

# Using Philanthropy to Support Research.

## AKA: Grants Without Indirects.



presented by:

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T311



SRA INTERNATIONAL  
ANNUAL MEETING  
**CHICAGO 2024**  
OCTOBER 26-30



# Sponsored Awards vs Gifts

## Sponsored Programs

Government Award

Contractual Arrangement

Rights to Intellectual Property

Tight Controls

Unused Funds returned

## Philanthropy

Charitable in Nature

No Economic Benefit

No Goods or Services Exchanged

Reasonable Restrictions

Limited Reporting Required

# Why Seek and Use Gifts?

- Well Duh....
- To have unrestricted funds
- To have restricted funds
- Smoothing of funding cycles' peaks and valleys
- Accommodate donor wishes
- Philanthropic support can be used to generate preliminary results for grant funding and vice versa

# \$471.44 billion

In 2020, Americans gave \$471.44 billion to charity, a 5.1% increase over 2019

## Contributions by source

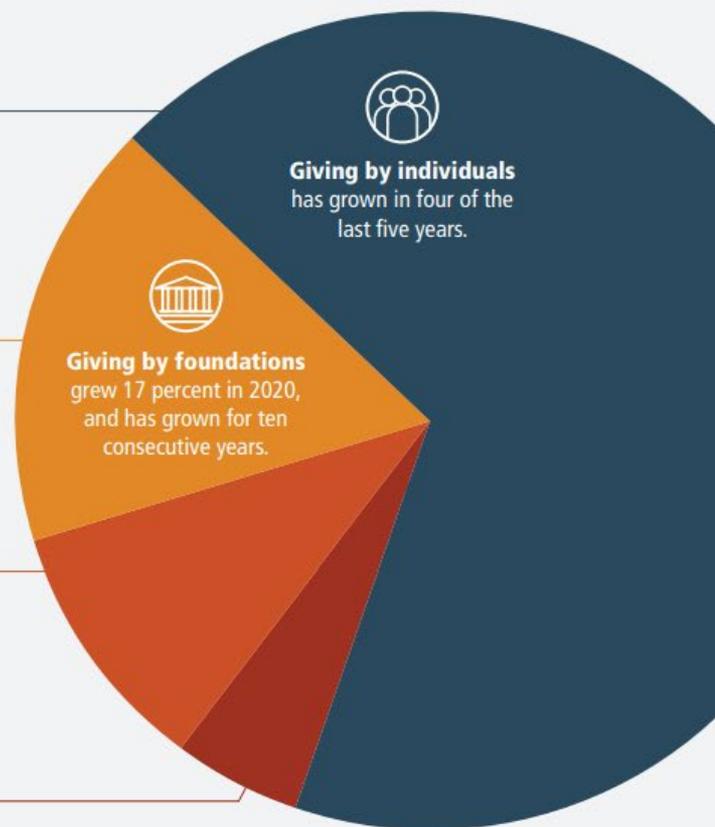
By percentage of the total

**Giving by  
Individuals**  
\$324.10 billion  
**69%** ↑ 2.2%  
increased 2.2 percent over 2019.

**Giving by  
Foundations**  
\$88.55 billion  
**19%** ↑ 17.0%  
increased 17.0 percent over 2019.

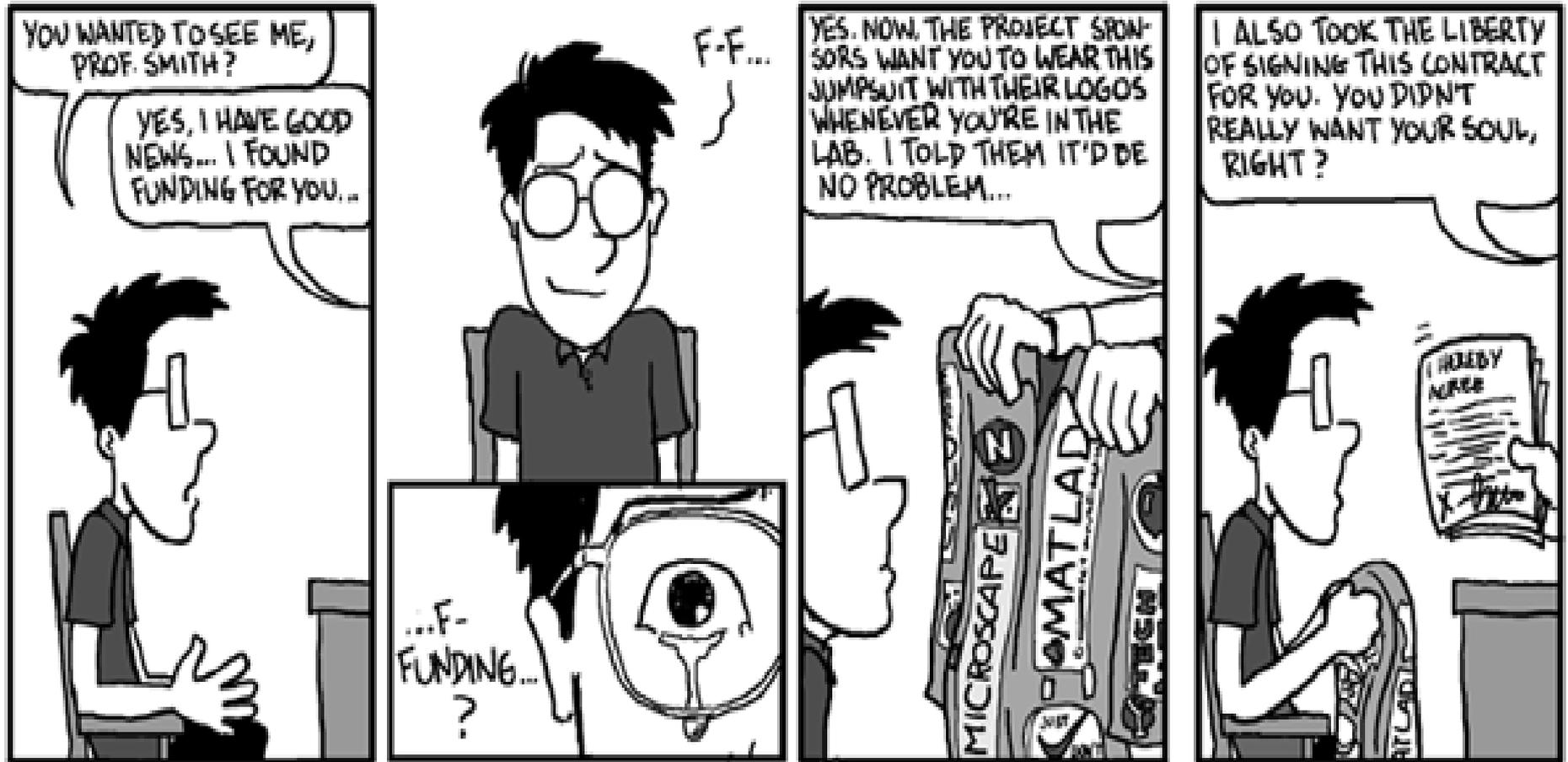
**Giving by  
Bequest**  
\$41.91 billion  
**9%** ↑ 10.3%  
increased 10.3 percent over 2019.

**Giving by  
Corporations**  
\$16.88 billion  
**4%** ↓ 6.1%  
declined 6.1 percent from 2019.



\*All figures on this infographic are reported in current dollars unless otherwise noted.

