



ADVANCEMENT

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UNIVERSITY *of* ROCHESTER



# Golisano Children's Hospital

**Scott Rasmussen**

**Senior Assistant VP URMC Advancement**

**Foundations of Successful Fundraising for Library Learning Spaces**

Sunday September 28<sup>th</sup>

# Agenda

- The Power of Philanthropy
- Five Finger Messaging
  - Making and Articulating Your Case
  - Elevator Speeches
- Materials
- Use of Technology

# The Power of Philanthropy

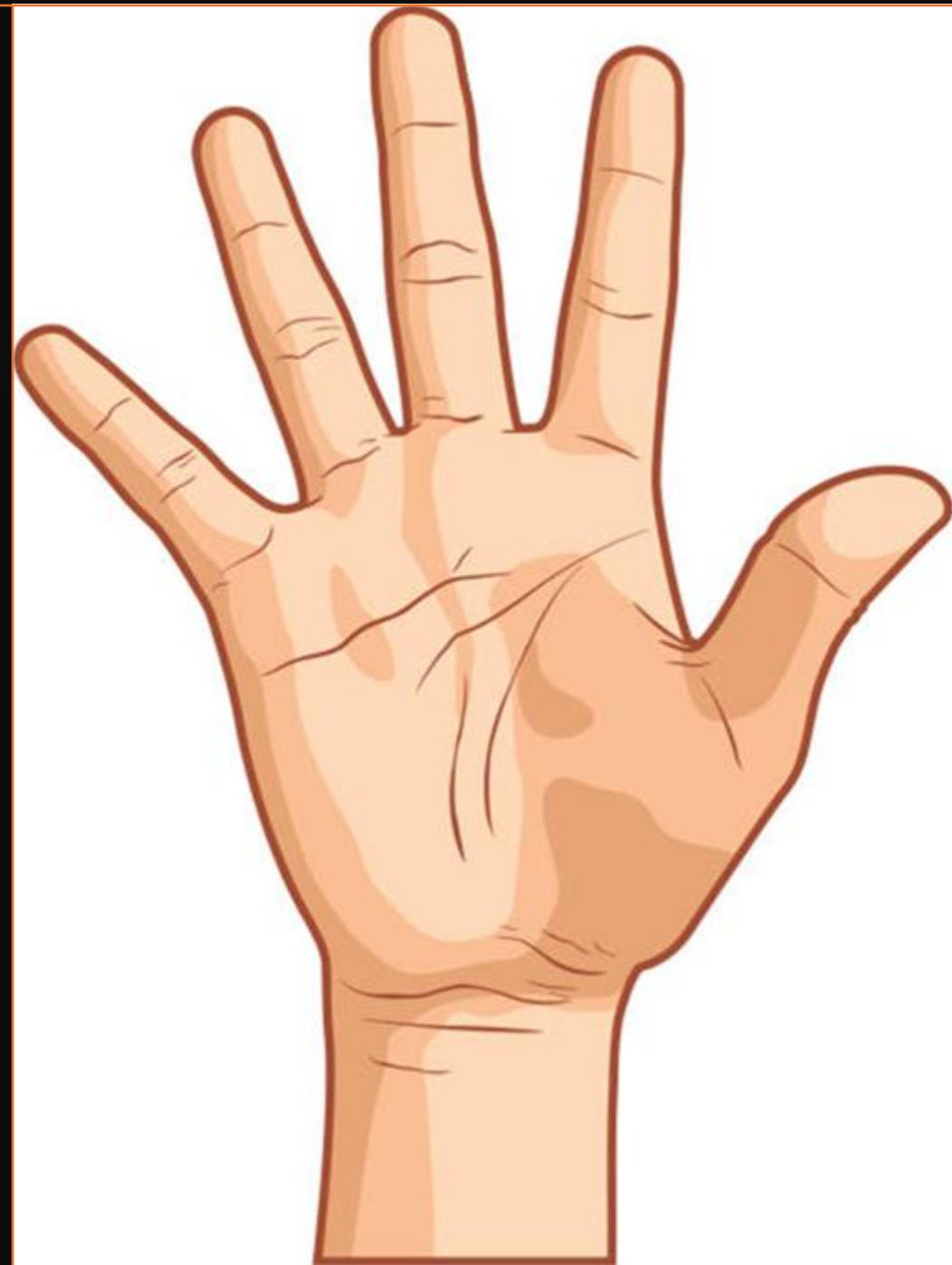






# Five Finger Messaging

**Criteria For Major Gift Considerations**



- 1) What Are You Doing?
- 2) Why Is It Important?
- 3) Why Do You Need Money?
- 4) What Exactly Will You Do With My money?
- 5) How Will I Be Recognized?



