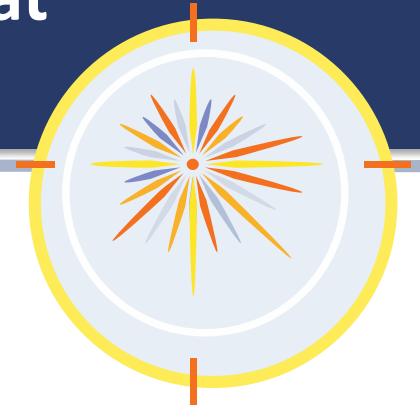


Not Your Typical Fundraiser – A Fresh Look at Fundraisers to Elevate Philanthropy



Presenter: Loriana De Crescenzo, CFRE

Chief Development Officer

Lifespan/Newport Hospital

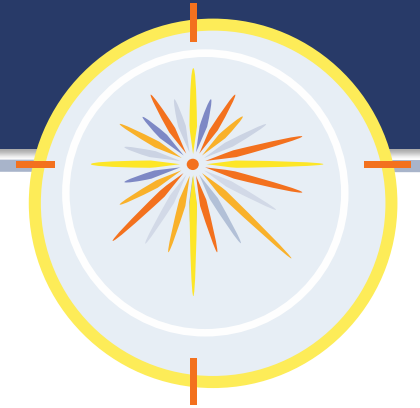


About me:

- Member – AHP, NEAHP, PPP-RI
- Creating change and transforming lives via philanthropy
- Grateful patient family of Lifespan
- Nearly 20 years experience in nonprofit fundraising
- Mother of three daughters
- Fluent in Italian, prior career in opera, arts administration

Goals

- Share new ways to deliver the signature event experience
- Inspire attendees to think differently
- Keep the focus on the why
- Learn from one another

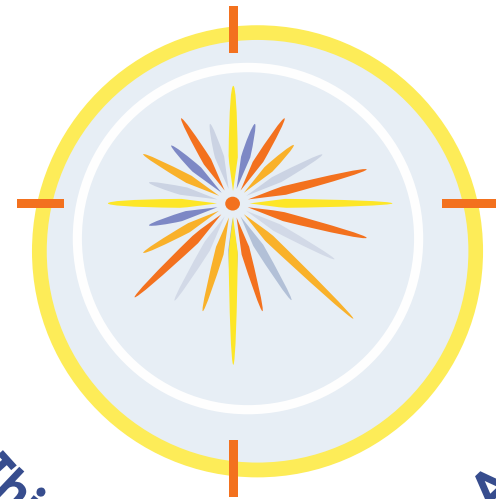


Why We Do It



The life of a man consists not in seeing visions and in dreaming dreams, but in **active charity** and in **willing service.**

- Henry Wadsworth Longfellow

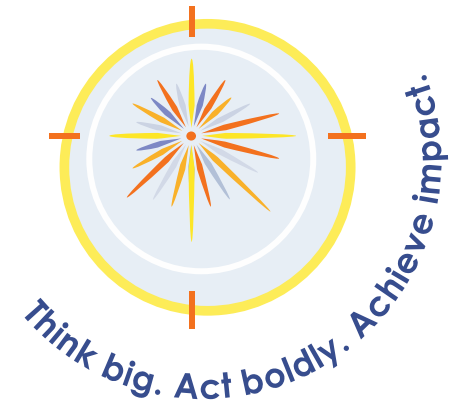
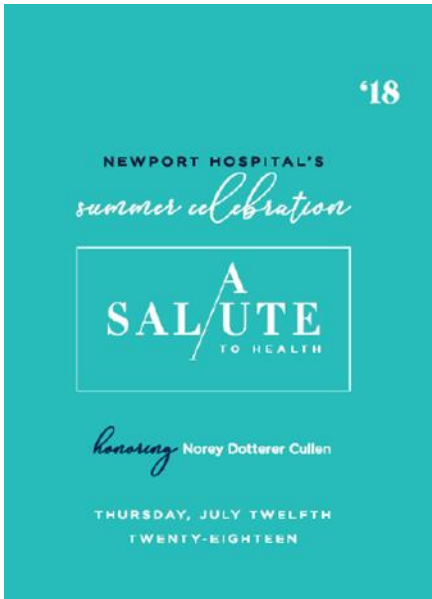
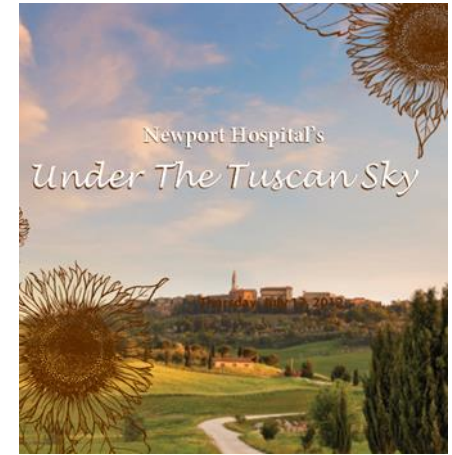
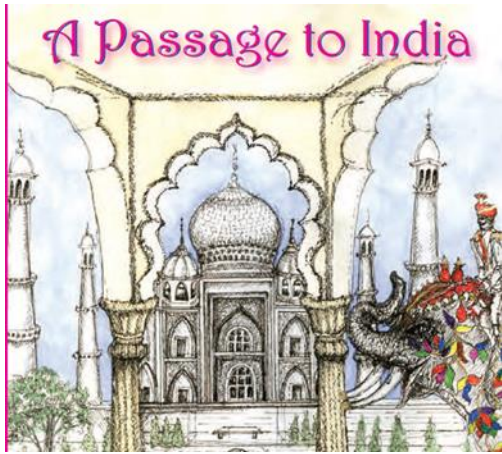


Think big. Act boldly. Achieve impact.

How We've Always Done It

- Evening Theme
- Cocktail reception
- Sit down dinner
- Speaking Program & Video
- Silent Auction
- Live Auction
- Fund A Need Blitz
- Music and Dancing





What We Learned

- Optimize the guest experience. People remember how you made them feel valued.
- Giving guests more time to socialize helps them to be ready once its time to focus on speaking program.
- Have plenty of Valet. Guests want to get in and get out with ease.
- The paddle raise must be something that pulls at the heart strings and impacts all.



Impact

	2017	2018	2019
Gross Revenue	\$724,790	\$944,000	\$1,079,311
Fund A Need	390,900	\$541,800	\$638,781

- Added a behavioral health partial hospitalization program cohort focused on co-morbidities of substance abuse and mental illness
- Expanded the Cardiovascular Institute's services to include CT Angiography, calcium scoring, and utilizing Heartflow
- Completed the emergency department expansion



To learn more

<https://www.newporthospital.org/summer-celebration-salute-health>

<https://giving.lifespan.org/Newport/Summer-Celebration>

<https://www.newportri.com/news/20180810/salute-to-health-honors-cullen-raises-934000-for-hospital>

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