

# Post-Pandemic Corporate Partnerships for Healthcare Philanthropy

Association for Healthcare Philanthropy

2021



## SPEAKER



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# The Partnership Intelligence Platform

where companies and nonprofits create or improve their partnerships

## Find New Partners

## Price Opportunities

## Grow Existing Partnerships

## Activate Audiences

Prospect Research Database

Asset Valuation

Partnership Tracking

Audience Analysis

Lead Generation & Match Scoring

Sponsorship Pricing & Packaging

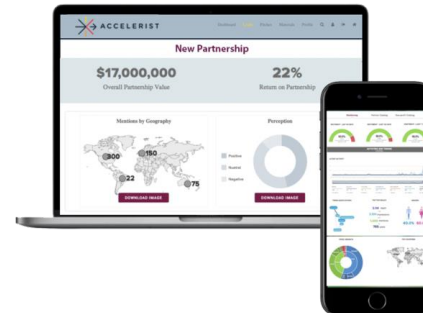
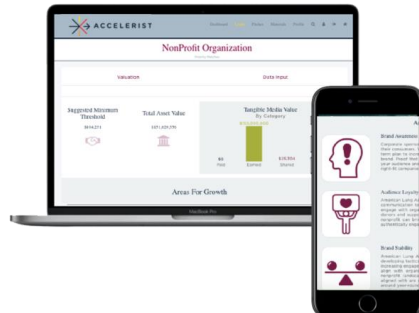
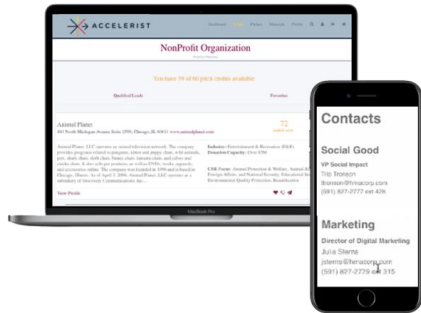
Stewardship Cataloging

Persona Development

Industry Analytics Dashboard

Impact Reporting & Case Studies

Prospective Audience Identification

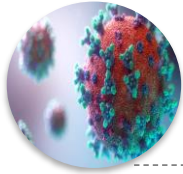


## THE MOST IMPACTFUL DATA FROM 2020

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76% of executives acknowledge the role of business in perpetuating systemic racial inequality and are committing to action now more than ever.<sup>1</sup>



At nearly **\$7.9 billion**, corporate giving accounted for nearly **two-thirds** of (COVID-19) philanthropic funding (a total of \$11.9 billion).<sup>2</sup>



Despite the pandemic, corporate giving was **up 0.4%** in 2020 and is expected to **rise another 1.4%** in 2021.<sup>3</sup>



60% of corporations report that they are looking at new issues to support in their next fiscal year.<sup>4</sup>



High-purpose brands will **double their market value** more than **4x faster** than low-purpose brands and will create much higher levels of total shareholder returns.<sup>5</sup>

## 5 STANDOUT TRENDS FROM 2020

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### 1 MIXED REALITY

Hybrid events and assets driving a new culture



### 2 SUSTAINABLE GAINS

Greener products and processes gain consumer trust



### 3 CONNECTIVITY

Virtual learning, more social apps and the need for human connection



### 4 SYSTEMIC JUSTICE

System overhauls and innovations to support marginalized communities

### 5 INCLUSIVE NORMS

A celebration and majority acceptance of societal differences becomes reality

# Children's Hospital of Philadelphia & The GIANT Company

## New Healthy Weight Food Pharmacy

Backed by funding from grocery retailer, The GIANT Company, the Children's Hospital of Philadelphia (CHOP) is working to provide nutritious food options and social wellness resources for food insecure families in the Philadelphia area.

