

Utilizing Philanthropy to Elevate Community Well-Being

Betsy Chapin Taylor, FAHP
President/CEO
Accordant

Prepared for

The Governance Institute Leadership Conference
January 2021



The Governance Institute®

A SERVICE OF **nrc**
HEALTH

1

Agenda

- Explore the key dynamics and trends pushing organizations to invest in community health
- Unpack the financial rationale for philanthropy as a key revenue source to advance community health
- Consider donor expectations and requirements for participation in funding community health
- Explore strategies for philanthropy and grants that high performing organizations are using now



The Governance Institute®

A SERVICE OF **nrc**
HEALTH

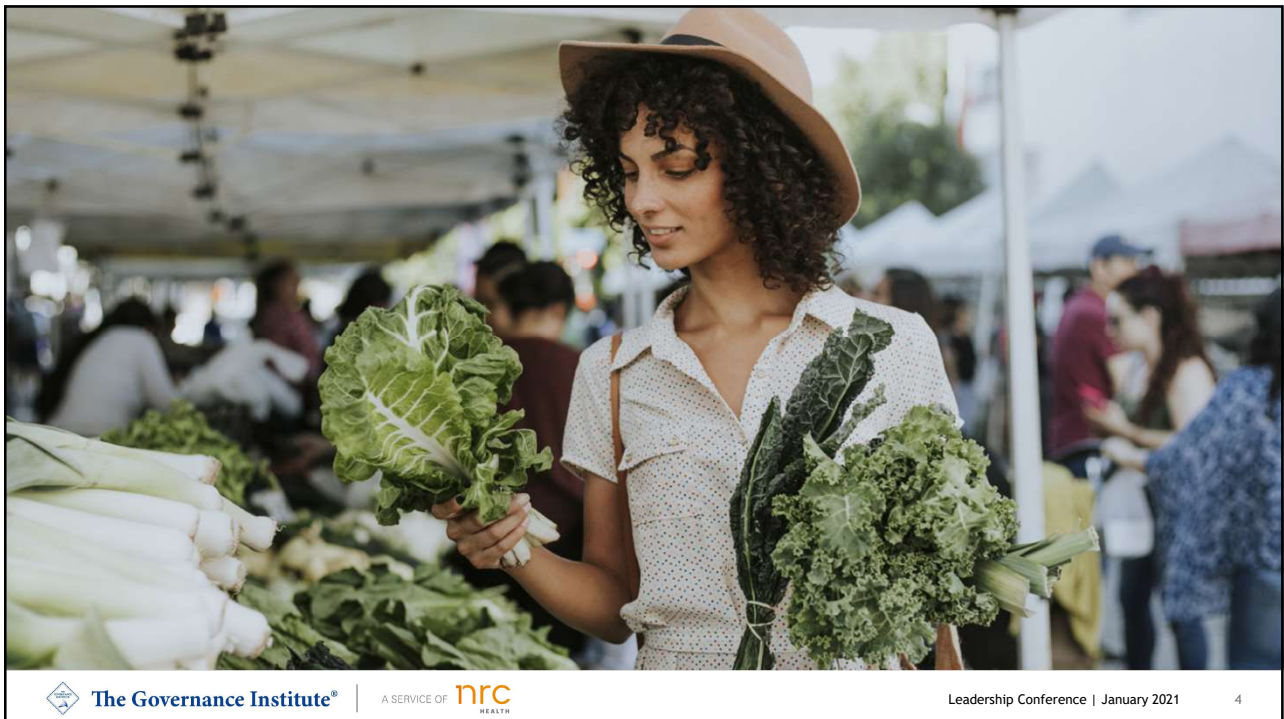
Leadership Conference | January 2021

2

2



3



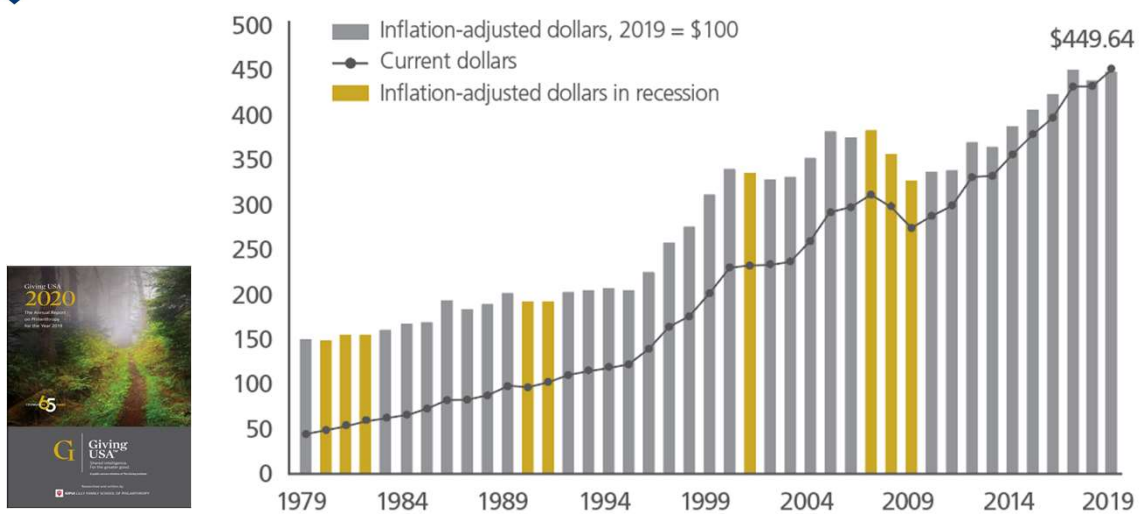
4

PAGE 2
The Governance Institute Leadership Conference – Virtual Event
January 18–19, 2021



5

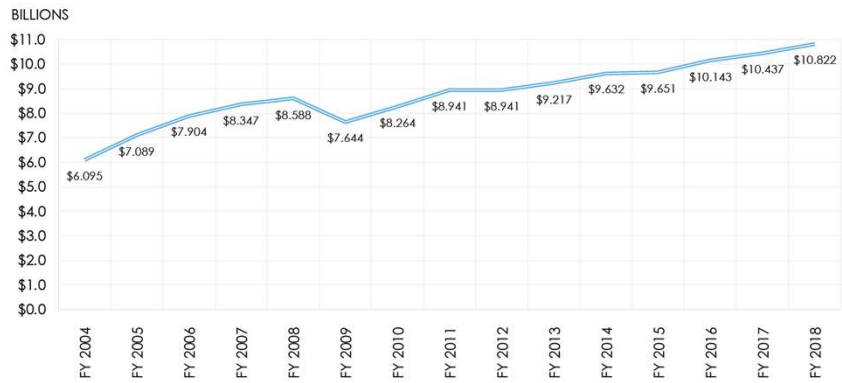
Total giving, 1979-2019 (in billions of dollars)



6

Giving to Hospitals

APPROXIMATE TOTAL FUNDS RAISED BY HEALTHCARE INSTITUTIONS
(\$ in Billions)



