

# BEYOND THE HOSPITAL'S WALLS

## Improve Community Health with Strategic Partnerships

Healthcare's emerging mission is less about building hospitals to treat illness and injury and more about elevating the health status of individuals and communities.

When patients' social risk factors compromise their health outcomes, the mission and margin of your hospital are impacted. This urgent need is something you, your donors, and the community can get behind.

Together you can make a difference.

### THE IMPACT OF COMMUNITY PARTNERSHIPS FOR YOUR DONORS AND YOUR ORGANIZATION

**74%** 

of hospitals have entered into a community partnership to address social determinants of health<sup>ix</sup>

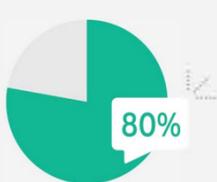
#### Community partnerships multiply the impact of donors and your organization

Broaden the power of donors and increase community-based capacity by relying on existing expertise

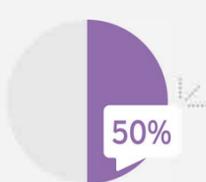
Lower hospital utilization and healthcare spending

Attract more attention and dollars from individuals, independent foundations, and government agencies

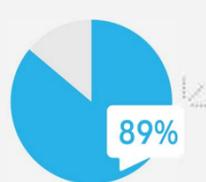
### THE IMPORTANCE OF COMMUNITY HEALTH IS UNDENIABLE



of health outcomes are attributable to factors other than clinical care—social and economic status, physical environment, and health behaviors<sup>i</sup>



of hospital readmissions are a result of unaddressed social needs<sup>ii</sup>



of organizations list community impact initiatives as a strategic priority<sup>iii</sup>

#### Unmet social needs to be addressed:<sup>iv</sup>

**78%**

food security

**44%**

meaningful relationships

**26%**

transportation

**21%**

housing stability

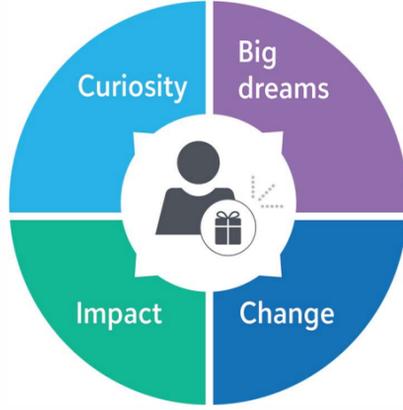
### DONORS ARE READY TO GET INVOLVED

**61%** of healthcare organizations said they are currently raising money for community impact initiatives<sup>v</sup>

**53%** have closed a gift relating to community health<sup>vi</sup>

Donors support twice as many charities as they did 10 years ago<sup>vii</sup> – focusing more on causes than organizations

#### Why donors are drawn to community health initiatives:



- It is very different than giving to fund buildings or hospital equipment
- Motivated by innovative and potentially replicable projects that can accelerate results
- Healthcare donors are often motivated by a larger vision like an ambition to eradicate cancer
- Younger philanthropists are open to new solutions to solve existing problems

### WORK TOGETHER TO MAKE THE BIGGEST IMPACT

#### Things the FUNDRAISING TEAM can do:

- Familiarize yourself with your hospital's Community Health Needs Assessment (CHNA).
- Share innovative ways to address your organization's top CHNA priority areas.
- Meet with the community health team to determine strategic campaign priorities and the case for support.
- Ensure each case has the buy in of the leadership and perspective donors, a community champion, and a personal story to share.
- Cultivate community health champions.
- Encourage the community benefit team to give you access to outcome reports and data to share with donors to demonstrate impact.

#### Things the COMMUNITY BENEFIT TEAM can do:

- Choose community initiatives that meet core community needs and leverage your organization's unique experience.
- Align projects not only with the organization's priorities but also with donor interest.
- Identify like-minded partners with the mission and resources to help you grow your program's reach.
- Invite your fundraising colleagues to the table early so they understand the projects and can share funders with matching priorities.
- Collect and share outcome stories and data that demonstrates impact to donors and encourages recurring gifts.
- Streamline administrative processes to create more time for developing partnerships and strategies.
- Show the impact of each site in health systems with multiple locations to secure more donations.

### STEPS TO CREATE A BEST-IN-CLASS COMMUNITY GRANTMAKING PROGRAM

**1**

Align grantmaking goals, donor interest, community needs, and hospital strategy

**3**

Establish a clear differentiation between event sponsorships and strategic grants

**5**

Standardize grantee reporting for ease of reporting outcomes on the IRS 990 Schedule H

**7**

Make it simple for reviewers with an online portal that can be accessed anywhere

**2**

Offer transparency on program goals, process, timeline, and intended outcomes

**4**

Set straightforward, realistic expectations of grantee reporting and grantor recognition

**6**

Streamline the process for grantees with online applications, check-ins, and outcome submittals

Ready to take your community impact initiatives to the next level? Find out how Blackbaud and Accordant can help.

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LEARN MORE

LEARN MORE

Sources: <sup>i</sup>The Milbank Quarterly, (2016) "County Health Rankings, Relationships Between Determinant Factors and Health Outcomes," American Journal of Preventive Medicine; <sup>ii</sup>Becker's Hospital Review, (2018) "Social Determinants of Health Contributed to Half of Hospital Readmissions, Study Finds"; <sup>iii</sup>Blackbaud, (2020) Webinar, "Making the Case: Raising Funds for Population Health Projects"; <sup>iv</sup>Kaiser Permanente, (2019) "Kaiser Permanente Research: Social Needs in America," accessed via website; <sup>v</sup>Blackbaud, (2020) Webinar, "Making the Case: Raising Funds for Population Health Projects"; <sup>vi</sup>Fidelity Clientable, (2020) 2020 Giving Report; <sup>vii</sup>Association of Fundraising Professionals, (2020) "Eight Fundraising Trends for 2020"; <sup>viii</sup>American Hospital Association, (2016) Annual Survey.