



Effective Organizations and Engaged Donors: The Key to Transformational Change



Today's speakers



Joseph Lee, MD
President and CEO
Hazelden Betty Ford Foundation



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Chief Transformation Officer
Hazelden Betty Ford Foundation



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Agenda

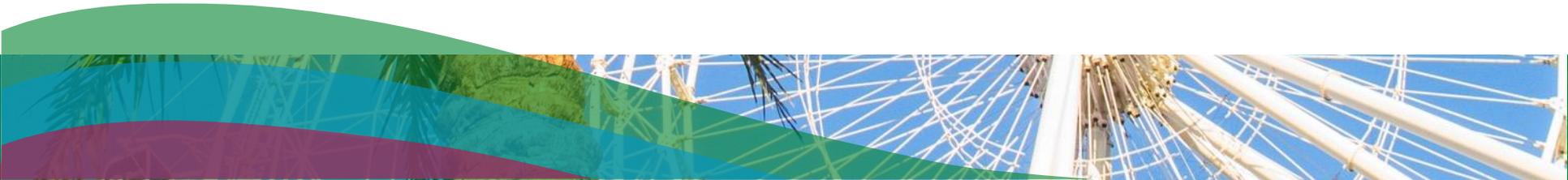
1. Background: Hazelden Betty Ford Foundation
2. Our Opportunity: An Engaged Donor
3. Transformational Results
4. Your Questions



Qualities of an Engaged Donor



AHP ANNUAL
International
CONFERENCE



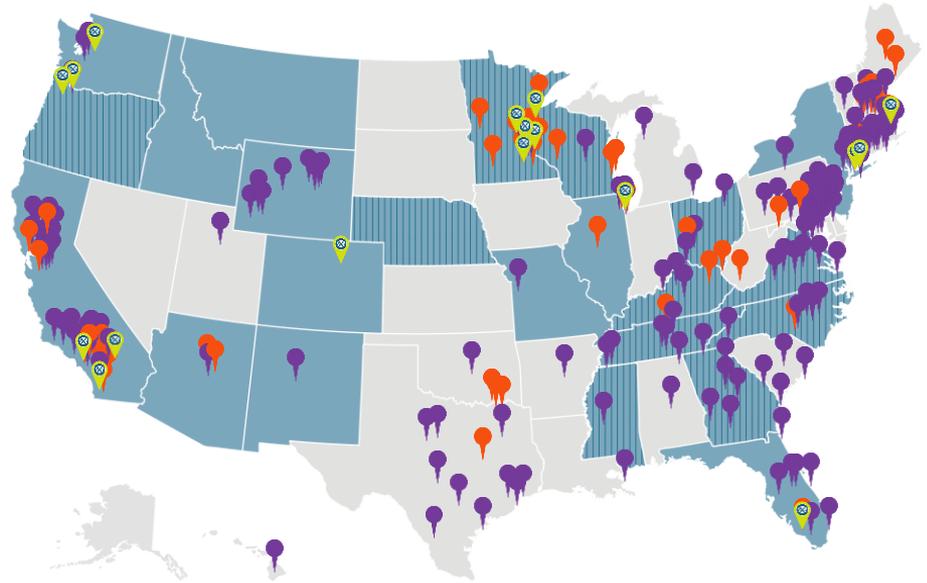
VISION

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.

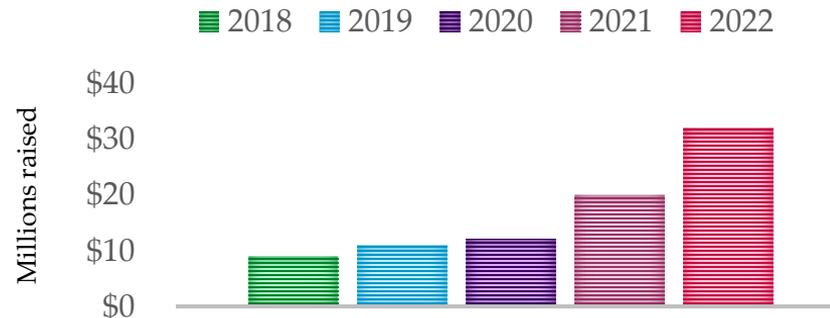
National Force for Hope and Healing





Philanthropy at Hazelden Betty Ford

- Founded 75 years ago
- National team
- Transformational growth since 2018





Where we were

Culture

- Confidence in strategy
- Extreme internal perspectives
- Not the norm to seek external input
- Siloed

Leadership

- Hearts and minds buying into philanthropy
- Incomplete alignment between fundraising and org strategy

Fundraising Model

- Shifting to relationship-based fundraising
- Alumni not engaged; limited pipeline



For an organization that teaches people how important it is to ask for help, you're not so good at asking for help yourselves. And you need it."



3. Our Opportunity





Our Strategy

- **Align strategy:** Identify the strategic opportunities and buy-in from leadership
- **Build authentic relationships:** Bring donor in as a trusted, thought partner
- **Recruit like-minded peers:** Engage open-minded colleagues
- **Navigate relationships:** Participate in meetings, coach colleagues, guide donor
- **Communicate:** With all stakeholders



Brian Dooner, Engaged Donor

- VIDEO



Hazelden Betty Ford
FOUNDAION

Resource Center | Email Us | For Help, Call 1-XXX-XXX-ACME

Hope. Health. Healing.

For over 70 years, the Hazelden Betty Ford Foundation has been a source of healing and hope for those impacted by alcohol and drug addiction.

How can we help you today?



I'm concerned about my own well being



I'm concerned about someone else



I want to learn about alcohol & drug addiction



Take a substance use screening test

OUR TRANSFORMATION

FROM	TO
Treatment Focus	Recovery Focus (Reframe?)
Individual Focus	Family System Focus
SUD Focus	All-Encompassing of SUD & Mental Health
Financial Instability with short-term focus	Sustainable Profitability with long-term focus
Legacy Offerings	Service Expansion/Growth/Innovation
Incremental change	Continuous Performance Improvement
Story-driven decisions	Data-driven Decisions
Building Processes for Organizational Ease	Building Processes for Customer Experience
Inconsistent/Analog-centric Customer Experience	Immersive Analog & Digital Customer Journey
Program mindset	Product mindset with clear ownership
Siloed services and programs	One Tightly Integrated Ecosystem
Homogenous workforce & customer base	Diverse workforce & customer base
Brand identity rooted in legacy	Brand identity modernized and rooted in leadership
Slow pace of change and action	Fast pace, Agile



LEAVE NO ONE BEHIND

DAILY MEDITATIONS FOR MILITARY SERVICE MEMBERS AND VETERANS IN RECOVERY

HAZELDEN
MEDITATIONS



The Surprising Results

- Tighter strategic alignment with philanthropy
- Seeking outside perspective
- Introduced us to an entire network of experienced professionals
- Opened opportunities to a new type of workforce



Ideas for Engaging Donors





Build trust **Recruit**

Review **Think**

creatively

Listen **Update**

Plan Engage strategically

together **Thank**

5. Your Questions



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

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

800-257-7800



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