Source: AHP Report On Giving, USA, FY 2004-FY 2018



The Governance Institute®



Leadership Conference | January 2021

7

7

Securing Exceptional ROI



2.1% Margin



75% Margin



The Governance Institute®



Leadership Conference | January 2021

8

8

Securing Exceptional ROI

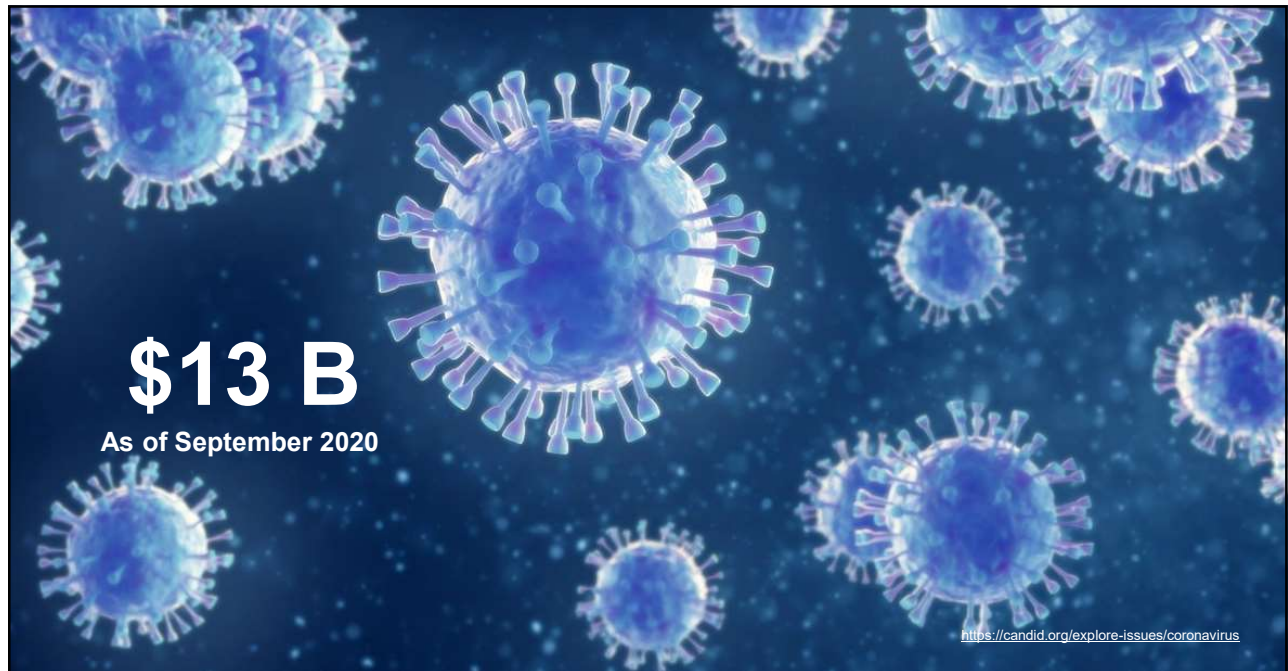


\$47.6 Million



\$1.33 Million

9



\$13 B

As of September 2020

<https://candid.org/explore-issues/coronavirus>

10



11

An Array of Priorities



Capital



Clinical
Service Line
Programs



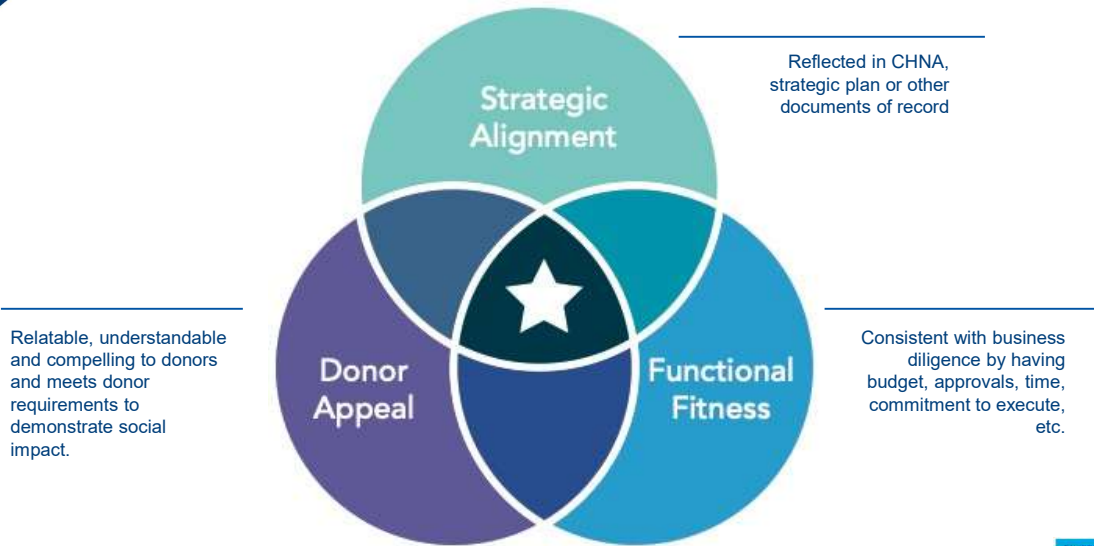
Community
Health Impact



Innovation

12

Finding the Sweet Spot



The Governance Institute®

A SERVICE OF **nrc** HEALTH



Leadership Conference | January 2021

13

13



The Governance Institute®

A SERVICE OF **nrc** HEALTH

Leadership Conference | January 2021

14

14

Engaging Potential Donors and Funders

- Individuals
- Community Foundations
- Private Foundations
- Corporations / Businesses
- Churches
- Grants



The Governance Institute®

A SERVICE OF **nrc**
HEALTH

Leadership Conference | January 2021

15

15

Distinct External Revenue Sources



Philanthropy

Voluntary, charitable gifts from individuals, corporations and foundations.



