



# Advancing Health Equity: A Transformational Gift Case Study





# Today's agenda

1. Introductions
2. Health Equity at Nemours Children's Health
3. Case Study Discussion
4. Q&A



# Today's speakers



**Sean Finn**  
Assistant Vice President & Chief  
Development Officer  
Nemours Children's Health,  
Florida

**Kevin Carraccio**  
Senior Vice President of  
Philanthropy,  
Nemours Children's Health

**Marc McMurrin**  
President and CEO  
Ginsburg Family Foundation

**Andrea Gonce**  
Senior Vice President,  
CCS Fundraising

**Maura Kirk**  
Director,  
CCS Fundraising



# About Nemours Children's Health



**\$115.6 million**

in uncompensated care to underserved communities



**288** active research projects and 220 clinical trials

The largest multi-site children's health system in the United States



**40+ Specialties**

treated by our team of more than 8,600 dedicated associates, including 1,130 pediatric physicians



**9.47 billion**

impressions on KidsHealth.org (1.2 million site visits daily)

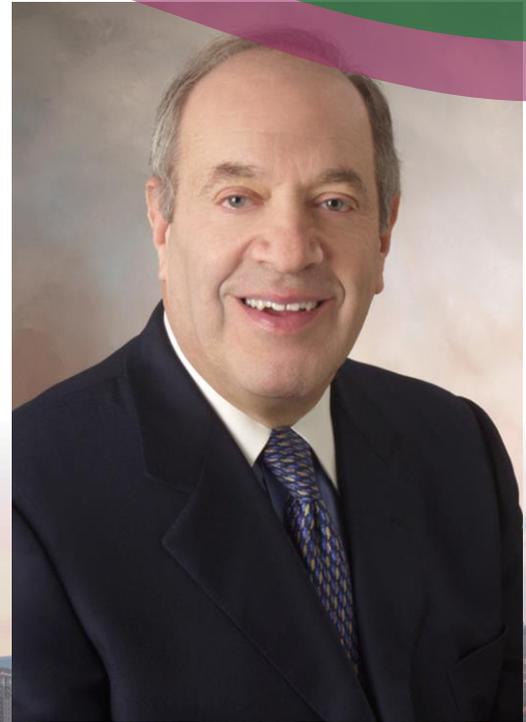
**1.6 Million**

Unique patient encounters annually

- 2 freestanding children's hospitals
- 70+ specialty, primary and urgent care locations in Delaware, Pennsylvania, New Jersey and Florida
- 21 hospital collaborations

# About Ginsburg Family Foundation

**Mission:** To build a legacy for the benefit and well-being of community.



# About CCS



## 76 Years

Founded in 1947, we are the most widely recommended firm in the field.



## 90% Repeat or Referrals

Ninety percent of our business comes from repeat business or referrals.



## 18 Offices

Our offices are located in New York, London, Dublin, Sydney, Toronto, Baltimore, Boston, Chicago, Dallas, Denver, Houston, Miami, Philadelphia, San Francisco, St. Louis, Seattle, Southern California, and Washington DC.



## 7 Core Services

Our core services include campaigns, assessments, feasibility studies, strategic planning, research and data analytics, major gifts, and endowments.



## 500 Fundraising Professionals

Our staff of over 500 philanthropic experts includes 25 partners with a minimum of 20 years of executive experience each.



## 10,000 Satisfied Clients

We have worked closely with 40% of the 100 best-performing charities.

