



Singapore Healthcare Management 2016

UNLOCKING TRANSFORMATIONAL HEALTHCARE PHILANTHROPY WITH DONOR STEWARDSHIP



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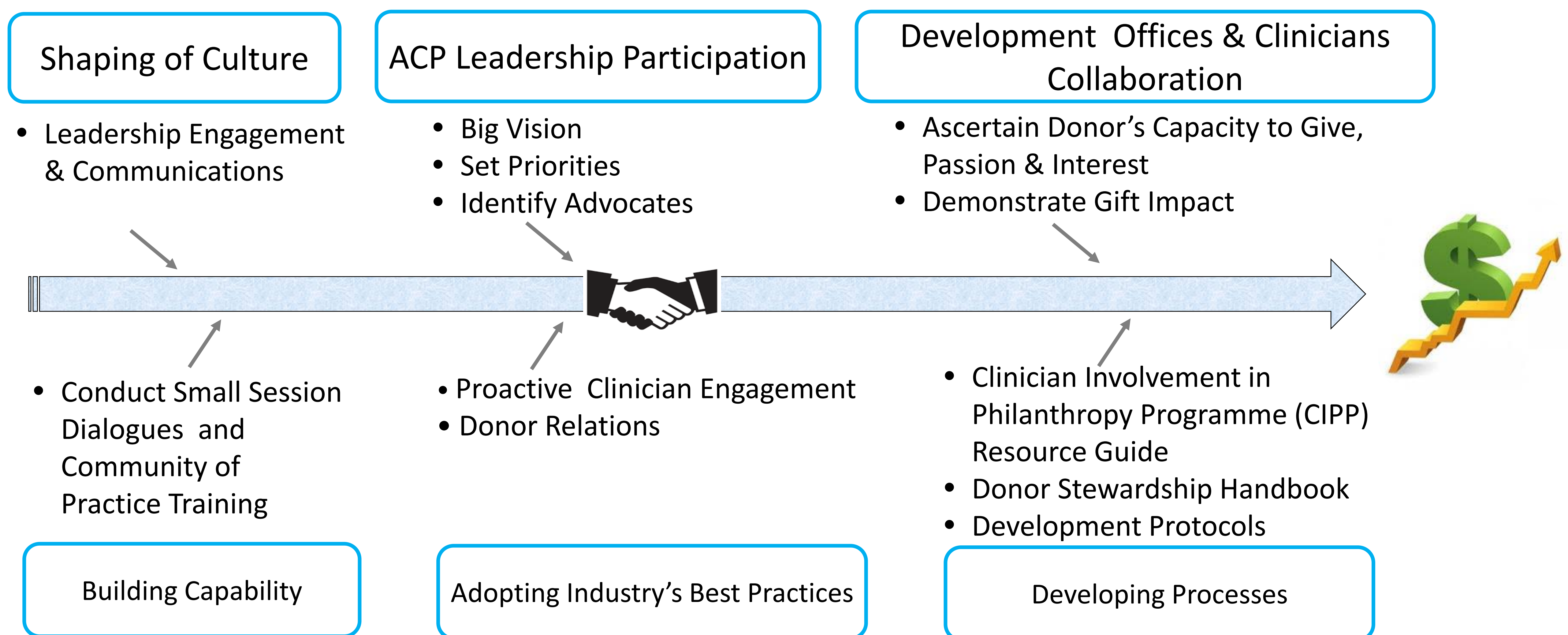
AIM

- Jointly accelerate healthcare philanthropy across the SingHealth cluster through a systematic donor-centric approach for institutional development offices (IDO) to continuously identify, cultivate relationships with grateful patients to support the Academic Medicine mission
- Design a stewardship framework that augments the philanthropic process for the respective institution's development goals to raise more funds and existing donors

METHODOLOGY

CAUSE & EFFECT DIAGRAM

Expanding Philanthropic Funds & Ensuring Sustainability



Development of **cluster-wide development protocols** to enhance donor recognition and stewardship for the next big gift:

1. Introduce seamless gift processing, as well as donor recognition guidelines to honor donors who contributed gifts .
2. Orchestrate signature fundraising events biennially such as the **SingHealth Charity Golf 2014** and the inaugural **SingHealth Duke-NUS Gala Dinner 2015**, as key platforms for Academic Clinical Programmes (ACPs) to cultivate and steward donors.

Donor Stewardship Framework as Key in Unlocking Healthcare Philanthropy

As a part of the transformational journey in healthcare philanthropy, the SingHealth Development Office (DVO) conceptualised a donor stewardship framework as a key strategy for the cultivation of potential donors and stewardship of donors.