### Program Highlights:

- As of January 2021, the Food Pharmacy has enrolled 325 patients and distributed 9,000lbs of food
- Started in 2019, the Pharmacy expanded into its second location in 2021
- COVID-19 pandemic has intensified demand



## Case Study – Health & Wellness



# Boston Children's Hospital & Facebook

## COVID-19 Tech For Good

Facebook partnered with Boston Children's Hospital to offer a tool on Facebook that identifies nearby places to get vaccinated. The locations are provided by VaccineFinder, tech owned by developers at Boston Children's, and includes information about how and where to book a vaccine appointment.

Other Facebook Initiatives:

- Connected 2 billion people to authoritative COVID-19 info
- Added stickers to FB & Instagram to encourage vaccinations
- Continue to work with WHO to expand list of false claims
- COVID-19 vaccine-related post tracking through CrowdTangle



## Case Study – Tech For Good

A photograph of a dark blue sign for Facebook Building 20. The word "facebook" is written in white lowercase letters, and "Building 20" is written in white uppercase letters below it. The sign is set against a background of a modern building with a grid pattern of windows.

facebook  
Building 20

# Latino Restaurant Association & SoCalGas

## Donations to Feed Frontline Workers

Southern California Gas Co. (SoCalGas) donated \$50,000 to the Latino Restaurant Association (LRA) to support LRA's Feeding Frontliners campaign which donates food to local frontline workers.

Program Initiative by the Numbers:

- Since March 2020 more than 2700 frontline workers have been fed at 10 different medical center locations supplied by 9 local LRA restaurants



## Case Study – Connecting Communities





# Tampa General Hospital & Tampa Bay Super Bowl LV

## Super Bowl Host Committee Investing in Local Community

Tampa General Hospital (TGH) partnered with the Super Bowl Host Committee in Tampa Bay to be the exclusive medical provider at the game and all pre-game fan experience events.

### Sponsorship Details:

- TGH was the strategic medical partner at the game & sponsor of first aid stations
- TGH now serving on the Super Bowl LV legacy project advisory committee



## Case Study – Timely Local Investments



An aerial view of a city skyline at sunset, with a network overlay of white lines and circular nodes. The text "Looking Toward the Future of Purpose..." is centered in white. The background shows a dense urban landscape with various buildings, including a prominent skyscraper on the left and a large domed building in the foreground. The sky is a mix of blue and orange, suggesting the time is either dawn or dusk.

# Looking Toward the Future of Purpose...

# 2021 ECONOMIC FORECAST

## GROSS DOMESTIC PRODUCT (GDP)



The global economy will enter 2021 at a subdued growth rate and accelerate to a brisk pace in the second half. After a 4.2% decline in 2020, global world GDP is projected to increase about 4.6% in 2021.

Source: IHS Markit, 10 Economic Predictions for 2021

## UNEMPLOYMENT



Unemployment rate remained steady at 6.7% in December 2020. As vaccines are distributed and prove successful, the labor market is expected to heal rapidly in 2021.

Source: Kiplinger, 2021 Economic Forecast

## INFLATION



Inflation ended 2020 at 1.4%, far below 2019's 2.3%, but as the pandemic ends, some prices that had been depressed will start to reassert themselves, such as apartment rents, air fares and hotel rates. Core inflation will also run at about 2.3% in 2021, up from 1.6% at the end of 2020.

Source: U.S. Bureau of Labor Statistics

## INTEREST RATES



Short-term rates will remain low through 2024. But, new fiscal stimulus will nearly double 10-year rates.

Source: Federal Reserve Open Market Committee

## OIL & GAS



**Gasoline prices are climbing, slowly but steadily.**

Crude oil has staged a rally since the lows hit last year – rebounding from \$35 per barrel in early November to more than \$50 per barrel in early January, 2021. If more progress can be made on vaccinating enough Americans to bring the pandemic to an end, oil prices should push higher on expectations of increasing travel.

