



Securing Landmark Gifts to Transform the World

AHP ANNUAL
International
CONFERENCE



Today's speakers



Kelly Gieser, CFRE
Executive Director
Development,
Principal Gifts



William C. Moyers,
Vice President,
Public Affairs &
Community Relations



David Wilke, FAHP, CFRE
Vice President &
Chief Development Officer



What do you know about Hazelden Betty Ford Foundation?



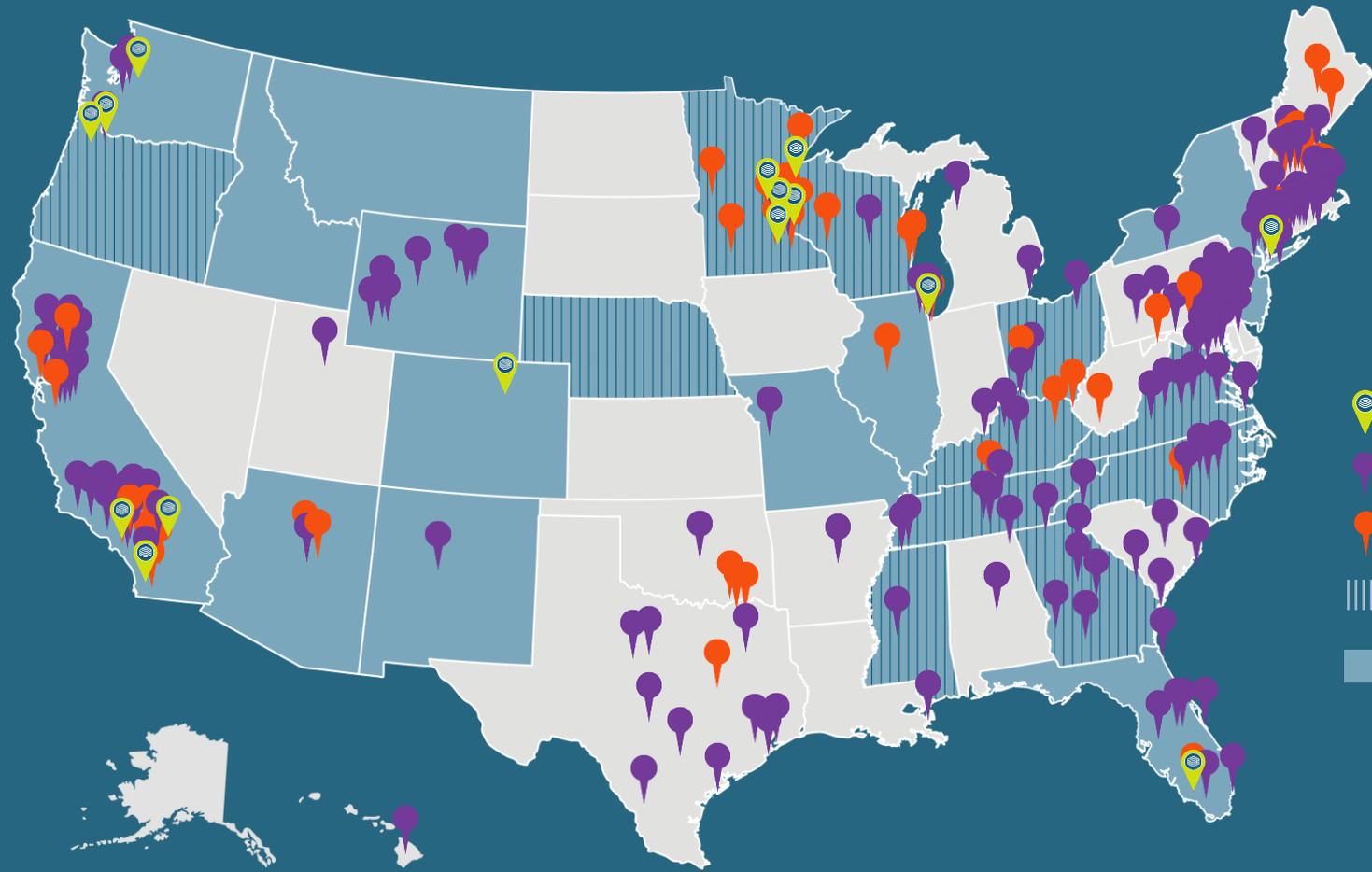
VISION

*Empowering recovery and
well-being for all.*

MISSION

Harnessing **science**, **love** and the **wisdom** of **lived experience**, we are a force of healing and hope for individuals, families and communities affected by substance use and mental health conditions.

