



Health Care Philanthropy Innovation Showcase

A celebration of peer innovations in staff and donor engagement
from the last 12 months

Your presenters

MEMBER ORGANIZATIONS

Grant Besser and Beth Marchant
Boulder Community Health

Mollie Milano
Bridgeport Hospital Foundation, Norma Pfriem
Breast Center

Christine Andrews, CPA
Dartmouth-Hitchcock Health & Geisel School
of Medicine at Dartmouth

Lizz Hendricks
Geisinger Health System Foundation

Katelyn Quynn
Hebrew SeniorLife

Chris Shoemaker, MEd, MBA, CFRE
Michigan Medicine

Sarah Craig and Diane Quinlisk, MBA
UR Medicine, Advancement

Tony Burchard and Colleen Hughes, CFRE
Virginia Hospital Center

Cristine More, CFRE, and Emily Moore
Wentworth-Douglass Hospital and Health
Foundation

ADVISORY BOARD

Dan Galambos
Deirdre Saulet
Katie Everts
Mackenzie Barta
Nick Cericola
Rasika Tangutoori

COVID-19 Response Fund

Boulder Community Health Foundation exists to enhance the quality and availability of health care services in Boulder and Broomfield Counties by generating and administering all charitable gifts to our nonprofit community-owned hospital system.



Challenge

- Faced insurmountable COVID-19 challenges: 24/7 planning mode to fortify PPE, expand testing capacity, cross-train teams, space planning, recruiting clinicians, secure equipment and more
- Pivoted fundraising efforts by creating the COVID-19 Response Fund. Focused on two priorities: support our most critical asset, our people, and removing any barriers to providing the best COVID-19 treatment



Innovation

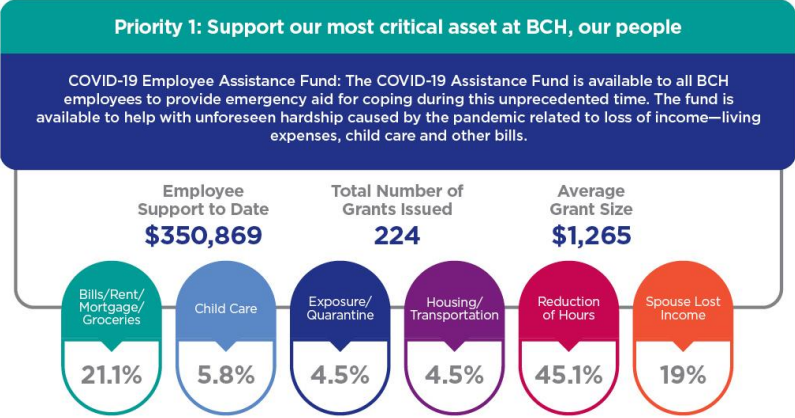
- Quickly mobilized to raise and administer new funds
- Developed innovative funding priorities: COVID-19 Employee Assistance Fund, telehealth expansion funding, and negative pressure rooms investments
- Utilized campaign as a communication tool to raise understanding, transparency and confidence within community
- Launched priority #3 to raise funds to help fill the gap in expenses that are not reimbursed by the federal government or insurance payers to administer the vaccine















Impact

- Raised \$1.73M for the COVID-19 Response Fund from 965 donors. 607 were first-time donors
- Supported BCH's investments in testing capabilities, telehealth access, supply management, space capacity, and flex training for staff and physicians
- Individuals and organizations sewed almost 5,000 masks and donated more than 31,000 packages of PPE
- Over 35,000 meals were delivered to frontline clinicians and responders through the Feed the Frontlines Boulder initiative

Suite of marketing materials



Priority 2: Remove any barriers to providing the best treatment for COVID-19		
 Augmenting personal protective equipment supplies	 Expanding telehealth capabilities	 Building out "hospital-at-home" program
 Investing in additional negative pressure rooms to help prevent the spread of COVID-19	 Flex training of staff and physicians	 Expanding bed capacity and triage area to manage influx of patients with COVID-19
 Implementing new safety measures for our patients and staff	 Executing vaccine distribution to the community	 Investing in community testing efforts
 Incentive pay to address incremental staffing needs	 Supporting our front-line care providers through acts of kindness	 Testing of BCH staff and physicians to identify asymptomatic individuals

