



We Treat Kids Better

Creating High Performing Fundraising Programs

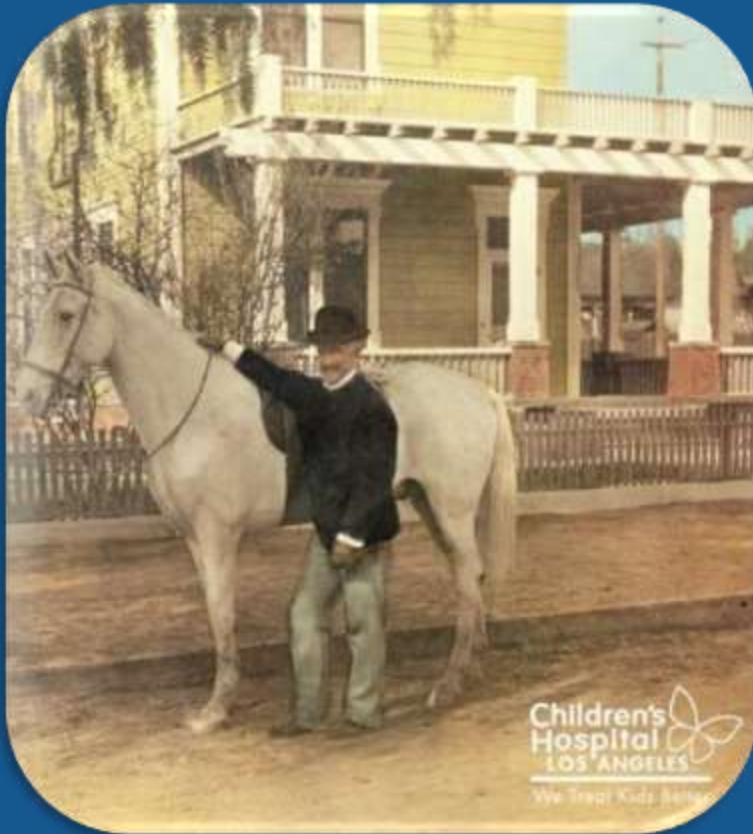
California Valley AFP -- November 7, 2013

Claudia and James Looney
Fundraising Consulting, LLC

What I know to be True: Trends

- Fundraising is an art
- Fundraising is not a perfect science
- Hard work and tenacity pay off
- Success is situational
- Luck is the residue of careful design

