Consulting Service: Webinar Series

Fundraising 1:
Prospect Research for Arts in Healthcare
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5.12.2010

The Society is grateful to the National Endowment of the Arts for its support of the Consulting Service, which strives to provide affordable assistance to organizations wishing to establish or advance the arts in healthcare.
Prospect Research

The Society for the Arts in Healthcare

Webinar presented by Sonja Carlborg

And funded through a grant from the National Endowment for the Arts

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In this presentation, we will cover...

- How to find institutional funders
- Motivations for giving
- Whether a prospective funder is a good match
We will not cover ...

- Grant writing skills
- Individual donor research
- Specific funders

and ...
There are no easy answers.
Arts funding: Where does it come from?

- Earned Income: 44%
- Public Funding: 13%
- Foundations: 9%
- Corporations: 3%
- Individuals: 31%
Who gives out money?

- The government
- Private foundations
- Corporate foundations and sponsors
- Community foundations
- Nonprofits, like the Society, and perhaps your own organization: auxiliary boards, development, institutional advancement
The Government: Who?

- Money comes from us, the taxpayers
- Decisions made by peer-review panels
The Government: Why?

- To fund the interests of an elected administration and the taxpayers
- To provide for the diverse and democratic distribution of public funds
The Government: Where?

- www.grants.gov
- Your state, regional, or municipal arts council
- Your state, county, or municipal Internet portal
Private Foundations: Who?

- About 71,000 in the US
- Foundations have their own assets, usually coming from an individual or family
Private Foundations: Who?

- Decisions made by individuals: program officers, trustees, or a single person ... who often never sees your carefully crafted proposal!
Private Foundations: Why?

- Emotional reasons for giving, often based in personal experience
- You may need to educate!
Private Foundations: Where?

- Foundation Center Directory Online: http://foundationcenter.org/
- Cooperating Collections
- RFP Alerts
Community Foundations: Who?

- Serve a geographic region
- Two sources of funds: donor-advised and discretionary
- Decisions made by private donors or community-based boards of trustees
Community Foundations: Why?

- To serve donors
- To improve overall quality of life in the region
Community Foundations: Where?

- Foundation Center Directory Online:
  http://fconline.foundationcenter.org/
- Community Foundation Locator:
  http://www.communityfoundations.net/
Corporate Support: Who?

- Foundations vs. sponsorships
- Funds linked to profit and loss
Corporate Support: Who?

- Decisions can be made by
  - Board of Directors or senior management
  - Rotating staff committees
  - Marketing/community outreach staff
Corporate Support: Why?

- Overlapping client base
- Cut employee health costs
- Affinity
- Visibility and PR
- Livable communities for employees
- Employee empowerment
Corporate Support: Where?

- Foundation Center Directory Online
- Standard & Poor’s or Dun & Bradstreet indices in reference section of your local library
- And don’t forget the little guys!
Foundation Center Directory Tips

- Not always up to date
- ‘Exclude grantmakers not accepting applications.’
- Fields of interest
- Use compact view
- ALWAYS check either the website, tax forms, and/or Search Grants
- Save lists/export to Excel
The Form 990-PF: Your New BFF

- www.guidestar.org
- What makes a match?
  - Location
  - Size of gifts
  - Type of projects awarded
- Tell yourself a story
The Form 990-PF: Your New BFF

• Sample from the Nathan Cummings Foundation 990:
  – Snow City Arts Foundation
  – Chicago, IL
  – General Support
  – $15,000
Smithsonian Institution
(Washington, DC)
Total Award: $100,000 over 12 Months
Organization: www.si.edu
Board Level/Core
To support the development of "Every Body: The History of Disability in America," a traveling exhibition that will provide historical and social context for the concept of accessibility as a civil right.

Approximately 1 out of every 5 Americans has an identifiable disability. "Every Body" will examine disability history from a civil rights and social justice perspective and provide models for physical, intellectual and cultural accessibility. This exhibit and its accompanying website and outreach components will contribute to public education and awareness of this important topic; while building community and dismantling barriers.

Program Contribution Breakdown:
$100,000 Arts & Culture: ACP - Obj1 - Art
Record Your Results

- Contact information
- Deadlines/initial approach
- Total grants awarded, range of amounts
- Region and/or field of interest
- Sample grants and notes
- Officers and trustees
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Good luck and...

