

the schwartz center
FOR COMPASSIONATE HEALTHCARE

Creative Ways to Fund your Schwartz Center Membership

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Featuring:

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Topics

1. Seeing the opportunity not the burden
2. Building a relationship with fundraising, marketing and public affairs colleagues
3. Thinking about possible donors
4. Thanking donors
5. Discussing costs of membership
6. Case Study—Upstate Medical University



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1. Seeing the *opportunity* not the *burden*



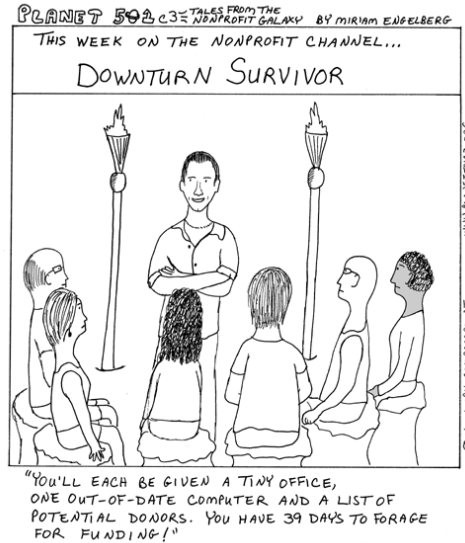
Teamwork
Work performed by two or more people
combined effort to produce a result
organized cooperation
working together or
to achieve better results



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You have an *opportunity* for your fundraising team

- SC membership is an opportunity for your colleagues
- Fundraisers need special projects to raise funds
- They need a “hook”
- SC membership is a very compelling hook



Opportunities and ideas translate to donations

- Your idea around SC membership can raise more money for your organization
- You can offer an invaluable tool for the fundraising professionals at your institution
- They should be thrilled to hear from you!



2. Building a relationship with your fundraisers

- You each have a piece to the puzzle and can help each other out
- Identify the right fundraiser
- Do you already have an existing relationship?
- Start with the Director of Development
- If they are not responsive, reach out to a Major Gifts Officer
- Educate fundraising team on what the program is about, or share what is inspiring you to want to become a member of the SC
- IDEA: Include fundraising team on distribution list for Schwartz Center Rounds sessions
- IDEA: Get them to attend a session—they will be sold!



3. Thinking about grateful patients or clinicians

Mrs. Smith once made me promise that if there was anything she could do to help that I should ask her.

One of the hospital trustees shows up to Schwartz Center Rounds every month. Many times I see tears in her eyes. Maybe she could help us think about possible donors.


Dr. Rosen was always passionate about patient-centered care—I heard his family is looking for a way to memorialize or honor his involvement at the hospital.

Thinking about institutional donors

Many of us buy our lunches at the deli across the street; maybe they would consider donating pasta salad and sandwiches for the lunches.

Companies interested in quality and safety initiatives are often interested when they learn about the Schwartz Center Rounds.

Our food service might be interested in making a donation of the food for each session...



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4. Thanking donors at each session

**Our national brand is highly regarded –
Schwartz Center Rounds®**

**Donors like knowing they are affiliated with
a national program**

**There are many creative ways to thank or
memorialize the donor....**

- Wording at the bottom of promotional materials
- Tent card on the tables
- Announcement at the beginning of each session



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5. Discussing the costs of membership

- Unique fundraising perspective:
 - Sometimes BIGGER is indeed BETTER
- In fundraising, usually the bigger the number, the better our chances of raising big dollars
- Think about all direct costs
 - Membership/initiation fee
 - Lunch for the clinicians (attendees x \$8 pp x # sessions)
 - Room fees?
 - A/V expenses?

