

# Creating a Culture of Philanthropy

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*Charitable Giving in  
Perspective...*

# American Philanthropy in 2016

- ▶ \$390,050,000,000 in philanthropic giving
- ▶ Individual donors drove the rise in philanthropic giving
- ▶ 2016 marked on the sixth time in 40 years when all nine major philanthropy subsectors realized giving increases
- ▶ The single largest contributor to the growth in total giving was an increase of \$10,530,000,000 in giving by individuals
- ▶ Giving by individuals, foundations, and corporations increased while there was a 9% decrease in giving by bequest

Source: Giving USA

# American Philanthropy in 2016

- ▶ Giving by sector
  - ▶ 32% Religious Organizations
  - ▶ 15% Education
  - ▶ 12% Human Services sector
  - ▶ 10% Foundations
  - ▶ 8% Health
  - ▶ 8% Public-Society Benefit
  - ▶ 6% International Affairs
  - ▶ 5% Arts, Culture, and Humanities
  - ▶ 3% Environment/Animals
  - ▶ 2% To Individuals

Source: Giving USA

# American Volunteerism 2015

- ▶ 24.9% of Americans volunteer or 62,600,000 volunteers
- ▶ 7,900,000,000 hours of service
- ▶ \$184,000,000,000 service contributed
- ▶ In New York State:
  - ▶ 19.2% of residents volunteer or 3,137,688 volunteers
  - ▶ 39.1 volunteer hours per capita
  - ▶ \$556,740,000 hours of service
  - ▶ \$14,600,000,000 service contributed
  - ▶ 44.5% of residents donate \$25 or more to charity

Source: Corporation for National & Community Service

# Your Agency

- ▶ Every employee interacts with the public
- ▶ Each interaction has a positive or negative impact on your charity
- ▶ Relationship building on behalf of the organization is essential
- ▶ All interactions have the potential to bring about benefits to your agency
  - Volunteerism
  - Charitable gifts

Happy, Engaged Employees  
Are Essential

# All Employees Can:

- ▶ Assist with fundraising without asking for funds
- ▶ Know the case and have information available for interest parties:
  - Brochures
  - Envelopes
  - Client Guides
  - “Toolkits”
- ▶ Listen for cues
- ▶ Personally support the mission of the organization





## PATIENT & GUEST SERVICES GUIDE



FALL 2017/  
WINTER 2018



Affiliate of  Northwell Health

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### VOLUNTEERING AT CROUSE HOSPITAL

Many people want to volunteer at Crouse Hospital because of the quality care they or a family member has received. To learn about volunteer opportunities at Crouse, please stop by one of our information desks or call 315-470-7571. Benefits include free parking, a complimentary meal while you are here, training in the area you choose, reduced charges in our pharmacy and great friendships. Also visit [crouse.org/volunteer](http://crouse.org/volunteer).

### CROUSE HEALTH FOUNDATION

Patients and their families often ask if there's something they can do to recognize the excellent care received during a stay at Crouse. Hospital policy allows for gifts of nominal value, such as flowers, food or candy, to be given to nursing units or departments, but monetary gifts may not be accepted by employees. However, a tax-deductible donation in honor of a physician, nurse, staff or a department may be made to the Crouse Health Foundation, the fundraising arm of Crouse Health. Such gifts can be restricted to further the work of a particular nursing unit, program or service, or left unrestricted in support of Crouse Health's mission.

The individual(s) being recognized will be notified of the gift, although the amount will not be mentioned. Contributions of any magnitude are appreciated, and the donor will receive an acknowledgement with applicable tax information. To make a gift, simply ask your nurse manager for more information, or contact the Crouse Health Foundation by phone at 315-470-7702, via email at [crousefoundation@crouse.org](mailto:crousefoundation@crouse.org), or online at [crouse.org/give](http://crouse.org/give).