CHLA: Now and Then

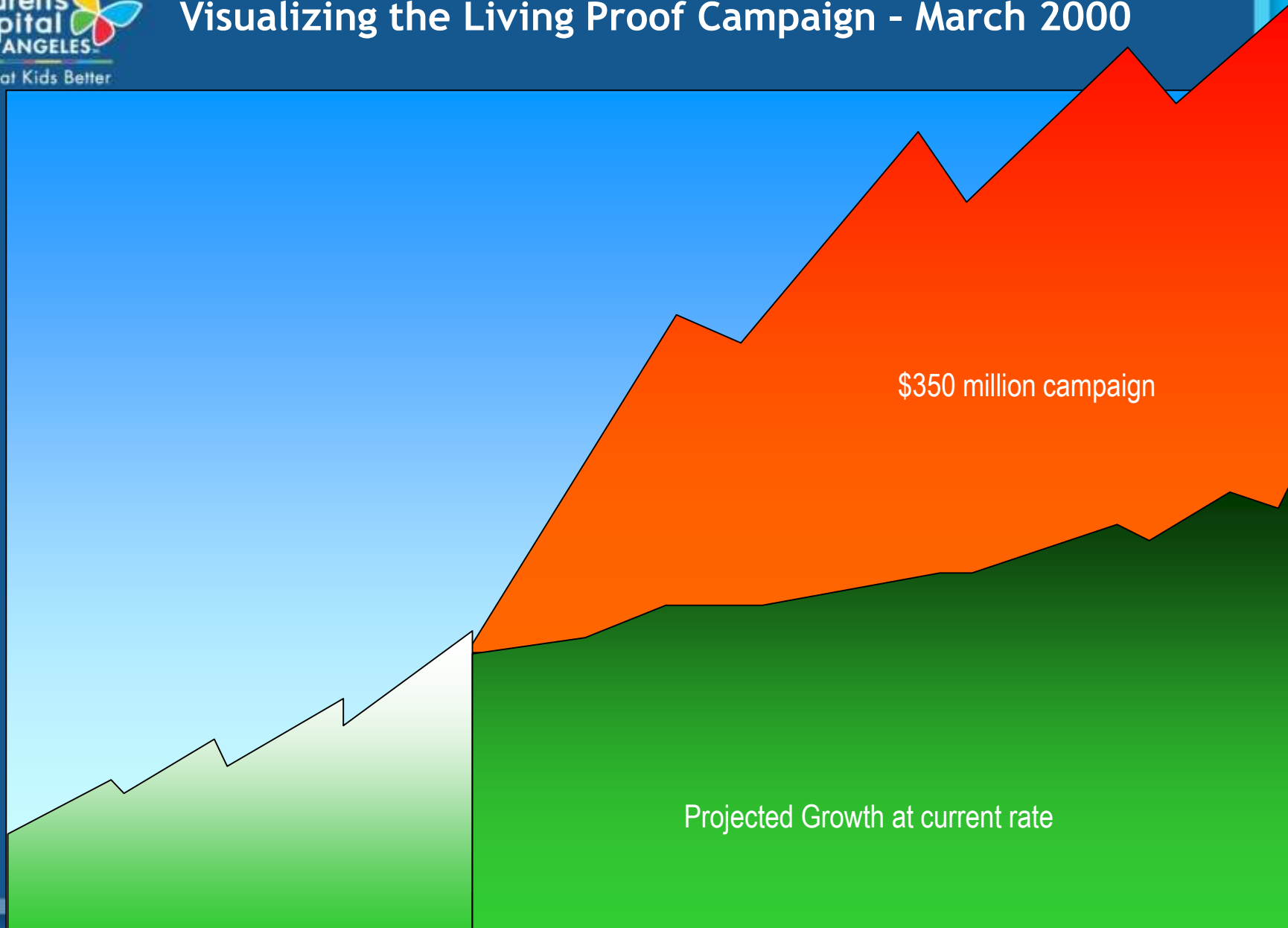


A Guide for Excellence: Si Seymour's "The Art of Fundraising"

- Case
- Leadership
- Donors
- Vehicles
- Public Relations

Visualizing the Living Proof Campaign - March 2000

Dollars Raised



Pre-campaign

Campaign

\$350 million campaign

Projected Growth at current rate

Innovative Campaign Approach: Unified Effort with Smaller Campaigns

- De-centralize responsibility
(Cancer, Heart, Ortho, etc)
- Each campaign managed separately
- Recruit individual Advisory Boards



The Living Proof Campaign Review

2000 - \$350m (Working Goal)