Source: Kiplinger, 2021 Economic Forecast

## ESG IN THE SPOTLIGHT

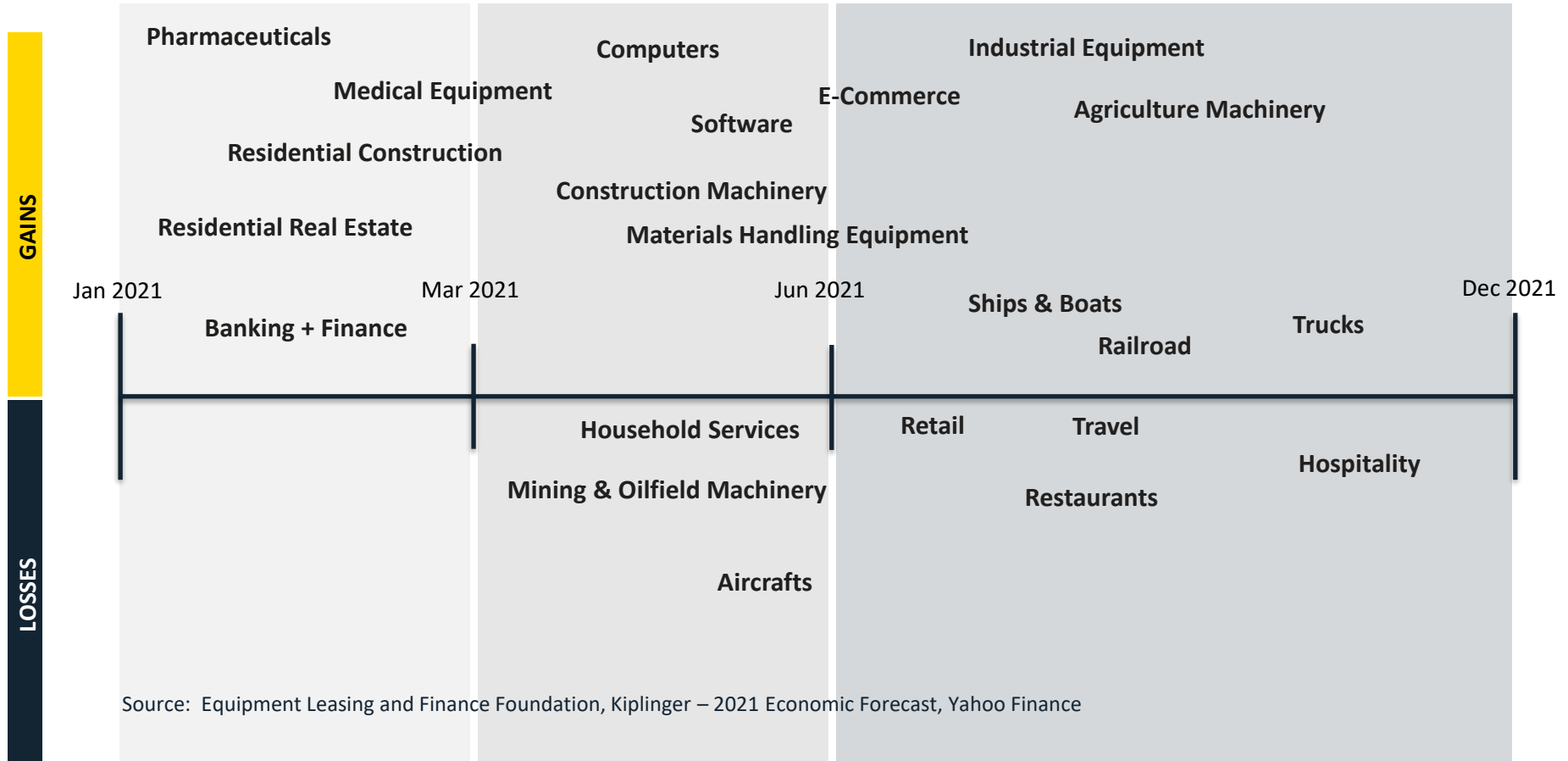


**In 2021, the focus of investors and policymakers will shift from COVID-19 to the environment.**

An important trend in private and public debt markets is the rise in ESG (Environmental, Social, and Corporate Governance) issuance, often at slightly lower yields than conventional equivalents. Another trend is greater use of sustainability-linked issuance, linking coupons to the achievement of ESG goals. Emphasis on ESG will exacerbate the financing difficulties of energy and commodity producers, as new investments are scrutinized for their ESG contributions.

