



ASSOCIATION OF
DONOR RELATIONS
PROFESSIONALS



2018 Donor Relations Case Study Information – Children’s Hospital Colorado Foundation

About Children’s Hospital Colorado Foundation:

Children’s Hospital Colorado Foundation is dedicated solely to advancing the mission of Children’s Hospital Colorado which provides unique approaches to treatment, offers family-centered care and conducts cutting-edge research. The Foundation is committed to furthering its mission of caring for and curing children through the provision of high-quality care, education, research and advocacy.

Donor Relations Program Narrative:

2013 = \$37,204,078

2014 = \$48,713,887

2015 = \$47,659,522

2016 = \$56,371,996

2017 = \$53,482,960

Prior to 2008, Children’s Hospital Colorado Foundation did not have a Donor Relations Department and relied on decentralized stewardship per the decision of individual fundraisers with the exception of stewardship for three annual giving societies. In 2008, the Foundation hired its first Director of Donor Relations and centralized its program. In addition to the director, the department carried two FTEs. The immediate accomplishments were:

- Establish an endowment reporting process
- Create naming and recognition guidelines and manage all physical recognition within the hospital
- Plan donor cultivation and stewardship events
- Stewardship of Board members

Over the past 9-10 years the Program has evolved and in addition to the above bullets, Donor Relations has become a strategic partner of our fundraisers and Foundation leadership. They have added individualized stewardship plans to their annual goals, are making plans to centralize the Foundation’s acknowledgement process and are tracking their work in our CRM system so that they can begin to build tangible metrics and measure the impact of their program. Their focus has grown from reactive to proactive with the notion of a strong program resulting in donor retention and increased giving. In addition to the Director, Donor Relations now carries three FTEs.

Donor Relations Pride Points:

- Creating strategic, impactful experiences for donors to steward and cultivate their gifts. Our most significant experience is “Children’s 101”.
- Endowment reporting structure to allow for meaningful and equitable stewardship of our endowment donors.
- Individualized stewardship plans and tracking moves in CRM.

Some Fundraising Data Points of Interest:

- Grew from 32,285 donors in 2016 to 34,258 in 2017.
- 3% of donors are giving 86% of contributions.
- 7% of donors are giving 91% of contributions.
- Average gift size grew from \$208.42 in 2012 to \$440.09 in 2017.
- Donors of \$5,000 and higher grew from 806 in 2016 to 909 in 2017.

A Thought from the Children’s Hospital Colorado Foundation Donor Relations Department:

“The thing I think makes our donor relations work so special at Children’s Hospital Colorado Foundation is the support and buy-in from our hospital and Foundation leadership and the strategic partnerships we form with the fundraising team.” - Keri Kallaway

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This study was authored as a collaborative effort between ADRP and GiG/FEP in an effort to show the value of donor relations programs and their impact on fundraising. For more information on ADRP, check out www.adrp.net and for information on the Fundraising Effectiveness Project, see www.afpfep.org.

Children's Hospital Colorado Foundation

	2013	2014	2015	2016	2017
Fundraising Results	\$37,204,078	\$48,713,887	\$47,659,522	\$56,371,996	\$53,482,960
Donor Relations Professionals	3	3	3	3	4
Key Donor Relations Activities	Endowment reporting process established.	All of the previous activities are maintained with a beginning focus on donor relations personnel becoming more tied to fundraisers in terms of planned cultivation and stewardship activities.	All of the previous activities are maintained and individual stewardship plans are more actively created in partnership with fundraisers.	All of the previous are achieved with a beginning focus on creating plans to centralize our foundation's acknowledgement processes.	All of the previous are achieved with an additional focus and improvement on CRM based tracking of donor stewardship activities.