- Preparation for the Campaign
- Feasibility Study
- Quiet Phase

2003 - Public Phase - \$500m Goal

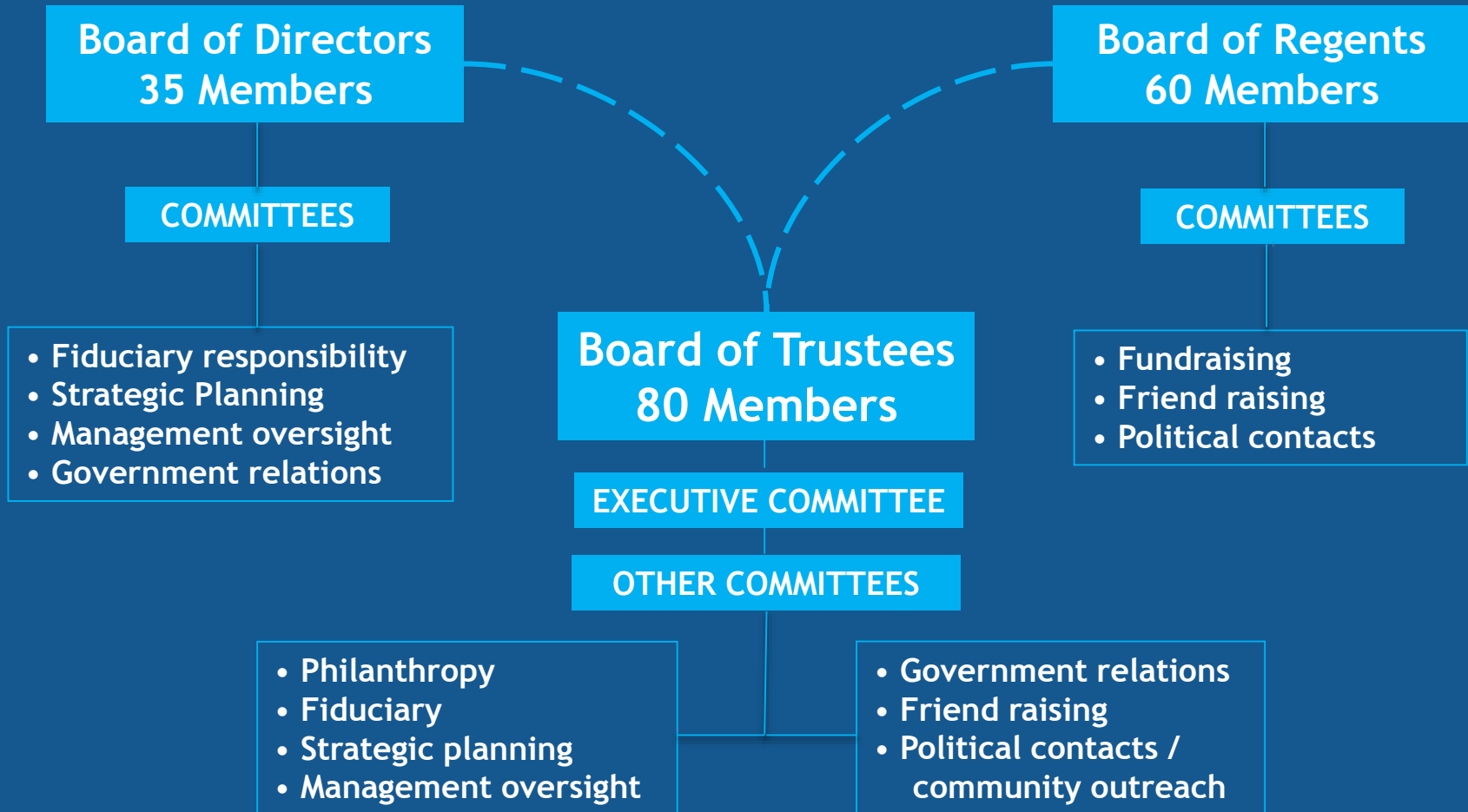
2006 - \$587m Achieved

- Increased Goal to \$750m

2008 - \$750m Goal Achieved

2011 - **\$1.031 Billion**

Changing Board Culture: CHLA Governance Restructuring



Changing Board Culture Board Restructuring-2000

Why Change?

- Current structure not efficient
- Environment changing
- Time is right
- Need to implement “new culture”

“Bottom Line: The top priority in any capital campaign is the commitment and active participation of the volunteer leadership.”

~Walt Rose, former Co-Chair, Board of Trustees

Excellence in CHLA Leadership



- Three-legged stool Leadership
 - Trustees
 - Physicians
 - Fundraising major gift staff



Living Proof Campaign: Leadership Excellence



- Board Co-chairs
- Campaign Chair
- CEO



The New Hospital Building Volunteer Structure



Leadership Chairs

Chris Albrecht
Mary Hart

Steering Committee

Kris Popovich, co-chair
Paul Schaeffer, co-chair
Esther Wachtell, co-chair
Stuart Siegel, MD, co-chair
Marion Anderson
Bill Noce
John D. Pettker

Financial Community Campaign

Ted Samuels
"Virtual" Committee
J. Bradford Barnes

NICCU Committee

Co-Chair

Ron & Margaret Preissman
Dave Naylor
Sarah Keller Cox
Margy Eberhardt
Pamela Halle Konkak

Cancer Committee

Co-Chair

Tim Wilson
Catherine Kaufman
Neil Carrey
Beth Rickman

Lead Gifts Committee Members

Allan Alexander Adrienne Medawar Suzanne Saperstein
Margaret D. Eberhardt Molly Morgan Philip Stanley, MB, BS
Bambi Holzer Ron Preissman Ed Wirtz Jenny Jones
Monica Rosenthal Carol Mancino Russell Snow, Jr.