Internal newsletter



Over the past few weeks, it has become abundantly clear that our Boulder community recognizes the tremendous impact every one of us are making as you prepare to provide the best treatment and care to our community during this critical moment. The heartfelt outpouring of support we are receiving from every corner of the community has become part of our ongoing preparation as well as providing a much needed daily morale boost. From a flood of donated PPE to gifts of food to an abundance of well wishes, the subtext has been far reaching.

As part of this community mobilization effort, I am excited to announce two initiatives:

- In coordination with a group of community volunteers made up of restaurateurs, philanthropists and entrepreneurs, the BCH Foundation is launching **Feed the Frontlines Boulder**. This program empowers community members to donate meals from local restaurants to health care workers on the frontlines that are working demanding schedules. Our staff located on the Frontline campus receive a nourishing meal, and local restaurants get badly needed business to keep running and keep staff employed. The first delivery coming from Salt, Big Red and Kitchen Hand Over will be available in the cafeteria today from 5:00 – 7:30 p.m. Please practice appropriate social distancing when coming to the cafeteria.
- To help augment the **Feed the Frontlines Boulder** program, BCH Food Services, in coordination with Human Resources, Spiritual Care and the BCH Foundation, will deliver healthy and nutritious meals to our staff on a weekly basis across units of Frontline Hospital as well as our clinics, urgent care sites and administrative offices. We are also exploring the expansion of the meal program over time to other BCH sites.

I hope that this outpouring of community support will both inspire and fuel you (literally and figuratively) daily as we prepare to do what we do best – provide the best treatment and care for our community.

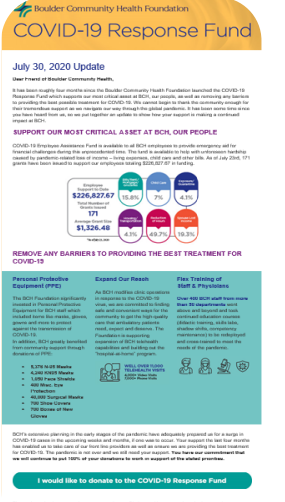
I would like to leave you with just a handful of the well wishes that we have received from community members who have made donations to the **BCH Foundation COVID-19 Response Fund**. Their words are a powerful testament to your work and what is possible when a community comes together.

We know firsthand how dedicated the staff is and appreciate them all.

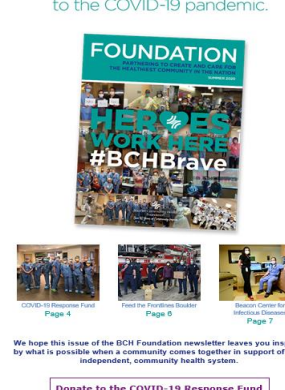
Thank you, all of you, for everything you are doing to keep us safe and get us well.

Many thanks to those who work tirelessly to support the health of our community!

Community e-blast

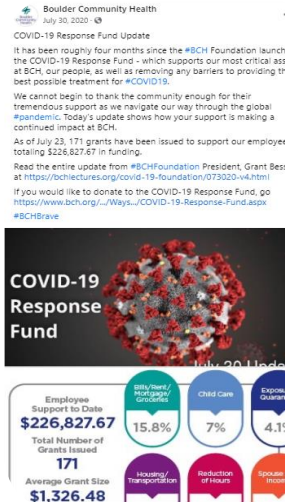


Spring newsletter



Donate to the COVID-19 Response Fund

Social media post



Community Town Hall



<https://www.youtube.com/watch?v=cRv3Ta0bAGs>

Song written by BCH staff in honor of our donors

"You Give"

Original song written and produced by Dr. Alan Zacharias.

