

# Making a Difference Through Philanthropy

## What is a Healthcare Foundation?

A Healthcare Foundation is a 501 (c)(3) organization that relies on a wide variety of funding sources to advance and support the needs of its hospital and/or clinics. It traditionally fundraises for healthcare needs not covered by traditional insurance reimbursements for patient care.

## Why does a hospital need a Foundation to fundraise?

Quality community healthcare is facing perilous financial times today. Nationwide, the costs to hospitals and clinics of providing first rate treatment has risen. The number of patients treated who lack health insurance has increased. Federal sources of funds are less generous than they have been in the past. Hospitals are facing greater revenue constraints from government and commercial reimbursement for patient care. In addition, there is more emphasis on prevention, education and management of chronic diseases. Additional funding is critical to support these causes.

## What does a Foundation do to raise money?

A foundation holds special fundraising events, applies for private and government grants, partners with community members to secure gifts, plans fundraising drives through direct mail, works with grateful patients, receives memorial donations, seeks sponsorship opportunities from corporate or small business partners, encourages donors to make a planned gift in their will or trust, name us as a beneficiary of their life insurance policy or stocks and receives valued gifts of property.

## What does a Foundation support in healthcare?

Foundations play a key role in healthcare today. It is the generous support of donors that has led to the development of additional services and new technology to provide for the changing healthcare needs of our community. Foundations have the capacity to contribute millions of dollars towards construction or renovation of new wings or facilities, create new or enhance ongoing programs, purchase new medical equipment, fund scholarships, support community healthcare education programs and much more. Through the years, Northridge Hospital Foundation has played a pivotal role in the medical center by providing support for vital life saving programs and services, health related community benefit programs and state of the art medical equipment. It has also, through charitable means, helped to establish the James I. Farr Tower, the Connie and Leon Gillaspie Institute for Living, the Thomas and Dorothy Leavey Cancer Center, the Children's Assault Treatment Services (CATS), the Harold & Carole Pump Department of Radiation Oncology and the Carole Pump Women's Center.

## Why should I give to a Foundation? How will it make a difference?

The Foundation connects people passionate about healthcare, with our hospital and the result can be very gratifying. Even more important, donors have the capacity to positively affect our family, friends, co-workers and neighbors, improving their health status, by supporting the delivery of the finest healthcare possible in our local community. Your gift is an essential part of Northridge Hospital Medical Center, providing for the changing healthcare needs of our community.

In addition, Foundations are non-profits. Therefore, you have an added benefit as all donations are tax deductible, as allowed by law. Should you consider supporting those in need through a gift to the Foundation, you can be confident that your entire gift, whether allocated for where the need is greatest or designated to a specific program, will be used as you specify. Every gift makes a difference!



**Northridge Hospital  
Foundation**

A Dignity Health Member

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