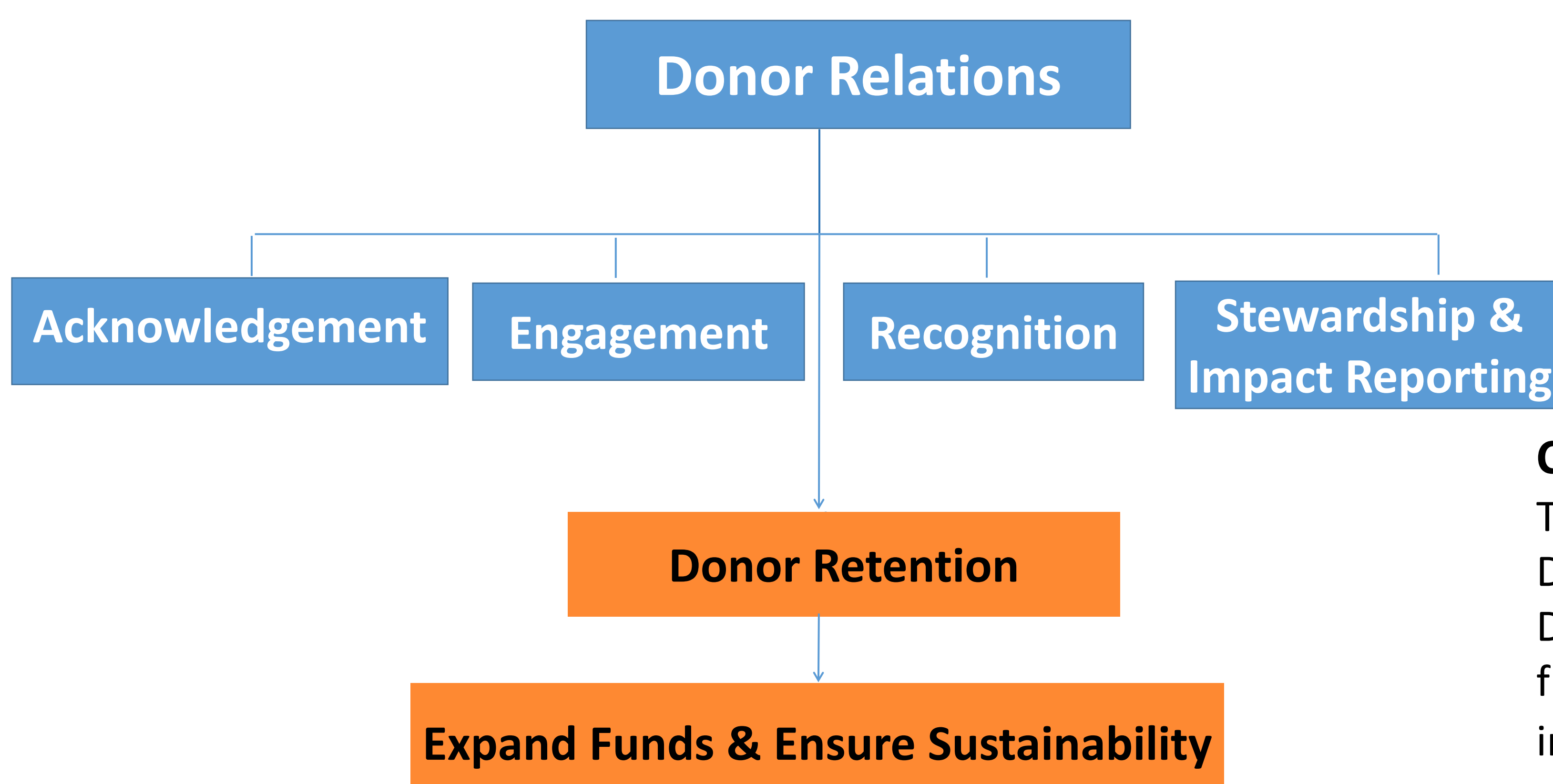
SingHealth Duke-NUS Gala Dinner 2015



Donor Recognition Wall at Academia



SingHealth Charity Golf 2014



CONCLUSION

The partnership of Academic Clinical Programmes (ACPs), Institutional Development Offices (IDOs) and Development Office (DVO) with Duke-NUS Development are integral in driving the philanthropic process for the raising of funds. Implemented appropriately, philanthropic support can become an increasingly impactful revenue source for better care outcomes.

MOVING FORWARD

To facilitate and monitor stewardship efforts:

- » Launch of cluster-wide Donor Management System (DMS) to track and strengthen donor relations