Accompanied by BCH colleagues: Karen Fremont, Sharna Ill, Christi Goettsche, and Michele Sternitzky.

<https://www.youtube.com/watch?v=IFyTC1b1Lgk>

Staff Hub

Dartmouth-Hitchcock Health & Geisel School of Medicine at Dartmouth; Academic Health System and Medical School



Challenge

- Entire staff working offsite
- Citrix and shared drive connectivity issues
- One Note not accessible
- Inboxes inundated with requests
- Provide new staff with onboarding materials



Innovation

- Built Staff Hub with workforce management software
- Cloud based solution
- Effectively manage processes and requests




Impact

- Centralized location for all shared documents
- Streamlined processes and workflow
- Data collection via forms - reduced emails


Staff Hub collateral

Hubs/Workspaces


Frontline Team




Engagement & Communications




Advancement Services




Fundraising Resource Library




Staff Manual




Development Calendars



How To?




Building Access Form




Quick Links

- Daily Temperature Screening Access (TSA)
- Racial Equality and Social Justice
- All-Staff Question of the Week
- Phone list & Email
- Staff List
- Time Off Request Form
- Staff Kudos
- Biographical Update Form
- Upcoming F2F/MPi's
- Development Speaker Series


NXT TEST Environment





Dartmouth College Helpful Links




StaffHub



Dartmouth-Hitchcock | Dartmouth GEISEL SCHOOL OF MEDICINE



SUGGESTION BOX



Workflow Queues

Status	Completed?	Project	Assigned Date	Deadline Date
Not Started	<input type="checkbox"/>	Reconcile GSM donations with Advance	02/09/21	
Not Started	<input type="checkbox"/>	GSM Alumni review with Advance	02/09/21	
Not Started	<input type="checkbox"/>	BBNC invalid email list	02/23/21	

Forms

Dartmouth-Hitchcock | Dartmouth GEISEL SCHOOL OF MEDICINE

Supplies Needed

Please complete this form for supplies, such as, office supplies, computer needs or other supplies.

Today's Date

Requestor's Name

Supplies Needed (web links are welcome)

List supplies needs, qualities and any other specifics.

Upload pictures if available

Drag and drop files here or [browse files](#)

Budget to Charge

"Thanks to You" Virtual Stewardship Series

Geisinger Health Foundation; 9-hospital health system in central and northeast Pennsylvania, with its own health plan, two research centers and the Geisinger Commonwealth School of Medicine



Challenge

- Engage with influx of brand-new donors who gave during the early stages of the COVID crisis
- Recognize major donors
- Set the stage for future solicitation & stewardship communications
- Keep costs low



Innovation

- Used video conferencing to connect with donors virtually; registration sent with calendar invite
- Participants view speakers alongside content
- Opportunity for direct Q&A with participants, and personal follow-up after event
- Connect donors directly with clinical care providers and leadership/frontlines in the age of social distancing
- Record event and could be sent to donors later