Source: IHS Markit, 10 Economic Predictions for 2021

# 2021 INDUSTRY GAINS AND LOSSES





# 2021 PHILANTHROPIC & PURPOSE FORECAST

## DEMAND HIGH. RESOURCES LOW.



Some organizations witnessed a 60% decline in workforce in 2020. As the 2020 fades into a horrible memory, nonprofits find themselves needing to raise more money with less support.

Source: National Council of Nonprofits

## BUDGET AVAILABLE



62% of companies anticipate no change or an increase in their contributions budget for next fiscal year

Source: COVID-19 Impact on CSR, Rocket Social Impact, ACCP – May 2020

## GIVING WAS DOWN



About 9 in 10 nonprofits have seen revenue decline by 15% or more – due in large part to the pandemic forcing the cancellation of fundraising events.

Source: Charities Aid Foundation of America

## CONTINUED PURPOSE RE-ALIGNMENT



30% of companies broadened the range of causes they gave to as a result of the pandemic in 2020, while 18% had narrowed it. When a vaccine is distributed and the pandemic starts to recede, a further realignment may well occur.

Source: The Charities Aid Foundation, Corporate Survey 2020

## NOT ALL CAUSES ARE CREATED EQUAL



Some issues and organizations witnessed exponential returns in 2020. The Black Lives Matter movement saw a 70% increase in donations, Feeding America received 1980% more donations and Doctors Without Borders saw a 131% increase in donations through certain channels.

Source: Charity Navigator, USA Today

## CAPITALIZING ON CORPORATE GIVING



Despite the pandemic, corporate giving was up 0.4% in 2020 and is expected to rise another 1.4% in 2021. While many factors affect giving tendencies, experts suggest that corporate philanthropy in 2021 will be impacted most by (1) growth in GDP and (2) growth in corporate savings – both of which are expected to witness growth in 2021.

Source: Philanthropy Outlook, 2021



# Ripe Industries for Corporate Philanthropy

# TOP 10 RIPE PARTNERSHIP INDUSTRIES OF 2021

1

## CYBER SECURITY

The global cybersecurity market is expected to grow from \$149B in 2019 to \$152B in 2020 at a compound annual growth rate (CAGR) of 1.8%. The market is then expected to recover and reach \$208B in 2023 at CAGR of 11%.

2

## ED-TECH

The ed-tech industry refers to the education industry advanced with technology. As per a study conducted by KPMG, the estimated market size for the ed-tech industry (i.e. online certification and the reskilling industry) is estimated to be \$463M (2021) growing at a CAGR of 38% since the year 2016.

3

## DIGITAL MARKETING

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Advertising via mobile phones and tablets rose to 200%, which is \$6B. This market is estimated to soon touch \$7.8B.

4

## FINTECH

'Fintech' is a term used for technological innovations in the financial sector. Fintech companies acquired \$135.7B globally in investments during the last year. The total transaction value of digital payments is expected to reach \$4.8T in 2021. 77% of traditional financial institutions plan to increase their focus on innovations to boost customer retention.

5

## HEALTHCARE

Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance, and medical equipment. There are 784,626 companies in the US healthcare sector.

6

## GAMING

The U.S. is the leading gaming market in the world. In 2020, the market size of the video games was estimated to be worth 60.4 billion U.S. dollars. Various sub-segments like E-Sports and Mobile Gaming are leading the industry's growth trajectory. Consumers spent over \$19 billion on mobile games in Q2 2020.

