



# Changing Lives

## **Giving Less, Accomplishing More**

*How Excellence in Giving Optimized Impact Through Strategic Giving*

### **THE FAMILY**

The Johnsons had been giving to a variety of causes but desired to see a tangible impact in their donations. One of the charities they constantly gave to was a hospital in their hometown.

### **THE OPPORTUNITY**

An opportunity came to the family when the hospital the Johnsons loved reached out to them with an idea for a new project.

The hospital wanted to build a new training facility where they could rehabilitate patients with physical disabilities from accidents. The new facility would help soldiers injured in battle, car accident victims, people recovering from strokes, and more.

The hospital asked for \$600,000 to build the new facility and though the Johnsons were initially inclined to say yes,

given their history with the hospital, Excellence in Giving suggested a better option.

### **THE GIFT OPTIMIZATION**

Excellence in Giving completed a due diligence report and saw that the hospital was worthy of the donation, but that there was a more optimal and impactful way to donate the money rather than a lump-sum donation of \$600,000.

Excellence in Giving followed up with the family and proposed that the family give the first \$200,000 to the hospital then let the hospital raise the next \$200,000 itself. Once the hospital raised their part, the family would donate the final \$200,000 to complete the funding.

By giving the hospital the responsibility of raising some of their own funds, people involved in the hospital's administration and staff would feel a stronger sense of

accomplishment and ownership when the building was finished.

## **THE RESULTS**

In just under half of a year, the hospital was able to raise its \$200,000 and the family donated their \$400,000. Construction of the new facility started promptly and less than two years after the first meeting with Excellence in Giving, the Johnsons saw their donation in the form of a building that would impact the lives of hundreds.

The day arrived to cut the ribbon to open the new facility and the Johnsons were ready to celebrate. The crowd at the celebration was bigger than the Johnsons expected and much more enthusiastic than they would have thought.

Mr. Johnson asked one of the hospital administrators why this was. The administrator told Mr. Johnson that the hospital nurses, doctors, and other staff had donated \$50,000 of their own money to raise the funds. The hospital staff felt a connection to the new building and were celebrating just as much as the Johnsons.

The Johnsons realized that their donation became more than just a building. They lifted the spirits of each and every worker in the hospital. Every donation, by every staff member, no matter how small, led to the same result: a new facility that would change lives.

*“I guess I have \$200,000 to give somewhere else now,” – Mrs. Johnson said pleasantly surprised at the ribbon cutting*

With the help of Excellence in Giving the Johnsons made a difference, not just a donation.

*Contact Excellence in Giving at (719) 329-1515 or visit [ExcellenceinGiving.com](http://ExcellenceinGiving.com) to learn how you can make a difference with your donation.*