

An Ever Higher Level of Care

Recognized as the premier health institution in Chicago and one of the nation's top hospitals, Northwestern Memorial Hospital is constantly growing to provide an ever-higher level of care to the community. Since opening a new, state-of-the-art hospital facility in May 1999, the Hospital has continued to enhance its exceptional medical programs and now prepares for the opening of a new building for the Prentice Women's Hospital.

These plans have become reality through the hard work of the Board and staff at Northwestern Memorial Foundation and its partnership with Campbell & Company. The Foundation first retained Campbell & Company to conduct a philanthropic market study as it planned for the first new facility. That campaign exceeded its goal of \$100 million, raising \$126 million for hospital construction and program support.

Most recently, Campbell & Company has provided counsel to the Foundation throughout the planning and implementation of *Enhancing Our Lives: The Northwestern Memorial Campaign*. The campaign, which will support the completion of the new women's hospital (scheduled to open in fall 2007) and other initiatives, is within reach of achieving its \$150 million goal—a full year ahead of schedule.

PLANNING STRATEGICALLY

President and CEO Stephen Falk attributes the campaign's success to key decisions made about its design. Campbell & Company's philanthropic market study and subsequent counsel helped the Foundation determine an appropriate goal and strategy for the campaign. "Our consultants helped us determine a realistic goal and showed us the best way to tackle it," Mr. Falk says. "They provided us with a comprehensive perspective as to what is achievable."

The campaign was also designed to be flexible and responsive to donor needs. Although the new women's hospital is a major component, the campaign also includes education, research and outreach initiatives. This multi-faceted design has allowed the Foundation to reach out to donors with diverse interests and match these interests with the needs of the institution. As just one example, Northwestern Memorial has secured support for the Bluhm Family Heart Institute—named in recognition of a significant gift—which will consolidate cardiovascular research and patient care and make the Hospital a market leader in this area.



Northwestern Memorial Foundation's \$150 million campaign was designed to be flexible and responsive to donor needs, supporting the construction of the new Prentice Women's Hospital and education, research and outreach initiatives.

Campbell & Company's perspective has benefited Northwestern Memorial not only at the outset of the planning stage, but throughout the campaign. The firm has periodically evaluated fundraising progress and helped the Foundation think strategically about the next step in the process. "Campbell & Company has consistently helped us identify and seize upon our *strengths, potential and opportunities*," Mr. Falk says. "These three key points are critical to any fundraising effort, and they have been pivotal to the success of this campaign."

A LASTING PARTNERSHIP

Campbell & Company's longtime relationship with Northwestern Memorial Foundation has benefited the institution in numerous ways. As a full-service consulting firm, in addition to providing campaign counsel and related activities, Campbell & Company has been able to offer the Foundation a variety of additional services. The firm's Executive Search Practice, for example, successfully completed two searches for the Foundation.

Moreover, the firm's longstanding partnership has provided the Foundation with continuous support—even during periods of change at the institution. "Over the years, with staff turnover and changes in direction, it might have been difficult to keep track of prior decisions," Mr. Falk reflects. "But due to Campbell & Company's long involvement with and understanding of our institution, the firm has provided us with an 'oral history' of our institution. Accordingly, it has developed recommendations that serve us in the long run."

Campbell & Company President Edith Falk (no relation) says that this understanding is a result of knowing the culture of the institution. "Having been with Northwestern Memorial since its first truly major campaign," she says, "we know what's compelling for the Hospital's stakeholders. We know what works there."

For Stephen Falk, it comes down to the firm's personal approach with clients. "The people at Campbell & Company have shown us that they value our partnership," he says. "They care and they stay." ■

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