

Presentation by

Paula Hermark, Executive Director
Denver Health Foundation

Of the
Denver Health and Hospital Authority

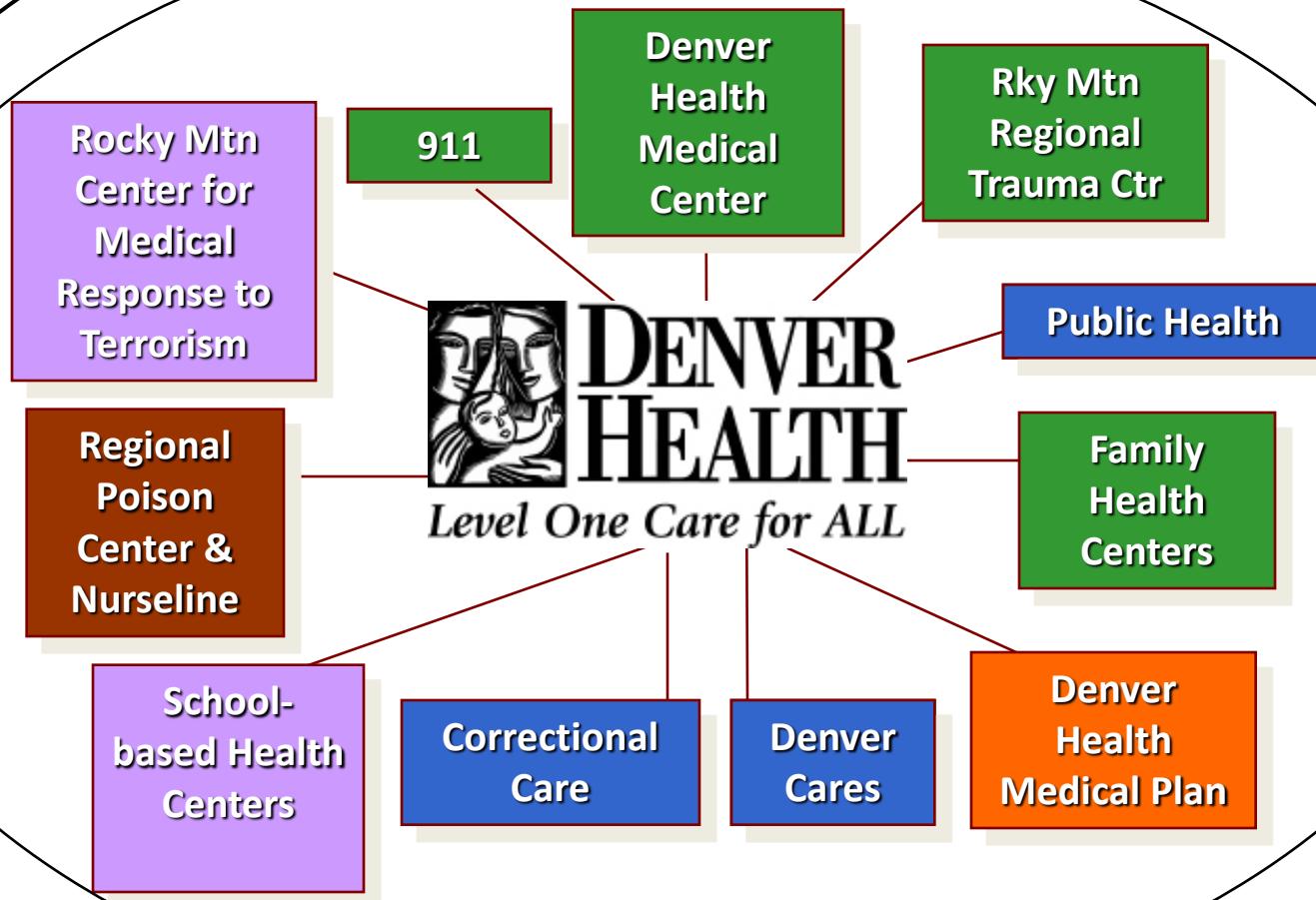
3/25/14

- Denver Health is 154 Years Old
- City Hospital from 1860-1997
- 1997 became an independent Authority governed by a 9 person board appointed by the Mayor and confirmed by City Council
- 5500 Employees
- Payroll over \$460 million
- \$500 million in construction since 1997

- Denver Health cares for more than 186,000 individual patients – one in every three Denverites
- 3,200 babies born annually at Denver Health
- 67,000 children treated annually
- 70% of patients are ethnic minorities
- 52% of patients below 250% FPL
- 38% have been uninsured
- Since 1991, Denver Health has provided over \$5.2 billion in unsponsored care

HIT

Employed Physicians



Legend:
Bright Green – Pt Revenue
Blue – City
Orange – DHMP
Lavender – Grants
Dark Red - RMPDC