# Use of Materials

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# From crisis to comfort:

## Expanding the Pediatric Emergency Department

A child-focused priority within the Strong Expansion Project

Support Golisano Children's Hospital (GCH) and help our region's children receive the most advanced emergency care—in a setting customized for their specialized needs and comfort.

### THE REGION'S ONLY LEVEL I PEDIATRIC TRAUMA CENTER

Our team at Golisano Children's Hospital's Pediatric Emergency Department (Peds ED) at the University of Rochester's Strong Memorial Hospital, is prepared around the clock to deliver emergency care for children across the Finger Lakes Region—whether they face life-threatening injuries, serious behavioral health crises, severe burns, breathing problems, or other complex medical conditions.

### WHY YOUR HELP IS NEEDED NOW

Our team delivers exceptional care, but the physical environment has not kept pace with today's standards. When the Peds ED opened in 2001, it was a state-of-the-art facility designed for about 18,000 visits a year. Today, more than 32,000 children rely on it annually—far beyond its capacity. The space is too small, lacks modern features that support healing, and often leaves families waiting in crowded areas while staff work in tight quarters. These limitations make it difficult to provide the calm, family-centered experience every child deserves.

## The vision

### BUILT FOR HEALING

The expanded Peds ED will be nearly seven times larger than the current space. Features will include:

**Soothing environment:** Color-changing, dimmable lighting shifts from bright for emergencies to soft and calming once a child is stable.

**Child-friendly décor:** Ceiling murals and wall art give children a positive distraction, allowing them to focus on imagination rather than fear or pain.

**Noise reduction:** Acoustic sound panels quiets background noises.

**Added comforts:** Ceiling projectors, interactive tablets, and comfort items like blankets and stuffed animals; built-in family zones are available with reclining chairs, charging stations, and privacy screens.

### NEW PEDIATRIC TRAUMA BAYS

As the region's only Level I Pediatric Trauma Center, we must be ready for the most severe injuries. The new Peds ED will feature dedicated pediatric trauma bays with:

**Pediatric-specific equipment:** Airway tools, monitoring devices, and stretchers designed for infants through teens.

**Integrated portable imaging:** Bedside X-ray and ultrasound allow critically injured children to receive care without being moved.

**Silent, child-specific monitors:** Reducing frightening noise and alarms while still providing accurate, life-saving data.



### WHERE CARE BEGINS

Nearly 60% of all children admitted to Golisano Children's Hospital first come through the Peds ED before moving on to specialized care.



### A WIDESPREAD NEED

Patients and families come here from across New York State and northern Pennsylvania.



### YOUR GIFT SUPPORTS GCH

While the Peds ED is located within Strong Memorial Hospital, your gift supports the GCH commitment to ensuring that every child receives care in spaces appropriate to their unique needs.

## Cody's story: A race against time

Just days before Thanksgiving, 11-year-old Cody Leavens was critically injured when a tree fell on him. What followed was a race against time: multiple surgeries, intensive trauma care, and weeks of recovery at Golisano Children's Hospital. Thanks to expert care, Cody was able to return home in time for Christmas.

Today, he is thriving, and a living example of how specialized pediatric emergency and trauma care saves lives and restores hope.

READ CODY'S FULL STORY AT [UOFR.US/LEAVENSMIRACLE](http://UOFR.US/LEAVENSMIRACLE)



## The team behind the care



### EXPERT PHYSICIANS

Board-certified pediatric emergency medicine faculty lead the department, with a team of pediatric surgeons on hand to ensure life saving care in the most critical situations.



### SKILLED NURSING AND APPS

Every nurse and advanced practice provider (APP) is certified in Pediatric Advanced Life Support (PALS), ensuring readiness for the most critical moments.



### CHILD LIFE SPECIALISTS

A dedicated child life team helps reduce fear, distract from pain, and support families.

“When a child suffers a traumatic injury, they deserve the best care in a space designed for healing. Your generosity can help us save lives, optimize recovery for children, and set the standard for pediatric emergency and trauma care nationwide.”



