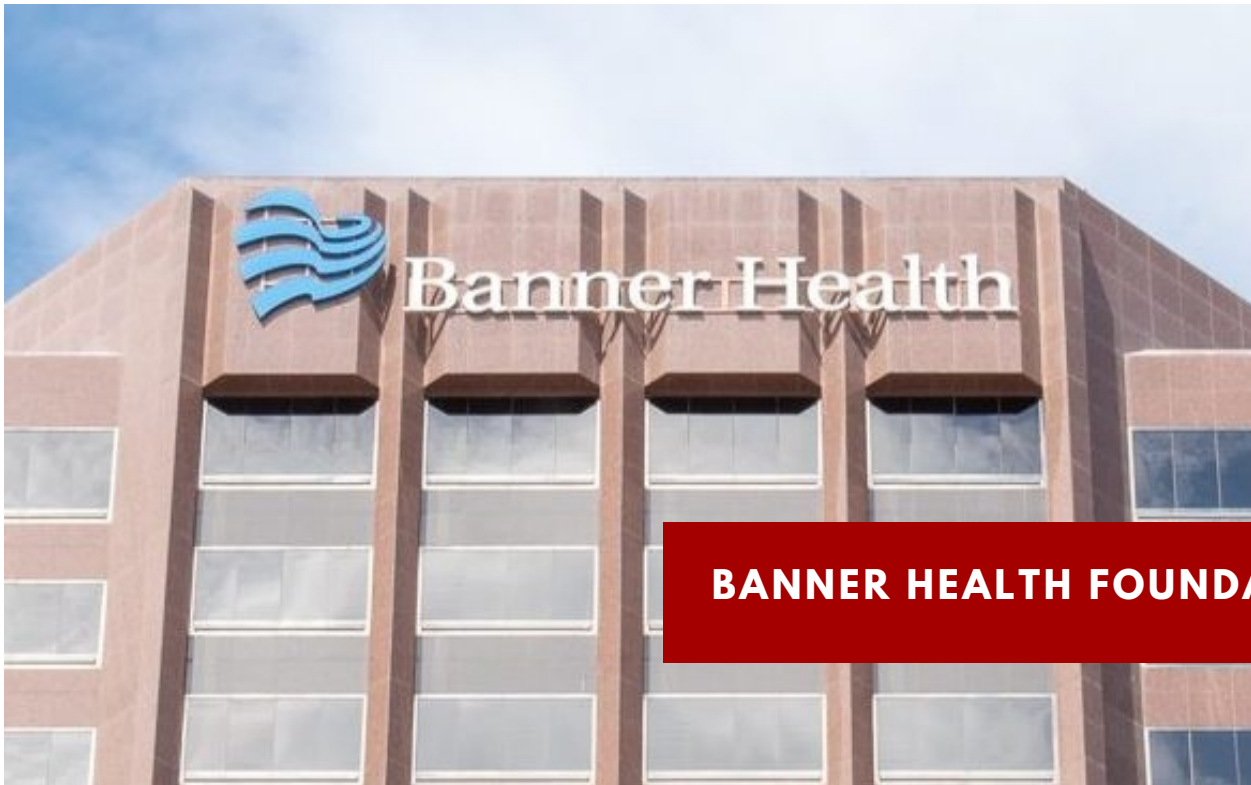


SUCCESS STORY

HALLETT
PHILANTHROPY



BANNER HEALTH FOUNDATION PIVOTS PRIORITIES WITH HALLETT PHILANTHROPY

**A QUICK SHIFT IN FOCUS ALLOWED THE BANNER HEALTH FOUNDATION TO
ENGAGE WITH PATIENTS AND PHYSICIANS AND GROW ITS GRATEFUL PATIENT
PROGRAM DURING THE PANDEMIC.**

"Hallett Philanthropy provides a custom approach and expert guidance, helping us to determine the best strategies to move our grateful patient program forward."

Christy Adler, Vice President of Development
Banner Health Foundation



Health Foundation & Alzheimer's Foundation

Foundation: 24 Employees Hospital System: 52k+ Employees	Increase in Grateful Patient program by Hallett Philanthropy- Driven campaign
Hallett Philanthropy Client Since 2020	Services: Grateful Patient Campaign

BANNER HEALTH FOUNDATION GROWS ITS GRATEFUL PATIENT PROGRAM WITH HALLETT PHILANTHROPY.

