



CANADIAN COLLEGE OF  
HEALTH LEADERS  
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Society of Graduates  
IN HEALTH POLICY, MANAGEMENT & EVALUATION

The GTA Chapter & the Society of Graduates in  
HPME, University of Toronto

# Ethical Fundraising in Healthcare

## What keeps ME up at night

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# What keeps ME up at night?

1.

Politicians who claim the government can meet all the needs of the health system

2.

Health planning that is driven by bureaucrats and professionals without community input

3.

A “*state-of-the-art*” system that depends on fax machines for patient management

4.

Administrators who see patient relations, community relations, and fundraising as separate exercises

# Does fundraising really matter?

# Fundraising enables:

- Capital Equipment
- Construction
- Research
- Patient care enhancement?
- Technology?
- System design and innovation?

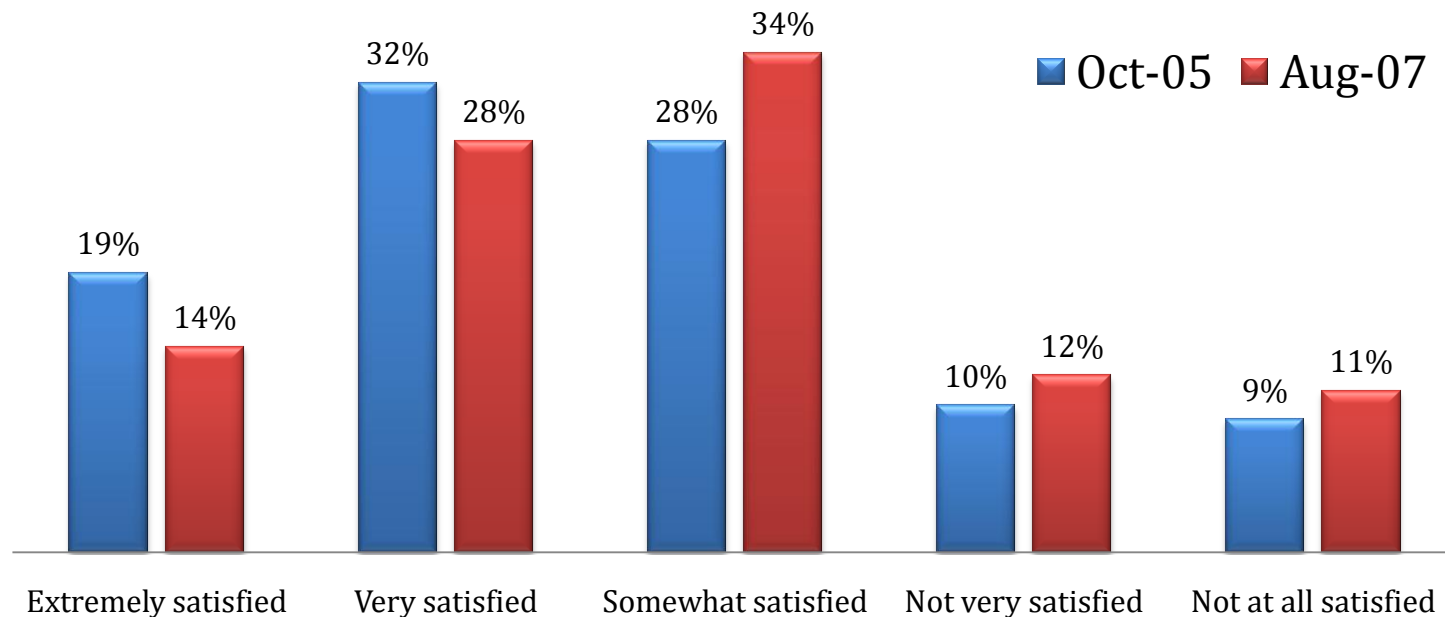


# Sticky Issues

# Sticky Issue #1

How are the pressures on the system affecting fundraising?

## Patient Satisfaction – Treatment at Hospitals



# Sticky Issue #2

How can we **talk to a community** if the privacy policy wont let us do so?

# Sticky Issue #3

How do we **involve community and funders** in the planning process?

# Sticky Issue #4

How do we make sure a **Foundation and a Hospital or health system work together?**

# Sticky Issue #5

**How much** of the institutional marketing should be **delegated to the Foundation?**

- Unintended consequences
- Can we deliver?
- Care or cure?

# Sticky Issue #6

How do we **decide which gifts to accept:**

- Materially affect institutional priorities?
- Dependant upon government funding
- Only partially fund a project or piece of equipment?

# Sticky Issue #7

To **what extent should physicians and other professionals** be

- Involved in fundraising?
- Allowed to designate for their own personal or departmental priorities?
- Managing personal favours for patients who give?



# Sticky Issue #8

To what extent should we **assist our donors navigate the system?**

- What is “reasonable service” to provide to our community?
- Should we provide recommendations regarding professionals and wait list options?
- Should we provide personal healthcare information?

# Sticky Issue #9

## What is a **reasonable investment in fundraising?**

- How much should we pay the professionals?
- Do I really want to spend time with volunteers and donors?

# What kind of a relationship do we want with the community?

- **Donors want a say and they want impact.** They want a voice in how healthcare is delivered in their community.
- The new generation of **donors want accountability** around service improvement, project delivery and research progress.

# Thank You

## THE OFFORD GROUP

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