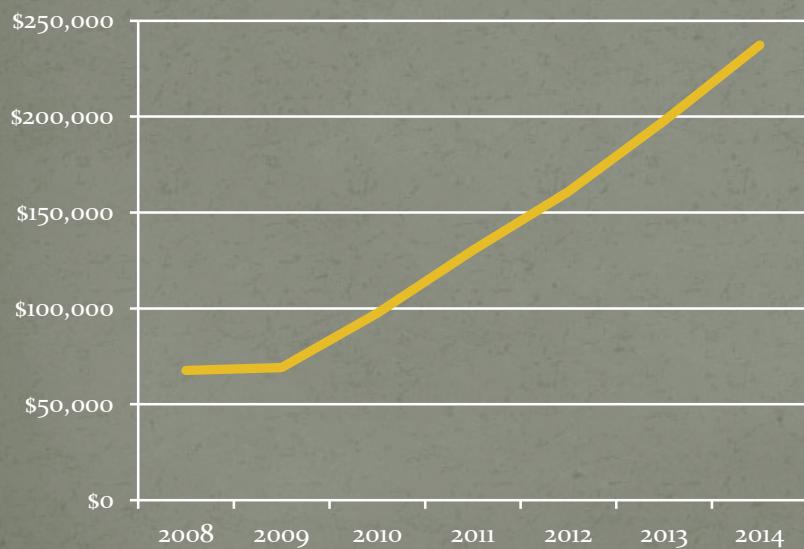
- Denver Health Foundation was launched in 1998
- No philanthropy associated with Denver Health until 1998
- Built a base of 20,000 supporters by 2014
- Raises between \$10 and \$12 million annually
- Started an Employee Giving Campaign in 2008

The Campaign included:

1. Writing a check for the entire gift
2. Payroll deduction
3. Renewal required annually
4. Launched every September at annual Denver Health Employee picnic
 - a) Bronco cheerleaders there to sign pictures
 - b) Ice cream for everyone

EMPLOYEE GIVING CAMPAIGN - 7 year analysis

2008	381	~6-7%	\$67,685
2009	383	~6-7%	\$69,102
2010	528	10%	\$97,563
2011	660	12%	\$130,380
2012	867	15.50%	\$160,850
2013	781	13.50%	\$197,871
2014	1047	19.38%	\$237,331



The 2013 Campaign for 2014 added several components to boost participation:

1. Everyone who gave anything received an “I Am Denver Health” pin
2. Everyone who gave \$5 or more per pay period, received a t-shirt with “I Am Denver Health” on it
3. “Pillar Partner” pin for those who sign up for recurring gifts (automatic roll forward of the gift)
4. One Friday designated “ok” to wear their t-shirts

5. One lunch time “power-hour” with CEO there to receive pledges
6. Coffee truck went to each Community Health Clinic (9) and offered free specialty coffee drinks for those who came
7. Party for all participants (heavy hors d'oeuvre, Denver Health band)

How employee giving can give a boost to your agency



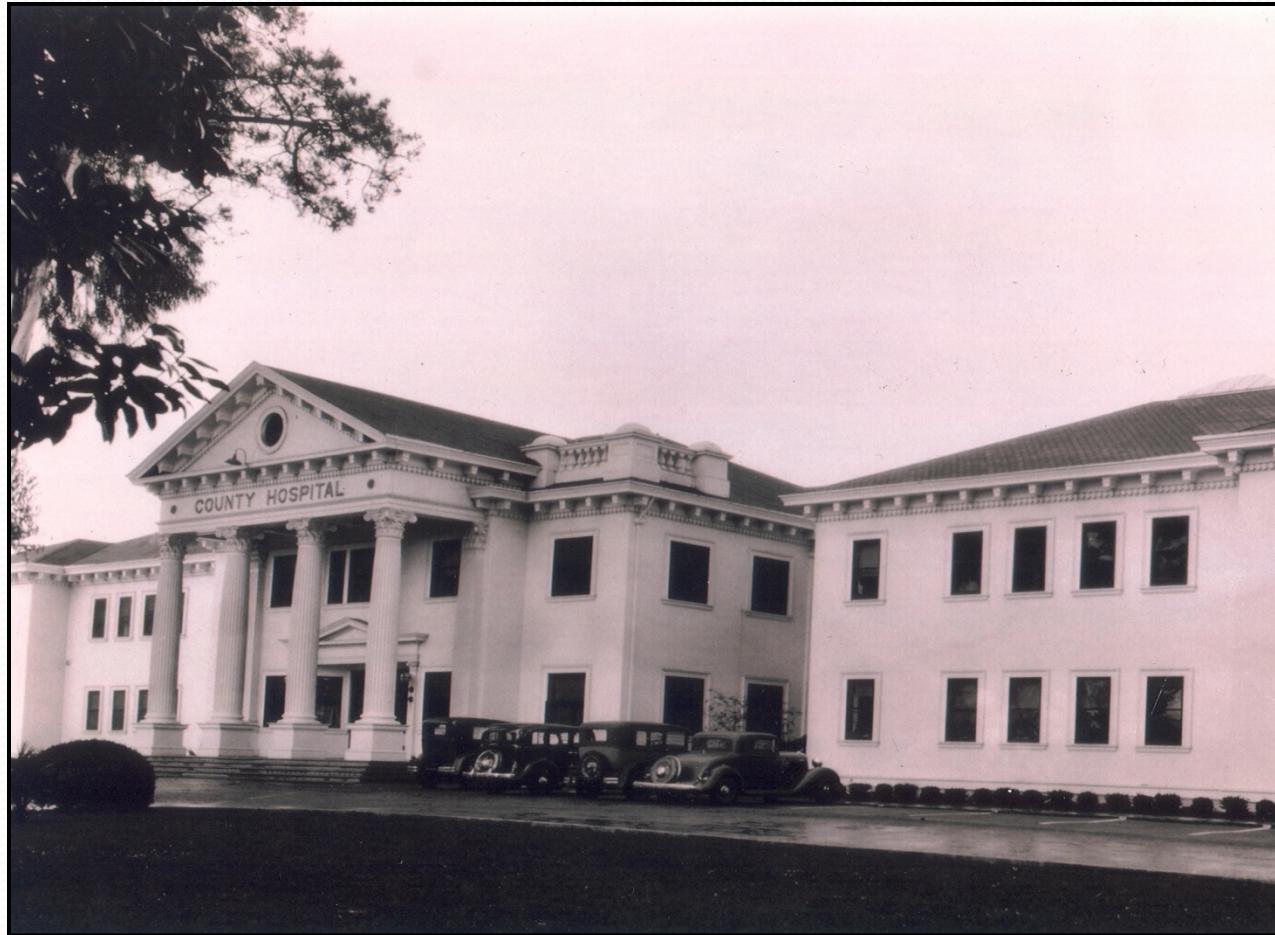
Chris Wilder, Executive Director
Valley Medical Center Foundation
www.vmcfoundation.org