Grants

Revenue from governments, foundations or corporations tied to contractually agreed upon outcomes. Compliance and reporting are generally required.



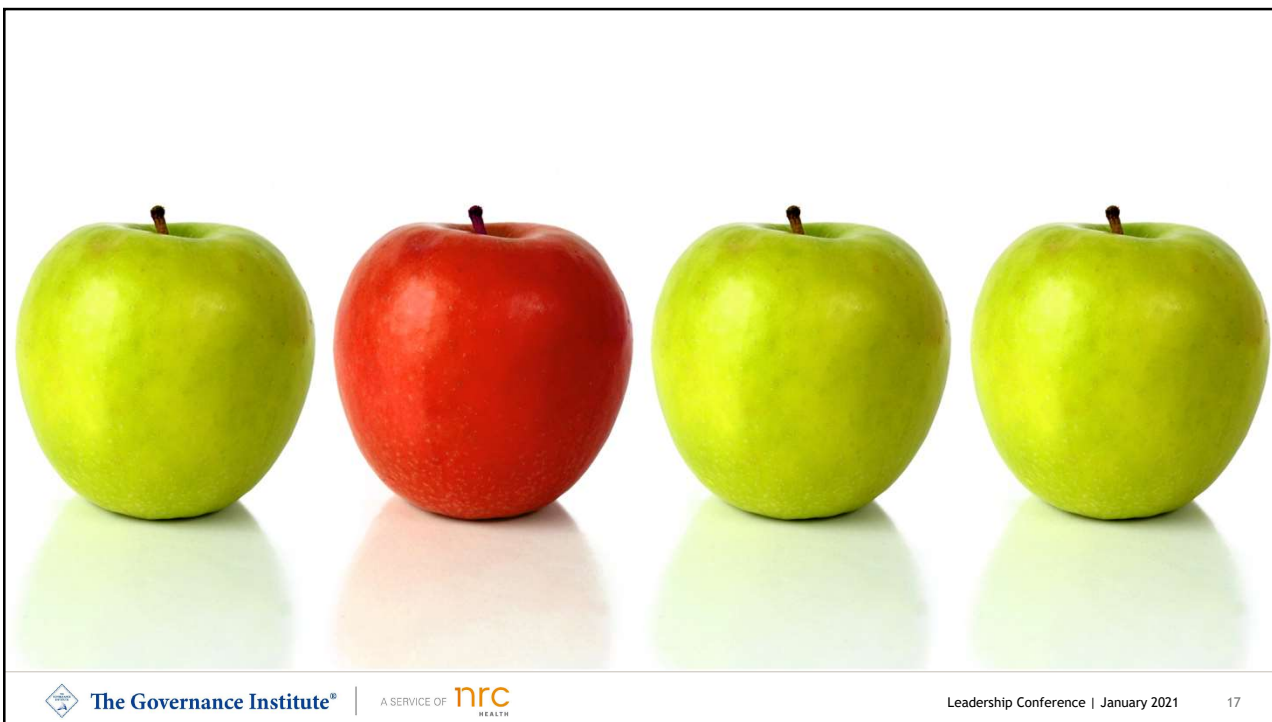
The Governance Institute®

A SERVICE OF **nrc**
HEALTH

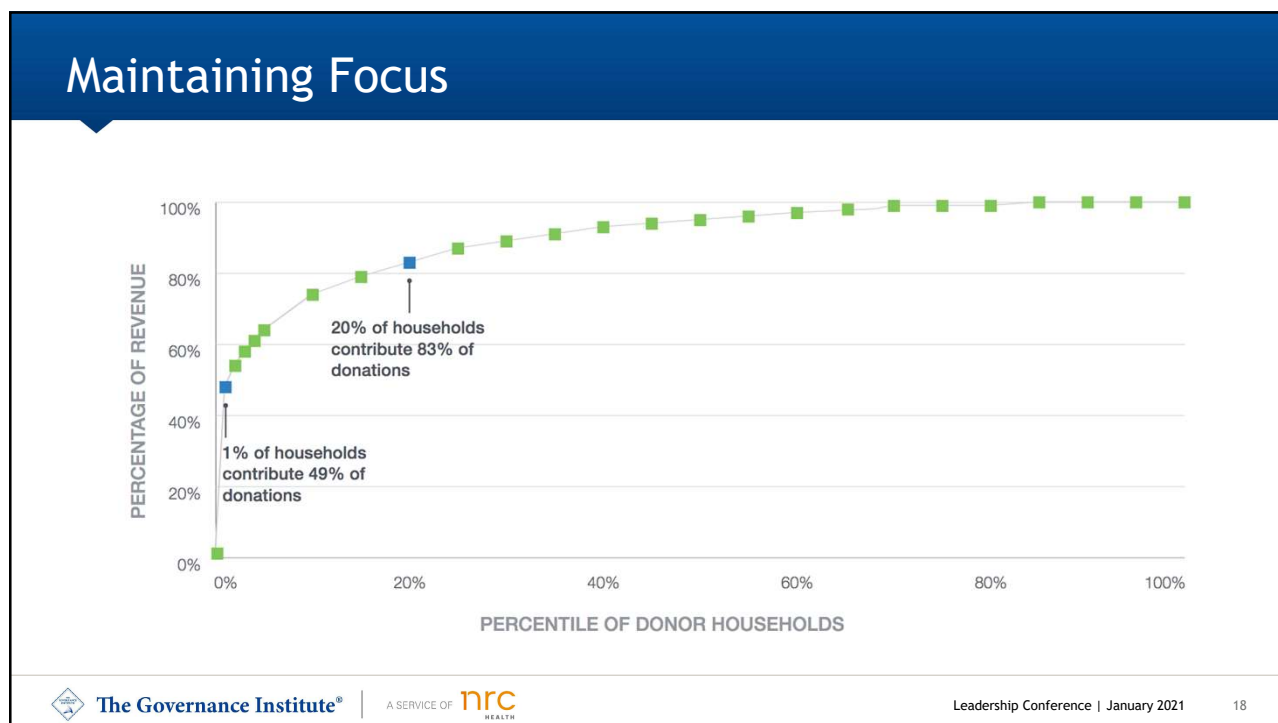
