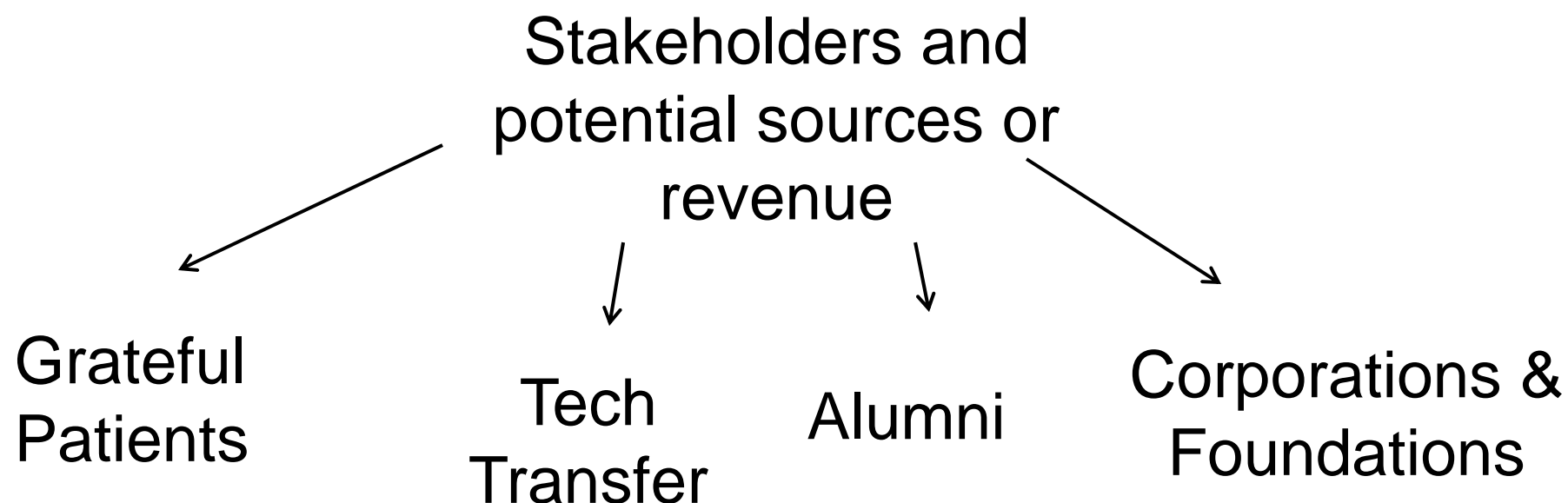


Panel C

Human Resources and Business Management

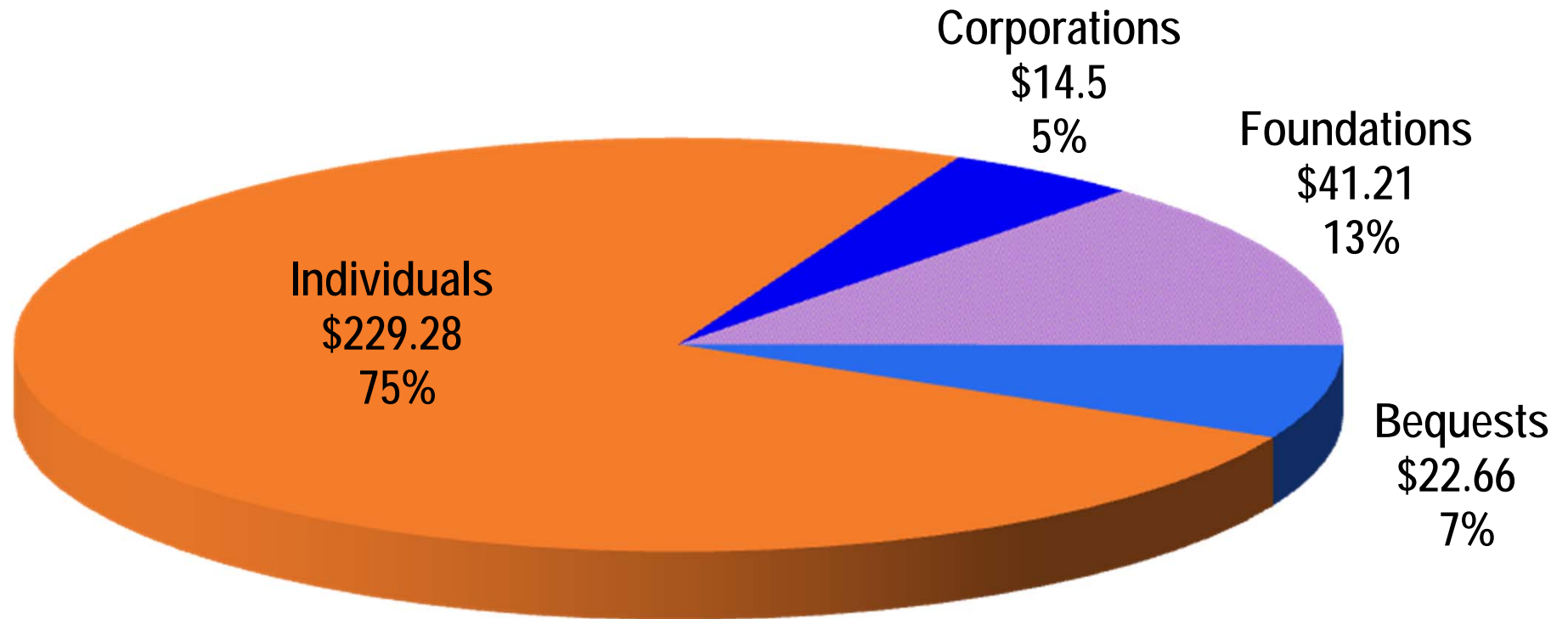
Funding Models: The Role of Philanthropy



Funding Models: Philanthropic Portfolio

- Endowments
- Non-Endowed Gifts