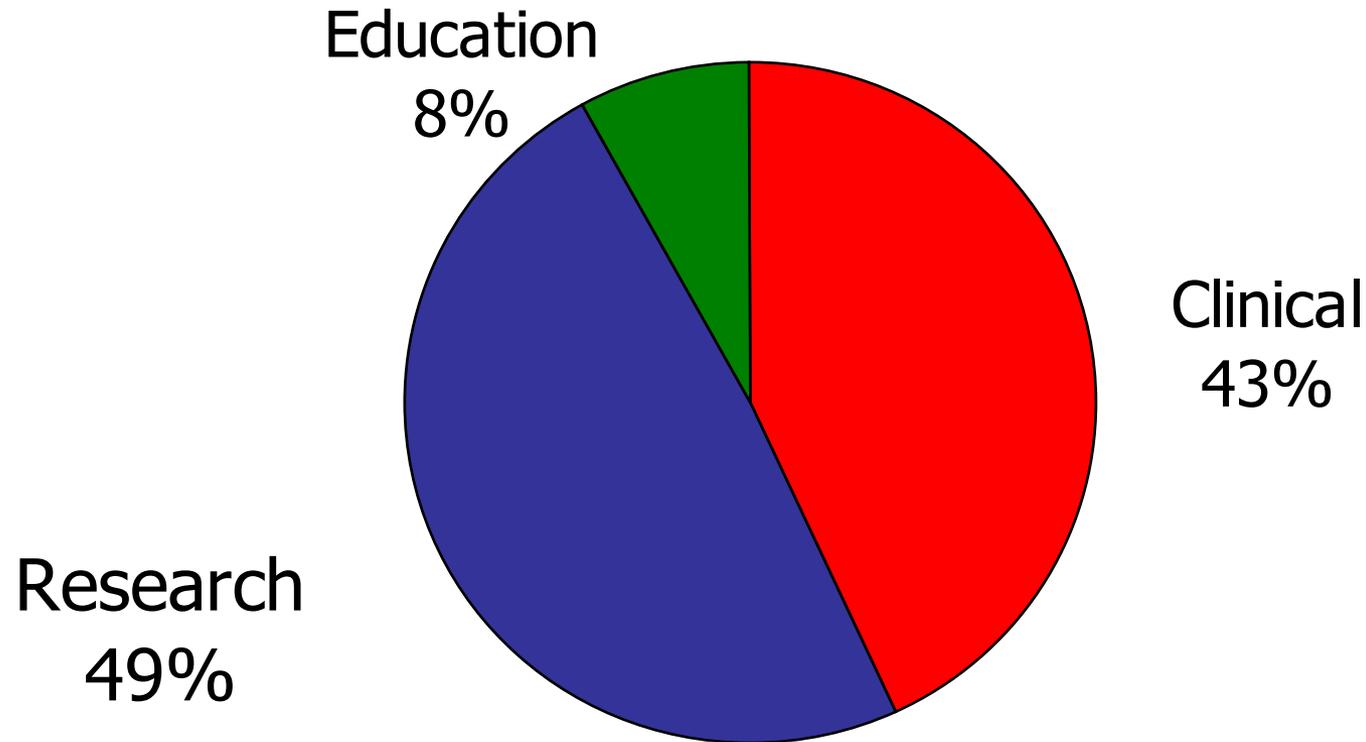
# There are alternatives...