National Force for Hope and Healing



-  Treatment and Recovery Centers
-  Prevention Solutions
-  School-based Prevention Programs
-  Community-based Education and Training
-  Virtual Addiction and Mental Health Outpatient Care

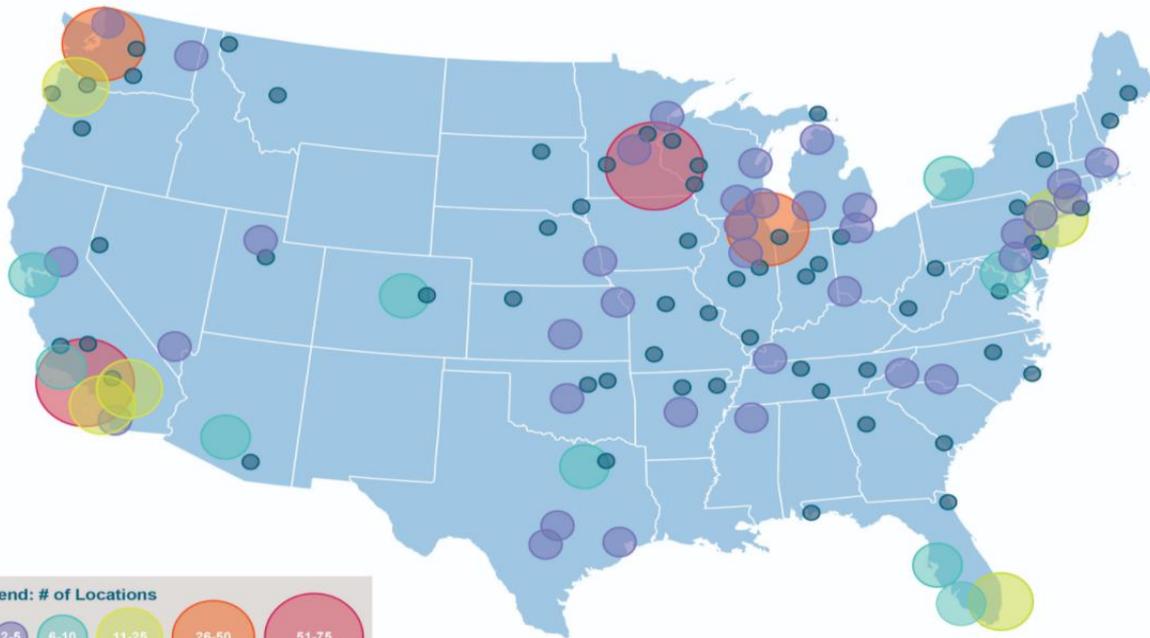


Hazelden Betty Ford

Patient Care Network

Addiction expertise within your reach

Collaborative Members & Preferred Providers



Legend: # of Locations





Background on Philanthropy at HBFF

- Historically operated as a high level annual giving shop
- Self-pay until 2010 with high margins
- Transition to private insurance and greater need for philanthropy
- Culture of anonymity and privacy in the recovery community
- Lack of investment and belief in philanthropy to transform how addiction impacts people and communities



Evolution of Hazelden Betty Ford's First Transformational Gift



**\$5M
or more**

+

**Systemic
and/or
scalable
change**



Lifetime Giving History

Year 1	\$20,000
Year 2	\$20,000
Year 3	\$0
Year 4	\$100,000
Year 5	\$300,000
Year 6	\$10,000,000