THANK YOU
Arts in Healthcare

Raising Money from Your Institution and Points re: Foundations & Government
Healthcare Challenges

• AKA, Why would you want a career as a hospital exec?
• Reductions in federal funding
• Value of investments in the basement
• Reduced giving
• Costs up
  • New technologies
  • New drugs
  • Energy, labor, supplies
  • Insurance
• Uninsured population increasing
• Increased diversity of patients
• Patients are more demanding
• Aging infrastructure; facilities need to be replaced
• Institute of Medicine deemed hospitals unsafe
• Nursing Shortage
• Exhausted and burnt out workforce
• 72% hospitals experiencing a nursing shortage
• 75% of all staffing vacancies are for nurses
• 1 in 7 hospitals have a RN shortage over 20%
• 40% of nurses dissatisfied with their jobs
• 1 out of 3 nurses under 30 planning to leave their job
• RN turnover rate is 15.5%
• 45% of doctors would not recommend a career in medicine
• 1 in 5 patients pick up a new infection while in hospital
• Average patient gets recommended therapy 50% of the time
• Lack of balance between doctor autonomy and group protocol
• 40% of doctors don’t wash their hands long enough (at least 20 seconds)
In Australia (according to AMA)

Cuts in federal funding for public hospitals has resulted in a 67 percent cut in hospital bed capacity over the past 20 years. Lack of beds has resulted in

- Overcrowding
- 3 out of 4 patients in emergency departments waiting over 8 hours to be admitted
- Corridors lined with patients
- Patients needing urgent treatment at times waiting over 30 minutes
Yet, within this climate the arts are increasing. In a U.S. 2009 survey conducted by

- Joint Commission on Accreditation of Healthcare Organizations (JCAHO)
- Americans for the Arts (AFTA)
- Society for the Arts in Healthcare
Survey Results:

• Over 2,600 hospitals now have arts programs
• 61% of hospice includes the arts
• 79% of those who have arts programs have paid arts coordinators
• 51% partnered with outside arts agencies (arts councils, choral groups, orchestras, theatre companies, museums)
Reasons Hospitals Invest in the Arts

80% Benefit patients
70% Contribute to a healing environment
58% Help patients & families deal w a serious illness
57% Part of Psycho/Social Recovery
54% Benefit patient families
48% Build Community Relations (down from 52% in 2004)
43% Benefit healthcare staff (up from 40 % in 2004)
42% Be a part of physical recovery
32% Part of multicultural outreach
• 32% Communicate health information
• 28% Part of Neurological recovery
• 26% Attract favorable publicity (down from 32% in 2004)
• 18% Attract new donors
• 8% Conduct research
Who Are the Practitioners?

- 16.5% Musicians
- 14% Art therapists
- 11.5% Music therapists
- 9.5% Visual artists
- 8% Performers
- 7.5% Storytellers
- 5% Dancers
- 4.5% Dance/movement therapists
- 4.5% Writers
- 2.5% Drama therapists
- 2% Poetry therapists

- Approx 55% Professional Artists and 45% Arts Therapists
How Are They Funded?

- 56% Hospital’s operating budget (up from 40% in 2004)
- 11.5% Volunteer service organization
- 11.5% Hospital’s endowment
- 6% Grants
- 5% Discretionary gift funds
- 3.5% PR budget
- 2.5% Patrons
- 1% Gift shop revenue
Your future has a lot to do with what your patients say about you.

If they can’t remember anything special, they will not rave about your care.

* Fred Lee, *If Disney Ran Your Hospital*
Just What Do Patients Say?

34% would not recommend the hospital where they were treated
52% felt that their patient rooms were noisy
33% felt that hospitals did a poor job in pain management

First national survey patient’s experience as reported in the October 30 issue of the New England Journal of Medicine
Assumed Sources of Loyalty

• Price
• Convenience
• Brand superiority
Number #1 Source of Loyalty

• Special Experience

(patient satisfaction is not special experience: it’s being satisfied, not thrilled, doesn’t create a buzz)
Top Expressions of Patient Loyalty*

Care or caring
Compassion
Helpful
Kind
Friendly
Sensitivity

* Fred Lee: *If Disney Ran Your Hospital*
The Kennedy Factor, or Why did Senator Edward Kennedy go to Duke Medical Center in North Carolina to get his treatment instead of getting it in Boston?

Was it because of price? Location? Brand superiority?
Opportunities

- Enhance the quality of the healthcare experience
  - For the patients and their families
  - For the healthcare staff
- Improve patient safety
  - Reduce anxiety and tension
  - Foster a team spirit and cross discipline collaboration amongst the healthcare staff
- Make the hospital a more attractive place to work
Opportunities (cont’d)

- Increase medical student interest in elder care
- Enhance community relations
  - Generate positive press
  - Develop community partners
  - Attract volunteers and donors
- Help the institution distinguish itself from the competition
Steps

• Review the mission
• Determine the CEO challenges and priorities
• Identify how the arts can help address one or more of those priorities
• Identify your champions - who the CEO will listen to - and have at least one of them help you make your case
The Ask

- Make the ask early
- Be positive
- Be an active listener
- Get agreement on the small things
- Position the arts as part of enhancing the patient experience, and staff well-being
Use Illustrations That Can Help the CEO Get the Value

- The cost of an arts program is equal to the cost of replacing one nurse.
Celebrate Your Success
Foundations and Government

- Artists vs. Arts Therapists
- When making the case to funders of the arts speak to expanding audiences for the arts, serving the underserved, creating jobs for artists.
Do Not

• Speak to the programs therapeutic value
• Feature the hiring of arts therapists (they will want to fund professional artists)
For Health Organizations

- Speak to outcomes, patient benefits, benefits to staff, therapeutic value
- Know your audience