

CHILDREN'S HOSPITALS WEEK 2021

New Fundraising Realities in a Post- COVID World: Re-imagining fundraising and creating a new path for donor/partner engagement

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Presentation Overview

We are all at different points in this journey...

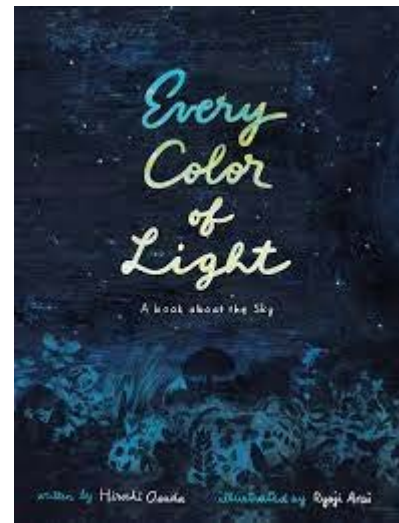
- Shifting our Donor Outreach
- Leveraging our Board of Trustees
- Supporting and Growing our Corporate Partners
- Navigating Special Events
- Providing Employee Engagement

And finally Moving Forward...

The Journey

- Different stages of opening/re-opening
- Back in the office vs working from home
- Everything virtual vs some things in person
- What will change and what will remain the same

"A book for you about a passing storm, for the days when the bad weather feels endless and you just need a ray of sunshine."



Shifting our Donor Outreach

- Continued focus on major gifts (anonymous/behavioral health)
- Invitations to “Discover CHLA” - shift to shorter events for major service lines
- Emphasis on staying connected and being available when folks needed us
- Offering up ways to stay connected to CHLA through virtual fundraising, virtual volunteerism and meetings with Leadership



Children's Hospital Los Angeles Presents

DISCOVER CHLA AT HOME

COVID-19's Impact on Education

DISCOVER CHLA at Home is our virtual speaker series featuring talks with experts from across the spectrum of pediatric care at Children's Hospital Los Angeles. Learn how CHLA is pioneering the work to improve children's health around the world.

HOST
Paul S. Wilens, President and Chief Executive Officer

MODERATOR
Nikki DeLeonis, Acting and CHLA Foundation Trustee

Please join host Paul S. Wilens, President and Chief Executive Officer of Children's Hospital Los Angeles, moderator Nikki DeLeonis and a panel of CHLA experts for a conversation about the impact of COVID-19 on children's education.

Thursday, November 19, 2020 | 4-8 pm
Webex link to be provided upon confirmation.

PANELISTS

 Charles Fells, MD Attending Physician, Clinical Pediatrics	 Helen Park, MD Vice President, Ambulatory Operations
 Robert Frey, MD Vice Chair, Children's Orthopaedic Center	 Kerene Rogers, PhD Attending Physician, Clinical Psychology
 Charles Latham, MPH Chief Investment Officer	 Jenna Stein, MD, MSc, FACS, FRACS Senior Vice President and Chief Medical Officer

Please RSVP by November 15 to Kimberly Ho at kho@chla.usc.edu or 323-361-1768.

Children's Hospital
LOS ANGELES

Leveraging our Board of Trustees

- Working on smaller committees with focus on areas of expertise and relationships
- Engaging Trustees on specific events
- Offering opportunities for virtual volunteering and fundraising



During these challenging times the philanthropic support of our corporate partners to help Children's Hospital Los Angeles (CHLA) fulfill its mission of creating hope and building healthier futures is more important than ever. CHLA has continued to treat every child that needs our help while also prioritizing the health and safety of our team members, clinicians, doctors and nurses. As companies have adjusted the way they do business, the corporate partnerships team at CHLA has adapted how we work with our partners by identifying virtual opportunities and experiences for companies and their employees to continue supporting the hospital.

Following are some initial ideas and thought starters for your consideration. For more information on these virtual fundraising opportunities and experiences below, contact CorporatePartnerships@chla.ucla.edu, and we will provide you with our third-party fundraising agreement to review and sign in advance of your fundraiser.

Virtual Fundraisers

Host an online event and raise funds through ticket sales, donate a percentage of sales, ask customers to donate with purchase, or encourage participants to donate to join.

- **Bingo and Game Night** – Gather virtually to play Bingo, cards or board games and donate ticket sales.
- **Coffee Date/Lunch Hour** – Meet online for a coffee date or lunch hour with colleagues and ask for a donation to join.
- **Cooking Class** – Conduct a cooking class through a virtual platform or record a series of classes to make available for a donation.
- **Fitness Class** – Assemble an online fitness class to raise funds to support the hospital.
- **Trunk Show** – Host an online shopping event and donate a portion of sales from fashion and apparel, jewelry and accessories, other consumer products, etc.
- **Beauty Tutorial** – Showcase skin care, make-up, hair, other beauty techniques with talent/experts and ask for donations to participate. Donate a portion of sales from products.
- **Video Gaming** – Play video games individually or form a team of employees via the Extra Life platform, which raises funds for CHLA. Visit www.extralife.org
- **Paint or Craft Night** – Invite employees or customers to participate in an art class or demonstration and donate a portion of ticket sales.
- **Experiences** – Provide an opportunity for employees and/or customers to have dinner or spend time virtually with celebrities, professional athletes, experts, influencers; donate raffle or ticket sales.
- **Online Yard Sale** – Create an online yard sale, collect donations from employees and donate a portion of sales.
- **Concert/Talent Show/Open Mic Night** – Produce a virtual event for comedians, musicians, etc. to perform and donate a portion of ticket sales.

Supporting & Growing our Corporate Partners

- Sharing COVID response & needs
- Re-organized holiday campaign
 - Giving Tuesday
 - Holidays from the Heart/Toy Drives
- Virtual Campaign Kick-Offs
- Visits/calls continued all throughout
- Analyzed industry/business opps & challenges
- Leveraged annual Make March Matter campaign for greater engagement
- Focus on keeping strong pipeline of new prospects



Special Events & Marketing

- Walk & Play LA – 2020 & 2021
- Malibu Triathlon
- LA Marathon
- Gala
- Golf Tournaments
- New collaborative process with MarCom team
- Sports & entertainment industry partners



Employee Engagement

- Focus on our people + “Caring for the Caregivers”
- Butterfly Committee
- Clear expectations, goals, metrics
 - Structure for reporting weekly work activity
 - Setting monthly + quarterly goals
 - Weekly team meetings
 - Provide tool kit to frontline fundraisers on what was acceptable (in COVID) and what wasn't



Moving Forward

- Flexibility of work location
- Can be more efficient to connect faculty, donors and executives via video vs in-person
- Mix of virtual and in-person VIP visits
- Many internal meetings will stay virtual while external will shift to in-person
- As economy continues to improve, vaccine rates increase, we open up more – everything will be more competitive: retention, recruitment + fundraising

What tools/techniques/discoveries from this time will you keep with you post-COVID?