### — DEREK WAKEMAN, MD, FACS

Associate Professor of Surgery and Pediatrics  
Pediatric Trauma Medical Director

## Funding opportunities

Your generosity will create a Pediatric Emergency Department that is:

### NAMING OPPORTUNITIES:

- Pediatric Trauma Room (\$500,000)
- Trauma Family Waiting Room (\$250,000)
- Critical Care Room (\$250,000)
- Procedure & Sedation Room (\$250,000)
- Integrated portable imaging (\$150,000)

### TRANSFORMATIONAL ENHANCEMENTS:

- Pediatric resuscitation equipment (\$75,000)
- Built-in Family Comfort Zone (\$15,000)
- Child life technology (\$12,000)
- Custom murals and wall art (\$10,000)
- Communication displays (\$8,000)
- Soundproofing panels (\$7,500)
- Easy-clean surfaces (\$5,000)

## Your impact

- **Bigger:** Seven times larger, with 39 individual treatment rooms.
- **Better:** Trauma-ready, family-centered, and designed with children in mind.
- **Calmer:** Spaces that reduce fear and support recovery as much as treatment.

No matter your level of support—a leading fund-a-need gift of \$100,000, or one in the \$50 to \$5,000 range—your support will make a difference now, and for years to come.

For more information, on how you can support this project and learn about other life-saving opportunities for children in our region, please contact **Scott Rasmussen** at **(585) 766-2993** or **sasmussen@admin.rochester.edu**.



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# Golisano Children's Hospital On the Move 2024 Fund-a-Need

Addressing health inequities and improving access to medical care—through mobile care that goes where kids go

UR Medicine's Golisano Children's Hospital (GCH) is launching a mobile medical initiative to improve access to healthcare for children who experience barriers accessing care in traditional settings. This fund-a-need effort will strive to raise the \$2.5 million necessary to build and operate a large mobile medical clinic and outreach program, focused on reaching these children in the City of Rochester and the Finger Lakes region and satisfying unmet healthcare needs.

## THE NEED

Access to healthcare is crucial for children to grow into thriving adults with better long-term health outcomes. However, in the region that GCH serves—whether within the City of Rochester, the suburbs, or rural communities—evidence points to considerable barriers to care for tens of thousands of children and adolescents:

- More than 1,500 children and youth under 16 years old in Monroe County were documented as unhoused and in homeless shelters in 2023.
- Each year, more than 2,000 children and teens in the Rochester City School District face dismissal from school because they have not received mandated vaccines.
- Rochester has notably higher rates of childhood asthma and related hospitalizations compared to state and national averages, an indicator that improved access to preventive and specialty services is needed.

Whether it is due to transportation barriers, difficulty arranging childcare, or a lack of paid time off for parents, too many children are not getting the healthcare they need. If they are unable to come to us, our commitment to the GCH mission—to do everything in our power to help children reach their full potential—compels us to bring care to them.

## THE SOLUTION

A mobile healthcare clinic will allow us to bring high quality GCH providers and services directly to communities and meet our patients where they live, learn, and play. GCH Mobile Care will be equipped to provide preventive care—including immunizations—as well as acute care, management of chronic health conditions, mental and behavioral health assessment, and social care needs for hundreds of children and teens who are not currently receiving healthcare. Other services, such as facilitated insurance enrollment and telemedicine for specialty care consultations, will provide a comprehensive experience to address healthcare needs. For children without established primary care, or with gaps in accessing care, the mobile clinic will deliver needed services while providing resources to establish regular medical care with a primary care provider.

“We believe every child should have access to high quality healthcare. We need to meet them where they are.”

— LJ SHIPLEY, MD  
Professor, Department of Pediatrics



## THE VISION

We seek to raise \$2.5 million to build a mobile medical unit and cover program costs for three years. These funds will include:

- **CAPITAL INVESTMENT:** Purchasing and outfitting a mobile unit built to specified needs. — \$600,000
- **PEOPLE AND PROGRAM:** An interprofessional team with the necessary clinical expertise and resources to develop the program, build the community support infrastructure, and support patients' medical, mental health, and social care needs. — \$1.7 million
- **OPERATING EXPENSES:** Vehicle maintenance, fuel, insurance, marketing, and supplies. — \$200,000

“We are excited about this partnership as it promises to not only make a difference in the health and well-being of children in the Rochester area, but also to become a national model for establishing a sustainable program that brings quality healthcare to children growing up in under-resourced communities.”