- Naming Opportunities

2008 Charitable Giving Total = \$307.65 Billion (\$ in billions)

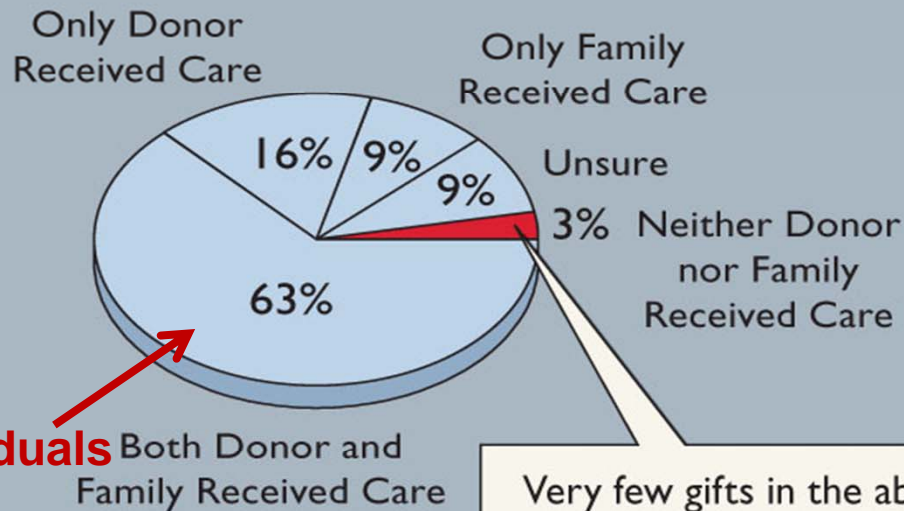


Source: Giving USA Foundation™ / Giving USA 2009

Grateful Patients

Did the Donor Receive Medical Care at the Hospital?

