

Cathy J. Bradley, MPA, PhD, Colorado School of Public Health and University of Colorado Cancer Center
Collaborators and Mentors: Chancellor Don Elliman, Dean Jon Samet MD, Vice Chancellor Scott Arthur

BACKGROUND




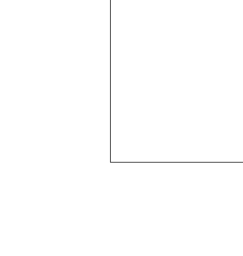

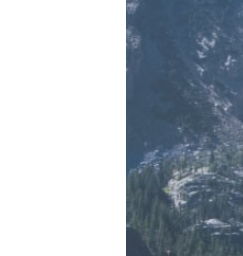
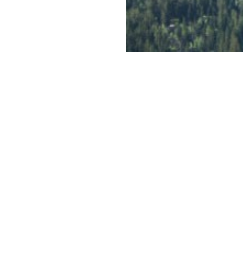
Challenges for raising funds for Schools of Public Health:

- No grateful patients
- Invisible when it works well, colossal failure when it doesn't
- Not a target of corporate giving
- Health systems uninterested; does not supply the medical work force
- Too broad, difficult to tap into a donor's specific interest
- Negative messaging: what not to do (aka, "we take the fun out of life");




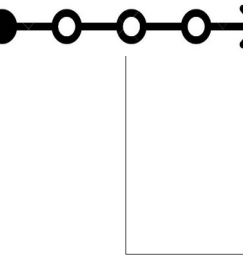
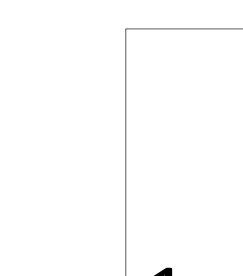
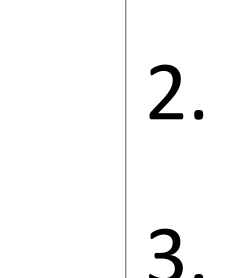
Nonetheless, support for public health schools is critical. Academic infrastructure requires philanthropic support to prepare for climate change, migration, pandemics, and unimagined challenges.



METHODS

-  Engage the Chancellor with advancement team
-  Literature review and web search of successful public health giving
-  Interview successful fundraisers at other universities (Hopkins, USC, UNC) about approaches to getting large donors for public health
-  Interview public health donors to learn about motivation to give
-  Interview 1st generation students to learn about their motivation to seek public health
-  Met stakeholders about the urgency and need
-  Partner with advancement team in working with donors

RESULTS

-  Identified barriers to public health giving; specific concerns about giving on campus
-  Learned more about institutional barriers given the "grateful patient" approach from advancement team
-  Learning about strategies to overcome barriers
-  Successfully engaged Chancellor Elliman about the need to raise funds for the Colorado School of Public Health
-  Built relationships with advancement office; importance of team building
-  Developed a plan for next steps and timeline for the next 6 months



AIM

Generate interest for public health philanthropy for the Colorado School of Public Health

Steer public health image towards a vision of "health and well-being," consistent with Colorado's public image and values

Gain experience working with large donors outside of the "grateful" patient framework

Raise money to stabilize, recruit, retain, invest in programs



NEXT STEPS

1. Meet with advancement team to identify donors
2. Prioritize donor meetings
3. Arrange grant portfolio and messaging to match donor interest
4. Meet donors and practice raising funds for the school's mission



ABSTRACT: 2022 ELAM Institutional Action Project

Project Title: Philanthropy in Public Health: Challenging in raising large gifts

Name and Institution: Cathy J. Bradley, MPA, PhD, Colorado School of Public Health and University of Colorado Cancer Center

Collaborators and Mentors: Don Elliman, Jonathan Samet MD, Scott Arthur

Topic Category: Faculty development

Background, Significance of project: Substantial challenges exist for raising funds for Schools of Public Health. No grateful patients and when public health works well, it is invisible and when it fails, it is a colossal failure as seen during the COVID-19 pandemic. Public health is not a target of corporate giving. Health systems associated with the medical campus are uninterested because the school does not supply the medical work force. Public health is broad, making it difficult to tap into a donor's specific interest. Also, public health messaging often tells people what not to do (aka, "we take the fun out of life"). Nonetheless, support for public health schools is critical. The COVID pandemic demonstrated how poorly prepared the public health workforce is to handle crises. Students from under-represented communities are needed to educate, research, and reach communities that experience stark disparities. To do so, our academic infrastructure requires philanthropic support to prepare for changes caused by climate, migration, pandemics, and unimagined challenges.

Purpose/Objectives:

The goal of this project is to generate interest for public health philanthropy for the Colorado School of Public Health. Our campus advancement team is focused almost solely on grateful patients. I would like to shift the focus towards a vision of "health and well-being."

Methods/Approach/Evaluation Strategy:

- Conduct a literature review and web search of successful public health giving (complete)
- Interview successful fundraisers at other universities (Hopkins, USC, UNC) about approaches to getting large donors for public health; Interview prior donors in public health to learn about what motivated them to give and any frustrations they experienced (complete)
- Interview first generation students to learn about problems in their communities and what led them to public health so their stories can be told.
- Meet with key stakeholders about the urgency and need CSPH fundraising (complete)
- Develop a viable list of large donors (complete)
- Research donor interests and align school research with interests (e.g., environment, physical well-being) (complete); Initiate contact with donors to gauge interest (in progress; Chancellor)
- Partner with advancement team in working with donors (in progress)

Outcomes/Results: I have learned much about the barriers to public health giving in general and concerns about giving on campus. I also encountered many institutional barriers given the "grateful patient" approach. Nonetheless, I have successfully raised awareness about the importance of this topic and have urged the Chancellor to speak with 3 large potential donors. He has offered to introduce me to the donors and give me an opportunity to speak with them. This will be a long-term initiative.

Discussion/Conclusion with Statement of Impact/Potential Impact: Securing a large gift for the Colorado School of Public Health will allow our school to grow and serve a more diverse student body from across Colorado and the nation. We will also be able to attract and retain talented faculty if our funding model is not heavily dependent on soft money.