Lead Gift Phase

Corporate Cmte

Co-Chairs

Alan Wilson
Arnie Kleiner
Members
Dr. Henri Ford
Brad Oltmanns
Dan S. Palmer, Jr.
Scott Sanford
Laura Schulte
Michael Sihilling

Emergency/ Trauma

Program Cmte

Co-Chair

Alan Purwin
Member
Dr. Henri Ford

Entertainment Industry Committee

Co-Chairs

Craig & Jane Gering
Alex Meneses
Members
Scott Bernstein
Matt & Alyssa DelPiano
Brad Epstein
Carla Hacken & Lorraine
Gallacher
Simon Halls
Allison Jackson
Robin Schwartz
James Stein M.D.

First Families Legacy Program

Co-Chairs

Peggy Galbraith
Kimberly Shepherd
Members
CeCe Baise
June Banta
Bea Bennett
Lucy Crumrine
Ludie Driscoll
Linda Hodge
Sally Kelly
Cathy King
Tally Mingst
Colleen Shea Morrissey
Mary Adams O'Connell
Kris & Jane Popovich
Walt & Kathy Rose
Phil Swan

Foundation Giving Committee

Co-Chairs

Marcia Hobbs
Michael S. Whalen
Members
Patricia A. Brown
Ronald E. Gother
Bonnie McClure
Ron Preissman
Frank Ulf
Esther Wachtell
Jonathan Weedman
William Wilson

Planned Gifts Campaign Chair

Members

Jack Pettker
Ron Gother
Michael Whalen

Outreach Committees

Regional

The Desert
Co-Chairs
Members
Judy and Dick Zeigler
Members
Douglas & Melissa
Allensworth
Travis and David Erwin
Lea Goodsell
Jane and Ron Gother
Carley and John Pinkney
Doug and Donna Martin
Orange County
Bill Close, Co-Chair
Thomas E. Larkin, Co-Chair
Dayle Roath
Santa Barbara/Ventura
Esther Wachtell
Patty DeDominic
Las Vegas
Don Logan
Jennifer Arden Logan

Community Gift Phase

Employee Giving Campaign Cmte

Co-chairs: Shirley Hammers, RN

Mike Stabile Diane Zeoli

Members:

Louise Brancale Sarah Brown Shelley Conger
Candi Dupree Albert Garcia Rosanna Kaufman
Marie Logan Beth Maldonado Robin Moore
Rene Morales Simone Moultrie Barbara O'Flynn
Christie Rice Stacy Rubin

Communities that Care Cmte

(Leadership varies per community)