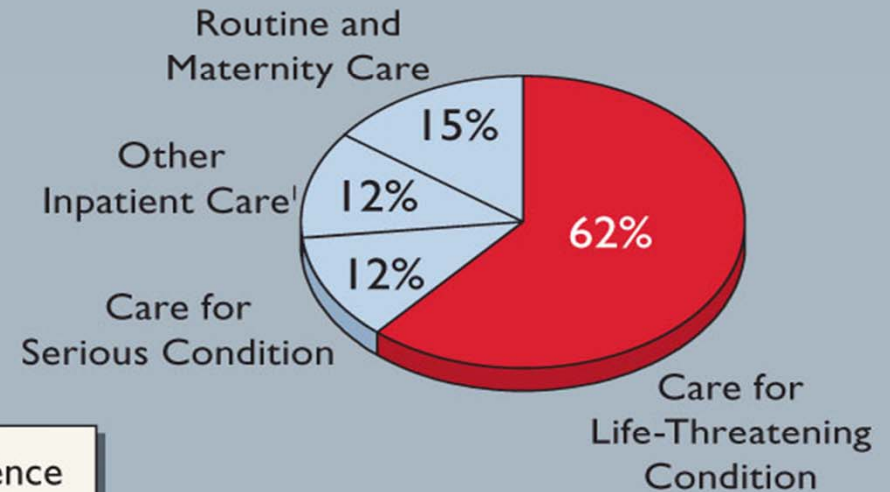
Top Gifts



n=150 Top Gifts

Highest Level of Care Received by Donors and Their Families

Top Gifts

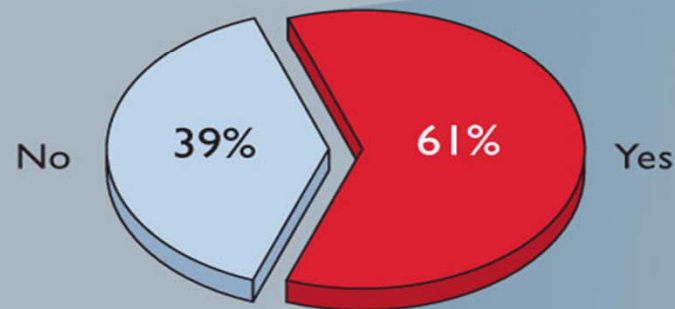


n=121 Top Gifts

Source: Philanthropy Leadership Council © 2007 The Advisory Board Co.
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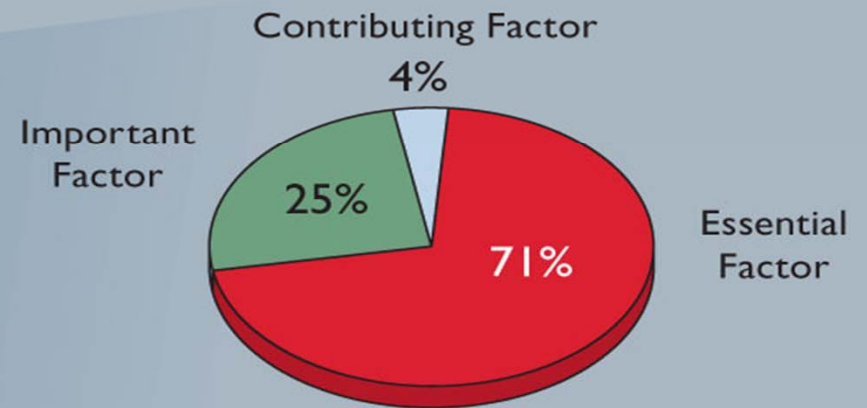
Gratitude: A Powerful Influence

Was Gratitude for Care¹ a Factor Driving the Top Gift?