— Arturo Brito, MD, MPH  
President and CEO, Children's Health Fund

To govern the development and implementation of the GCH Mobile Care Program, we have established a Core Clinical Planning Group that includes experts in pediatric practice, population health, quality outcomes, community partnership, and integrated community services. We have also engaged the Children's Health Fund, an organization recognized nationally for breaking down barriers to care in under-resourced communities—including expertise in impactful mobile clinic initiatives—to provide consulting services.

## Your impact

You can help reduce barriers to healthcare and make sure that thousands of children in our region receive the primary care and vaccines they need to attend school, while also facilitating access to specialty care to help them thrive.

Whether you lead this effort with a fund-a-need gift of \$100,000, one in the \$10,000 to \$50,000 range, or in the \$50 to \$5,000 range, your support will make a difference in addressing health inequities and ensuring a brighter future for our community's children.

ASK ABOUT THE LECHASE  
\$1 MILLION CHALLENGE!



To participate, please contact  
Scott Rasmussen at (585) 766-2993  
or [srasmussen@admin.rochester.edu](mailto:srasmussen@admin.rochester.edu).



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# Practice Makes Perfect:

SAVING LIVES  
USING SIMULATION

“ We recently had a 4-year-old come in for a brain MRI. During the procedure, he had an allergic reaction to the dye, went into anaphylaxis, and both his heart and his lungs stopped functioning. Because our team had used simulation to practice resuscitating and stabilizing children who experience anaphylactic shock, we saved his life.”

— TAYLOR WHEATON, MD

Director, Pediatric  
Simulation Program

Director, Pediatric Intensive Care  
Simulation Program



## What is simulation?

- State-of-the-art technology that uses a computer-programmed, controlled mannequin to produce a realistic, acute medical issue—such as a cardiac arrest, allergic reaction, or epileptic seizure—that health care providers can respond to in a safe learning environment.

## Why is it important for pediatric care?

- Seconds matter during acute events** like a heart attack or anaphylaxis. But because children have lower rates of severe illness or cardiac arrest than adults, pediatric health care providers have less experience addressing acute events. Simulation allows providers and trainees to practice saving lives before acute events happen.
- Patient quality and safety improves.** Health care team members learn new protocols, practice performing procedures effectively, and hone vital teamwork and communication skills—all in a fully interactive manner without the risk of harm to children.
- It is an essential professional education tool for health care team members** helping Golisano Children’s Hospital attract top pediatric residents, fellows, nurses, advanced practice providers, physicians, respiratory therapists, and pharmacists.
- Golisano Children’s Hospital has a community responsibility to lead health and care initiatives for infants, children, and adolescents.** We are the only pediatric hospital in upstate New York that offers an advanced level of specialized care and are the regional referral center for pediatric care for more than 15 counties and 19 community hospitals.

## Support This Year’s Fund-a-Need for Golisano Children’s Hospital.

Golisano Children’s Hospital (GCH) consistently strives to be a national model in the training of exceptional pediatric residents and fellows and the delivery of outstanding care, not only for the 85,000 children and families that visit us each year, but for all children wherever they are treated.

Today, pediatric simulation training occurs in our hallways, conference rooms, or wherever providers can use this technology in close proximity to patients. The equipment we use is rented. Your support of this year’s Fund-A-Need will launch us on our way to creating the premier simulation center in our region. Specifically, your gift will help us raise \$1.7 million to:

- Create a Pediatric Simulation Center at GCH** on the first floor off the main lobby, allowing providers and trainees to practice simulation exercises while staying in close proximity to their patients.
- Purchase four lifelike mannequins**—a newborn, baby, child, and adolescent mannequin to create the most realistic simulation experience.

- Purchase vital equipment and supplies** such as beds and patient monitoring equipment—everything needed in a typical hospital room—as well as in a control room to assess provider and trainee performance.

Whether you lead this effort with a Fund-A-Need gift of \$100,000, one in the \$10,000 to \$50,000 range, or in the \$50 to \$5,000 range, you will help us save lives as the regional experts in pediatric medicine.



“ It is our obligation to the region to be prepared when medical emergencies happen, and to train the community around us.”

— JILL CHOLETTE '99M (MD), '03M (RES), '06M/'14M (FLW)

Gordon Family Professor in Pediatrics  
Professor, Pediatric Critical Care

To participate, please contact

Scott Rasmussen at [srasmussen@admin.rochester.edu](mailto:srasmussen@admin.rochester.edu) or (585) 766-2993



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# Use of Technology

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Communication that fits the lifestyle of today's donors.

