Engage Your Communities: Philanthropy in Action!

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PHILANTHROPY DEFINED

What is Philanthropy?

PHILANTHROPY DEFINED

- Goodwill to fellow members of the human race;
- ESPECIALLY: active effort to promote human welfare

PHILANTHROPY ON A BUDGET

- Volunteering
- Blood drives
- Community events

STRATEGIC PHILANTHROPY DEFINED

- Providing philanthropic support to stakeholders in our corporate community in a purposeful manner.
- Through this we seek to engage new, reestablish historic and enhance current relationships in support of achieving our strategic corporate goals.

BROAD OUTCOMES

STRATEGIC GOALS

- Build relationships with influencers at targeted organizations.
- Support and showcase us as "best in class" partner (low maintenance/collaborative)
- Target(s) for each area served by significant:

  - Students retained
  - Student score for quality of program
  - Clinical need
  - Risk of loss
  - Hiring outcomes
  - Clinical volume
  - Introduction into organization

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STRATEGY DEVELOPMENT

- Confirm our goal for particular organization
- Create strategy and operationalize for each program or part of the organization
  - Confirm current state with target

  - Proactive planning on who best to participate:
    - Students/staff/leadership
    - From our team (President/COO/VP/ED/Dean/Chair/Philanthropy etc.)
    - From target organization (CEO/CNO/Department Head/Foundation)

  - Listening Tours
    - Discuss and identify needs
    - Ask/share "How can we help?"
    - Confirm shared goals and outcomes

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(overview, investment, no cost, non-profit, partnerships, open to ALL)

Implementation

Engage Students through focus groups and a 'Make It Yours' Campaign– student focus groups will engage students in institutional planning and identifying specific student needs. We can encourage students to propose campus events, start student organizations, provide workshop topic feedback, join CNSA, become a PAL's tutor. Regular town hall meetings will empower students to take ownership of their learning and experience

Provide Support for Students' Mental Health– expand community relationships, offer the Student Assistance Program at all campuses, hire a shared counselor, renovate facilities to provide private space for students to speak with staff

Improving the Student Experience and Outcomes

When we achieve this initiative, this is what success will look like in concrete, measurable terms:	Connecting community, philanthropy, and volunteering as there is convincing evidence of the appetite for volunteering among students, and of the rewards.
This is the date when we will achieve that vision of success	• Q3 18 • To update annually
These are the key dependencies that must be met for us to achieve success	• Administration Support • Campus Support • Resources TBD
These are the key milestones, and what will be achieved by these dates	• Meet with philanthropy team Q1 18 • Determine current student engagement and process tied to donations Q2 18 • Survey students Q2 18 • Make Recommendation Q2 18 • Create procedure manual on student involvement and social awareness surrounding donations Q3 18

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Improving the Student Experience and Outcomes

According to research:

- Students believe that they make a worthwhile contribution to communities through their volunteering and welcome constructive feedback from organizations: 82% of student volunteers feel that their efforts are appreciated.
- Students report many positive impacts on their own personal development, skills and employability and derive high levels of satisfaction from taking part: 87% would recommend volunteering to friends.

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