# CCHMC Background

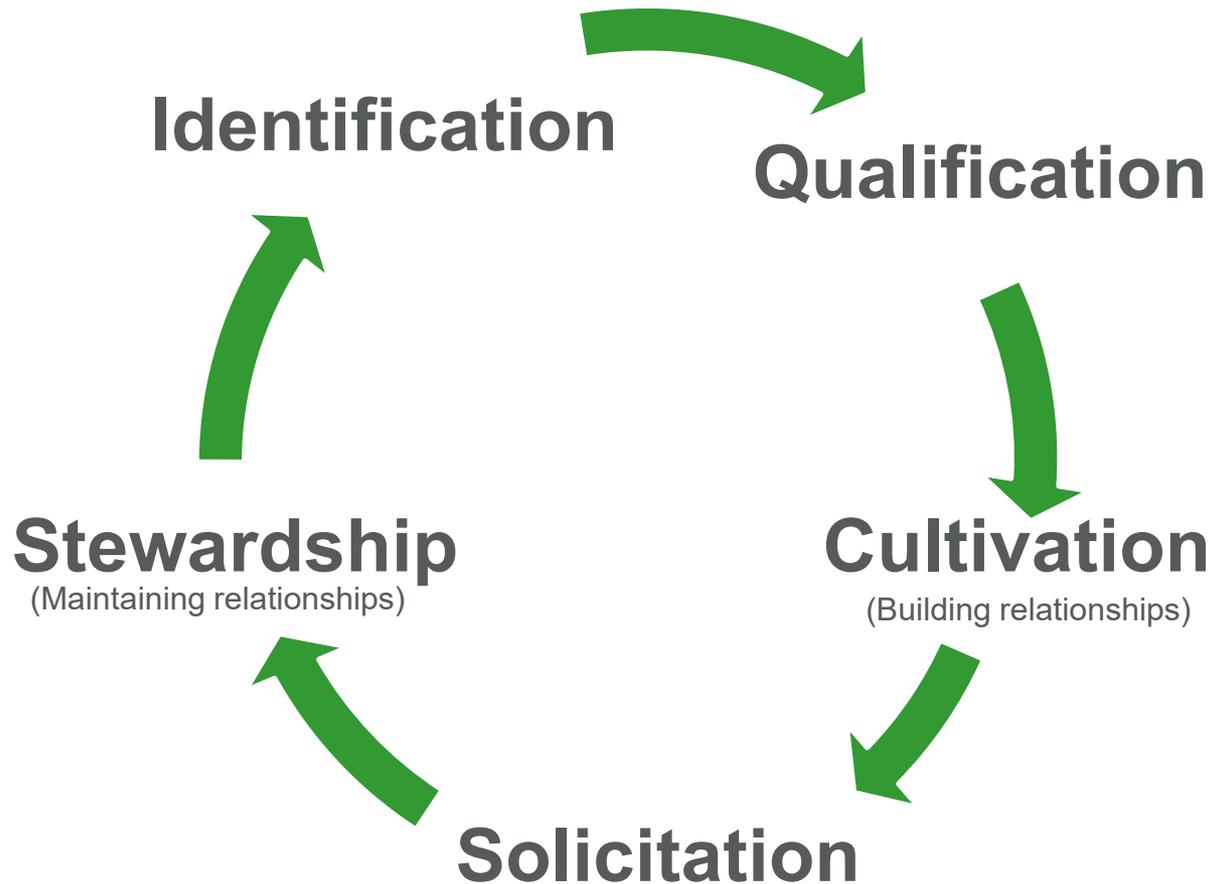
- Established in 1887 as The Children's Hospital under the auspices of the Episcopal Diocese of Cincinnati
- William Cooper Procter
  - Founder of P&G
  - Chair of Board of Trustees 1913-1934
  - Established the Children's Research Foundation in 1927 with an endowment gift of \$2.7M
  - Established that income from the endowment would support research and development
  - *"These principles continue to form the philosophical approach to the relationship of the endowment and research today"*-Scott Hamlin, COO