The University of Rochester Medical Center engaged **Chip Saresky** and his Company, '**Corporate Communications**' to design and implement the online technology supporting two major Capital Fundraising Projects.

The Capital Campaign for the new Golisano Children's Hospital Tower, which was completed 10 years ago, not only surpassed its Fundraising goal but set a new standard for donor engagement. This success was driven by the innovation of **Chip Saresky** and '**Corporate Communications**', whose cutting-edge website gave Gift Officers the tools to connect with donors in powerful, effective ways that transformed the fundraising process which you are about to see.

**We Take Prospective Donors  
on an Interactive, Personalized Journey,  
of Philanthropic Discovery!**

# Using Technology to Engage Donors at a Much Higher Level

**GOLISANO**  
CHILDREN'S HOSPITAL

**Virtual Tour & Naming Opportunities**

**NEW** PHOTO GALLERY BUILDING TIME-LAPSE

▼ Explore the plans for our new tower and browse the many spaces available for naming. Click one of the floors below to get started.

**SELECT A FLOOR** ▼

- EIGHTH FLOOR
- SEVENTH FLOOR
- SIXTH FLOOR
- FIFTH FLOOR
- FOURTH FLOOR
- THIRD FLOOR
- FIRST FLOOR
- GROUND FLOOR

For more information about how you can support the new hospital through a named gift, please contact:  
**Scott Rasmussen**  
Assistant Vice President for URM Advancement  
585-273-5932  
[srasmussen@admin.rochester.edu](mailto:srasmussen@admin.rochester.edu)

**Make a Gift**

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# Using Technology to Engage Donors at a Higher Level



Thank you for taking time today to explore the ways you can support the work at Golisano Children's Hospital. The information below is a snapshot of one of the gift opportunities we discussed today. We hope you are able to make this commitment. If you can, your gift will make a huge impact in the lives and well-being of our little patients. If you are ready to make this gift, please contact the Gift Officer named below. We thank you for your continued support of children's health.

## The new "Children Friendly" MRI / PET-MRI Suite



The new PET-MRI is the first ever in a U.S. children's hospital and the first owned by a hospital in New York. The exterior environments of the PET-MRI and CT scan are fashioned to look like a pirate ship and a lighthouse respectively, to help reduce stress as patients enter these areas.

**Minimum Gift:** \$500,000

**Status:** Currently Available

For more information about how you can support the new hospital through a named gift, please contact:

Scott Rasmussen  
Asst. VP for URMV Advancement  
585-273-5932  
srasmussen@admin.rochester.edu



**Make a Gift**

- The prospective donor visit doesn't end there. Send an automated, branded HTML **Thank You / Follow Up** email for their time and a reminder of their visit and gift.
- We employed a feature that **dynamically pulls the image and content assets automatically** using our customizable boiler plate thank you messaging.
- All we need to do is add the name and an email address and hit **Submit**.
- **Donors** are sent the email, **Gift Officers** as well, and it is logged in the **Admin database** for leadership to see. It provides for an easy follow up on any gift decisions,

Subject Of A Feature Story In:

# THE CHRONICLE OF PHILANTHROPY

**GOLISANO CHILDREN'S HOSPITAL**

## Virtual Tour & Naming Opportunities

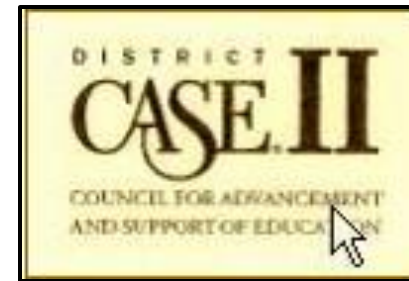
**NEW PHOTO GALLERY** **3D ANIMATION** **WEB CAM**

▼ Explore the plans for our new tower and browse the many spaces available for naming. Click on one of the floors in the rendering below to get started.

**SELECT A FLOOR** ▼

- EIGHTH FLOOR
- SEVENTH FLOOR
- SIXTH FLOOR
- FIFTH FLOOR
- FOURTH FLOOR
- THIRD FLOOR
- FIRST FLOOR
- GROUND FLOOR

**IMAGING**



**GOLISANO CHILDREN'S HOSPITAL**

## Virtual Tour & Naming Opportunities

**NEW PHOTO GALLERY** **3D ANIMATION** **WEB CAM**

**MRI / PET-MRI Suite**

Part of the Imaging Sciences & Diagnostics Center, this suite contains a PET-MRI Room, a future MRI Room, Changing and Upstake Rooms, and several support spaces.