7

## FOOD DELIVERY

Revenue in the Online Food Delivery segment is projected to reach \$151M in 2021. Revenue is expected to show an annual growth rate of 6.4%, resulting in a projected market volume of \$182M by 2024.

8

## VIDEO CONFERENCING

By 2024, research projects that the video conferencing industry will be worth \$20B. Research also suggests that by the end of 2021, 30% of the global workforce will choose to remote work multiple days per week.

9

## E-COMMERCE

US ecommerce sales will reach \$794B this year, up 32.4% year-over-year. That's a much higher growth rate than the 18% predicted in a Q2-20 forecast. Ecommerce sales will reach 14.4% of all US retail spending this year and 19% by 2024.

10

## VIDEO STREAMING

With revenue growth of 24% from 2019 to 2020, the Video Streaming industry is booming as entertainment is being delivered to consumers in new and innovative ways. In 2021, the industry is expected to grow 300%.

# TOP 10 RIPE PARTNERSHIP INDUSTRIES



A photograph of a person lying in a hospital bed. The person is covered with a blue blanket and a white sheet with a colorful, abstract pattern. The background is a plain, light-colored wall.

# Building Best-In-Class Partnerships within Healthcare





## Key Corporate Partnership Tenants

- Mission aligns with corporate social responsibility goal(s)
- Mutually beneficial partnership goals
  - Brand Recognition
  - Access to Executive Leadership
- Employee activation/engagement/volunteerism
- Fundraising/gift component



**Danielle Sunday**  
Children's Miracle Network  
Director  
Penn State Children's Hospital



### **Corporate Strategy for Children's Health**

- Focus on organizations that align with our mission to *make life better for children*
- Connect our mission with partner employee base, securing organization leadership to advocate on our behalf
- Virtual Volunteering, Peer-to-Peer Fundraising, Point-of-Sale Activations
- Growth among local and national partnerships (CMN)



#### **Colten Hendrik**

Development Officer,  
Corporate Partnerships

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#### **Children's Medical Center Foundation**

2777 N Stemmons Fwy, Suite 1700  
Dallas, Texas 75207

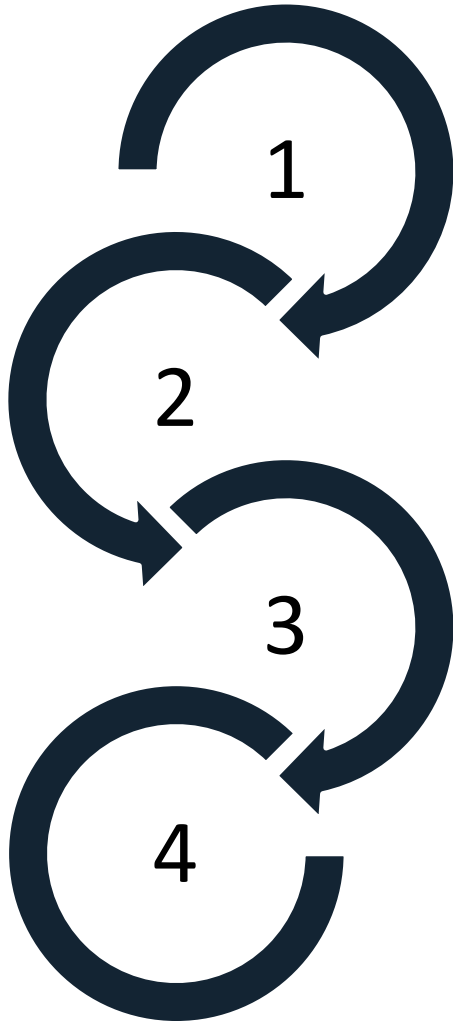
[Give.Childrens.com](http://Give.Childrens.com)

# Futurecasting Your Partnerships



## TOP TRENDING PARTNERSHIP STRATEGIES

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### **LEVERAGING BASIC BUSINESS PRINCIPLES**

With less resources and big goals, partnership professionals must accomplish more with less. This requires a more targeted approach to development, leveraging basic business principles to support growth.