# CCHMC Faculty & Staff by Mission



*We are clearly not just a pediatric hospital.*

# Philanthropy Cycle



# Major Gift Cultivation

= Your Partnership is key  
= Development leads



# Donor Pyramid



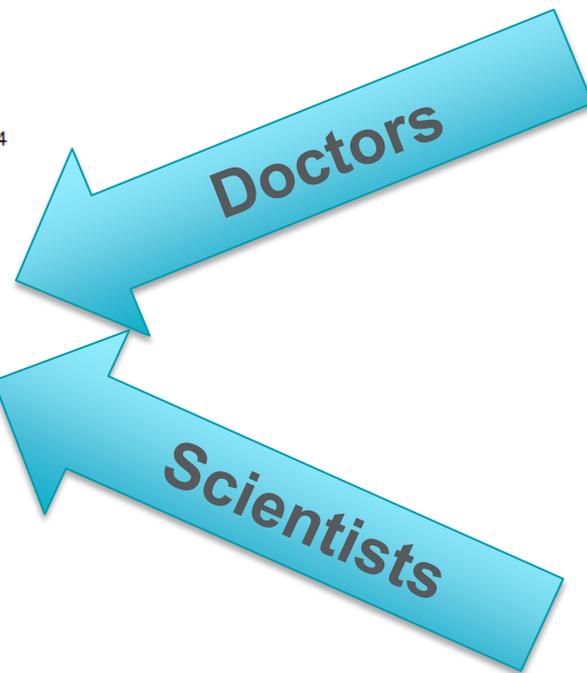
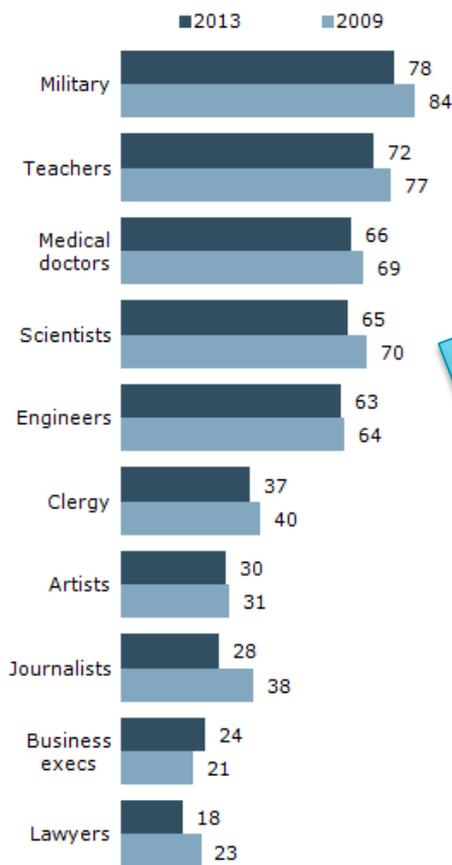
# Trust is necessary for big gifts



*But don't worry, you're not raising money for Congress*

## Trend in Perceived Contribution

% saying each group contributes "a lot" to society's well-being



Source: Pew Research Center surveys March 21-April 8, 2013 and April 28-May 12, 2009. Q6a-j. Responses of those who said some, not very much, nothing at all and those who did not give an answer are not shown.

# Charitable Medical Funding

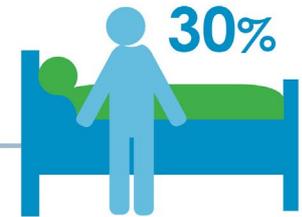
At all stages of the research process



of charities fund research to understand the cause of disease



of charities fund research into disease prevention and the development of new diagnostics and treatments



