



Thinking Bigger Together: How Cross-Institutional Partnerships Inspire Donors & Elevate Performance





Today's Agenda

1. Welcome & Introductions
2. About the RWJBH and Rutgers Partnership
3. Challenges, Strategies, and Wins
4. Audience Q&A



Welcome & Introductions



Today's Speakers



William Green

Vice President for
Development
Rutgers Health



Glenn Miller

Executive Vice President,
Chief Development Officer
RWJBarnabas Health



Eric Javier

Principal &
Managing Director
CCS Fundraising

About CCS Fundraising



Leading experts
in campaign and
development
strategy for over
75 years



500+ full-time
professional staff
who plan,
implement, and
manage fundraising
projects



Partners with 700+
organizations
across
philanthropic
sectors and
geographic
locations each year

A Selection of CCS Healthcare Partners

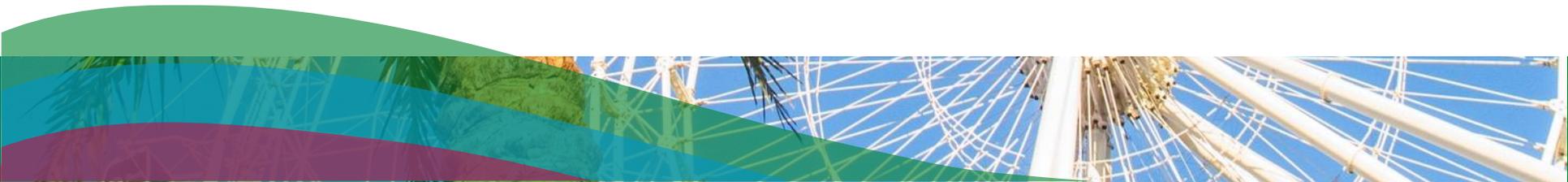




About the Partnership

RUTGERS HEALTH

RWJBarnabas
HEALTH





Let's Be Healthy Together

By creating New Jersey's largest academic health system, we have expanded access to care, clinical innovation, groundbreaking research, and programs and services. Rutgers Health and RWJBarnabas Health represent a vast network providing care in 17 of New Jersey's 21 counties to help you manage your health and wellness.

RUTGERS HEALTH

RWJBarnabas
HEALTH

The Study

The Study focused on the new Cancer Pavilion in New Brunswick



Study findings demonstrated a path to **\$50 million**

 64 interviews with key stakeholders	 83% shared a positive perception of the partnership	 ~400 overlapping donors across entities
 78% reacted favorably to campaign plans	 95% willing to make connections to their peers	 98% willing to make or consider making a campaign gift

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Thinking Bigger Together



A joint comprehensive campaign to fight cancer in New Jersey, encompassing:



All cancer-related capital projects across [RWJBarnabas](#) Affiliate Hospitals, including the new Cancer Pavilion in New Brunswick as the hub of our collective efforts



The comprehensive fundraising priorities at the Rutgers Cancer Institute



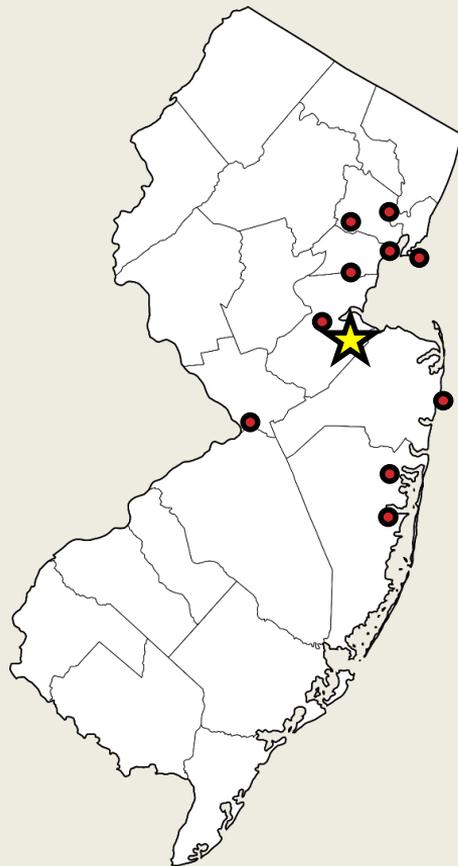
Additional cancer-related programs within Rutgers Biomedical and Health Sciences and Medical Schools

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A Joint Investment to Fight Cancer in New Jersey

RWJBarnabas
HEALTH

RUTGERS
Cancer Institute
of New Jersey
RUTGERS HEALTH



An Investment to Beat Cancer

The Joint Investment

A vision to end cancer as we know it

To maximize and expand our collective impact, RWJBarnabas Health and Rutgers Cancer Institute are investing more than \$1 billion across the state to beat cancer.

