

# Philanthropy: A Team Approach

## Department of Urology

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**UC Irvine Health**  
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**Donors don't give to institutions. They invest in ideas and people in whom they believe.**

**- G.T. Smith**



**UC Irvine Health**

# The Department of Urology & Advancement Partnership

## Why is philanthropy important?

- Traditional funding sources rapidly diminishing
- Clinical funding rapidly diminishing
- Our standing services IS appreciated
- Philanthropy increases bond with patient and increases patient satisfaction
- Increase referrals
- Increase innovation for the future with additional resources

# PHILANTHROPY IN AMERICA

- In 2012, Americans gave \$316.23 Billion
- **72%** was given by **individuals (\$228.93 billion)**
- This has consistently increased since 2008
- Educational organizations and Health organizations rank in the top 5 areas receiving the largest share of charitable dollars
- Greater Los Angeles area (including Orange County) ranked as the second most generous metropolitan area in the U.S.

\*Source: CCS (Philanthropy Landscape, 2013)

# Why Philanthropy?

- State funding is almost non-existent.
- Other than clinical revenue, philanthropy is the only opportunity for additional funding.
- Philanthropy can raise funds to bridge the gap for research, to hire the best, to offer more services, to endow chairs, to help more people and ultimately to save more lives.

# Why do people GIVE?

- People are inherently generous.
- People give to people.
- People respond to a meaningful mission.
- People respond to specific requests for support.
- People give because they are asked.

# Who will give to UC Irvine Health and Why?

- Who:
  - ✓ Grateful patients and families; previous donors; people in the community
- Why:
  - ✓ Appreciate what you did for them
  - ✓ To ensure there are even better technologies and equipment available if they need additional treatments
  - ✓ Part of healing process for many people
  - ✓ Want best treatment available in their own community – no travel
  - ✓ Want recognition (not typical)

# HIPAA COMPLIANCE

- New rules: allow us to access patients based on specialty and/or doctor
- All prospect research is done through public records
- Development officers cannot contact a patient without their permission or unless they have made a gift



# ROLE OF ADVANCEMENT

- Connect donors' passions and interests to the mission of the work of UC Irvine Health – cancer center and cancer Programs
- Move donors through development process:
  - ✓ Cultivate relationship with donor
  - ✓ Do research to determine capacity
  - ✓ Solicit gift
  - ✓ Steward

We are your partner and choreographer – can't do it without you!

# ROLE OF FACULTY & STAFF

- Refer potential donors (grateful patients) to development officer
- Think about patients who may want to support you and your work – have capacity
- Obtain permission from grateful patients to be contacted by development officer
  - ✓ May I have my Advancement colleague call you?
  - ✓ Here is our development officer's business card – (use referral cards); please call her – she can provide you with information on our work and how you can help or how you can join our team

# How we can work together to encourage philanthropy?

## Identify

- Help identify prospects
  - ✓ Engagement cues include: grateful for what you have done for me, how may I give back, reference to items that show wealth, etc...
  - ✓ Ask if your Advancement partner may follow-up with them (use referral cards)
  - ✓ Invite them to join your team – “It would mean a lot to me”
  
- Advancement can pull patient list
  - ✓ You can invite to events (i.e. Discovery Lunches, Lab Tours, etc...)

# How we can work together to encourage philanthropy? cont...

## Qualify/Educate

- Discovery Lunch
- Physician phone calls
- Lab Tours
- Post procedure letters/year-end letters
- Leadership Council (where helpful)

# How we can work together to encourage philanthropy? cont...

## **Cultivate/Stewardship**

- Vision Statement and Funding Needs
- Educate-Program of Work
- Advancement Follow-up

# Success to Date

- Proposed Chair in Urology-Complete Investiture Ceremony within the next couple of months
- Memorial Fund
- Proposed Chair in Endourology
- Major Gifts
- Raised this FY \$251,700 (pending receipt \$400,000)

# How we can work together to encourage philanthropy (continued)

## Ask

- 90% of the time your Advancement colleague will make the ask. However, the right timing and for what will be determined with the each of you. (Care Connect
- Large asks (months of cultivation)
- Self-identified (stewardship will increase giving level)

# Opportunities at UC Irvine Health: Fundraising/Recognition

- Naming opportunities in clinical space
- Research
- Endowed Chairs
- International Fellows Program
- Equipment needs
- Many others



*Thank you for being my partner in  
philanthropy!*

I look forward to many great success stories.

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Thank you



**UC Irvine Health**