of charities fund research to advance disease management and health services

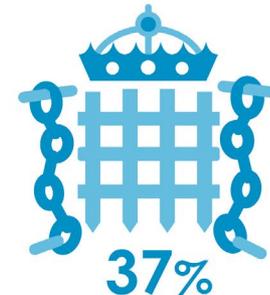
Funding in partnership with others



of charity funded research in the UK takes place in universities



30% of non-commercial research in the NHS is funded by charities



of government funded research receives follow-on funding from charities

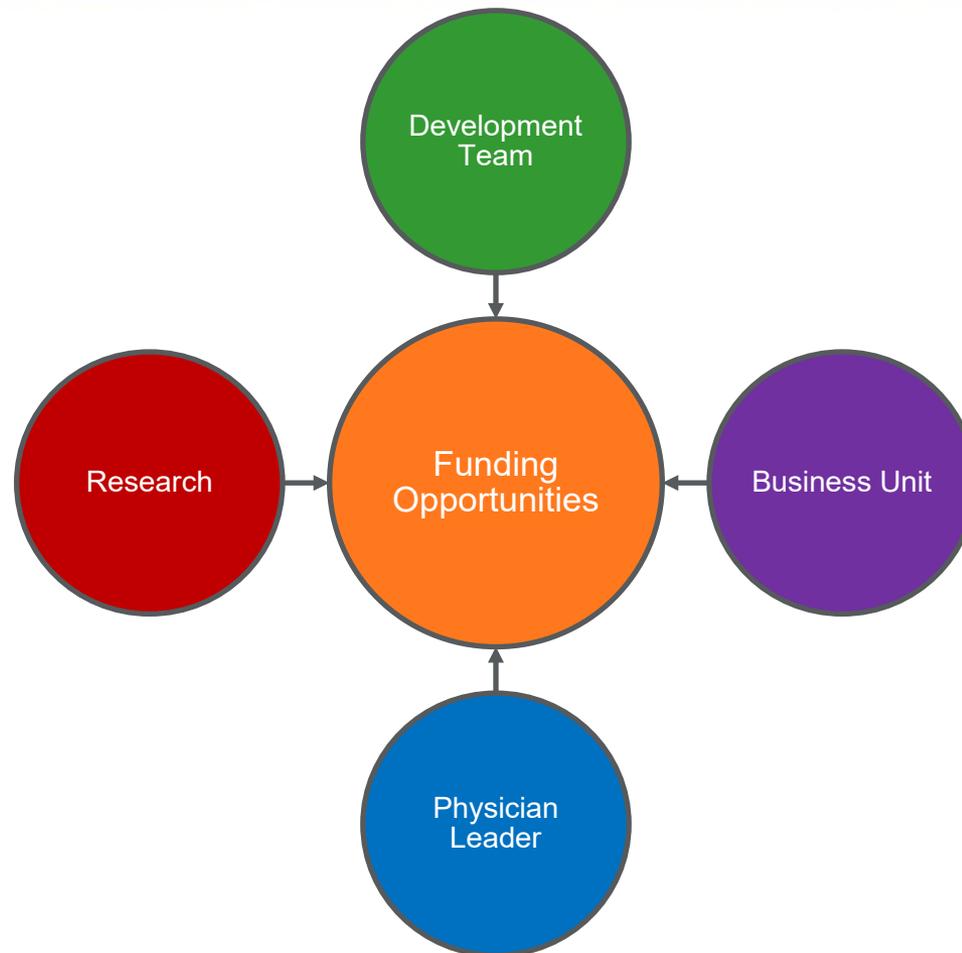
# Donors Give to Programs that:

- Have competent leadership
- Have clear objectives and plans
- Have a track record of accomplishment
- Manage their resources well
- Have touched their lives

**In short...**

***People give to winners; not whiners.***

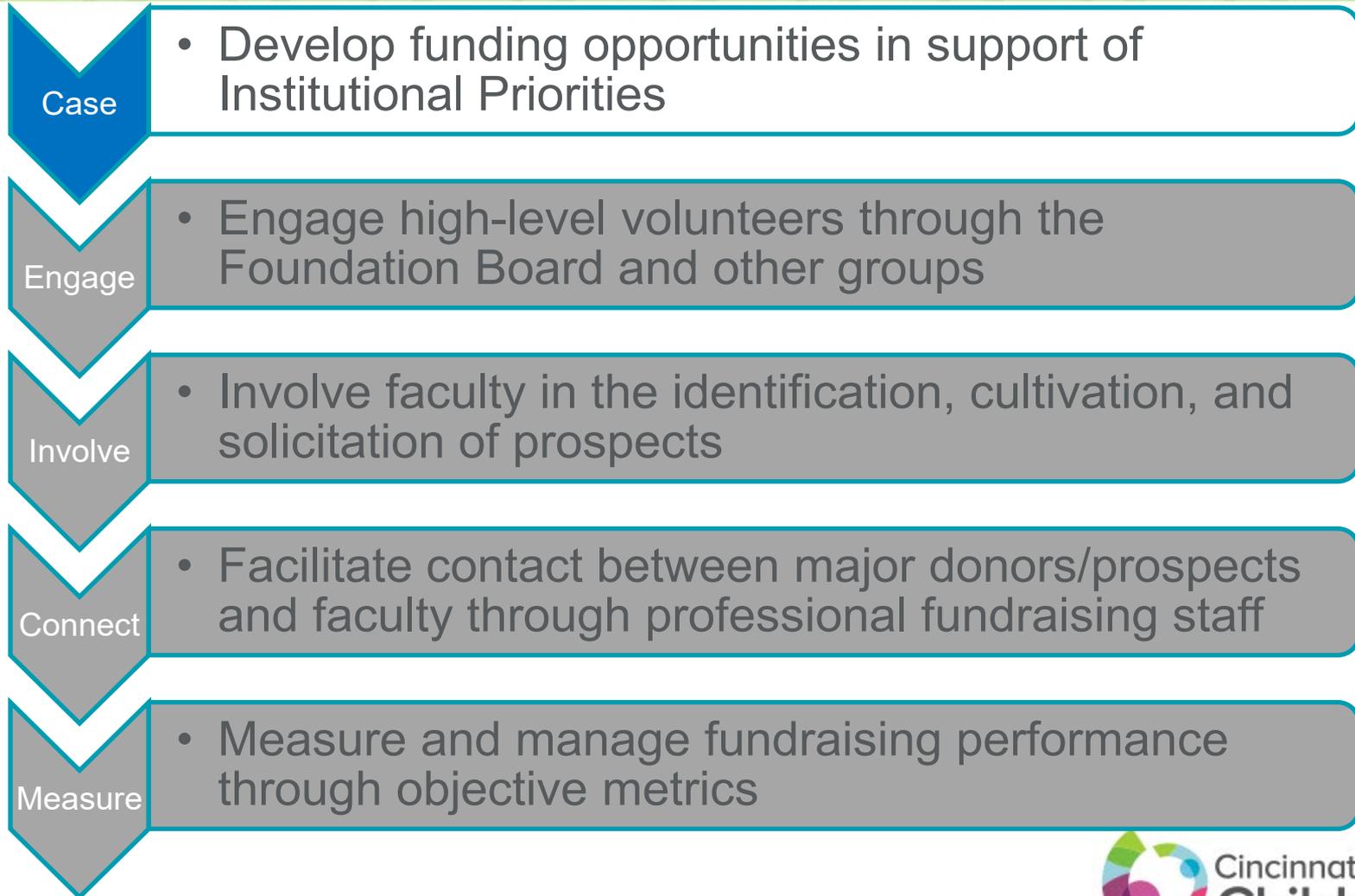
# Who has a role?



