



Adventist Health

INTERNATIONAL

Global Health Care Conference

Loma Linda University

The Possibilities of Philanthropy

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Resilience for Growth in a Time of Adversity

The Possibilities of Philanthropy for Hospitals and Clinics

The Possibilities of Philanthropy for Hospitals and Clinics

- Giving, a phenomenon begun in Eden
- Giving, God-given manifestation through the millennia
- Perhaps among the last vestiges of God's creation in us

The Possibilities of Philanthropy for Hospitals and Clinics

- Much of the significant work accomplished, and created in healthcare, education and research is done by the non-government sector
 - Discovery
 - Human Genome Project
 - Cancer research
 - Conquering Ebola, other outbreaks
 - The Roles of Gates, Rockefeller, Kresge, World Vision, Doctors without Borders
 - Role of Faith-Based Entities is Generally Recognized

The Possibilities of Philanthropy for Hospitals and Clinics

- Philanthropic landscape in the U.S.
 - 427 billion
 - 50% of all individuals give
 - 77% of all \$ given by Individuals
 - 18% (76 billion) by Foundations
 - 5% by Corporations

The Possibilities of Philanthropy for Hospitals and Clinics

- The Recipients of Charitable Individuals Dollars
 - Of Individuals, Religion, Education, Human Service, Health
 - of Foundations, Education and Healthcare
 - of Corporations, Education and Healthcare

Top 3 Reasons People Make Major and Ultimate Gifts

- Belief in institution's mission
- Sense of humanitarian/civic responsibility
- High regard for staff and volunteer leadership

Bottom 3 Reasons People Give Major and Ultimate Gifts

- Guilt/Obligation
- Promotional materials, proposals
- Tax considerations

Donor Motivation

High Net-Worth Households

- Give back
- Social beliefs
- Support same organizations consistently
- Moved by how gift makes a difference
- Religious beliefs
- Being asked
- Set example
- Continue parental legacy
- Expected socially
- Business interests
- Public recognition
- Career interest

Decreasing
Correlation



The Possibilities of Philanthropy for Hospitals and Clinics

- The Possibilities of Philanthropy
 - The Flow of Charitable Dollars is not serendipitous, accidental
 - We have to Ask!
 - Process + System + Continuity
 - So, how do we do this?

- A. Where is our greatest Potential?
 - Individuals–The Grateful patient!!
 - Listen
 - Be Ready to Respond
 - Have your List!
 - Folder with Prospects

The Possibilities of Philanthropy for Hospitals and Clinics

- System Readiness

- Readiness to respond
- Readiness to Receive gifts
- Readiness to Respond to gift receipt
- Readiness for communication continuity
- Why donors quit giving?

- B.** Corporations/Businesses

- Readiness to respond
- You buy
- You borrow
- You bank
- Make Your List

Major Gifts–Corporations

- Giving Philosophy
 - Social responsibility
 - Vendors
 - Personal solicitation, peer-to-peer
 - Written request
 - Recognition

The Possibilities of Philanthropy for Hospitals and Clinics

C. Grant Possibilities

- Build potential relationships
- Know What They Do!!!
- Provide information
 - √ On the hospital
 - √ On Services you provide–Statistics
- What's the Problem you're solving
- Your approach
- Why you're qualified to do this

The Possibilities of Philanthropy for Hospitals and Clinics

- What measures you use to define success
- The budget and budget justification
- Not only about the "Need"
- The Monsanto story
- Organizational budget
- Audited financials
- Church Audit May Not Be Enough!
- In the US, 990 reports
- Philanthropy Requires Consistency
- Philanthropy fulfills entities' dreams, transform organizations