Leadership Conference | January 2021

16

16



17



18



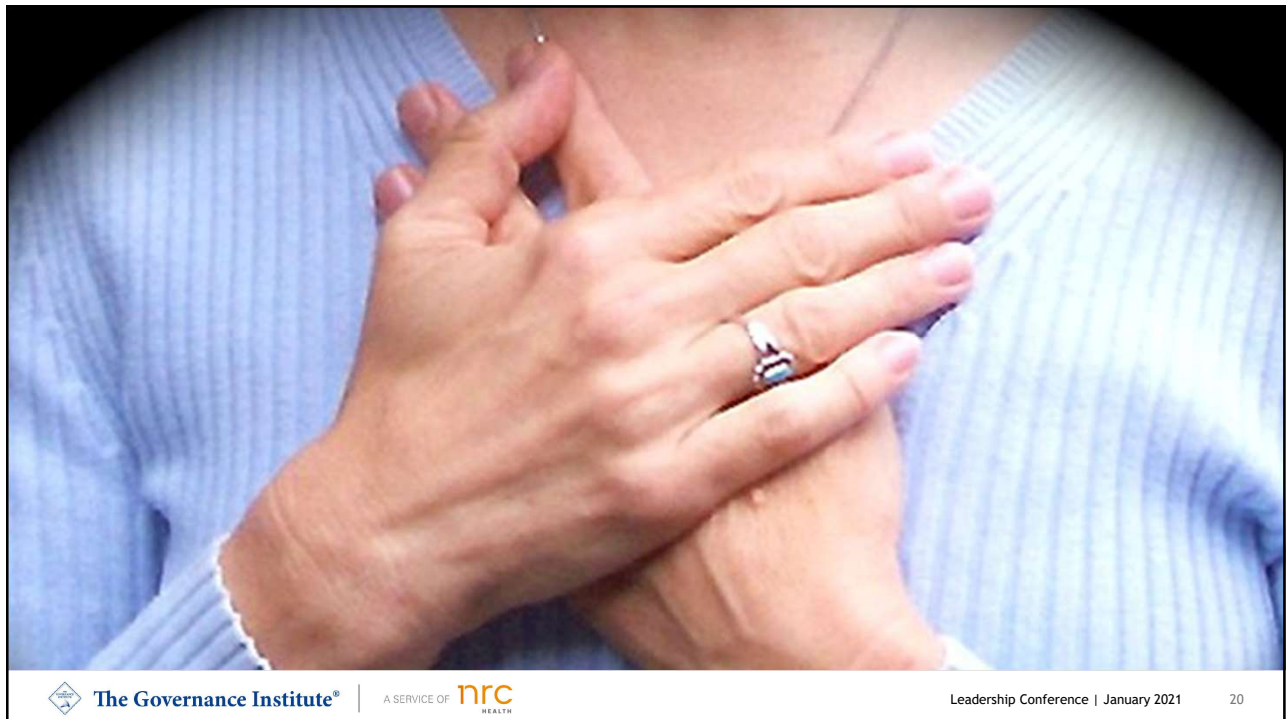
The Governance Institute®

A SERVICE OF **nrc**
HEALTH

Leadership Conference | January 2021

19

19



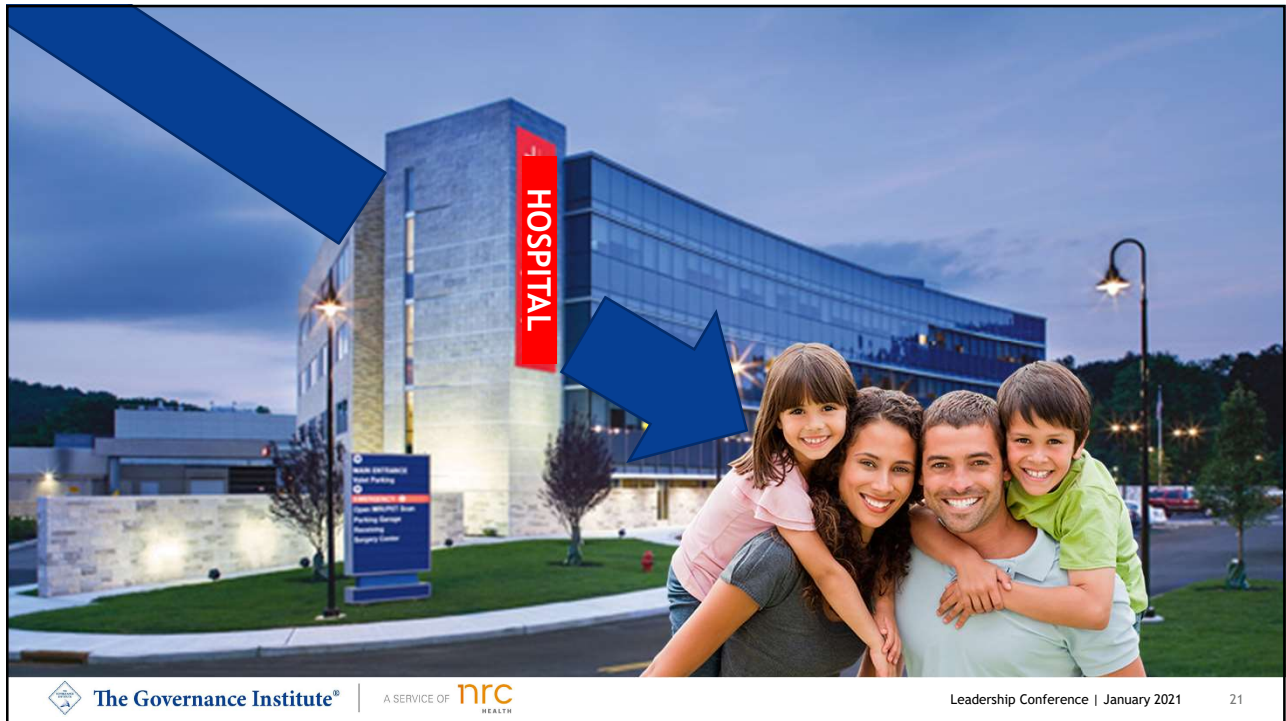
The Governance Institute®

A SERVICE OF **nrc**
HEALTH

Leadership Conference | January 2021

20

20



21



22

Sharing the Rationale for Giving

- Key health outcomes and indicators
- Equity / access
- Financial repercussions
- Community collaboration
- Community strength and well-being
- Human stories



