. After treatment at Montefiore, her dad was transferred to Burke for intensive therapy, where he went from “barely surviving” to being able to talk again and walk with assistance.

“Our family will be eternally grateful for the care he received. I give back to Burke because everyday I see what we do, how we do it, and who makes it happen. I strongly believe in our mission,” she says.

What is #GivingTuesday?

You’ve seen it on social media and you’ve heard people talk about it—but what exactly is Giving Tuesday? It’s a worldwide fundraising event that’s held every year on the Tuesday after Thanksgiving to remind people of the power in giving back, especially in their own community. As you know, Burke itself was founded on a mission of giving back and we’ll be taking part in Giving Tuesday this year. Keep an eye out for social media posts, e-blasts and more about how you can give to Burke—and please share them with your network. Together, we can help create a culture of philanthropy that extends well beyond Burke’s doors.