Minimum Gift	Available
\$500,000	0 / 1
Status:	Named By A Generous Donor

**GROUND FLOOR**

**Back to main** **Print this page** **Download PDF of floor plan**

**Ground Floor** **First Floor** **Third Floor** **NICU Renovation** **Fourth Floor** **Sixth Floor** **Seventh Floor** **Eighth Floor**



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MEDICAL CENTER

**The Philanthropy Industry Recognized  
URMC's Efforts in a Feature Article  
Final Paragraph, "Results Speak!"**

## As Menu of Naming Rights Expands, Fundraisers Pitch Options Online

...

### Results Speak

Controversies aside, it's hard to argue with the results. Golisano Children's Hospital has netted more than \$33 million through 122 naming gifts and looks as though it will reach its goal of \$40 million.

Chief fundraiser Scott Rasmussen has no qualms about the nearly 400 naming opportunities loaded onto his capital campaign website. "To me, it's an evolution that's been absolutely needed. I'm sort of an old dog; I've been doing this for 25 years. But I'm having a ton of fun with this website."

Typically, Mr. Rasmussen says, potential donors take a hard-hat tour of the construction site, then explore naming opportunities on the website. On occasion, they call him for help. "I've done it from my kitchen on my tablet," he says. "We go to the website, and I tell them, 'Let's poke around.' "

Many times, the conversation ends with a commitment. "Right on the phone, people will say, "Oh, I like that; I'll take it."

# **URMC ED Expansion Project**

**Interactive Virtual Tour & Naming Opportunity Website Application**

# HealthCare – Fund Development Applications



[Home](#) [About the Project](#)

