


# **Singapore Healthcare Management Congress 2015**

## ***THE IMPORTANCE OF HEALTHCARE PHILANTHROPY***

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Understand that Philanthropy can be a significant source of funding:

- Margin of Excellence
  - Philanthropy has Relevance
  - It is not by Happenstance
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Commitment from all divisions of the organisation is imperative:

- Top Administration
  - Clinicians / Staff
  - Board
  - Volunteer Leaders
  - Development Staff
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# UNDERSTANDING TRUE FUNDRAISING

**Definition:** “An exchange of values that meets the needs of the donor and advances the mission of the organisation.”

**It is:**

**Not: Begging for money**

**Not: Talking someone out of money they don't want to give**

**(The test: “Give ‘til you're proud!”)**

**Not: A sales process**




# UNDERSTANDING TRUE FUNDRAISING


**But: The process of matching a donor's vision with the vision of the organisation to satisfy the needs of both.**



# UNDERSTAND WHY PEOPLE GIVE

- ◆ Belief in mission
  - ◆ Confidence in leadership
  - ◆ Recognition
  - ◆ Fiscal integrity
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# UNDERSTAND WHY PEOPLE GIVE

- ◆ Personal involvement
  - ◆ Example of others
  - ◆ Magic of ideas
  - ◆ Personal need
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## Three Types of Organisational Gifts:


<b>Current/operational</b>	➔	<b>tied to calendar</b>	➔	<b>100% asking</b>
<b>Capital/project</b>	➔	<b>tied to special gifts</b>	➔	<b>50% cultivation 50% asking</b>
<b>Planned/ultimate</b>	➔	<b>tied to need of the individual</b>	➔	<b>90% cultivation 10% asking</b>




Benefit to the Donor far exceeds  
the financial success of the  
organisation



# Convince that your organisation doesn't have needs, your community has needs

- ◆ We don't raise money, we advance the mission
  - ◆ Our work directly affects the continuity and fulfillment of the mission
  - ◆ Communications are mission driven not needs driven
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# Prove that people are more important than dollars

- ◆ Nurturing long-term relationship characterises every contact
  - ◆ Service is our passion
  - ◆ Excellence is our stewardship
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# Q&A

