

Philanthropy

Mary B. Taylor, MD, MSCI

Professor and Suzan B. Thames Chair of Pediatrics

Natalie Hutto, JD, CPA

Executive Director, Department of Pediatrics

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Identifying Organizational Needs:

- Endowed Chairs
- Capital Improvements
- Program Needs
 - Congenital Heart Program
 - Child Life
 - Behavioral Health
 - *Other examples*
- Research
 - Fellow education
 - Research support

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Fundraising Tips:

- Be able to clearly express your mission and vision
- People give to people / Make it personal
- Work with your institutional development office
 - Have a gift officer dedicated to your department
 - Meet regularly to ensure they understand the department's needs
 - Prospect Research - identify donors and their capacity to give
- Dedicate time to community engagement
 - Presentations to various groups and organizations
 - Meetings/lunches with prospective donors
 - Tours of facilities
 - Handwritten thank you notes

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Methods of fundraising:

- Major Donors
 - (largest gifts an organization receives from a single source)
- Annual Giving
 - (Direct Mail Solicitations/Online Giving)
- Foundation and/or Corporate Grants
- Planned Giving
- Benefit Events
- Grateful Patient
- Employee Giving

Capital Campaign - A Real Example

Capital Campaign Feasibility Study

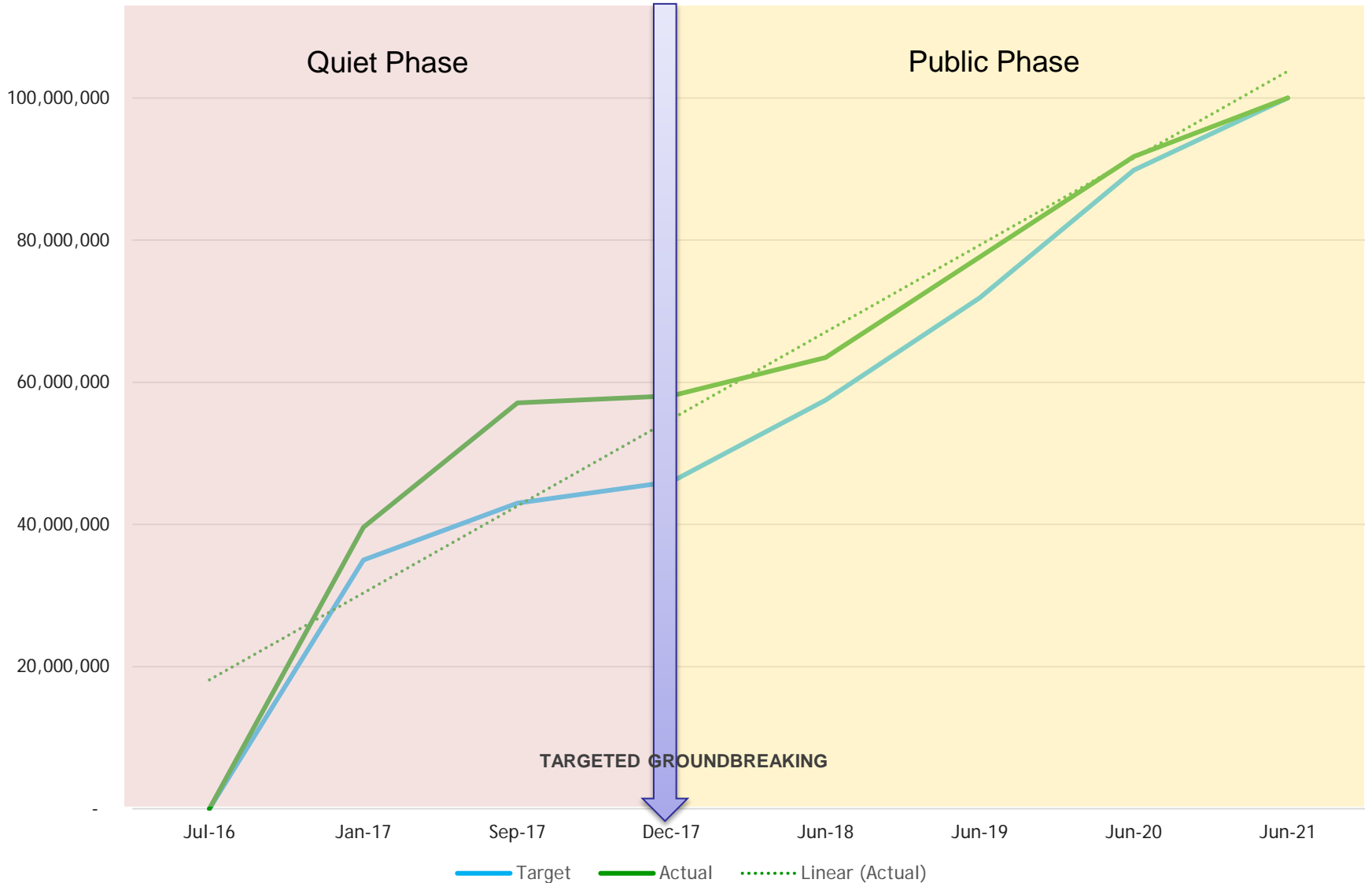
- A tool non-profits use to determine whether or not to go forward with a capital fundraising campaign
- UMMC's feasibility study focused on the following:
 - The campaign's merit
 - Predicting the level of financial support
 - UMMC's readiness to conduct a major campaign
 - Identifying potential leaders
 - Determining the best strategy
 - Timing for campaign

Capital Campaign - A Real Example

Philanthropy Plan

- Based on the feasibility study, Children's of Mississippi can raise \$110,000,000 in gifts and pledges
- Prospects Identified (Individuals/Business/Foundations)
- UMMC set a \$100,000,000 Philanthropy Goal
- Funds to be raised over 4 years with 10 year or less pledge agreements
- Phases of the Children's of Mississippi Capital Campaign
 - *Quiet Phase* - leadership recruitment, donor identification, cultivation and solicitation of lead gifts
 - UMMC time line = 2 years
 - Started in 2016
 - Goal = 30% to 50% or more of philanthropic goal
 - *Public Phase* - intensive solicitation to begin after 50% or more of the goal is reached in the quiet phase and post groundbreaking.
 - UMMC time line = 2 years (post groundbreaking)
 - Fundraising period to overlap with construction of hospital.
 - Goal = 100% or more of philanthropic goal

CAMPAIGN CONTRIBUTIONS TIMELINE









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Questions & Answers