What does it mean to beat cancer?

IT MEANS being part of one of the nation's largest academic health systems and transforming the way healthcare is delivered from the bench to the bedside and back through groundbreaking research and clinical trials.

IT MEANS expanding our reach by investing in facilities, programs and people across our robust communities to ensure patients have access to exceptional care, resources and the latest information they need and deserve.

IT MEANS being part of something that's larger than one person – that's dedicated to seeing patients as people and enhancing their experience from diagnosis to survivorship.

This more than \$1 billion investment would not be possible without the generous philanthropic support of the communities we serve. To fully realize our shared vision of ending cancer as we know it, Rutgers Cancer Institute of New Jersey and RWJBarnabas Health are leading a historic joint initiative that will help expand our reach through groundbreaking research and clinical trials. [Affiliate Hospital] is proud to lead in this effort.



Dedicated and proud New Jersey residents, Jack and Sheryl Morris are committed to the economic development and public health of their community. The new Jack and Sheryl Morris Cancer Center in New Brunswick is a physical representation of their philanthropic impact and invaluable leadership in the fight against cancer.



LET'S BEAT CANCER TOGETHER

An Investment to Beat Cancer

Our Partnership at Work

Together, we are the largest integrated academic health system in New Jersey

In 2018, Rutgers University and RWJBarnabas Health partnered together with a mission to transform healthcare in New Jersey and drive innovations that improve outcomes across the country. Today, as the largest integrated academic health system in the state, we are leveraging our unique strengths to beat cancer together.

Together, our partnership combines the research power of Rutgers Cancer Institute of New Jersey – the state's only National Cancer Institute-designated Comprehensive Cancer Center* – with the clinical facilities and healthcare delivery power of RWJBarnabas Health to provide state-of-the-art cancer care, resources and services to millions of people across New Jersey and beyond.

Bringing personalized, compassionate cancer care close to home

[Affiliate Hospital] plays a key role in this partnership; it is what sets us apart from the rest. Our providers work directly with Rutgers Cancer Institute of New Jersey world renowned experts to beat cancer through groundbreaking research, innovative clinical trials and the most advanced personalized treatment options, coupled with cancer prevention and outreach.

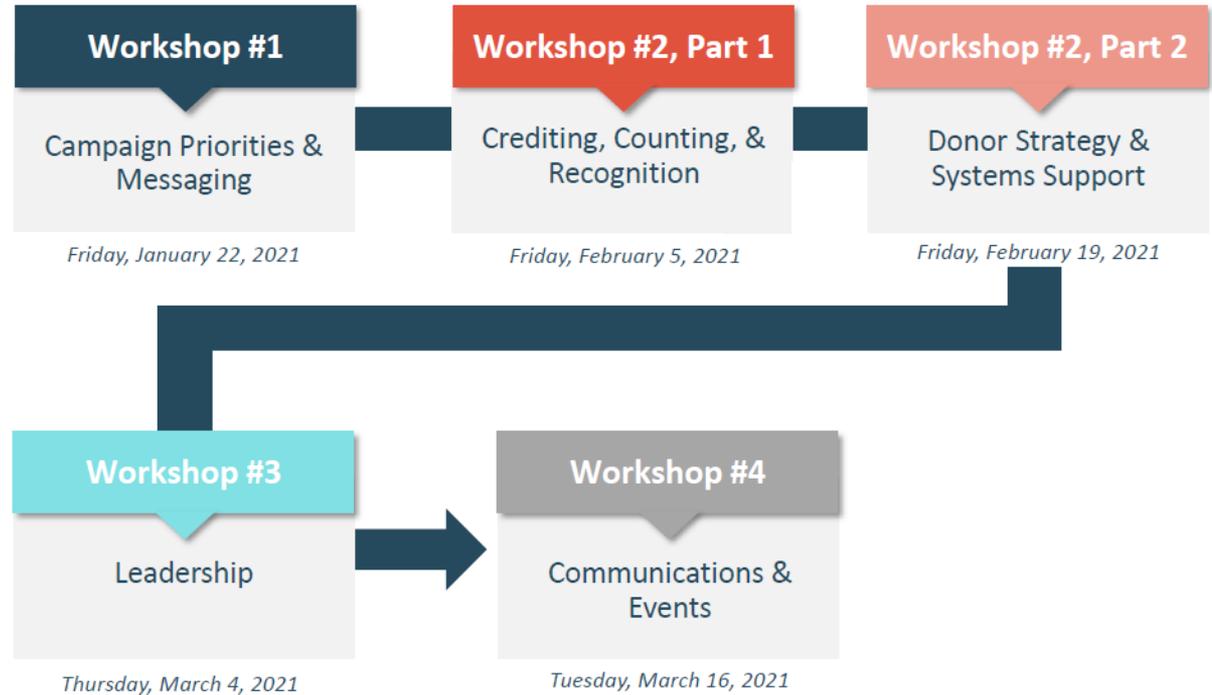
Together, our excellence in comprehensive cancer care is unmatched and our focus on our patients and our research is more relentless and unwavering than ever before. The new Cancer Center at [Affiliate Hospital] will have a direct connection to Rutgers Cancer Institute of New Jersey. Patients who walk through our doors will have immediate access to life-changing care close to home, including the latest advancements and innovative treatments that are only available at NCI-designated Comprehensive Cancer Centers and their affiliates.