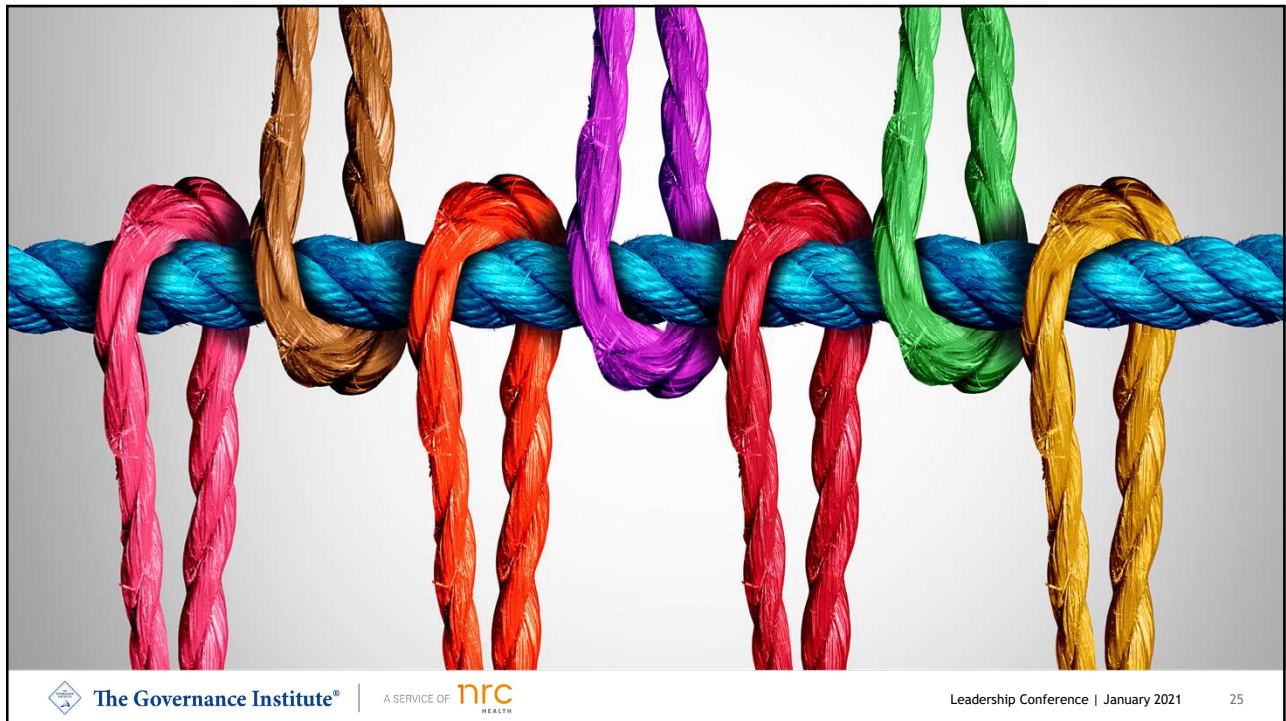
23

Understanding Impact on Community Benefit

- Unrestricted
- Restricted



24



25

Engaging Other Partners

- Nonprofit agencies
- Corporations
- Governmental Organizations
- Competing health care organizations

26

Setting the Platform for Joint Fund Development

- Memorandum of Understanding
- Donor data management
- Donor stewardship
- Donor recognition
- Marketing & communications



The Governance Institute®

A SERVICE OF **nrc**
HEALTH

Leadership Conference | January 2021

27

27



The Governance Institute®

A SERVICE OF **nrc**
HEALTH

Leadership Conference | January 2021

28

28



Betsy Chapin Taylor

President / CEO

 Betsy@AccordantHealth.com

 [LinkedIn.com/BetsyChapinTaylor](https://www.linkedin.com/company/BetsyChapinTaylor)

Betsy Taylor is an award-winning author, speaker and consultant drawing on more than 25 years' experience in health care philanthropy. Betsy is the author or editor of multiple books. Her work has been featured in national trade publications for philanthropy and health care management including *BoardRoom Press*, *Healthcare Executive*, *Modern Healthcare*, *H&HN Daily*, *The Chronicle of Philanthropy*, *FierceHealthFinance*, *Healthcare Philanthropy Journal*, *Chief Executive Officer*, *Becker's Hospital Review*, *Pediatric Focus*, *Health Facilities Management* and more. Betsy received a Master's degree in journalism from Columbia University in New York and an MBA from the University of Georgia.