Valley Medical Center



1876

Valley Medical Center



1935

Valley Medical Center



1960

Valley Medical Center



1999

“Dedicated to the health of the whole community”



VMC is the among the finest hospitals in Silicon Valley...remind the staff of this all the time!

Communicate successes...everyone likes joining a winning team!



Let's have a party

Special events keep VMC Foundation donors involved, bring in new donors, and help raise “unrestricted money” – the hardest to raise.

Special events are important, but NOT the best way to raise money!



Using Constant Contact yet? Hope so!

Constant Contact

File Edit View

New GoToMeeting Mail

Favorite Folders

- Inbox (5)
- Unread Mail
- For Follow Up
- Sent Items

Mail Folders

- Mailbox - Wi
- Deleted It
- Drafts
- Inbox (5)
- Junct E-m
- Outbox
- Const
- RSS Feed
- Sent Item
- Search F
- Archive Fold
- Deleted It
- Sent Item

Mail

Calendar

Contacts

Tasks

Notes

Folder List

Message Adobe PDF

Reply Reply to All Forward Respond

Delete Move to Create Other Actions

Block Sender Safe Lists Not Junk

Junk E-mail

Categorize Follow Up Mark as Unread

Options

Find Related Select Find

You replied on 3/18/2014 9:17 AM.

From: Lorenz, Paul E
To: Wilder, EChristopher (VMC Foundation)
Cc:
Subject: Re: VMC Foundation: How about a little history?

Sent: Sun 3/16/2014 8:41 AM



Dear Paul,

I did something pretty strange this week...I went to a museum.

Okay, that's not unusual. Except that this museum was in a hospital!

Yes - and it was inspiring, educational, amazing...and just a little bit scary if I'm being honest. I was totally captivated.

[Click here to see for yourself](#), and learn about the plan to bring this cool idea to Valley Medical Center...which after all, has been part of the history of our county for more than 160 years. Don't you agree that it's time to show it off a little?

Yours in Community Service,

Chris Wilder

[VMC Foundation](#)

[We Need Your Support](#)

[Our Blog](#)

[Contact Us](#)

Join Our Mailing List!

8237 Items

Online with Microsoft E

start Constant Con... Re: VMC Fou... Microsoft Pow... Microsoft Offi... Small Business...

Chris's totally subjective idea on how to spread the word (oh – and it works)

RE: VMC Foundation: Buried in the rubble of her own home, Judy is lucky to be alive... - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Isnard, Cyril (SAJ) [Cyril.Isnard@Fairmont.com]
To: Wilder, EChristopher
Cc:
Subject: RE: VMC Foundation: Buried in the rubble of her own home, Judy is lucky to be alive...

Sent: Tue 8/19/2008 10:38 AM

Please remove my e-mail address from your distribution list. Thank you.

-----Original Message-----
From: Chris Wilder [mailto:echristopher.wilder@hhs.sccgov.org]
Sent: Sunday, August 17, 2008 7:40 AM
To: Isnard, Cyril (SAJ)
Subject: VMC Foundation: Buried in the rubble of her own home, Judy is lucky to be alive...

the VMC foundation Helping Silicon Valley Care

Dear Cyril,

My neighbor, Judy, was crushed by her house in the 1989 earthquake...and Valley Medical Center's trauma team was there for her.

She considers herself lucky, but her story could have ended very differently. Please take a moment to watch the [video of Judy's incredible ordeal](#), and ask yourself some important questions...

Sincerely,
Chris Wilder
VMC Foundation

VMC Foundation
[We Need Your Support](#)
[Our Blog](#)
[Contact Us](#)

READ OUR BLOG!
THE WILDER SIDE OF HEALTH

Join Our Mailing List!