# Kevin's Reminders for SPO

- **Don't knock the lack of indirect funds**
- **Work with development, not against**
- **Share**
- **Remember many funders refer to their gifts as grants.**

# What Development Does



# Analysis of Faculty Activities

Fundraising Role	Impact on Funds Raised	Physician & Faculty Uniqueness	Physician & Faculty Willingness
Referring Grateful Patients	↑↑	◐	◑
Discussing Clinical and Research Activities	↑↑↑	●	●
Stewarding Gifts	↑↑	◐	●



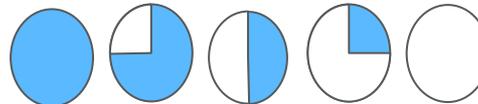
Very Strong Effect



Strong Effect



Moderate to Slight Effect



High → Low

# Video for Faculty

[https://youtu.be/<iframe width="854" height="480" src="https://www.youtube.com/embed/rEcUS2cgUMk" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>rEcUS2cgUMk](https://youtu.be/<iframe width=)

# Fostering a Fundraising Environment

- Need to form a ‘corporate culture’
- Provide reminders
  - Success stories
  - Patient letters
- Provide tools
  - Success stories
  - Patient letters
  - Data
- Increase researchers’ comfort level

# Key roles/tasks for faculty

- Need to generate *relationships*; those will develop into gifts.
- Nurture an environment of fundraising
  - Reminders at faculty meetings
  - Celebrate gifts
  - Stewardship
- Create and use mailing lists

# Tools, Tips, Tricks

- Reminders of why we do what we do.
- Year-end letters
- Educational tours
- Conference/seminars
- Develop menu of giving opportunities
- Stockpile stories & letters
- Learn who is supporting similar research
  - Annual reports
  - 990's

# How You Can Help

- ❑ Train staff how to respond to families who ask how to thank them for their care.
- ❑ Help screen/vet the list of patient families Development believes has major gift capacity.
- ❑ Be ready to showcase your division during donor visits. Be able to articulate how additional funding will advance care and research in your area.
- ❑ Work with Development to create compelling proposals that matches the interest of the donor with the opportunities in your division.

# Final thoughts

- ***Need to connect the passion of faculty with the resources of development staff.***
- MUST work with development staff.
- Is the research one of the top priorities of the institution's strategic or development plan?
- Learn what your donors are passionate about.

Thank you.

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*That's all Folks!*