Activated - La Canada Flintridge

Pending - Los Feliz

Possible Candidates

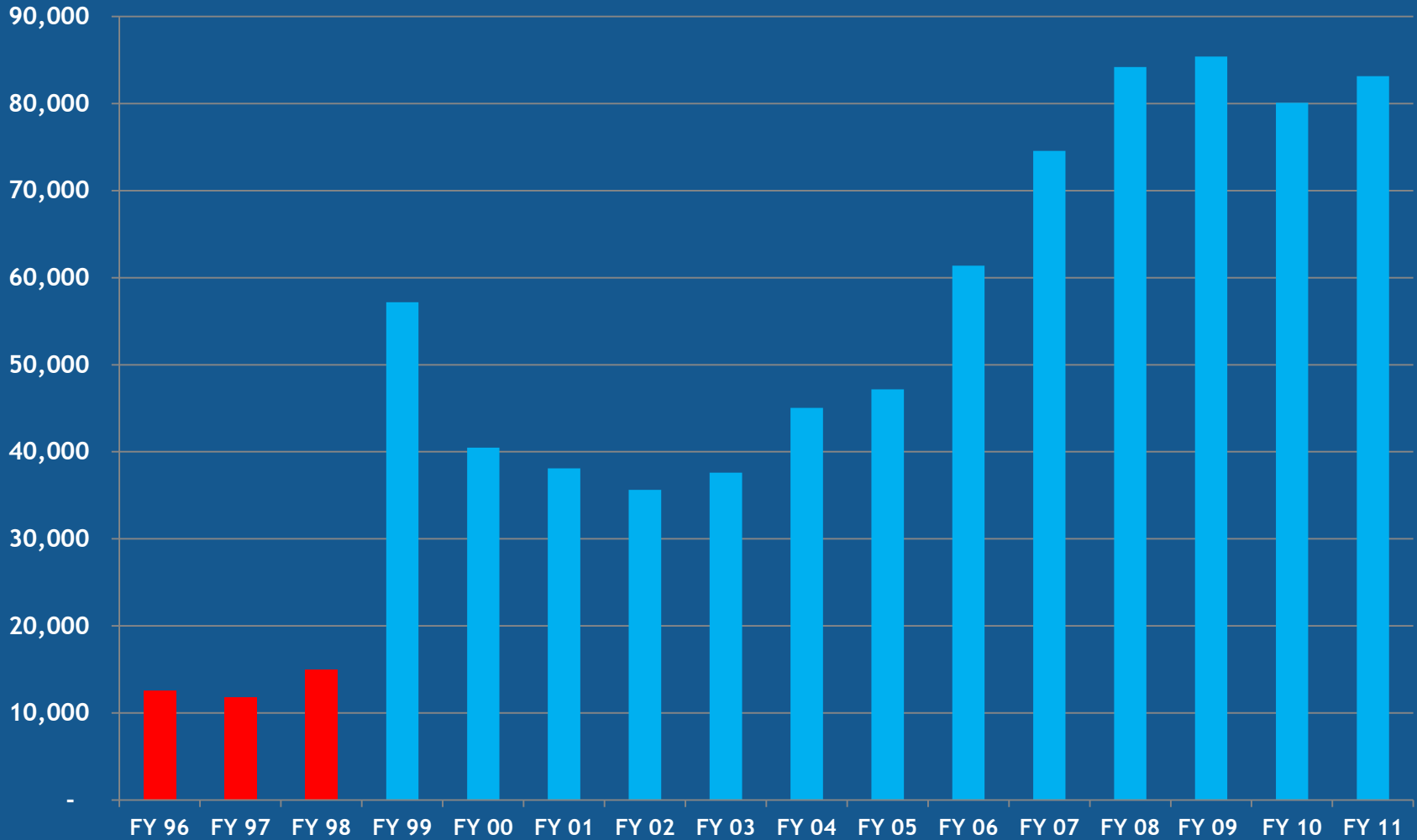
Santa Monica Malibu Beverly Hills
Pasadena San Marino Pacific Palisades
Encino Hancock Park