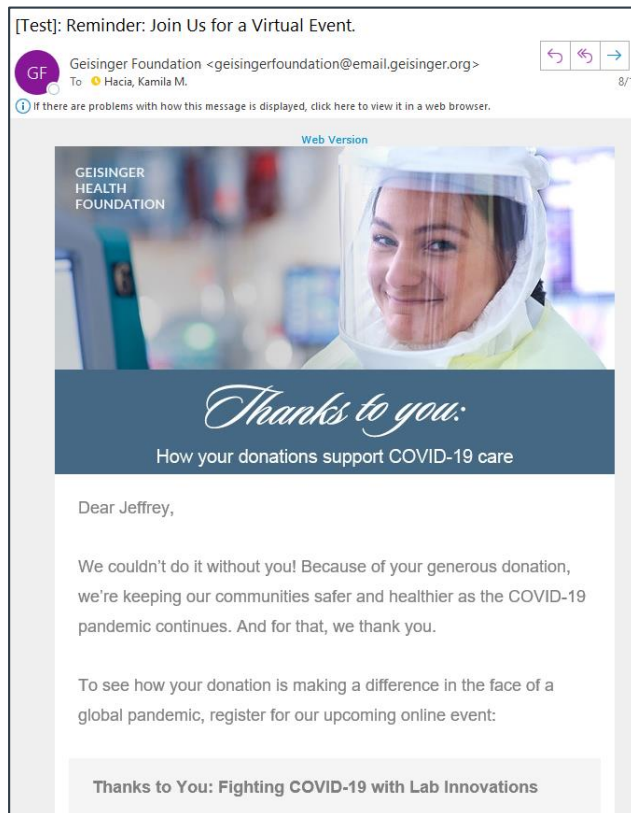


Impact

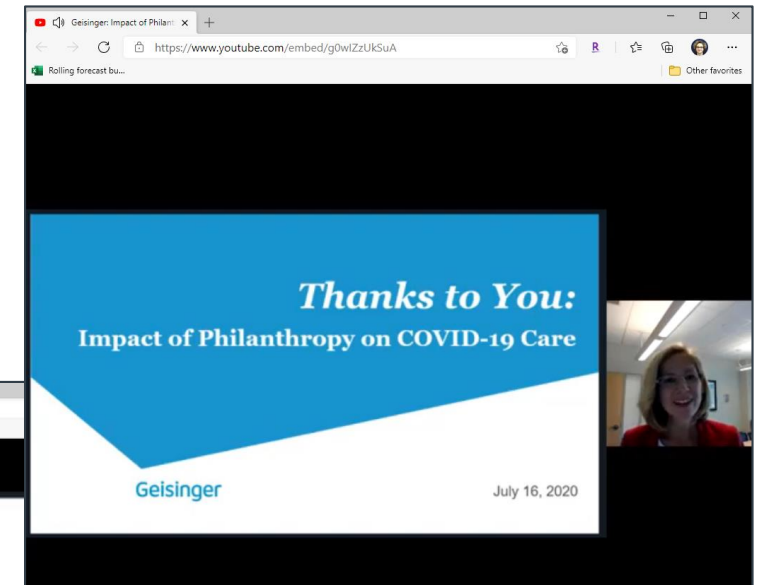
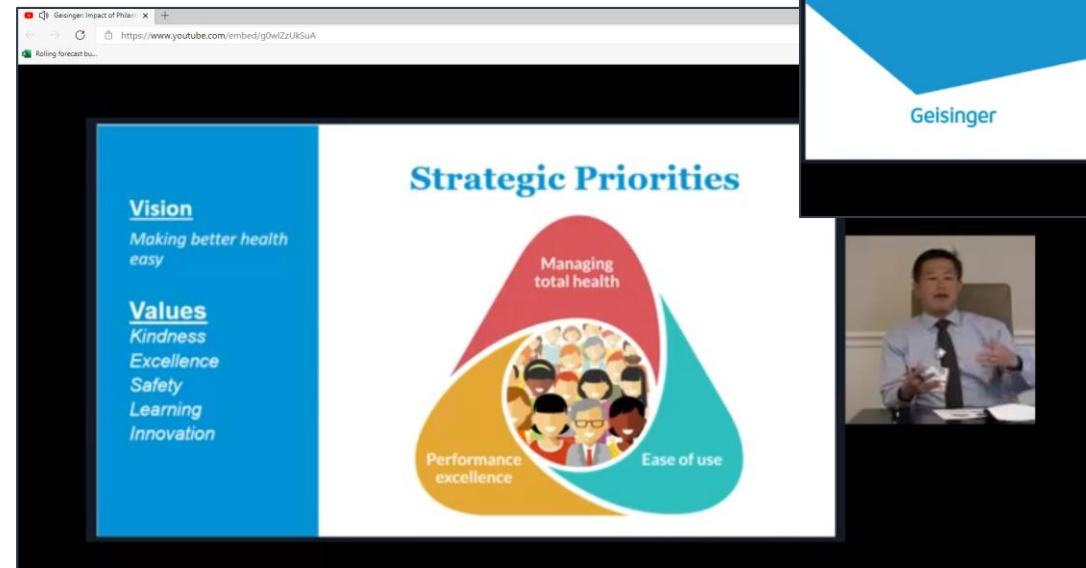
- 2,087 new donors, many made additional gifts in CY2020
- Placed Geisinger as source of truth for local Covid-19 facts
- Created ongoing series of virtual stewardship events called "Thanks to You," where we connected with donors in a brand-new way