**Designations by the National Cancer Institute (NCI) are reserved for an elite group of cancer centers who meet the highest of standards in research, treatment, prevention and education and are successful in completing a rigorous review process every five years. In many cases, there are innovative treatments that are only available at NCI-designated Comprehensive Cancer Centers and their affiliates.*



Visioning Workshops

Workshop Series Overview





Guiding Principles

Donor-
centricity

Transparency

Path of least
resistance



Challenges, Strategies, and Wins





Inherent Challenges of a Cross-Institutional Fundraising Partnership

Different institutional identities

Donor competition

Diverse leadership with multiple priorities

Geographic and organizational tension



A Culture of Collaboration

RWJBarnabas
HEALTH

RUTGERS
Cancer Institute
of New Jersey
RUTGERS HEALTH



Memorandum of Understanding

Key Components

- ✓ Defined joint fundraising priorities
- ✓ Aligned gift fees
- ✓ Gift funds flow
- ✓ Crediting of gift officers
- ✓ Joint naming opportunities

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The following pages provide a detailed outline with corresponding points of agreement.



The Joint Investment

A vision to end cancer as we know it

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Wins



Jack and Sheryl Morris Cancer Center

New Jersey's First Freestanding Cancer Hospital

Destination oncology care

In June 2020, Rutgers Cancer Institute of New Jersey, the state's only NCI-Designated Comprehensive Cancer Center*, and RWJBarnabas Health announced plans to construct a new \$750 million cancer center in New Brunswick, New Jersey. **The Center, named in recognition of Jack and Sheryl Morris's generous leadership and philanthropic commitment, is the first of its kind in New Jersey and is scheduled for completion in 2024.**

This new state-of-the-art facility will serve as a hub for patients undergoing cancer care at Rutgers Cancer Institute of New Jersey or any of the 12 RWJBarnabas Health acute care hospitals. Patients from across the state will now have access to oncology specialists, cutting-edge therapies and clinical trials all in one place, with continued connection to their local caregivers, clinicians and facilities.

The Jack and Sheryl Morris Cancer Center is a monumental first step in our collective effort to beat cancer, as the groundbreaking research and clinical trials pioneered here will expand beyond the four walls and transform care at every RWJBarnabas Health facility – bringing advanced, high-quality cancer care closer to home for our patients. Together, we will expand access to treatments and compassionate care for all, meeting patients where they are through a seamless continuum of care that elevates our impact on a national scale.





Joint
communications
and marketing



Case and
marketing
materials

A stable
partnership
cemented in
trust



Teams motivated
to continue
building
partnership's
impact

Collaborative
cultivation and
stewardship
efforts



Stronger, more
impactful donor
relationships

A rubric of how
to work together



Opportunities to
expand
partnership across
service lines

Key Takeaways



AHP ANNUAL
International
CONFERENCE



Key Takeaways

Find common ground in your values

Understand that building a culture of collaboration takes time

Buy-in from leadership is paramount

Remove all barriers to collaboration

Bring staff together – physically and virtually

Lead by example



Audience Q & A





THANK YOU

William Green

Glenn Miller

Eric Javier