[Forward email](#)

start Constant C... RE: VMC F... Window... Microsoft P... Internet... Document6... 8:08 AM

From: newsletter@guidestar.org
To: Wilder, EChristopher
Cc:
Subject: GuideStar Newsletter, August 2009

Sent: Thu 8/6/2009 12:44 PM

If you use spam filters to protect your in-box, please take a moment right now to add newsletter@guidestar.org to your e-mail address book, spam software whitelist, or mail system whitelist. Adding the address will help ensure that you receive the Newsletter and that your e-mail software displays HTML and images properly.

The header features the GuideStar logo (a yellow starburst icon) and the word "GUIDESTAR" in a bold, sans-serif font. To the right, the word "Newsletter" is written in a large, bold, black font. In the top right corner of the header, the text "August 2009" is displayed. Below the header, there's a photograph of a person's back and shoulder, reaching up towards a starfish held by another hand against a blue sky.

GuideStar CEO
and other nonprofit leaders present
Find out more >>

Social Solutions 2009 Annual Conference

Learn to:

- › Gain **fundraising advantage** in this economy
- › Improve program performance



A brown acorn with a textured cap and a small root at the bottom, positioned to the right of the conference text.

From the President's Office

Dear Friend:

I find myself returning to the subject of nonprofit effectiveness these days.

In part it is because of the times. With the economy still in rough shape and the prospect of lower revenues from foundations, individuals, and government sources likely for several years to come, I am frequently asked by reporters what all this will mean for nonprofit organizations. I think donors will increasingly want to make sure that their contributions are being spent well and making an impact. Increased donor expectations will require nonprofits to be better at demonstrating their efficiency and effectiveness.

In other words, the bar is being raised. Today, transparency and accountability are

In This Issue

From the President's Office

[New GuideStar Service for Researching Fair and Reasonable CEO Compensation](#)

[Glass Half Full or Half Empty? Results of GuideStar's Latest Nonprofit Economic Survey](#)

[Applying for Funding from Family Foundations: Results of a New Survey](#)

From: newsletter@guidestar.org
To: Wilder, EChristopher
Cc:
Subject: GuideStar Newsletter, August 2009

Sent: Thu 8/6/2009 12:44 PM

effectiveness. The conversation is now moving on from questions such as "What do you?" and "Does your organization do what it says it is doing?" to questions such as "How do you do it?" and "What are the results of your work?"

At the same time that our donors and the public are asking for more, professional grantmakers are also paying more attention to issues such as impact and what it means to be a high-performing organization. ... [Read more >](#)

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New GuideStar Service for Researching Fair and Reasonable CEO Compensation

GuideStar CEO Compensation Checkpoint takes the labor and stress out of setting fair and reasonable compensation for your organization's CEO. Ensuring that your CEO's compensation meets the IRS's "fair and reasonable" standard is more important than ever. Consider that: In recent years, the IRS has levied millions of dollars in penalties for excessive compensation at tax-exempt organizations. ... [Read more >](#)

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Glass Half Full or Half Empty? Results of GuideStar's Latest Nonprofit Economic Survey

"We've got good news and bad news." The old joke fits the findings from our latest nonprofit economic survey, which looked at how charitable organizations fared financially between March and May 2009. The good news is that the proportion of nonprofits reporting decreased contributions, 52 percent, remained unchanged from our previous survey, which covered October 2008 through February 2009. ... [Read more >](#)

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Applying for Funding from Family Foundations: Results of a New

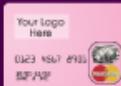
[What's Your Donor Value Proposition?](#)

[IRS Miscellanea, August 2009: Final Form 990-N Regulations, Workshops for Charitable Organizations, and TE/GE Training Materials](#)

[Pride Choice Awards Announced](#)

[This Month's Webinar](#)

Fundraising has never been easier!



- Ongoing source of revenue
- No cost to NPs or donors
- Developed for nonprofits
- Ethical, powerful, sustainable

www.mycausecard.org



The power to make a difference in the palm of your hand.™

From: newsletter@guidestar.org
To: Wilder, EChristopher
Cc:
Subject: GuideStar Newsletter, August 2009

Sent: Thu 8/6/2009 12:44 PM

philanthropic sector. Of the 72,000 foundations in the United States, fewer than 50 have endowments of more than \$1 billion. The vast majority, more than 90 percent, have endowments of less than \$10 million. Most of these organizations are family foundations. ... [Read more >](#)

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IRS Issues Revenue Procedure for Grantmakers

The IRS has formalized guidelines permitting grantmakers to rely on third parties to comply with new requirements in the Pension Protection Act of 2006. The act requires private foundations and sponsors of donor-advised funds to exercise expenditure responsibility (i.e., additional due diligence and monitoring) if they make grants or distributions to certain types of supporting organizations in certain situations. ... [Read more >](#)

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What's Your Donor Value Proposition?

