

A Culture of Philanthropy: Creating the Environment for Successful Fundraising



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Session Objectives

- What is the Healthcare environment?
- What is a culture of philanthropy?
- Why is it important?
- Who creates the culture?
- How is it important to fundraising?



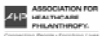
“Simply stated, successful philanthropic fundraising is the product of the **intentional, strategic and consistent building and nurturing of relationships with an ever-expanding pool of stakeholders.**”

Tim J. Burchill, Strategic Fund Development
“Keep Your Donors”, Tom Ahern and Simone Joyeaux



Culture, development, strategists

- Culture is key
- Fundraising problems
- Development strategists

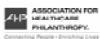
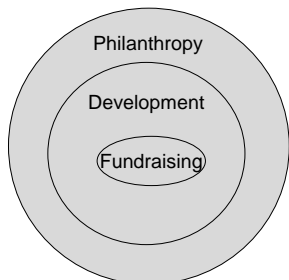


What is Philanthropy?

- Greek derivation
- Relationship, not fundraising
- 4 parts to definition



Philanthropy, Development, Fundraising



Healthcare Environment

- Conservative Cultures
- Revenues: Government programs, private insurance, private pay, philanthropy
- Competitive philanthropic environment
- Donor reality



Hospital Tensions	System Tensions	Internal Infrastructure Tensions
Hospital image: Too big Too businesslike Too costly	Relations to donors characterized by: Confusion Competition Too costly	Lack of focus on relationship building and maintenance
Forgotten heritage of volunteerism	Egos of fundraisers and local boards	Poor information systems for complex development needs
Competition among programs	System is too impersonal	No strategic plan for getting funds
Internal players not educated about role of philanthropy	System image not well positioned as a healer - rather as a big business	No strategic plan for grant making
Weak patient record systems	System too uncertain for image stability	Weak systems for "specialty infrastructure"



*Rosa JA, McDiety WC. The power of philanthropy. San Diego (CA): The Governance Institute; 2003 Spring. P. 16.

Definition of the Culture of Philanthropy

- Attitude
- Scope
- Relationships
- Widely held understandings of purpose
- "Feel" the culture
- Visible manifestations



Philanthropic Players


- Who's on the team
- Broad bench strength
- Role definition
 - CEO
 - Executive leadership
 - Physician leadership
 - Board members
 - Donors
 - Staff



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Transaction/Mechanics to Interests/Emotion

- Leads to Relationships
- Ambassadors
- Honoring all donors
- Building community, creating civil society, nurturing civic capacity



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Development Roles

- Menu of engagement
- Holding to best practice
- Change Agents/Critical Thinkers
- Strategists
- Question Relevancy
- Enable and Empower



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6 Requirements for Major Gift Success

- Leadership
- Longevity
- Vision
- Opportunity for donor
- Prospects
- Staff



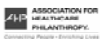
Major Gift Charge

- Strengthen and deepen relationships
- Institutional support
- Who is on development team
- Raise money



10 Steps to a Major Gift

- | | |
|-----------------------------|----------------|
| 1. Identify and Qualify | 6. Assign |
| 2. Develop initial strategy | 7. Solicit |
| 3. Cultivate | 8. Acknowledge |
| 4. Involve | 9. Steward |
| 5. Evaluate | 10. Renew |



Case History: Evidence of a Culture of Philanthropy

- CEO convenes Internal Case Committee
- CEO Vision
- CEO makes 5 figure gift in public!
- CEO Feasibility Report Back
- CEO solicits gifts!



“The vineyards of philanthropy are pleasant places, and I would hope good men and women will be drawn there. Most of all, I would hope it will be better understood that if these vineyards are to thrive and bear their best fruit, they must always have first class attention.”

Harold J. "Si" Seymour, [Designs for Fundraising](#)