



Company:
Maricopa Health
Foundation

Industry:
Community Health
Philanthropy
(Not for profit)

Location:
Arizona

Case Study:

Creating a Leading Legacy in Community Health Philanthropy

Situation

Maricopa Health Foundation began operations in 2011, with a vision of building a substantial community health foundation and to be leaders in Arizona community health philanthropy. As operations progressed into 2013, new leadership took hold, and quickly found critical flaws in the roadmap to creating the desired vision for Maricopa Health Foundation.

After initial observation and collecting results, it was clear that the most important outcomes were not being consistently focused on. This is a symptom of poor organizational alignment or lack of clarity around what the most important outcomes—or put more simply, lack of strategy. Additionally, the board of directors had limited visibility to operations and results, rendering the board fairly disengaged themselves.

Defining strategy, building trust and added visibility would restore financial health to result in a 300% increase in Maricopa Health Foundation's bottom line.



Implementing Change

Maricopa Health Foundation leveraged ETW to serve as the system for growing leadership, or the “people plan”, to set goals and to create a strategy that would clearly measure performance. As an added benefit, Maricopa Health Foundation’s board of directors would now have a very clear way to review the operations of the foundation and understand the context behind the metrics. Success would be evaluated based on Key Performance Indicators, and the entire organization would now understand which goals and outcomes were critical to achieve success.

Maricopa Health Foundation **outperformed the national average** for revenue earned in 2016 per the Association for Healthcare Philanthropy (AHP) survey.

"The biggest thing I saw that needed to happen at all levels was develop trust. The transparency found with the ETW system was going to be the way that we could establish that."

Nate Lowrie

CEO, Maricopa Health Foundation

As a system for managing and connecting strategy and alignment, ETW was able to help Maricopa Health Foundation achieve their goal of having a fully-aligned organization as they continue to work toward their vision of being a leader in Arizona community health philanthropy.

Typically, healthcare philanthropy states the average time to a major gift is 18 to 24 months.

Engaging and aligning their people to strategy helped Maricopa Health foundation establish a legacy circle of major donors comprised of **40 individuals in just 4 months**.

Thanks to the creation of the legacy circle, directly attributable to ETW's platform and systems, Maricopa Health Foundation now has a long future of philanthropic achievements ahead.



Align Engage Perform

About ETW

ETW provides a platform to track, evaluate and measure employee performance against the major objectives of the organization. Easily execute and translate long-term strategy into clear, actionable goals. With ETW you can effectively communicate the company's roadmap to success and engage everyone throughout the organization with that roadmap. Using ETW your organization can connect employees to strategy and culture to drive sustainable winning results.

For more information or to achieve similar results in your organization please visit www.etw.com