

CUSTOMER SPOTLIGHT

Children's Hospital of Pittsburgh Foundation



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—Krista Lippert, Associate Director, Data Center

Children's Hospital of Pittsburgh Foundation relies on private philanthropy to deliver world-class pediatric care in a comfortable setting, and the foundation's team relies on its partnership with Blackbaud to drive the fundraising success that makes it all possible.

Children's Hospital of Pittsburgh Foundation partners with Blackbaud for more strategic, successful fundraising.

Philanthropy makes UPMC Children's Hospital of Pittsburgh a special place where excellence in patient care, teaching, advocacy, and research intersect.

Because of private gifts, the hospital can provide world-class care to families who lack insurance or cannot afford treatment. Philanthropy also powers research, therapeutic play, and thoughtful touches—colorful, themed rooms and tactile objects, such as glitter wands and bubbles—that distract young patients from stressful procedures.

As the sole fundraising arm for the hospital, Children's Hospital of Pittsburgh Foundation relies on strategic planning to achieve its goals. “Part of our mission here at UPMC Children's Hospital is to provide care for all

Children's Hospital of Pittsburgh Foundation is powered by Blackbaud solutions for:

- ✓ Fundraising and CRM
- ✓ Peer-to-peer fundraising

children needing our services,” said Krista Lippert, associate director of the foundation’s data center. “Sometimes that means helping those unable to pay with funds set aside for just this purpose. We wouldn’t be able to do this without the support of generous donors.”

When she joined the team, Lippert took a critical approach to the foundation’s database and strategies and identified room for improvement. She saw a demonstration of Blackbaud’s flagship fundraising solution at Blackbaud’s annual user conference and knew Blackbaud Raiser’s Edge NXT® could transform the foundation’s fundraising. She recognized that its capabilities—including user-friendly dashboards, manager portfolios, and portability—would drive donor relations success to the next level.

“One of the aspects of Blackbaud Raiser’s Edge NXT that we love is the mobility of the solution,” Lippert said. “Being able to pull up a donor’s name, photo, contribution history and more—while at an event—is huge for us. Sometimes it’s as simple as being able to identify those you know have been supporters and engaging in more meaningful conversations with them.”



47%

Increase in event fundraising after implementing peer-to-peer solution

The Blackbaud Raiser’s Edge NXT portfolio manager, which provides customized to-do lists, also streamlined work for Lippert’s colleagues. The tool breaks down tasks in a manageable way to reach outcomes, and the Analyze tab provides insight into next steps.

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After adopting Blackbaud Raiser’s Edge NXT, Children’s Hospital of Pittsburgh Foundation implemented Blackbaud’s peer-to-peer fundraising solution Blackbaud TeamRaiser® to expand its reach. Within three years, the foundation grew its annual Walk for Children’s event from \$600,000 to \$880,000. And because Blackbaud TeamRaiser integrates with Blackbaud Raiser’s Edge NXT, Children’s Hospital of Pittsburgh Foundation could easily track and report on its achievements.

The foundation continues to exceed goals since implementing Blackbaud Raiser’s Edge NXT. Continued success and improved efficiencies highlight the importance of using the most effective tools to drive the greatest outcomes.

“Having a culture of philanthropy from the top down, making our fundraising mission a priority, and getting everyone on board with our processes and solutions combines for greater success,” Lippert said. “We have a saying now: ‘If it isn’t in [Blackbaud Raiser’s Edge NXT], it didn’t happen.’”

Learn more about taking fundraising and donor management to the next level.

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.