“Thanks to You” Virtual Donor Stewardship Collateral

Event Invitation



Screenshots of virtual event



Employee Earned Time Pool Donations

Hebrew SeniorLife; New England's largest non-profit provider of senior health care and living communities.



Challenge

- Help maintain organizational financial stability in the face of COVID-related challenges
- Ensure a healthy and safe working environment that encourages retention and shows appreciation for frontline workers



Innovation

- Created an earned time pool that allowed non-essential and essential employees to donate up to 40 hours each
- Donated hours credited as an in-kind gift to HSL's Age of Opportunity Campaign, with donor names listed in annual report



Impact

- 2,394 donated hours collected over 12 months; hours used primarily by frontline staff who were sick, quarantined, or caring for a family member
- \$180,585 generated in in-kind support for HSL's Age of Opportunity campaign
- Effort also supported by City of Boston funding agency (\$100,000)
- Encouraged an organizational culture of caring and philanthropy that engaged more than 75 employees

3:1 Covid-19 Relief Match

Hebrew SeniorLife; New England's largest non-profit provider of senior health care and living communities.



Challenge

- Unexpected organizational financial challenges in the wake of unforeseen COVID-19 expenses
- Needed a “hook” to re-engage a high-capacity lapsed donor



Innovation

- Created a \$2.5 million 3:1 match with an expansive definition of what qualifies: unrestricted dollars and pledges/cash for specific programs/projects financially hurt from pandemic
- Played to the donor's strong desire that a gift serve as a catalyst to community giving specific to COVID-19 relief dollars



Impact

- Fully achieved matching gift target in 4 months
- Placed us back into donor's sights
- Strengthened relationship with donor and created path for a second campaign gift

Well-Aware Webinar Series

Michigan Medicine; University of Michigan health system



Challenge

- Communicate updates on Covid-19 response
- Build donor pipeline
- Increase donor engagement with Michigan Medicine advancement



Innovation

- Monthly webinar series hosted on video conferencing software
- Features experts at the forefront of our pandemic response
- Personal follow-up from gift officers



Impact

- More than 1,000 unique prospects distributed to gift officers for qualification
- Conveyed critical, up to date information about the COVID-19 pandemic
- Increased familiarity with Michigan Medicine leadership

Well-Aware Webinar Example

COVID-19 Vaccines: An Inside Look at the Development and Rollout

January 14, 2021

Our experts discussed how the new COVID-19 vaccines were developed, how they are being rolled out, and the differences among the various vaccines.

Speakers:

Sandro Cinti, M.D.

Professor of Internal Medicine

Stanley Kent, R.Ph.

Chief Pharmacy Officer, Michigan Medicine

Associate Dean for Clinical Affairs, College of Pharmacy

Anna Suk-Fong Lok, M.D.

Alice Lohrman Andrews Research Professor of Hepatology

Dame Sheila Sherlock Distinguished University Professor of Hepatology and Internal Medicine

Assistant Dean for Clinical Research

Njira Lucia Lugogo, M.D.

Associate Professor of Internal Medicine



<https://giving.medicine.umich.edu/webinar-series/well-aware-series>

Rose of Hope Virtual Event

Bridgeport Hospital's Norma Pfriem Breast Center founded in 1999 with a mission to achieve excellence in breast care through education, screening, diagnosis and state-of-the-art treatment. Our dedicated support teams ease the burden of life with cancer through compassion, hope, and strength.