Naming Opportunities



# HealthCare – Fund Development Applications

## G Pediatric Emergency Department, Rapid Intake

Click a space below to see details

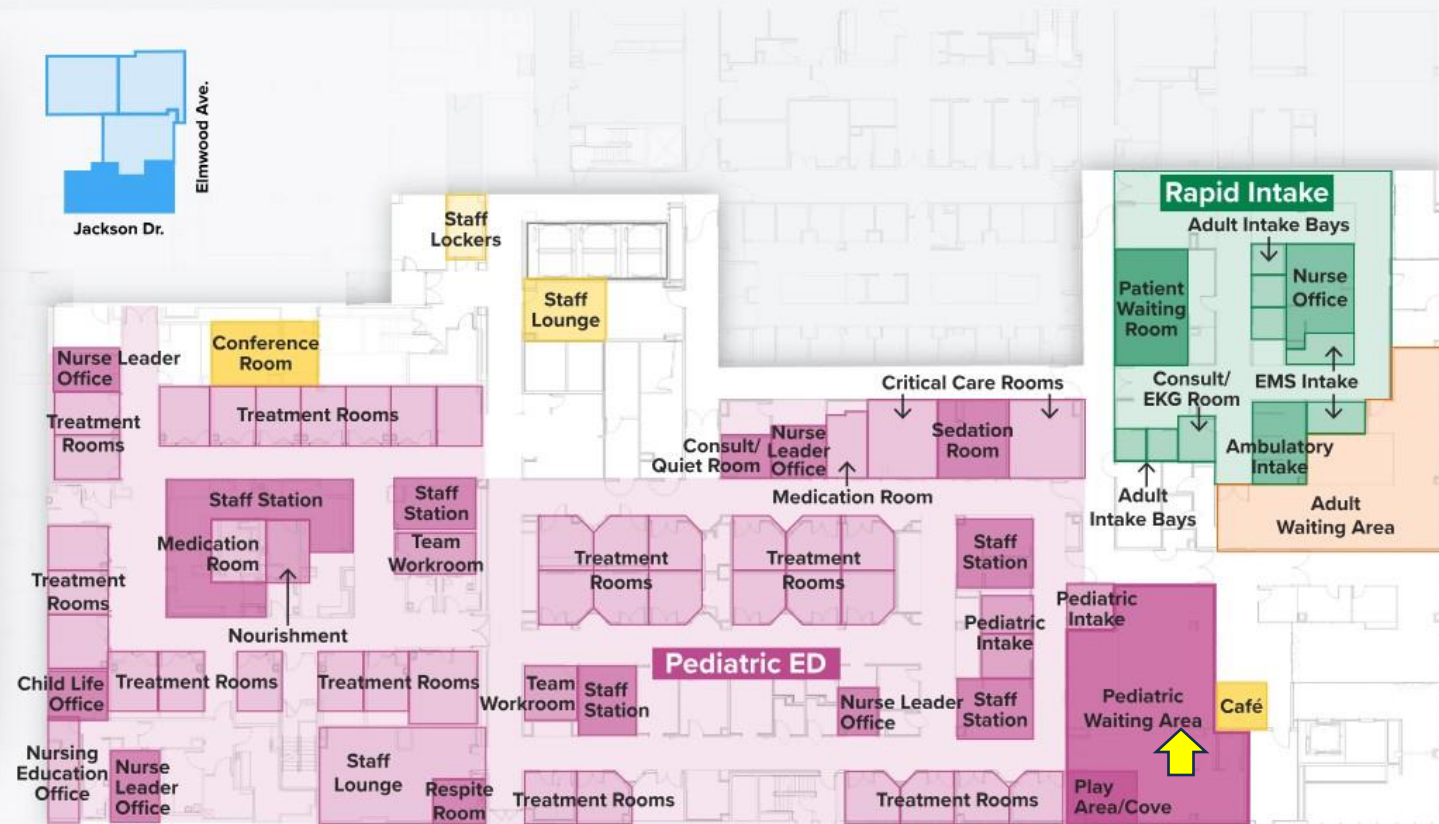


### Pediatric Waiting Area

Gift Level: \$1,000,000

Pending

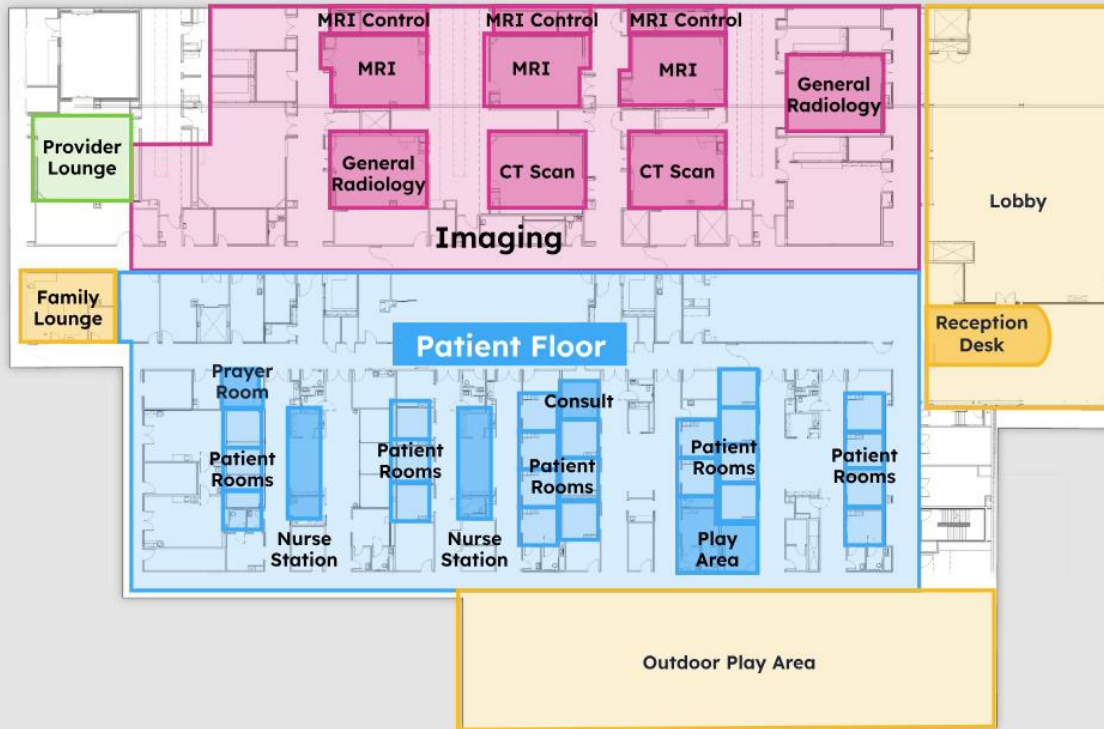
A dedicated waiting reception area for children and their families, this space has playful architectural features designed to help put children and their families at ease.



