Singapore Healthcare Management Congress 2015

THE IMPORTANCE OF HEALTHCARE PHILANTHROPY

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DOUGLAS A. DILLON, CFRE SENIOR MANAGING PARTNER JEROLD PANAS, LINZY & PARTNERS Understand that Philanthropy can be a significant source of funding:

- Margin of Excellence
- Philanthropy has Relevance
- It is not by Happenstance

Commitment from all divisions of the organisation is imperative:

- Top Administration
- Clinicians / Staff
- Board
- Volunteer Leaders
- Development Staff

UNDERSTANDING TRUE FUNDRAISING

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

It is:

- **<u>Not</u>: Begging for money**
- **<u>Not</u>**: Talking someone out of money they don't want to give

(The test: "Give 'til you're proud!")

<u>Not</u>: A sales process



UNDERSTANDING TRUE FUNDRAISING

<u>But</u>: The process of matching a donor's vision with the vision of the organisation to satisfy the needs of both.

UNDERSTAND WHY PEOPLE GIVE

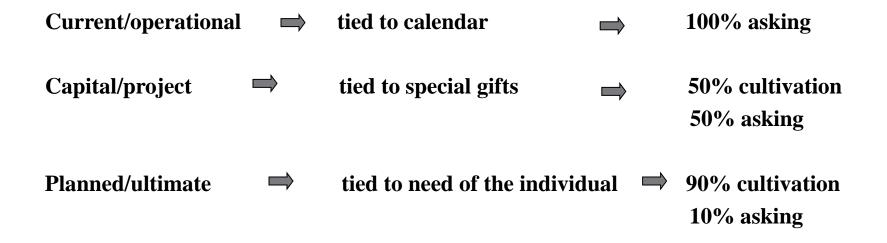
- Belief in mission
- Confidence in leadership
- Recognition
- Fiscal integrity



UNDERSTAND WHY PEOPLE GIVE

- Personal involvement
- ♦ Example of others
- ♦ Magic of ideas
- ♦ Personal need

Three Types of Organisational Gifts:



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

Prove that people are more important than dollars

- Nurturing long-term relationship characterises every contact
- Service is our passion
- Excellence is our stewardship