Challenge

- How to hold our year’s largest fundraising event virtually and still maintain our sponsors and event day donations
- How to capture people’s attention and appeal to their hearts while remaining apart



Innovation

- We went above and beyond just having a virtual/streaming event
- We brought the event into everyone’s homes by including floral arrangements, food, wine and gifts
- Our largest sponsors and donors had their event day accoutrement delivered by staff and volunteers from the Center



Impact

- Sponsors/donors felt the event experience, even while remaining at home. Made the virtual event still feel connective
- Building excitement before/the day of an event is crucial to creating a lasting positive impression and relationship



Virtual Reality Donor Engagement

UR Medicine, Advancement; NY academic medical center dedicated to medical education, research and patient care.



Challenge

- Continue to offer high impact lab tours to engage & cultivate donors while educating on the work of URM
- Pivot to creative, virtual engagement opportunities to highlight URM programs



Innovation

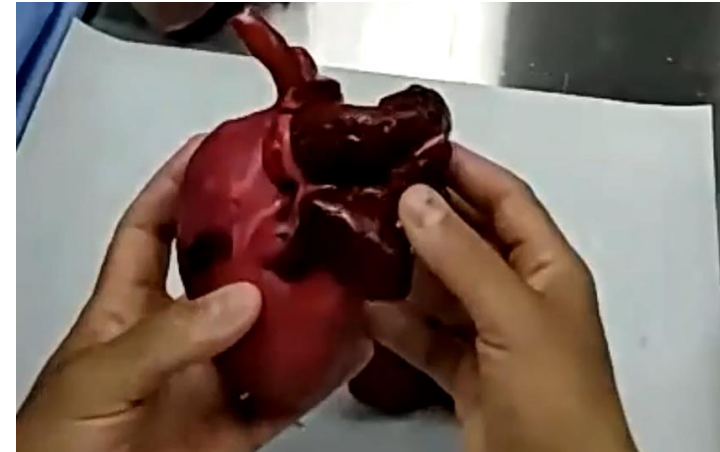
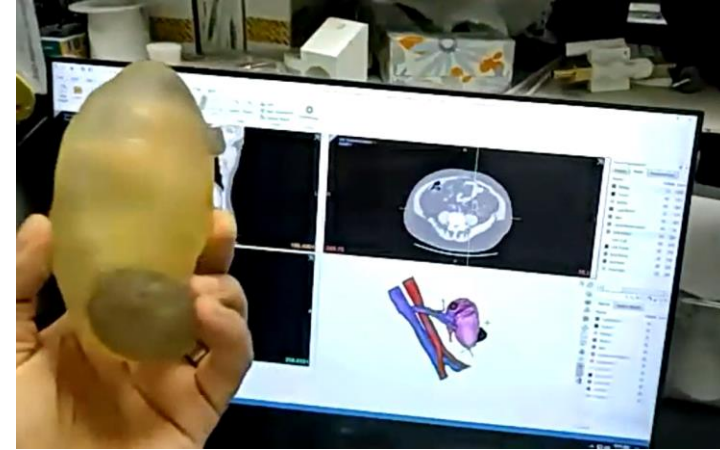
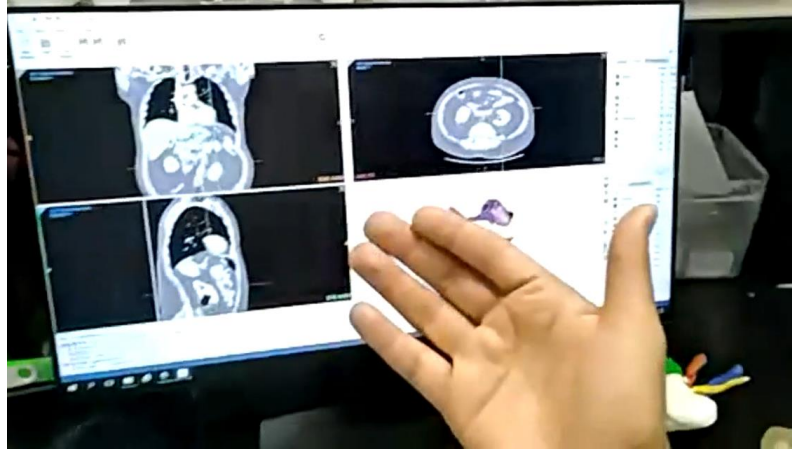
- Virtual lab tour through video conferencing
- Utilized virtual reality glasses to give a virtual lab tour