Have you noticed: not everyone is hurting these days? The discount places are doing great. Wal-Mart's, the "dollar" shops, and thrift shops are booming. It's "in" to be thrifty—to get as much "bang for your buck" as possible. Crass as it may sound, donors have more of that bargain-hunter mentality right now, too. ... [Read more >](#)

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IRS Miscellanea, August 2009: Final Form 990-N Regulations, Workshops for Charitable Organizations, and TE/GE Training Materials

The IRS has issued final regulations related to ePostcard filing, announced the dates and locations for its workshops for small and mid-sized charitable organizations, and posted the materials it uses to train employees about nonprofit governance. ... [Read more >](#)

TRUST

"501(c) Agencies Trust
saves time
and money
for Feeding
America and
participating
Network
members,
which helps
us provide aid to even more
Americans facing hunger."

- Daphne Logan
Senior VP of Human Resources, Feeding America

**501(c)
AGENCIES TRUST™**
Nonprofit Support Services, Inc.

[Learn More](#)

Providing comprehensive
unemployment programs to
nonprofits since 1982.

Pride Choice
Awards
Announced

[Learn more >](#)

Master the
Power of
Social Media

From: newsletter@guidestar.org
To: Wilder, EChristopher
Cc:
Subject: GuideStar Newsletter, August 2009

Sent: Thu 8/6/2009 12:44 PM

- August 19—How to Build an Organizational Dashboard: Track and Measure Organizational Performance Easily and Inexpensively. [Register now >](#)

[See the 2009 Webinar calendar >](#)

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Yahoo-Powered Search Engine Funds Nonprofits

[GoodSearch.com](#) is a patent-pending, Yahoo-powered search engine that donates to nonprofits with every search. 80,000 nonprofits are onboard and 100 are joining daily!



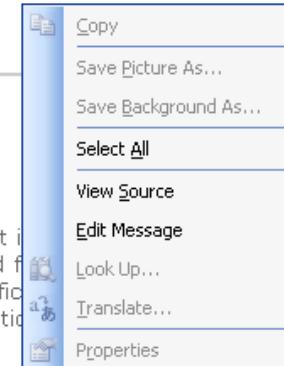
Success stories include: • The ASPCA has earned \$27,000! • The Cystic Fibrosis Foundation has earned \$11,500
• The Elephant Sanctuary has earned \$10,500! *Featured in the NY Times, CNN, ABC News, Fortune and Oprah Magazine!*

An advertisement for DonorPerfect Fundraising Software. It features the company name in large, bold, yellow letters with a red shadow effect, and "Fundraising Software" in a smaller, italicized yellow font below it. At the bottom, there is a red button with the text "Free Trial! Click Here to Learn More!" in white.

Volume 9, Issue 8, August 2009

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From: Patricia Gardner [patriciag@svcn.org]

Sent: Tue 12/1/2009 4:49 PM

To:

Cc:

Subject: SVCN December 2009 Newsletter

Attachments:  image002.png (2 KB);  December 2009.pdf (315 KB)



December 2009

The Urban Institute just released a report stating: **LATINOS ARE THE LEAST REPRESENTED GROUP OF COLOR IN CALIFORNIA'S NONPROFIT SECTOR** Latinos, California's largest minority population, are the most underrepresented group of color in the state's nonprofit sector, according to the first systematic study of racial and ethnic diversity in California's nonprofits.

Whether measured by the race and ethnicity of executive directors, board members, or employees, Latinos hold proportionately fewer slots than their share of the state's population, Urban Institute researchers found. Latinos account for 36 percent of California's population, but hold only 6 percent of executive director positions, 9 percent of board seats, and 28 percent of staff posts.

Asian Americans are underrepresented in executive director and board positions, but the discrepancy is less dramatic. African Americans and other groups of color hold about the same proportions of leadership positions as their shares of California's population. The California Endowment, William and Flora Hewlett Foundation, James Irvine Foundation, and David and Lucile Packard Foundation commissioned the study. For a complete copy of this report go to <http://www.urban.org/publications/411977.html>



**Silicon Valley Pulse- Fall 2009
Survey Report- Breakout on Charitable Giving** The Survey and Policy Research Institute at San José State University

94% of SVCN members believe SVCN's work convening and representing the nonprofit sector is important to essential.

"Non-profits need a forum to discuss common challenges and learn from each others' successes. We need organizations like SVCN to advocate on our behalf within systems that impact our work."

95% of agencies responded they have personally interacted with SVCN by attending an SVCN meeting, contacting SVCN by phone or email or interacting with SVCN staff and found this interaction valuable to extremely valuable.

93% of agencies responded they have engaged with SVCN in public policy advocacy activities. 82% of these agencies responded their attendance at a rally, public hearing, government or committee meeting during the last year was somewhat to extremely valuable.

"Any time that the non-profit providers come together to advocate at the request of SVCN is helps to provide "one voice/one message" that is essential in helping to shape public policy or to make changes."

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Attachments:  (2 KB);  (315 KB)

For a copy of the full report go to <http://www.sjsu.edu/spri/Documents/Fall%202009%20SV%20Pulse%20Report.pdf>

Trainings and Meetings

CompassPoint, in partnership with San José State University, is excited to announce the re-launching of the Certificate in Nonprofit Management. Using CompassPoint's extensive nonprofit workshop program we have developed a rigorous curriculum to prepare emerging leaders for staff leadership positions within nonprofit organizations. At the completion of the program, receive a Certificate recognized by SJSU and 8 CEU's!