Examples from other membership sites

- Sponsorships can range from \$5,000-\$15,000
- Sometimes a comprehensive budget that includes monthly staff time will be better to put in front of a donor

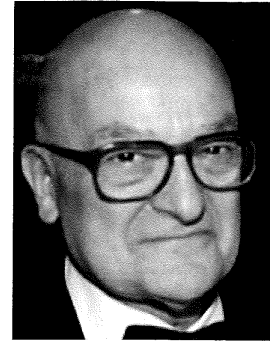
Yale-New Haven

- Physician leader reached out to development department
- Talked to existing donor who happened to know Ken Schwartz
- Solicited \$10,000 annual sponsorship to cover costs of membership fee and food
- Requested a 10-year pledge

Case study—Upstate Medical University

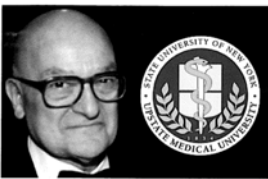
Memorializing Dr. Daniel Burdick

*Janet Burdick Rosen, daughter
Amy Burdick, daughter*



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Gift to Upstate Foundation establishes Schwartz Center Rounds

The Schwartz Center Rounds program is being implemented at Upstate University Hospital through a gift from the family of Dr. Daniel Burdick to the Foundation of Upstate Medical University. The program is a multidisciplinary forum where caregivers discuss social and emotional issues that arise in caring for patients.

The Schwartz Center Rounds®

A multidisciplinary forum where caregivers discuss social and emotional issues that arise in caring for patients

Maintaining Compassionate Care with the Contentious Patient



Tuesday, December 3, 2013
3-45 pm - 4:45 pm
11th Floor Tree House Performance Center, Golisano Children's Hospital

Panelists:
Mohamed Elfar, MD, FACS
Tawana Roberts, RN
Craig Decker, PT, DPT
Facilitated by:
Rev. Terry Culbertson, MDiv, BCC
Physician Champion:
Colleen O'Leary, MD

- Caring for patients can challenge our ethics, our emotions, and our stamina. We don't always have a place to express frustrations, to share lessons, or grieve. The Schwartz Rounds multidisciplinary case presentations and discussions provide the safe, confidential forum for such sharing.
- The Schwartz Rounds are open to all staff of University Hospital: Physicians, residents, faculty, nurses, students, therapists, social workers, spiritual care, housekeeping and other support staff
- For more information, please contact Rev. Virginia Lawson, PhD, Coordinator, lawsonv@upstate.edu, 464-5604

Continuing Medical Education (CME) credits available for physicians and nurses

The Schwartz Center Rounds program is supported by the Dr. Daniel Burdick Compassionate Care Fund, established in 2013 by a generous founding gift from the children of Daniel and Billie Burdick.

The gift honors Dr. Burdick's compassion for both patients and caregivers throughout his medical career as a surgical oncologist and general surgeon, and his foresight in recognizing the emotional toll of serious illness on care providers.



From the Medical Director:
Compassionate care for patients and providers

Dr. Daniel Burdick practiced cancer surgery in Central New York for more than 40 years. He had great concern about the overall welfare of his patients, their need for emotional and social support, and foresight in recognizing the emotional toll of serious illness on care providers. In 1987, he wrote:

"It is often helpful to share personal feelings and experiences with other professionals. This will enable the physician to understand that other physicians are facing the same daily struggles. In addition, it is usually helpful for all professionals (physicians, nurses, social workers and others) to share feelings and emotional problems experienced in caring for cancer patients."

After his death in 2012, Burdick's family wanted to honor this aspect of his philosophy and practice. They were familiar with a program called Schwartz Center Rounds, based in Boston, which focuses on the human dimension of health care. They offered a donation in their father's memory to allow Upstate to join more than 320 health care facilities in 39 states that regularly present these rounds.

The first Schwartz Center Rounds at Upstate was held in October 2013. The discussion

centered on a leukemia patient with many medical and non-medical problems.

The Rev. Terry Culbertson, director of spiritual care, facilitated the rounds. Panelists were nurse Elaine Bernard, clinical case manager for oncology; Aliya Hafeez, MD, psycho-oncologist for the Upstate Cancer Center (see pg. 1); and nurse practitioner Kathy Romano, from the bone marrow transplant unit.



Leslie J. Kohman MD

Attendance was excellent, and the discussion was personal and meaningful, with sharing by doctors, nurses, social workers, technicians and interns. Comments afterward were uniformly positive and moving.

The Upstate Cancer Center is proud to honor Dr. Burdick, and to enable Upstate to bring Schwartz Center Compassionate Rounds to Upstate. The rounds will continue six times per year for Upstate employees.

Leslie J. Kohman, MD
Medical Director
Upstate Cancer Center



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For further information or advice, please feel free to contact Tanya M. Holton at 617-724-6416 or tholton@theschwartzcenter.org