Impact

- Immediate high 5 figure gift
- Great traction for 5 other donors and prospects
- Able to offer interactive donor sessions to highlight URM programs through virtual means

Simulation and Innovation Lab Tour



Medical Leadership Huddle Series

Virginia Hospital Center (VHC) is a 437-bed independent, teaching Hospital in Northern, VA and a proud member of the Mayo Clinic Care Network



Challenge

- Sharing timely COVID-19 updates with VHC’s stakeholders
- Ensuring the community felt heard by Hospital leadership during the first months of the pandemic



Innovation

- Medical Leadership Huddle series – a virtual presentation to share timely COVID-19 updates with our stakeholders
- Each Huddle featured a VHC medical expert sharing updates and best practices, focusing on Northern, VA
- Our stakeholders received direct answers from clinical experts in the moment



Impact

- Greater visibility for VHC and the Foundation: the Huddles promoted the brand narrative that VHC was the trusted source for local updates and clinical expertise
- Strengthened Relationships with Clinical Leaders, Donors, and Community Partners
- High ROI and Prospecting Potential: Net return of \$1.25M and 225 new donors

Virginia Hospital Center's Medical Leadership Huddle

Hosted by the Virginia Hospital Center Foundation

Promoted the Hospital's **COVID-19 Response fund**

HOSPITAL ABOUT US DONATE IMPACT NEWS & EVENTS GIVING SOCIETIES CAMPAIGN **COVID-19**

VIRGINIA HOSPITAL CENTER'S COVID-19 VACCINATION INFORMATION

COVID-19 Appeal

Raised so far **\$1,270,657.00** Our Goal **\$1,500,000.00**

\$0.00 \$750,000 \$1,500,000.00

Donate

the impact of
ort the Hospital in
maintaining
and well-being

but we can't do
on this page and
support!

Virginia Hospital Center Responds to COVID-19

Medical Leadership Huddle
A Special COVID-19 Update for
Virginia Hospital Center Foundation Supporters

Dear Virginia Hospital Center Partners,

We kicked off our first Medical Leadership Huddle of 2021 this Tuesday with a briefing from [Dr. David Lee](#), our newly appointed [Chief Medical Officer](#) at Virginia Hospital Center. Dr. Lee began by sharing that the Hospital has provide **almost 20,000 first and second doses of the vaccine** to healthcare workers and community members over the age of 75. He also expressed cautious optimism that the positivity trend in the region is beginning to trend downward.

Dr. Lee then provided an update on the vaccine dissemination process in the Northern Virginia community, specifically the recent change through the Virginia Department of Health **that vaccines will now be disbursed directly to local health districts**. Virginia Hospital Center is no longer providing initial dose vaccines to the public. For those who have a scheduled second dose with Virginia Hospital Center, your appointment will remain scheduled. For more information on this update, please read [VHC's Press Release](#) or visit [Arlington County's website](#).

Dr. Lee then touched on the new virus variants and that the vaccines are showing to be effective against them. He emphasized that viruses tend to mutate so we need to move quickly to achieve herd immunity by late summer. He is hopeful that the federal rollout of "100 million vaccines in 100 days" will help us reach that goal.