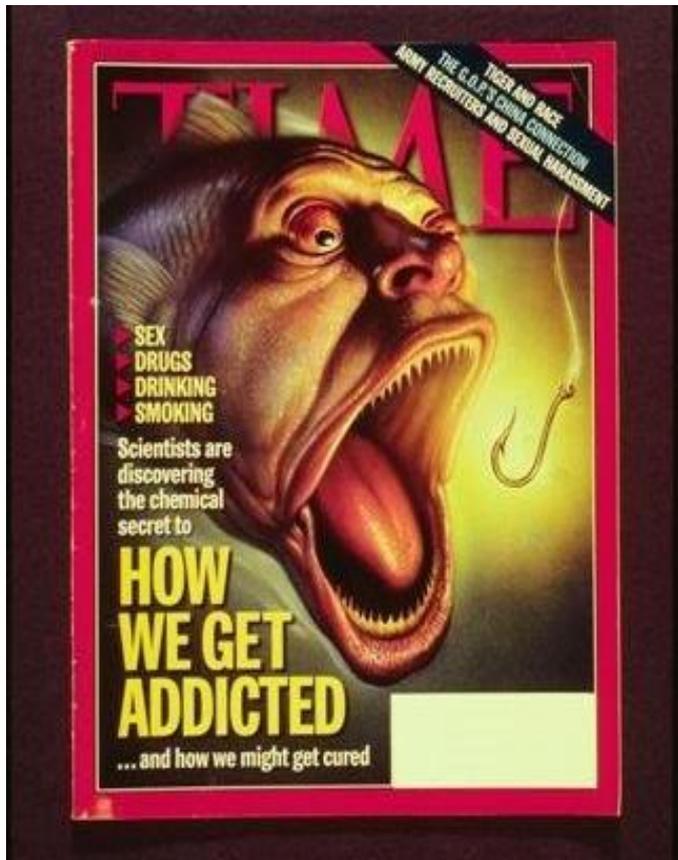
Five Actions That Led To This Gift

1. Build Relationship to Create Trust
2. Truly Know Your Donor
3. Mobilize a Team Effort
4. Be Bold and Aspirational
5. Go Above and Beyond Expectations



1. Build Relationship to Create Trust

- No one will give you a transformational gift if they don't trust you
- Trust is earned
- Gifts on the way to the gift





Building our framework for a trusting, long-term relationship

- Asked for advice
- Paid attention to their internal culture – staff as family/confidantes
- Continued to be a 24/7 resource
- Created new ideas to test
- Got comfortable getting over our skis'
- Asked for more advice
- Showed up again and again



2. Truly Know Your Donor

- Learn their philanthropic passions and motivations
- Understand how they makes decisions and operate their foundation
- Care for them personally





3. Be Bold and Aspirational

- Don't be afraid
- Engage them in shaping the vision and solving the problem
- Leverage organization strengths and strategy



“I was so moved and touched by the people I met. This crisis is urgent. Families need help and support. Tomorrow is too late.”

Abby M





4. Mobilize a Team Effort

- Transformation is a team sport
- Team effort begins far upstream from Development
- Ripple effect of involving organizational peers
- Loyal fans from their side



WATCH YOUR VIDEO!





5. Go Above and Beyond Expectations

- Honor the unique relationships that form
- Take calculated risks that inspire trust and loyalty
- Treat donors like we treat our family
- Create exceptional experiences for all
- Show up!



I can't thank you and your team for making my visit special! I had an amazing visit. I'd like to write everyone to let them know how much their time, effort, and energy were very much appreciated. Oh and one more thing, the book everyone signed touched my heart....I teared up. Thank you again.

----- Nicole





Revolutionizing Care

Embracing the Family

Addiction affects entire families," says Abby Spencer Moffat, chief executive officer and president of the Diana Davis Spencer Foundation. This is why the Foundation made a generous commitment of \$10 million to Hazelden Betty Ford in 2022 to initiate the establishment of a National Center for Families and Children.

"Families need help and support. Tomorrow is too late."

For Abby, this landmark gift has roots that are deeply personal. "I'm excited we are able to support the Family Program, which gave me the tools I needed to foster positive, healthy relationships and helped me on my recovery journey," she says. She and her children attended the Family Program in 2014.

"I was so moved by the program, so touched by the people I met," she adds. Through the Foundation's gift, "we are advancing efforts to help break the stigma and increase access to crucial resources for loved ones impacted by addiction."

The National Center for Families and Children will launch Hazelden Betty Ford's coordinated effort to innovate and expand family and children's services. This will include researching and ultimately advancing a new standard in behavioral health care focused on helping family members heal and be a positive force in their loved one's recovery.

"By evolving our programs and demonstrating results, we hope to influence the future for all families who need and deserve help," says Joseph Lee, MD, president and CEO of the Hazelden Betty Ford Foundation.

"This crisis is urgent," Abby says. "Families need help and support. Tomorrow is too late."

Diana Davis Spencer (left) and Abby Moffat are committed to helping families affected by addiction.





Key Learnings

- Champion your mission. Being bold and aspirational might be the lever that gets pulled to transform your shop
- Persistence and patience pay off
- Be open to learn something new, no matter how long you've been in the field
- Being a resource when a family member needs help is ALWAYS the right thing to do, no matter the impact on funding
- This one was successful – not all of them will be.



Every year, thousands of people find freedom from drug and alcohol addiction and mental health disorders.

**WE'RE HERE FOR YOU AND YOUR FAMILY, TOO.
CALL TODAY TO SPEAK CONFIDENTIALLY WITH A RECOVERY EXPERT.**

800-257-7800



Hazelden Betty Ford
Foundation



Questions

Kelly Gieser, Executive Director, Development

KGieser@HazeldenBettyFord.org

William C. Moyers, Vice President, Public Affairs & Community Relations

WMoyers@HazeldenBettyFord.org

David P. Wilke, Vice President & Chief Development Officer

DWilke@HazeldenBettyFord.org