

Making New Friends

Who Have Money to Spare

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Children's Hospital Colorado

Affiliated with



University of Colorado
Anschutz Medical Campus

School of Medicine

University of Colorado Childrens Hospital Colorado 2002

- Separate entities
- University's Child Division had a grant from the Harris Foundation (Harmon)
- Children's Hospital Psychiatry had several small restricted funds
 - Eating Disorders Program (\$25,000/year)
 - Medical Day Treatment Program (\$35,000/year)

Step 1: Think Big & Negotiate

- I negotiated that I would only take on both positions if I had an endowed chair
- Chair of Psychiatry (Freedman) worked with CEO of Childrens Colorado and the Childrens Colorado Foundation to identify donors
- Cy and Lyndia Harvey donate
 - \$2 million for endowed chair
 - \$50,000/year for 6 years for research development

Results

- Money for program development –
 - \$140,000 per year general
 - \$50,000 per year for research
- Good connection with CEO of the hospital and of the Foundation, both of whom now understand more about mental health AND
- Understand that people in the community care about mental health

What the money did

- Full time grants administrator & research assistant
- Ran clinical trials, assisted faculty in getting smaller research projects started
- Ran summer internship for undergraduates
- Provided academic support for faculty (conferences, workshops, travel money, computers)
- Provided team building for department
- Recruitment monies for new faculty

Step 2: Make friends with people in your foundation or development department

- Met with most people in Childrens Colorado Foundation to tell them about our program, what we wanted to do
- Developed “Wish Lists” in several different \$ amounts that they could show to potential donors

At first, nothing worked

- Met with several donors which led to nothing
- One of them (BY) wanted me to provide 2 years of follow up outcomes of a new intensive family intervention on the inpatient unit – all for a total amount of \$15,000
- I was rude, trying to explain how much outcomes research costs
- She was young . . . Made millions in the stock market by age 40
- Thank God we had a mature Foundation person meet with us



The Peace of the World in the end will depend upon our capacity for friendship and our willingness to use it.

- Berthe Conde

Step 3: Use situations to your advantage

- In 2004, CEO asked me to put together a \$1 million “ask” proposal for the Rose Community Foundation as part of fund raising for the new hospital to help the Pediatric Primary Care Clinic (always a money loser)
- I worked with the same buddy in the Foundation and the Medical Director of the Pediatric Primary Care Clinic over 5 months and 3 revisions . . .

Results

- We asked for \$250,000 for capital improvements (new clinic)
- Asked for \$750,000 over 5 years to integrate a Child Psychiatrist and Psychologist into the Primary Care Clinic
 - Provide more mental health care
 - Teach primary care residents to screen for and manage basic mental health problems

We were told

- My old nemesis (BY) had become the Foundation Chair during the course of our negotiations
- They would do capital and mental health care, but not education
- Wanted us to propose a 2 year plan, then submit another in 2 years for the remaining 3 years
- She recommended another foundation in town that cared about health education

Finally received

- From Rose Foundation (BY)
 - \$250,000 capital
 - \$344,000 program development
- From Health One Alliance
 - \$164,000 for training component
- From a variety of smaller grants (AACAP, Denver Post) \$75,000
- From Rose Foundation 2 years later
 - \$150,000 to continue program

The Result

- Project **CLIMB: Consultation Liaison in Mental health and Behavior**
- .4 FTE child psychiatry faculty
- .4 FTE child psychology faculty
- 1 FTE psychology post – doc
- 1 FTE social worker
- Now self sustained by billings for developmental screenings, shared FTE (MSW) with Mental Health Center, and Pediatric Dept funding for faculty salary

Share your enthusiasm

- Sometimes good things drop in your lap
- Ponzio Creative Arts Therapy Program
 - Initial \$2 million to start a CATS program
 - Raise an additional \$100,000 per year by our bike-a-thon (Courage Classic)

Results

Clinicians made themselves loved

- 3 Art Therapists
- 2 Music Therapists
- 1 Yoga therapist
- 1 Dance/Movement Therapist
- 1 Research Assistant

Best “ask” : Endowed Chair

- Depending on the institution,
 - \$2 – 3 Million up front
 - Chair holder gets 5 – 8 % of funds annually
 - \$100,000 - \$240,000
 - Can support salary of chair or of anyone s/he hires, research costs, program development costs, team building, capital improvements, educational expenses, recruitment packages . . .
 - I had a hard time trying to support a resident stipend using this, but in theory this could provide research time for residents. Worth trying again if needed.

Pick the friendliest foundation to work with

- Childrens Hospital Colorado Foundation
- University of Colorado Foundation

Current Child Psychiatry Endowed Chairs

- Cy and Lyndia Harvey Endowed Chair for Child and Adolescent Psychiatry
 - Doug Novins
- Vollbracht Family Endowed Chair for Stress and Anxiety Disorders
 - Marianne Wamboldt
- Anschutz Family Endowed Chair for Perinatal and Infant Psychiatry
 - TBN (initial chair holder Brian Stafford)