### CROUSE HOSPITAL AUXILIARY

The Crouse Hospital Auxiliary is an all-volunteer organization that supports the mission of the hospital by providing funding for equipment, programs and services to enhance patient care. Through its work, the Auxiliary supports a variety of programs including our Visit to Hospital Land community service program for area first-graders, nursing scholarships and countless other projects that impact the quality of care for Crouse patients and their families. The Auxiliary also operates the hospital's gift shop and spearheads our annual Lights of Love holiday campaign. For more information on becoming a member, we invite you to call 315-470-7530 or visit [crouse.org/auxiliary](http://crouse.org/auxiliary).

# Case Study: Crouse Health



# A Long Tradition of Community Support

- ▶ Charitable support dates back to 1887 with the founding of Syracuse Women's Hospital and Training School for Nurses
- ▶ The Crouse Health Foundation was founded on November 11, 1974 as the official fund-raising arm of Crouse Hospital
- ▶ 2018 is our 44<sup>th</sup> year of service to Crouse and the community

# Crouse Health Foundation Case for Support

Raising money for the  
MARGINS OF EXCELLENCE

The difference between  
basic healthcare and the  
best healthcare

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

People don't give to  
institutions;  
People give to people

Institutions have no needs;  
People in our community have needs

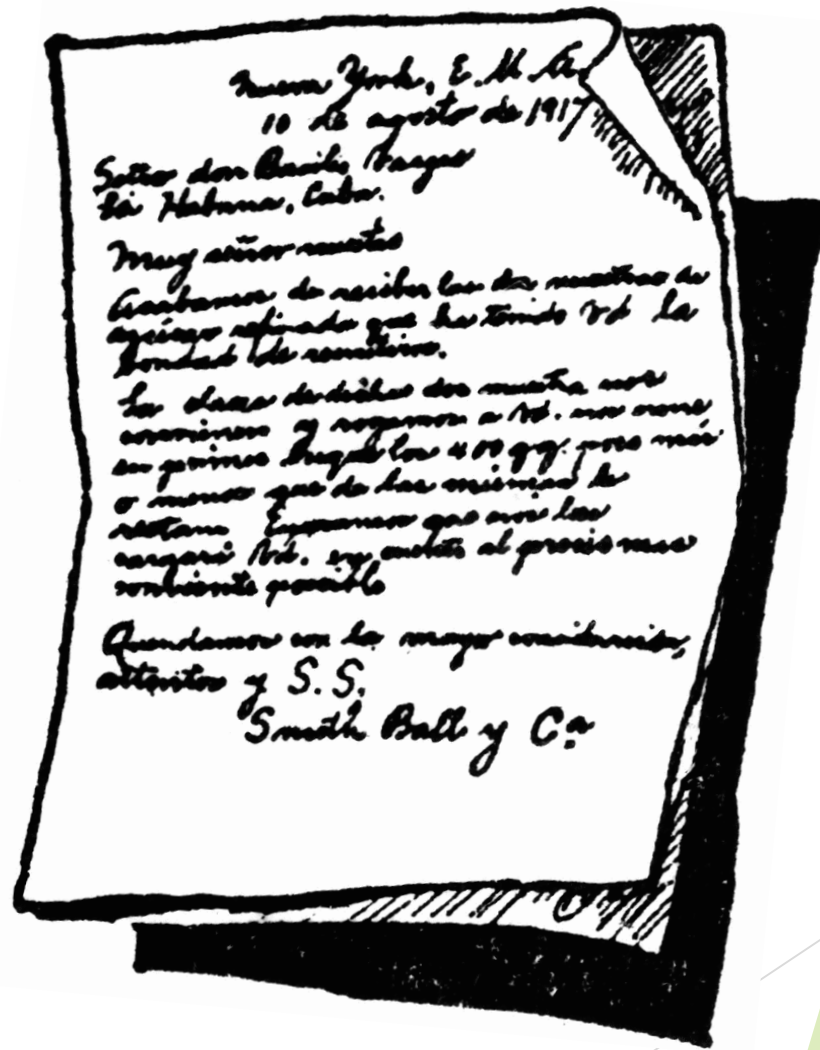
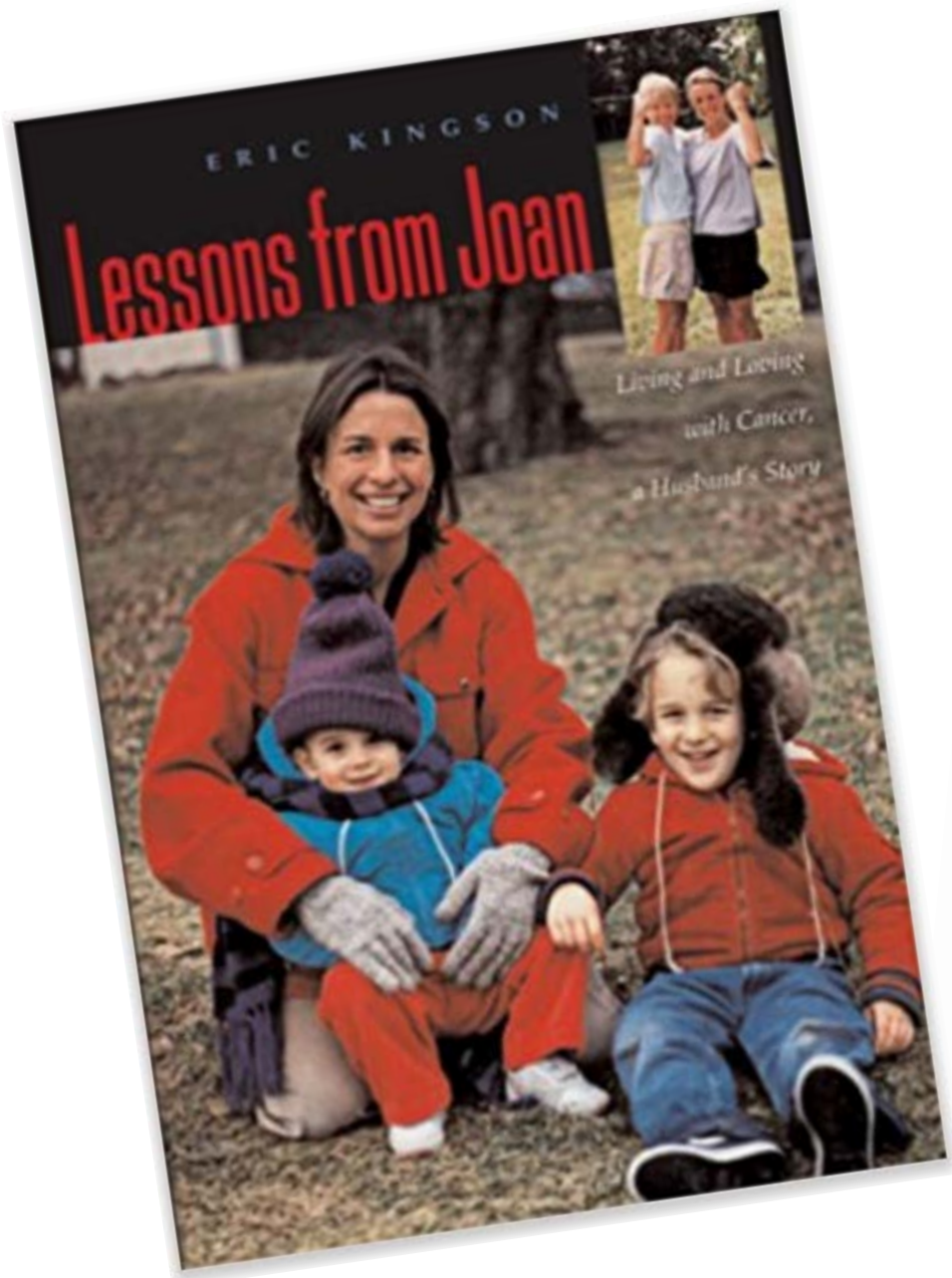
# Donor Motivations

People give to recognize the good work of our physicians, staff and volunteers


# Donor Motivations

Respect for paid leadership/staff







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“How wonderful it is that  
nobody need wait a single  
moment before starting to  
improve the world.”

*Anne Frank, Jewish Diarist*