Physicians' Campaign Committee

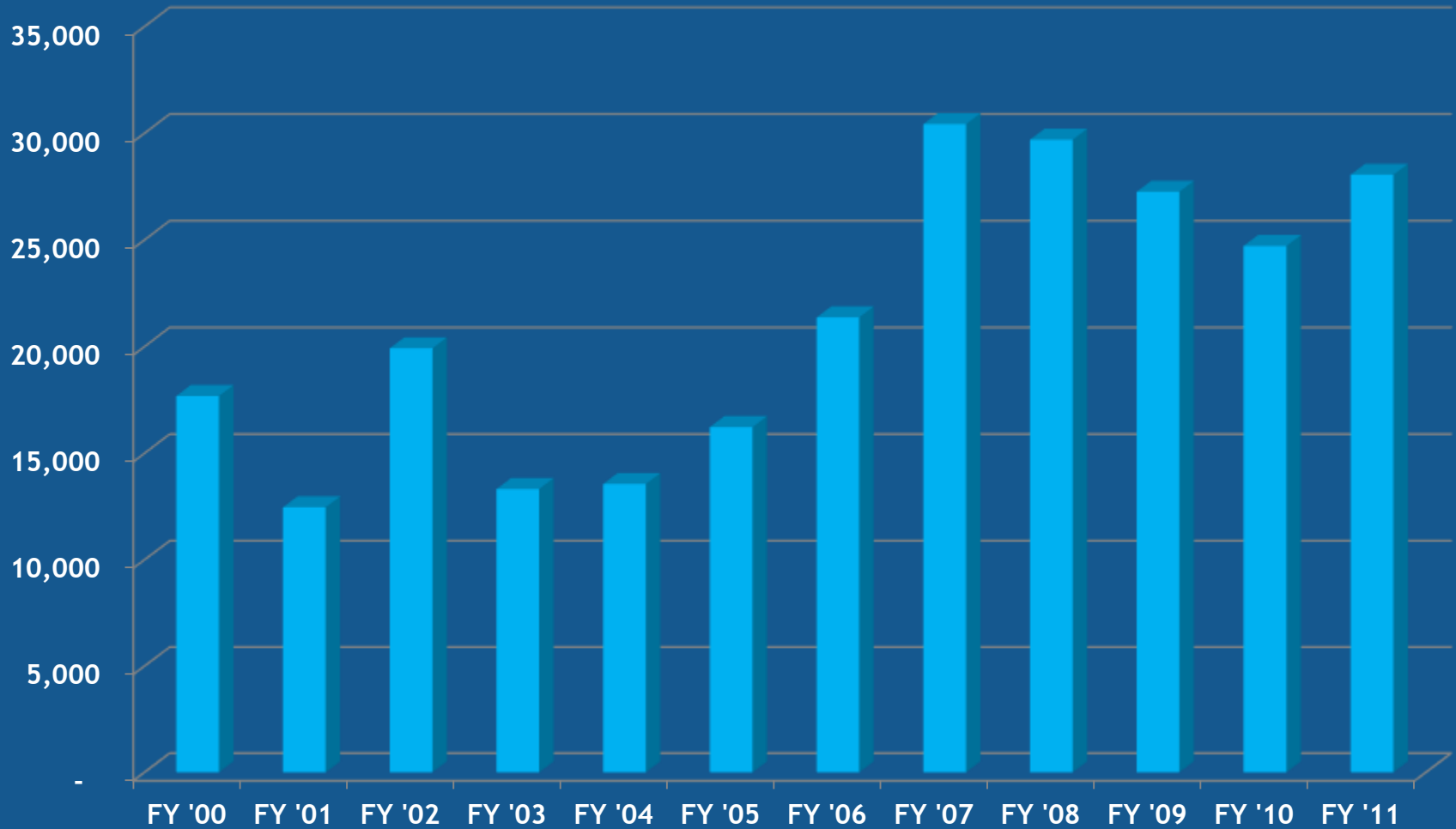
Co-Chairs

Neena Kapoor, MD Philip Stanley, MB, BS
Alan B. Lewis, MD Winfield Wells, MD
Wilbert H. Mason, MD Randall Wetzel, MB, BS

