



Building Capacity For Campaign Success: South County Hospital Healthcare System

Client and Opportunity:

South County Hospital Healthcare System (SCHHS) provides southern RI with a full range of advanced inpatient, outpatient, and home health services. At the heart of SCHHS is South County Hospital, an independent, non-profit, 100-bed hospital. CRI's initial engagement of providing development counsel toward enhancing the SCHHS' development office capability soon blossomed into the design and management of a \$10 million campaign to build a 60 private-bed patient tower, as part of a comprehensive construction and refinancing project.

Strategic Approach:

Working closely with the two member staff and volunteers, CRI quickly began formulating the strategy behind the most ambitious fund raising goal in the hospital's history. With a focus on major gifts and community connections, CRI trained and assisted campaign chairman, the Director of Major and Planned Gifts, and a dedicated campaign cabinet in identifying and soliciting major gift prospects, grant writing, and corporation and foundation stewardship.

Outcomes:

- Despite a short-handed development team , SCHHS secured more than \$10 million in less than 20 months
- Donna Neville from the United Way of RI recruited as VP Development to finish campaign and elevate development
- Campaign exceeded goal in less than two years , closing at \$10.8 million, and new patient tower dedicated and operational two years after campaign initiated

Services Provided:

Development counsel, campaign planning and management, and executive recruitment