CDF

Catholic Organisations Workshop

Business Development and Philanthropy

November 2023

Welcome

Brendan Hoy
General Manager, Client Services

CDF Prayer

Holy Spirit, we call upon your divine guidance, wisdom, and blessings for those gathered here today.

We express our reverence for the traditional custodians of this land, both past and present, acknowledging their heritage and connection, weaved into the fabric of this community, and land we now call our home.

As we reflect on the footsteps of those before us, and the generations who will follow in our wake, may our path be one of thoughtfulness and respect, bound together by God's love and united one in land, one in Spirit, and one in Faith.

Open our hearts to the needs of others, nurturing the bonds of this community with empathy and respect for all. Lead us along a path of reconciliation and mutual understanding, as we pray to hear voices in the community that are not heard.

Help us to be courageous as Jesus calls us to be, as we strive to promote the common good, uphold the dignity of every person and support the less fortunate and unfavourable.

We offer this prayer, trusting that you will inspire us to be instruments of peace and unity.

Through Christ our Lord,

Amen.

Today’s agenda

- 2:00 – 2:05 Welcome
- 2:05 – 2:30 Introductions
- 2:30 – 3:10 Guest presentation: Sue Parkes
- 3:10 – 3:40 Q&A
- 3:40– 3:50 2024 workshop dates & feedback
- 3:50 – 4:00 Summary and close, including lucky door prize winner

Introducing Sue Parkes

CEO, St Vincent's Foundation

stvfoundation.org.au



Philanthropy & Business Development: Why we do what we do

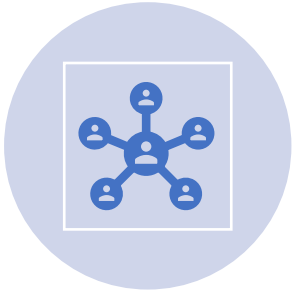
- Sue Parkes
- CEO St Vincent's Health Australia Foundation - Victoria

Under the stewardship of Mary Aikenhead Ministries

What is Philanthropy?



Philanthropy is literally the love of humankind.



And I love philanthropy. It inspires me. It connects me. It has provided me with a career that has been challenging but incredibly fulfilling.



Fundraising is the facilitator of philanthropy. Fundraising is not marketing.



As fundraisers we are the professionals who steer our organisations and ensure that all fundraising activity is conducted in a professional way.

The Grateful Patient

We all know giving helps others.

But did you know that the warm and fuzzy feeling you get from helping others is actually good for you too?

That's not just some "good vibe' theory, either. There's science behind it. Research shows that giving can boost your physical and mental health in numerous ways.

Such a great alignment!



Philanthropy & Health

In a healthcare environment philanthropy is critical.

It is an important revenue source for the hospitals but also a wonderful experience for our donors.

The gratitude of patients is expressed every day.

From a business perspective, giving and aligning with the right causes makes good business sense.

We only have 3 options to raise funds:

We earn them

We borrow them

We ask for them

What makes it all work?

- Hardwork
- Trust
- A passionate commitment to continuing improvement in whatever field we work in
- Constant reviewing of what we do
- New opportunities
- New donors
- Listening and learning
- We are entrepreneurs
- We are also risk takers – even our jobs are risky
- And of course, everyone knows how to fundraise, and they will tell you how to do your job

The big bang event is not a good use of money or good engagement



Connection is a core human need and we have a role to play with our donors to deliver on the love they are looking for.



Small intimate events, face to face with donors will always get a better result.



Behind the scenes experiences are always special.

The Role of the Board & Executive

In the old days we said “Give, Get or Get Off”

If the Board has made that BIG decision to invest in philanthropy then a legitimate question is “Do you give?”

In the more progressive organisations who understand the role philanthropy can play, giving is part of the Terms of Reference and included in their Director’s Position Description

This is progress.

Other than marketing, the CFO is our biggest enemy. Contrary to what they think, we love measuring and evaluating what we do.

They need to remember that in a well advanced fundraising program we bring in more money than their expensive financial advisors.

Leadership

- Great organisational leadership is critical to great fundraising.
- There is a central role that whole organisation stewardship can play in developing philanthropy.
- Fundraising is an investment, not a cost.
- How good do you feel as part of your organisation? A BIG question.
- Philanthropy needs to be at the core of the organisation.



Strategy

Foundation work to set up the team for success.

Sound preparational work that has to be done.

Data analysis

Donor surveys

Wealthscans

Keeping on top of the data. Contemporising the campaigns.

Engagement with new audiences – cultural diversity. In health, where are your patients from?

Philanthropy & Business Development:
Why we do what we do



Our donors

We are lucky.

We meet the most amazing people. From the humble to the magnificent.

Our favourite and beautiful $5 gifts in cash.

Our surprise bequests.

The thank you

Thank you for ‘choosing’ to make a gift.

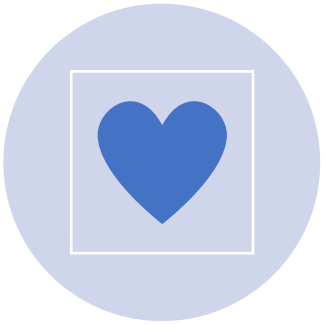
People will make a personal sacrifice while experiencing positive emotions.



Believe in yourselves



Believe in what you do



Philanthropy is amazing



Support each other. We are a small tribe. We need to be collegiate and celebrate the wins, not just of ourselves but others.

Questions, Ideas, Thoughts



Next CDF Workshop: Catholic Connect

- Date: Thursday 29 February 2024
- Time: 12:30pm (lunch), 1:00pm-3:00pm (meeting)
- Location: East Melbourne (TBC)
- Theme: TBC

catholicdevelopmentfund.org.au/catholic-connect

Door Prize

- St Mary's House of Welcome, supporting people who are homeless in Melbourne's inner north.
- **Enjoy a Christmas treat so others can eat.**
- smhow.org.au



Thank you