### **INNOVATION**

If 2020 taught us anything, it's that we must evolve and step into a new way of living. Nonprofits and companies are collaborating to create innovative social solutions that make tangible impact.

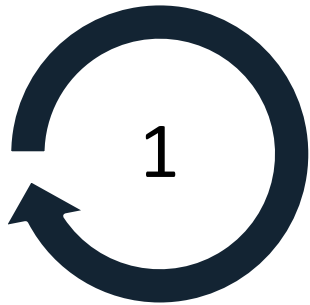
### **ASSET DEVELOPMENT**

A new world requires new ways of communicating and connecting. Nonprofits are reassessing their opportunities to engage and add value to their corporate supporters.

### **NET REVENUE**

With 85% of a nonprofit's corporate income comprised of recurring revenue, stewardship has always been a priority. Sophisticated nonprofits are now focusing on generating more support from their current partners.





### LEVERAGING BASIC BUSINESS PRINCIPLES

We once set standard goals like:

- Annual corporate revenue
- Total number of partners
- New industries to pursue
- New business v. Account Management team

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We are now hearing more about:

- Ideal partner persona
- Total addressable market
- Annual revenue goals = new partners, retained partners, expansion revenue
- Proactive goal-setting with partners to include:
  - Funds raised
  - Impact made
  - Media attention
  - Constituent engagement
  - Brand perception



### INNOVATION

#### As a Nonprofit:

1. What are our Top 3 barriers to making a positive change on our mission?
2. What could we develop to remove these barriers?
3. What industries or companies could offer innovative solutions to these challenges?

#### As a Company:

1. Where does our company have expertise or resources to solve a societal challenge?
2. What kind of resources are we willing to leverage?
3. What is our ideal nonprofit partner that can help us implement these solutions?



### ASSET DEVELOPMENT

A hybrid fundraising and mission engagement model of mixed reality is here to stay!

**2/3 of charities report developing new assets in Q3 of 2020 and will continue in 2021.<sup>12</sup>**

2021 is all about focus and execution. Consider these high-value assets when re-evaluating your value proposition to corporate partners:

- **Event sponsor integration into existing digital fundraising platforms** (Think: AI, avatars, sponsored leaderboards)
- **Content series** (Think: webinars and guest blogs featuring experts or executives)
- **More networking opportunities for your partners** (Think: councils, roundtables, quarterly expert panels – all feasible on or offline)
- **Virtual employee engagement program** (Think: volunteer and/or skills-based options that underwrite mission need)
- **Formal Influencer/Partner activation toolkit or program** (Think: Gaming influencers are on deck and receive a toolkit once you launch a partnership in the marketplace)



## NET REVENUE

### Stewardship Basics:

- Initial goal and expectation-setting at launch
- Consist mission-specific content delivered through a monthly newsletter
- Monthly or quarterly check-ins, as needed
- Annual kick-offs and recap discussions
- Impact or Fulfillment report delivered within 30 days of the conclusion of partnership

### Next Level Stewardship:

- Take inventory of your existing partners.
- Moves Management for “Growth Partners”
- Determine a specific revenue growth or “net revenue” goal for your partners
- Identify other ways corporate partners can get involved with your organization (Think: Matching Gifts, Giving Tuesday, Awareness Months, Marketing Sponsorships)
- Operationalize your custom stewardship plans



A person wearing a dark suit jacket and a light-colored shirt is holding a white rectangular sign with both hands. The sign contains the text 'QUESTIONS?' in large, bold, grey letters, and 'And (Hopefully) Answers' in smaller, bold, dark blue letters below it. The background is a soft, out-of-focus grey.

# QUESTIONS?

**And (Hopefully) Answers**



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Corporate Fundraising Playbook