MEDICAL LEADERSHIP HUDDLE

COVID-19 status update with Virginia Hospital Center Leadership

Medical Leadership Huddle - January 26, 2021

January 26, 2021

December 8, 2020

October 26, 2020

Watch All

Sent a Recap email the next day
linking to the Huddle Presentation

Reposted the Huddles on our Foundation
COVID-19 webpage for viewing after the live event

Seacoast Superhero Challenge

Wentworth-Douglass Foundation; 178 bed community hospital located in New Hampshire's Seacoast Region



Challenge

- Rally the Seacoast community around the Hospital, its staff and caregivers in a time of crisis and support our frontline heroes
- Accommodate a surge of COVID-19 patients
- Fundraising Goal = \$100,000



Innovation

- Social Media Engagement: Created the Seacoast Superhero Challenge, a fun, interactive initiative
 - Sample Videos and Scripts
 - Facebook Profile Overlay
- Board and Hospital Leadership Engagement
 - Challenge Champions: 3 individuals/businesses
- Text SEACOASTHEROES to 41444



Impact

- \$95,892 achieved
- Donor Stewardship
- Purchase of necessary medical equipment to maximize our treatment capacity and employee support
- Expand existing facilities to accommodate COVID-19 patients, such as our Respiratory Illness Clinics
- Provide Counseling, Occupational Health and Emotional Health Hotlines, plus Rest & Resiliency Support for care team

Seacoast Superhero Challenge – Emergency Response Fund

SEACOAST SUPERHERO CHALLENGE BY THE NUMBERS:

21%
of total funds
raised

13
challengers

26
individuals
challenged

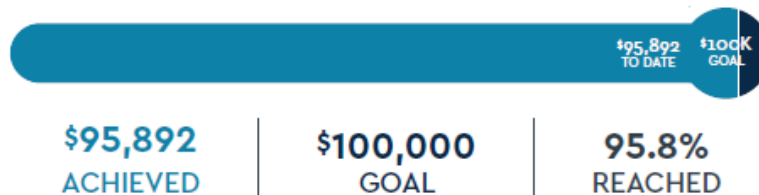
TOP SUPERHEROES REPRESENTED:

Wonder Woman
Captain America

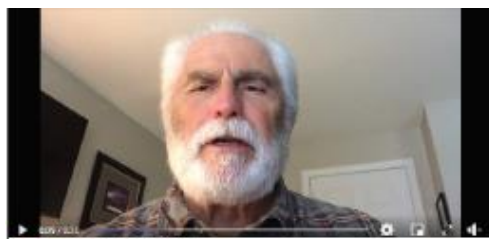


Impact:

HOW THE FUNDS MAKE A DIFFERENCE



SEACOAST SUPERHERO CHALLENGE



Wentworth-Douglas Hospital

Thank you, Tom Levasseur, Founding Principal of The Seacoast Retirement Group, and Wentworth-Douglas Foundation Board Member, for taking the #SeacoastSuperheroChallenge and contributing to the Wentworth-Douglas Hospital Emergency Response Fund.

We really appreciate your generosity and support of our frontline heroes! To donate text SEACOASTHEROES to 41444 or visit [wd-hospital.org/donate](https://www.wd-hospital.org/donate). #WDHHEROES #HealthcareWithHeart



Wentworth-Douglas Hospital

Jay Levy takes the #SeacoastSuperheroChallenge

Thank you, Jay Levy, for taking the #SeacoastSuperheroChallenge and contributing to the Wentworth-Douglas Hospital Emergency Response Fund. We really appreciate your generosity and support of our frontline heroes! To donate text SEACOASTHEROES to 41444 or visit [wd-hospital.org/donate](https://www.wd-hospital.org/donate). #WDHHEROES #HealthcareWithHeart

Up Next



Donor Impact Report Winter 2020 Special Edition



WENTWORTH-DOUGLASS
HOSPITAL
A Mass General Community Hospital
CHARITABLE FOUNDATION



Pictured from left to right:

Cristine More,
CFRE, Dr. Guy
Esposito & Mary
Ann Esposito,
Tom Levasseur,
and Jay Levy.