**Our Experts,  
Make the Case for Support the Best.**

# An Inexpensive “Talking Head” Enhances The Gift Value.

< **1** NICU/PACU



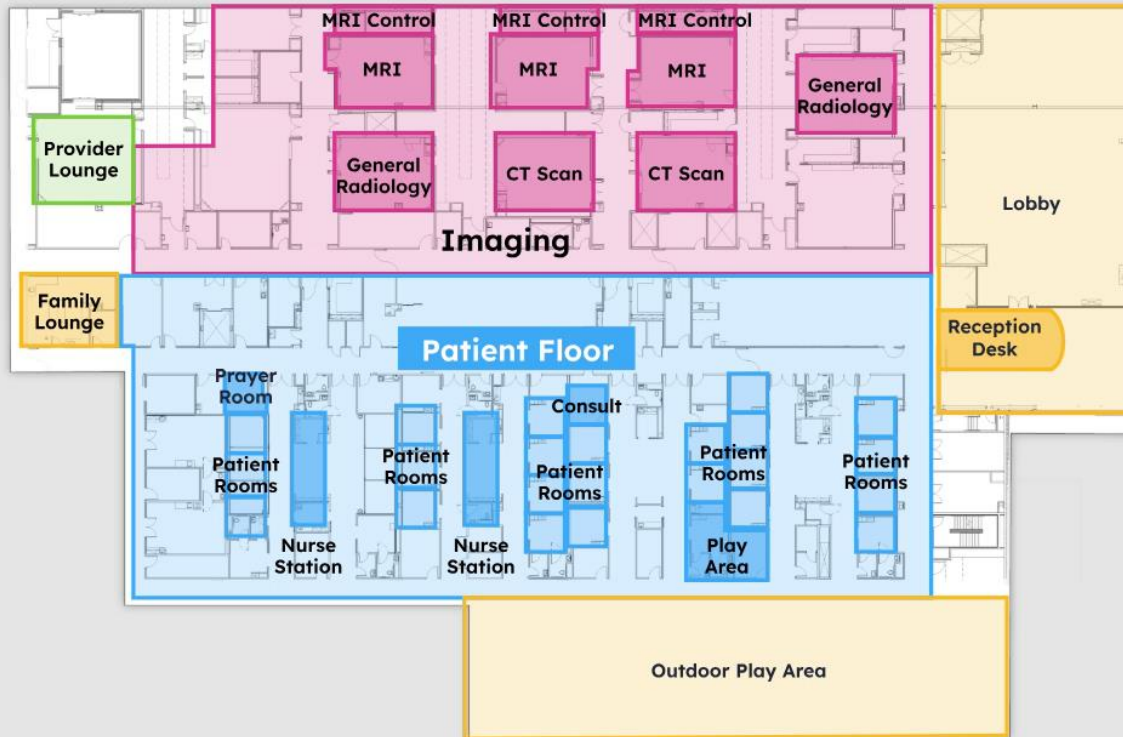
Emergency/Urgent Care

**NICU/PACU**

Outpatient Clinic 1

# Campaign Style Video for Top Tier Donors.

< **1** NICU/PACU



Emergency/Urgent Care

**NICU/PACU**

Outpatient Clinic 1

**There are some very important reasons why we did this.**

# Engaging Donors the Way They Consume Content, Will Raise More Campaign Capital.

- Donors are more engaged when the conversation during a visit is **personalized**.
- **Interactivity** allows prospective donor to personalize their visit to the areas they would like to support.
- **Personalized interactivity** extends the time a prospective donor will engage you.
- Video and image-based content converts at a much higher rate of **83%**, written content at only **14%**.
- Prospective donors will watch a full video which prolongs their visit on average to **4 minutes**.
- Conversely, the average website is only seeing website visitors reading about **58 seconds** of content.
- We wanted to avoid the time consuming and tedious **open and close** gift opportunities presentations.
- Our **Hover / Reveal** method offers **philanthropic discovery** of naming opportunities in just minutes.
- Technology is NOT a barrier for older Top Tier donors. On a Zoom call **you handle the technology**.
- Keep the website private, offering Top Tier donors a “**sneak peak**” **exclusivity** before it goes LIVE.



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**THANK YOU!**

**Questions?**