

Hospital Grant Program

Grant Type: *Dollar and volunteer hospital business advisor and fundraiser*
Grant Amount: *Grant capital plus volunteer support*
Organization: *Vera C. Hendry Foundation*



What was the objective of your grant or initiative?

To have a single, long-term relationship with a hospital that had an expanding and diverse spectrum of important community health program and service initiatives in which our foundation could invest.

What was your approach?

I became a board trustee of the hospital's internal foundation to:

- Identify funding opportunities within the hospital as they emerged over time, by being aware on an ongoing basis of strategic plans, from interfacings with doctors, administrators and management.
- Continually monitor their effectiveness objectively from inside the hospital organization
- Advise on health services and fundraising programs that reach out to the local consumer, corporate and foundation communities
- Donate time and money as needed and justified

What were the outsized results?

In addition to grants made to various areas within the hospital, the ongoing advice provided has meaningfully contributed to building trusting relationships with grantees (e.g., California Pacific Medical Center Cancer Center; integrative medicine center: Institute for Health & Healing;

dementia and memory services; Bayview Child Health Center for underserved populations).

The results have been amazing and have exceeded expectations. Doctors and staff have been unusually willing to listen to and follow appropriate advice related to their unit's operations and growth. As a result, follow-on funding has become a natural part of the relationship.

