

Philanthropic funding at Providence: A cheat sheet

The mandate of St. Paul's Foundation (SPF) is to raise funds to support patient and resident care, research and teaching at Providence including Providence Health Care (PHC), Providence Living (PL) and Providence Research (PR). Your role, as a physician, caregiver, researcher or staff member is critical. Your leadership inspires our donors, sends a message of strength to our community, and encourages others to give. This "cheat sheet" is meant to share how funding is approved, allocated, secured and processed at a glance, to help make it easier to determine how you should move forward when requesting funding.

General information:

We don't take a cut! SPF does not take an administrative fee, 100% of funding goes to your project/department/program area, as long as it is designated to that fund by a donor.

- SPF disburses funds to Providence, UBC, SFU. Unfortunately, we can't reimburse personal expenses, credit cards, etc. Sorry!
- SPF currently raises funds for all Providence sites and programs, as well as other Providence capital redevelopment projects. > This includes:
 - ▶ Research (ex. Professorships, studies),
 - ▶ equipment, enhanced patient care (helpstpauls.com/ EPC), capital projects (ex. new St. Paul's), teaching (ex. Fellowships), and innovation.
- Successful fundraising requires partnership between you and St. Paul's Foundation. By sharing as many details as possible from the beginning, including anticipated risks, challenges and barriers. This provides us with the best possible information to engage donors, manage expectations, anticipate needs, and report back to donors.

The importance of partnership between Providence and St. Paul's Foundation:

When SPF agrees to fundraise for a project, those funds are not yet secured, it is a commitment to raise them or to provide it as an option to donors with shared interests. This makes you our most important resource in the fundraising process.

If anything changes throughout the project, (ex. delays, change of scope, etc), it changes the terms of engagement and affects the contributions our donors/ partners are considering making or have made, putting their commitment at risk. When stewarded well, this helps build a trusted relationship that can lead to future support; if not, there is serious risk in not securing the gift, of reputational damage, or of the gift being withdrawn. By forming a partnership built on trust and transparency, we will operate with integrity and provide the highest level of stewardship to our donors, creating far greater funding and partnership opportunities.

Other things to consider:

- Depending on the amount required and interest in the donor community for your initiative, it can take well over two years to complete a fundraising goal.
- Even with Providence Senior Leadership Team (SLT) approval, SPF undergoes its own assessment of each approved fundraising request to ensure we can successfully commit and fundraise for the need.
 - Note: Not all projects are conducive to donor support, but we're happy to discuss what we can do!
- **There are some things we don't raise funds for currently:**
 - ▶ Our experience has informed us that brick and mortar projects at the current St. Paul's are not appealing to donors. For example, donors are not interested in funding renovations at the current site, since it will be torn down. For this reason, we do not currently accept requests of this nature.
 - ▶ Ongoing operating costs associated with a program or piece of equipment. We may consider requests to fund pilots for up to 3 years (e.g. we may choose to fund a pilot for a new clinic which would allow the team to collect data and make a business case for this to be picked up within the operating budget).
- **A priority funding need vs. an opportunity:** priority needs have fundraising commitments for up to five years. Opportunities are any other funding needs that come up, however they do not have current resources allocated so will likely need a strong partnership with Providence to be achieved.

1. Identify a need

It may be a piece of equipment, a new program or academic position, a research project, or all of the above. Now, answer the following questions.

Have you (as applicable):

- Talked to your program or department's leads (physician and operations)?
- Explored using existing funds held at SPF or other sources?
- Talked to Biomedical Engineering, IT, HR, or LMFM (facilities) (as appropriate)?
- Developed a proposal or business case?
 - Please include costs/budget, operational impacts, space requirements, timeline, risks, etc.
- Considered the sustainability of your pilot, research project or professorship?
- Identified funding or non-funding partners and potential donors (e.g., grateful patients, industry and academic partners, granting agencies, government, etc.)?

2. Meet with your St. Paul's Foundation contact

After consultation with your Department and program leaders, everyone agrees it's time to meet with the Foundation. Contact your medical area Foundation fundraiser—prepare for your meeting by answering the following questions.

- How much funding do you need from the Foundation?
- When is the funding required?
- What are the risks and barriers to successfully completing the project and how have these been accounted for?
- What is the timeline?
- How critical is SPF funding to the overall project?
- What other partners are involved?
- What are your intended outcomes and measurable results?
 - What is the patient impact?
 - Other things to consider: Will wait times be decreased? What will your research outcomes be? Are you filling a gap in care? Will it improve quality of life for patients/residents? How will it benefit your department?
- Is this transferable to the new St. Paul's? What's the impact?
- How does your funding need align with the Mission Forward Strategic Plan?

Contact Vanessa Low to be connected with your medical area Foundation fundraiser:

Tel: 604.682.8206

Email: vlow@providencehealth.bc.ca

3. Getting Providence and SPF Approvals

Your need is getting attention— everyone agrees it's time for Providence and Foundation approvals.

Complete the Fundraising Priority Request Form. You may be asked to present your request at an upcoming SLT Fundraising Priorities Committee meeting (held Quarterly).

4. Let's get fundraising

Your need has received approvals for Foundation and donor support— congratulations!

- Confirm with your fundraiser whether your need is a fundraising priority or opportunity (there are key differences).
- Sign your PHC SPF Partnership Commitment to Fundraise Letter
- Your fundraiser will provide ongoing fundraising updates, including the fund balance, as appropriate.

5. Post-Fundraising

As your fundraising goal nears completion, please connect with your fundraiser on the following:

- Processes to spend: There are robust processes around how funds are disbursed from the Foundation to Providence.
- Stewardship: This is a very important part of the fundraising process. We continue to share reports and outcomes with our donors for years to come.

Key Steps

Complete and submit the Fundraising Priorities Request Form

SLT Priorities Committee Review & Approval of Priorities & Opportunities (meets quarterly)

Finalize PHC SPF Partnership Commitment to Fundraise Agreement and work collaboratively with SPF in fundraising