



## Leveraging Philanthropy as a Core Revenue Resource

### SESSION

#### Instructor:

Betsy Chapin Taylor, FAHP

[ABOUT BETSY](#)

**May 19, 2021**

11:00 a.m. – 1:30 p.m. ET

**Cost:** \$1,650/person

This executive education and discussion experience is designed specifically for health care CEOs, CFOs and other market-based and system-level executive leaders. Each executive participant will be provided with a series of curated, executive briefing papers that are custom branded for your organization for advance reading and future reference. Each attendee leader will also have access to a private, one-on-one, follow-up discussion to consider application of material in the health care organization's unique environment or to provide a confidential venue for additional questions and discussion. Chief philanthropy officers and foundation presidents with senior leadership partners participating in this session will also be invited to an advance, one-hour briefing on the material to be covered. This event is limited to 10 total attendees to be conducive to robust discussion and individual engagement.

Progressive health organizations have discovered health philanthropy can be a vibrant, sustainable, low-risk, alternative revenue resource. However, executive leaders are not always confident in how they can harness the potential of this revenue stream to power their most important plans. This interactive education and discussion for health care executive leaders will explore the following topics:

#### **Understanding the Financial Rationale for Philanthropy**

Consider the financial merits of philanthropy including total charitable giving in the United States, giving to health care organizations, return on investment, consideration by financial ratings agencies and more.

#### **Maximizing Total Dollars Raised**

Understand donor motivations for giving to health care, the outsize impact of major gifts and grateful engagement, HIPAA guidance on use of PHI and other elements of securing high performance.

#### **Optimizing the Impact of Philanthropic Dollars**

Identify the rationale and method for achieving Strategically Aligned Project Selection™ (SAPS) to direct restricted and unrestricted dollars toward budget-offset initiatives that advance core strategy rather than budget-enhancing extras.

#### **Reconsidering Financial Management of Charitable Dollars**

Uncover how to utilize philanthropy from an inventory management perspective, ensure alignment between donor intent with organizational use, reconcile performance with GAAP standards and other financial management opportunities.

#### **Elevating Collaboration to Advance Philanthropy**

Strengthen the productive partnership between the health care C-Suite, foundation board of directors, clinical leadership and the philanthropy team and utilize the unique influence of each of these key stakeholders.

#### **Unpacking Emerging Issues and Opportunities**

Identify opportunities to deftly navigate realities, opportunities and constraints in the evolving health care environment that impact philanthropy.

*Please note this live, virtual class is also offered as a custom, virtual engagement for individual organizations that wish to involve their entire C-Suite in a learning experience on advancing philanthropy. Please [contact us](#) for more information about custom training options.*



✓ [Register today](#)

? [For questions or more information, contact us at \[institute@accordanthealth.com\]\(mailto:institute@accordanthealth.com\)](#)