n=150 Top Gifts

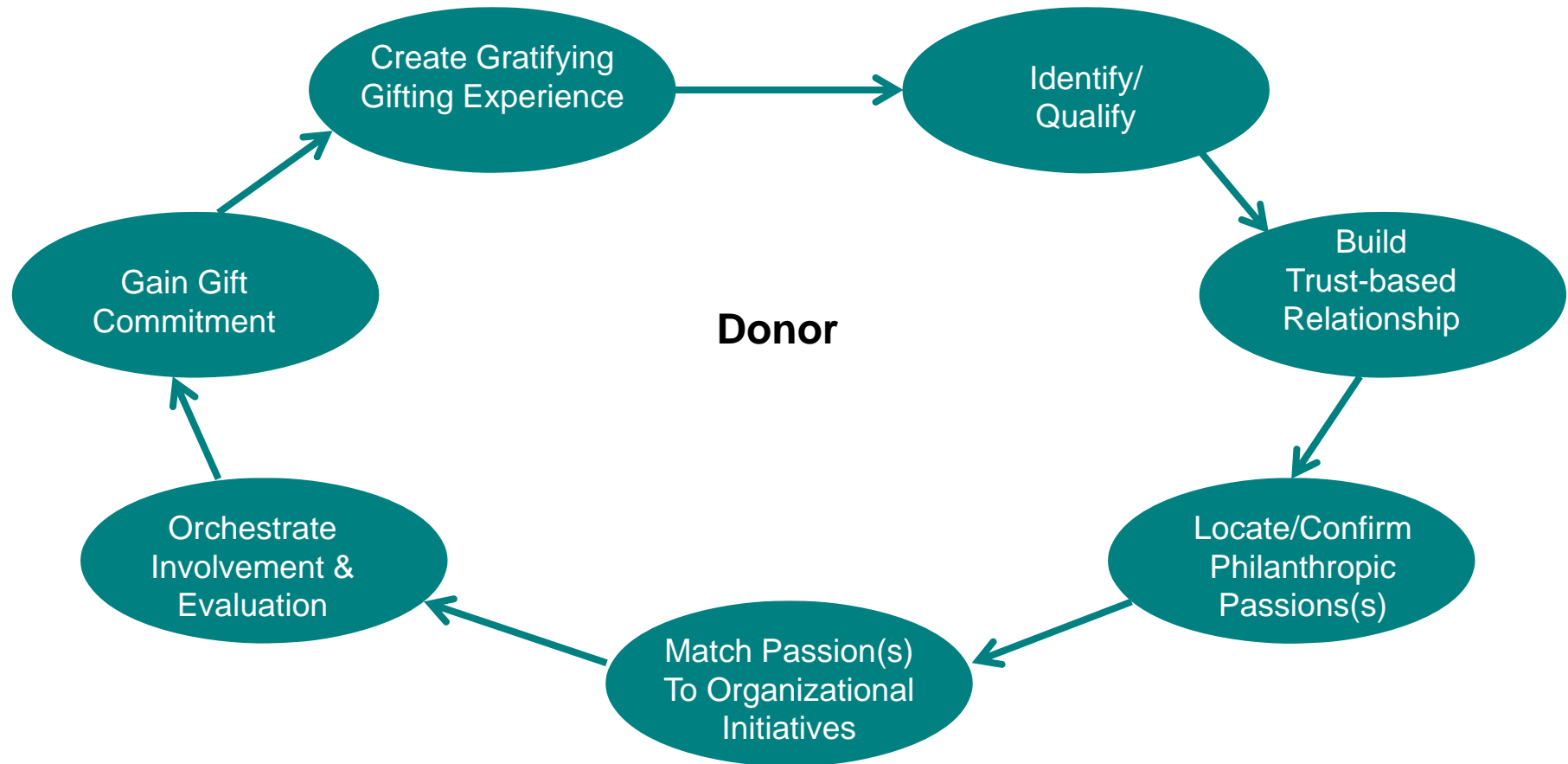
Importance of Gratitude in Driving the Gift²



n=92 Top Gifts

Source: Philanthropy Leadership Council © 2007 The Advisory Board Co.
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Process for Facilitating Donor Development



Source: Advancement Resources, Inc.

Funding Models: People support programs...

- They perceive as “meaningful.”
- Have clear objectives and plans
- Have a track record of accomplishment
- Manage their resources well
- Have competent leadership

Panel C

Human Resources and Business Management