



GENEROSITY HEALS

When they engage, they do so with intensity. Some decide where to live because of the organizations they support. Many migrate from their business to philanthropy as a full-time pursuit. They often invest in just one organization, or a very few, where they make an all-out commitment of time, money, and savvy. Strategic givers relate to organizations as partners, not just funders.

In the past, many organizations looked to donors to fund *things*. They thought in terms of one-time investments for buildings or technologies. Only rarely did they shape the relationship as a journey in pursuit of an ambitious health outcome where the organization and philanthropist invest and improve together in perpetual movement.

If we simply purchase a **thing**, we're easily done. And once done, the relationship stalls. It is for this reason that so many organizations lurch from campaign to campaign. Gifts become end points rather than beginning points. It takes a new **thing** to ignite momentum again.

We want evolutionary relationships where together we dream, prototype, and refine. We want every gift to be the beginning of a conversation. When a donor makes a gift, we don't just thank them. We measure the difference the investment made and design what could happen next as we progress toward our destination.

The organizations attracting mega-philanthropy are not those who are poor, but those who offer givers the opportunity to participate in something momentous. Donors want to know their resources and their lives make a difference. If we put clinical innovation at the core of our relationship, we set out together on a continuously-unfolding adventure.