For more information, please visit www.compasspoint.org/certificate. If you would like to be on an email list for updates please email sierrac@compasspoint.org with the subject line SJSU Certificate Program."

Also, if people are interested in signing up for e-mail list to receive our newsletters, updates, and special offers they can visit: www.compasspoint.org/login/

News and Information

Kidsdata.org Is Now Statewide: Find Data for Every City, School District, and County in CA

Data on the health and well being of children across California is now more accessible than ever before.

[Kidsdata.org](http://kidsdata.org), a children's health website developed by the Lucile Packard Foundation for Children's Health, just expanded statewide, offering data for all counties, cities, and school districts in California -- nearly 1,600 regions. Data are available for dozens of topics measuring the health and well being of children, and much [more data will be phased in](#) throughout 2010.

Learn how kids in your community are faring at <http://www.kidsdata.org>

Job Postings- To list a job posting CompassPoint recommends

- Idealist.com <http://idealst.org/f/as/Job>
- Young Nonprofit Professional Network
<http://208.106.176.241/CareerCenter/JobEntryForm.asp>

City of San Jose Update

of Special Projects. United Way Silicon Valley and the California Children's Health Initiatives (CCHI) recently presented **Senator Elaine Alquist** (13th District) with the "Champion for Children" Award for her tireless effort to save and expand health coverage for children in Santa Clara County. **Andre Chapman** wrote a terrific guest editorial for the Mercury News on teenage homelessness and the foster care system check it out

[http://www.mercurynews.com/search/ci_13782091?
IADID=Search-](http://www.mercurynews.com/search/ci_13782091?IADID=Search-)
www.mercurynews.com-
www.mercurynews.com

The Sobrato Foundation and Thrive

(The Alliance of Nonprofits for San Mateo County) invite you to participate in a feasibility study regarding a possible Nonprofit Multi-Tenant Center in San Mateo County. Bay Area nonprofit agencies potentially interested in co-locating their office headquarters or a satellite office in a shared facility are encouraged to complete this Office Space Needs Assessment now or by Monday, December 7th at 5 pm.

[http://www.surveymonkey.com/s.aspx?
sm=OGhKSULD3GH7dZPqeErBw_3d_3d](http://www.surveymonkey.com/s.aspx?sm=OGhKSULD3GH7dZPqeErBw_3d_3d)

SVCN is seeking a qualified person to serve as our board liaison to the **CreatTV** <http://www.creatvsj.org/> local public access media station. This is a great opportunity for a member of your

So...now that you've delighted and inspired the staff...

- Get buy-in from your hospital leadership to start an employee giving program (and ensure your leaders all pledge first)
- Use that buy-in to get payroll deduction process established
- Build a campaign, set unreasonable goals!

Build a website, or add to your existing site...



Give SCVHHS a **BOOSTER SHOT**

I gave us a booster shot
BY DONATING TO THE VMC FOUNDATION.



Ricia Baumgardner, R.N.
Emergency Department, Santa Clara Valley Medical Center

Click image to play video.

Give SCVHHS a BOOSTER SHOT!

Location leaders CAMPAIGN SNAPSHOT

A ranking of donations from employees, by SCVHHS location

Santa Clara Valley Medical Center	\$201,255
Health and Hospital System Administration	\$28,395
Valley Health Center	\$12,000

SUPERBOOSTERS! Ruth Brennan

Donors: GET A LAPEL PIN OR YOUR NAME ON THE DONOR WALL IN THE NEW BED BUILDING



Twitter + email + friendly competition....

BY DONATING TO THE VMC FOUNDATION



Ricia Baumgardner, R.N.
Emergency Department, Santa Clara Valley Medical Center

Click image to play video

Ricia Baumgardner, R.N.
Emergency Department Nurse, Santa Clara Valley Medical Center

I love Valley because I never have to turn anyone away. When they come up to the Triage window and they say, "You know, I've been at such and such hospital and they told me because I didn't have insurance I had to come here" - I love being able to say, "We will see you."

I think that people should support the VMC Foundation because this is our family and when family needs help

Testimonial video from Ricia Baumgardner, R.N.