Number of Campaign Gifts by Fiscal Year

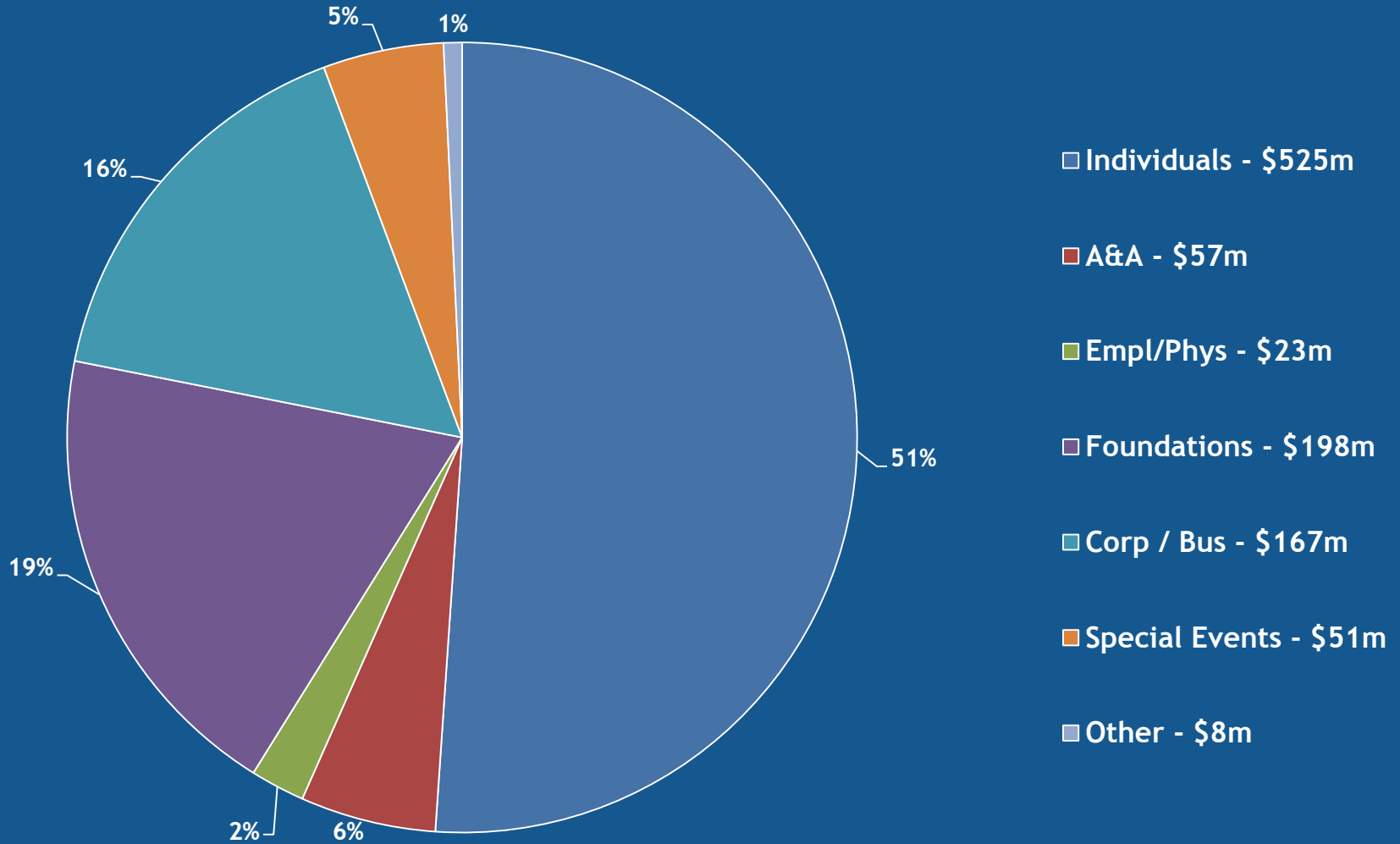


New (First Time) Donors by Fiscal Year

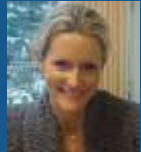


Cumulative Giving: Campaign by Source

January 1, 2000 - May 31, 2011



CHLA Fundraisers



Retooling for Excellence - FY 2012

Key Projects

Foundation Operations

1. Gift Processing Redesign
2. New Prospect Action & Management System
3. Visual Analyzer Capabilities
4. Predictive Analytics Capabilities
5. Database Software Conversion: Phase 1
6. Fundraising Reports Redesign

Policies - Reviewed & Approved

1. Endowment
2. Recognition
3. Stewardship
4. Gift Acceptance

Volunteer Engagement

1. Ambassadors Program
2. Physician Training
3. War Room Activity
4. Advancement Committee

Outreach

1. Current Fundraising Priorities
2. Children's Fund Enhancements
3. Donor Survey
4. Pipeline Refresh

Living Proof Campaign Summary

- Raised \$1.031 Billion
- Three phases of the Living Proof Campaign
- Public: April 2003 - June 2011
- 744,000 gifts
- 254,800 first time donors
- 210 \$1 million (or greater) gifts

Greatest Challenges

- The Campaign that would never end
- First & second rule of fundraising
- Research & Medical Specialties at the doorstep
- The economy & fundraising slow down
- Keeping volunteers engaged
- New Hospital Building “slow down”
- Staff retention/career ladders
- Working too hard! Too many hours!
- No new lead gift between 2003 - 2011



End result was
worth all
our efforts over
the years...



Over \$1 Billion

Final Thoughts on Trends, Excellence and Innovation

- Focus on the mission to achieve excellence
- Be ready and willing to ask fast
- Use your volunteers to expand your reach
- Be prepared to change direction mid-stream
- Pay attention to details
- Ask for the gift
- Enjoy your job

Outlook for the Future

We cannot predict our destiny,
but
we can prepare for the future,
because
the future is ours to create.

French Author, Antoine de Saint-Exupéry