# Health Equity at Nemours Children's Health

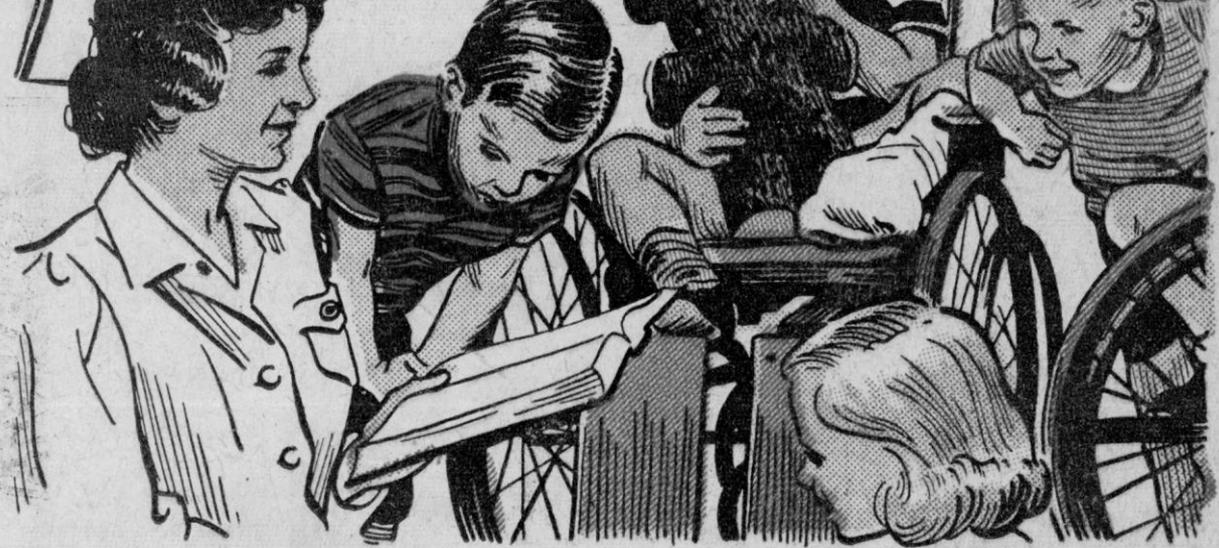




Message from The  
Ginsburg Family  
Foundation

\$25M Transformational  
Commitment

# Nemours Children's Health and Philanthropy



THE ALFRED I. DUPONT INSTITUTE OF THE  
NEMOURS FOUNDATION, LOCATED NEAR WIL-  
MINGTON, DEL., ACCEPTS CHILDREN, WHO ARE  
UNDER 16, OF **ANY RACE, CREED OR  
COLOR** FROM **ANY PART** OF THE **WORLD**  
**FREE OF CHARGE** FOR **BOTH HOS-  
PITALIZATION AND EDUCATION!**

*May 15, 1949 Philadelphia Sunday Bulletin*



# Developing a donor-centric transformational gift proposal

## **Vision Into Action**

Alignment between philanthropy and Nemours' vision to create the healthiest generations of children

## **Culture of Philanthropy**

Full and direct collaboration with internal stakeholders: Trust, CEO, Finance, National Office, Legal, MarCom

## **Aspirational Approach**

A commitment of this magnitude signals to other donors that Nemours is a worthy and capable destination for their investment

## **Engagement of the Community & Expanding Nemours' Reach**

Ginsburg commitment to engaging other families

# Engagement Timeline



# The Ginsburg Institute for Health Equity at Nemours Children's Health

## Institute Components

1. Ginsburg Presidential Endowed Chair
2. Ginsburg Scholars
3. Ginsburg International Symposium



### **Inaugural Ginsburg Institute Symposium: Advancing Child Health Equity**

In 2022, the **Ginsburg Institute for Health Equity at Nemours Children's Health** launched with a generous gift from the Ginsburg Family Foundation. The Ginsburg Institute will catalyze change in Central Florida by testing innovative child health equity strategies and promoting effective strategies nationally. The Ginsburg Institute will be action-oriented, leveraging expertise from across Nemours Children's and the lived experience of the Central Florida community. It will also function as a convener dedicated to sharing cross-disciplinary and translational research on interventions, programs and policies that reduce child health disparities in Central Florida.

The Ginsburg Institute for Health Equity will host its Inaugural Symposium in Orlando on November 2, 2023.



# Questions



# Thank You



Sean Finn  
Kevin Carraccio



Marc McMurrin



Andrea Gonce  
Maura Kirk