133.69% of goal

51.17% of goal

SUPERBOOSTERS! Cheri Silveira-Moltiere

GET A LAPEL PIN OR
YOUR NAME ON THE DONOR WALL
IN THE NEW BED BUILDING

2009
3 years SCHHS a \$ BOOSTER SHOT

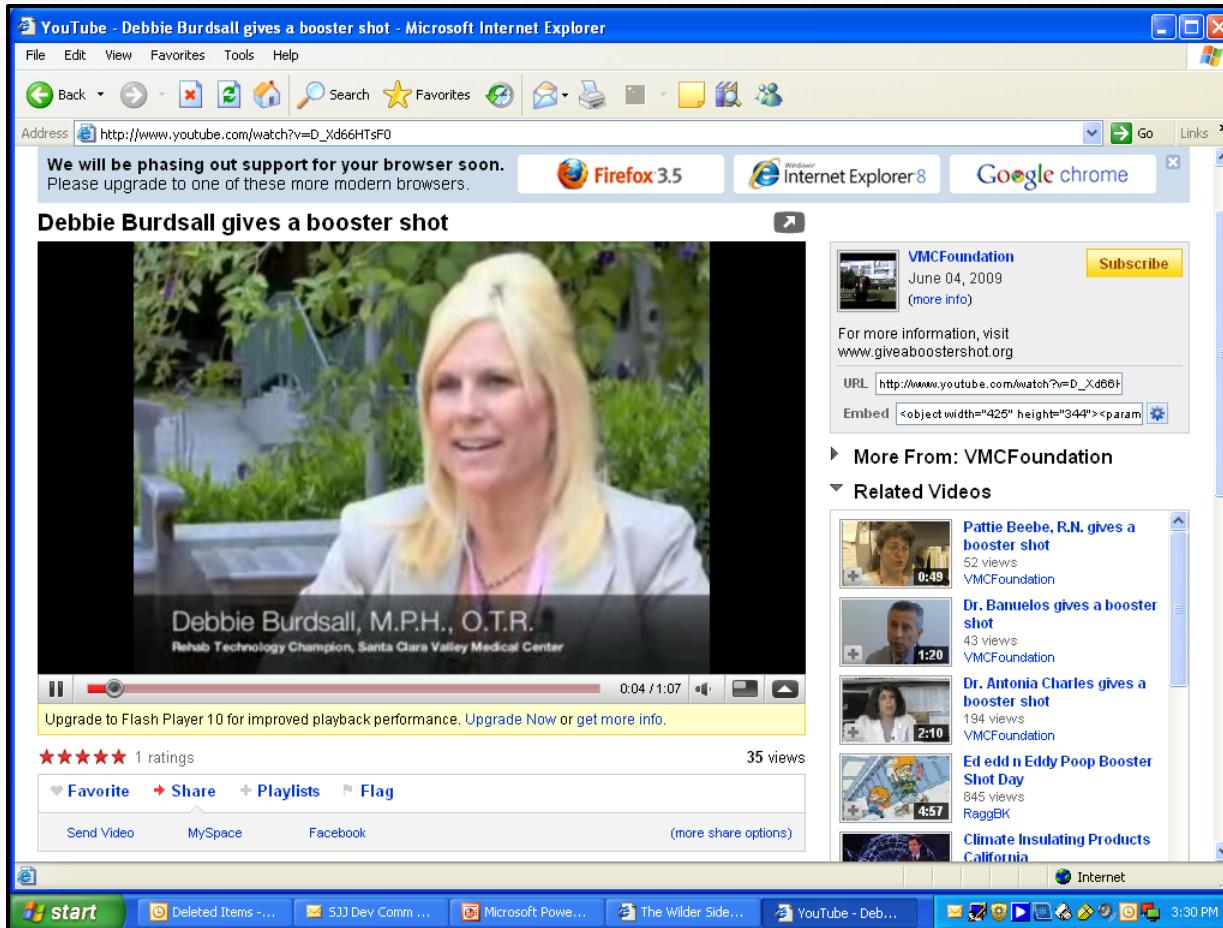
Give a booster shot –
DONATE NOW

TELL A FRIEND

Have colleagues you want to tell about **Give a Booster Shot?** Enter their names below and add them to your email list.

(Don't worry. It won't send an email until you're ready.)

If you get paid to say nice things about your hospital, find folks who don't and use them!



Prizes, rewards, recognition...



Steal this document...



County of Santa Clara
Employee Payroll Deduction Form

To have your donation to the VMC Foundation "Give a Booster Shot" fundraising campaign automatically deducted from your paycheck, please complete this form.

Return form to the VMC Foundation: **FAX** (408) 885-5207 **PONY** 2400 Moorpark Ave #207
EMAIL SCANNED FORM VMCFoundation@hhs.sccgov.org

★ ALL PAYROLL DEDUCTIONS WILL BEGIN THE FIRST PAY PERIOD OF SEPTEMBER 2013 ★

PLEDGE INFORMATION

Yes, I want to be a Super Booster! Deductions must be \$8 or more per paycheck.

- Option 1:** I want to be a Super Booster. Please deduct \$_____ until I reach a total donation of \$1,000
 - Option 2:** I want to be a Super Booster, and I want to give more than \$1,000. Please keep deducting \$_____ until I reach a total donation of \$_____.
 - Option 3:** I want to be a Super Booster, and I want to give more than \$1,000. Please keep deducting \$_____ until I ask you to stop.

Sorry, I can't be a Super Booster, but I can still make an important contribution.

- Please deduct \$ _____ until I reach a total donation of \$

Please Read

Deductions must be at least \$1 per paycheck. **Super Boosters** will have their names included on a donor wall in the new hospital building.

At the end of our three-month campaign, we serve lunch to the hospital staff...which gives us one more chance to sign 'em up!

