



Truman Medical Center Charitable Foundation: **Leading the Way**

When the leaders of the Truman Medical Center Charitable Foundation decided to launch a capital campaign, they discussed the vision for Truman Medical Centers (TMC) and the role the premier health system could play in the ongoing development of Kansas City's urban and suburban communities. *Leading the Way* grew out of those discussions. The campaign generated an incredible response, nearly doubling its original goal.

While two earlier goals were surpassed, the final philanthropic goal of *Leading the Way* was to raise \$50 million for endowment, programs and capital:

- Expansion and renovation of the TMC Emergency Department and the purchase of life-saving ER equipment.
- Enhanced neonatal intensive care resources to increase the survival chances of premature babies and other newborns.
- Development of a learning academy where employees could access continuing education programs or pursue a nursing career or college degree.
- Renovation of a floor within the TMC Behavioral Health building for the New Frontiers mental health program.
- Health programs and screenings for women.

TMC is Kansas City's primary safety-net hospital. It relies on private philanthropy and public funding to deliver quality healthcare to the community. The capital campaign was also dedicated to reinforcing the financial foundation that allows TMC to provide accessible, quality healthcare to all patients, regardless of their ability to pay.

While TMC is known for delivering accessible healthcare and serving all patients, the hospital is also positioned to flourish as a hospital of choice, given the revitalization of Kansas City's once-dormant downtown.

With a focus on creating a culture of philanthropy, TMC encouraged its employees to participate in the campaign. The nonprofit launched an employee giving program called *Proud to be Truman* and received an outpouring of support and gifts from 747 employees.

Hartsook's approach for the campaign was designed to attract unprecedented funding without compromising annual giving. Potential donors were identified and approached with the facts: TMC provides exceptional healthcare to thousands of people; it is a huge asset to the Greater Kansas City community; it is positioned for even greater success; and it deserves support.

Those facts were backed up by outside recognition. TMC has been recognized as one of America's Best Hospitals for asthma treatment by *U.S. News and World Report*; a Top 100 Hospital by Solucient for ranking among the highest in improved patient outcomes and financial performance; and a Most Wired Hospital by Hospitals & Health Networks. In conjunction with the University

of Missouri-Kansas City, Truman Medical Centers also has received the designation of National Center of Excellence in Women's Health by the U.S. Department of Health & Human Services, among other recognition.

TMC exceeded its \$50-million goal, by \$5.25 million. The campaign benefited from challenge grants, provided after the community met specified financial goals. These highly sought-after funds consisted of two Mabee grants, \$1.5 million and \$1.3 million, and a Kresge grant for \$1 million.

The campaign flourished with major community involvement: 380 volunteers served on nine separate fundraising groups. Their dedication led to tremendous results. The campaign received gifts of \$10,000 or greater from 268 donors, with 147 making their first gift to TMC. Overall, companies and organizations comprised 517 donors; foundations accounted for another 127 campaign gifts. The vast majority of gifts (4,021) came from individuals, many of whom were first-time donors.

The strength of the hospital's performance and the power of its vision were essential to the campaign strategy. The *Leading the Way* campaign was an encore performance. Hartsook had also guided the strategy and implementation of the hospital's first capital campaign, a \$20-million success. That inaugural campaign dramatically raised the level of philanthropic involvement with TMC and changed the way local, regional and national donors viewed the hospital system. As a result, these campaigns set the stage for TMC's future and continued success.