The Banner Health Foundation was established in 2001 to secure and steward charitable contributions to advance the Banner Health mission. Its vision is to be the premier philanthropic choice for investing in world-class healthcare in Arizona and beyond. Funds raised by the foundation support breakthroughs in care, research, health education, patient services, and community programming.

Banner Health serves nearly 1 million customers in Arizona, California, Colorado, Nebraska, Nevada, and Wyoming. In 2020 alone, Banner Health managed more than 5 million clinic visits, 1 million outpatient visits, and more than 159,000 surgeries. Gifts to the Banner Health foundation support facilities and programs that promote advancements in care, research, health education, patient services, and community programs that will have a lasting impact on patients and their families.

THE CHALLENGE: THE CHALLENGE: BANNER HEALTH FOUNDATION WAS AIMING TO GROW ITS GRATEFUL PATIENT PROGRAM.

Banner Health Foundation's goal is to secure philanthropic investments annually to support Banner Health programs, services, and research. One area Foundation leadership knew it could expand to reach this goal was its Grateful Patient program. Just as the program was taking off, the pandemic hit.

For many organizations, the pandemic completely halted any programming and progress. Creating a sustainable giving campaign is a challenge, but being able to pivot in difficult times to design a campaign strategy that allows a foundation to achieve increases in donors and dollars during a worldwide pandemic was a new challenge for everyone on the team.

"We knew we needed to keep our programming moving, but needed to make some quick adjustments to be successful even as others in the industry were scaling back," said Ryann Snedeker. "With the right plan in place, our team would be able to secure more gifts, but we needed to change our approach and adjust for new and different norms in reaching potential donors."

THE SOLUTION:

Banner Health Foundation leveraged its relationship with Randall Hallett and Hallett Philanthropy to reimagine its Grateful Patient program. In short order, Randall helped Banner Health Foundation create virtual programming, enabling staff to engage with patients and physicians regardless of their location. This change was immediate and allowed the Foundation to be very focused on how to readjust, becoming nimble, and working virtually in a world that is very focused on face-to-face interactions.

“Randall serves as an extended member of our team. He is the resident scholar who has expertise in philanthropy. He is our sounding board, cheerleader, and guide, and helps us continue to develop our best efforts and best practices. Randall provides an unbiased view to all our gift officers, but also keeps us on track and focused on what is important,” said Christy Atler.

In just one weekend, Randall was able to provide the Banner Health Foundation team with virtual curriculum that would allow foundation staff to re-imagine the grateful patient program in a virtual environment. With his guidance, the Banner Health Foundation team pivoted their strategy and sustained connections with clinicians whether they were onsite or at home.

“Randall’s involvement has given us national perspective on how we can be nimble and innovative in our Grateful Patient philanthropy program in the shadow of the pandemic, said Christy Atler. “With Randall’s direction, we were able to recalibrate our entire vision in just a few days.”

OUTCOMES: MORE MAJOR GIFTS THAN EVER BEFORE.

With Randall’s guidance, the Banner Health Foundation has seen greater participation and more gifts from Grateful Patients than ever before. Randall helped the Foundation take a different approach, ensuring staff engaged the right physicians and champions for its Grateful Patient Program, and served as the expert resource to help Foundation staff achieve success. As a result of working with Randall, the team has done a much better job of pivoting amid the pandemic, and physicians are more engaged than ever before.

Randal helped Banner Health Foundation to move its Grateful Patient program forward at a sensible pace that took into account the human element of philanthropy and made the transition smooth for both clinicians and donors. Grateful Patient philanthropy requires sensitivity and empathy for everyone involved. In working with Hallett Philanthropy, Banner Health began the Grateful Patient Program in the virtual environment by first demonstrating care and concern for everyone involved. Specifically, gift officers spent considerable time calling grateful patients to simply ask how they were doing and if we could provide assistance/support during the pandemic.

We are a stronger team and we pride ourselves on being a team that is cohesive and supportive. Randall is an ingredient to that success. We don't want just anyone to work with our team - we want the best person who cares about our individual team members to work with our team, and that individual is Randall Hallett.

Ryann Snedeker, Senior Manager, Financial Operations
Banner Health Foundation

Additionally, gift officers contacted physicians to remind them how much we care about them and if there were emergent needs that the Banner Health Foundation could help support. At a time when many organizations may have found the switch from in-person to virtual programming, Banner Foundation flourished by focusing on people first.

"There is no doubt, Randall's guidance has truly made an impact on how our team works, and helps us to be more efficient and effective fundraisers and leaders within the organization," said Ryann Snedeker.