VMCF Staff Making Paella



[VMCF Staff Making Paella](#)

Originally uploaded by [VMC Foundation](#)

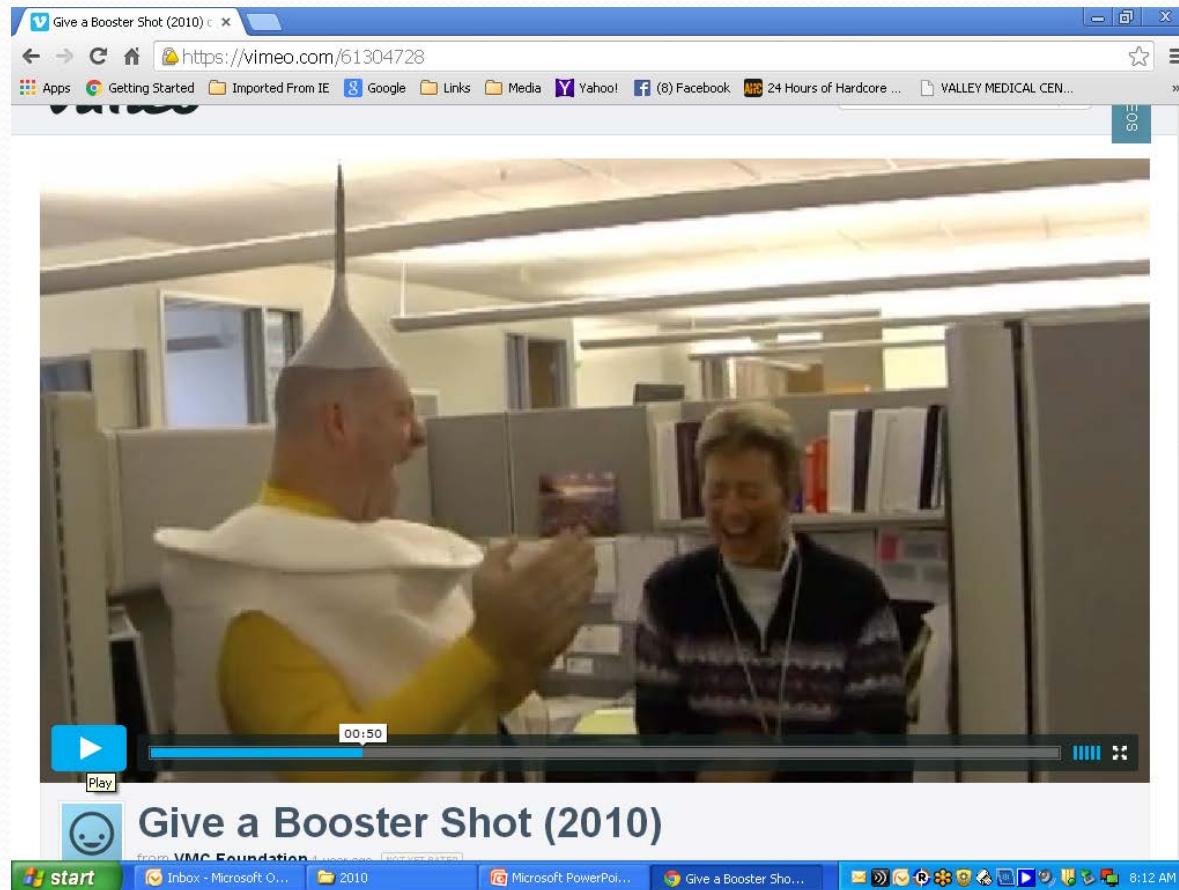
So Thursday, we threw a party for the staff of the Santa Clara Valley Health & Hospital System. Two reasons: The excellent work everyone does to care for all the patients that need VMC, the clinics, mental health, alcohol & drug services, public health...are we the best public hospital system in the nation? Is that paella pan big?

That's Elizabeth, Hayley, Andy, Debbie and Judy. Okay, they didn't really cook the food...Parsley, Sage, Rosemary & Thyme did.

Posted by Chris Wilder at [4:41 PM](#) [0 comments](#)



What you can do with a little time...



iMovie, hi-def camera, obnoxious executive director

Last video = cute, funny.
This one = on message. You pick...

VMC Foundation 2012 highlights x

www.youtube.com/watch?v=9zt_XBmh9wY

VMC Foundation

Upload

wilder.chris@vncmatters.com

What is Cancer? AD by Cancer Treatment Centers 81,764 views 5:05

Nightmares & Dreamscapes (24 short stories) Part 1 of 4 By We Audiobooks 4,868 views 8:11:01

Sobrato Pavilion Announcement by Valley Medical Center Foundation 232 views 5:11

Unveiling of Sharks Pediatric Clinic @ VMC by Valley Medical Center Foundation 326 views 5:05

Luna's Let it go (Frozen My little pony parody) by Vector Brony 603,329 views 3:47

Adventures from the Book of Virtues: The Story of Two Friends by Jay Jay & Friends 32,567 views 23:45

A brief history of the (future) Sobrato Pavilion at VMC by Valley Medical Center Foundation 377 views 3:35

VMC Foundation 2012 highlights

Valley Medical Center Foundation · 38 videos

Subscribed

145 views

Like Share Add to

Published on Mar 25, 2013

2012 was an exciting year for the VMC Foundation. Here is just a

start Calendar - Mi... 1 Reminder Microsoft Po... VMC Foundat... 8:19 AM

Thank you for your kind attention!

Echristopher.wilder@hhs.sccgov.org

www.vmcfoundation.org

www.wildersideofhealth.blogspot.com

408-885-5201

