

## CUSTOMER SPOTLIGHT

## St. Marys Memorial Hospital Foundation



*“We couldn’t have done what we wanted without Raiser’s Edge NXT. We had so many separate processes in place, and there was a great opportunity to improve. We couldn’t have transformed without Blackbaud.”*

—Krista Linklater, Executive Director

Based in St. Marys, Ontario, the St. Marys Memorial Hospital Foundation is one of four sites in the Huron Perth Healthcare Alliance (HPHA). Established in 1992, The St. Marys Memorial Hospital Foundation is committed to the health and wellbeing of its tight-knit community. The Foundation raises funds for a variety of equipment, infrastructure, and upgrade needs that support St. Marys Memorial Hospital and its Wellness Centre.

## Raiser’s Edge NXT Connects a Foundation to Its Community in New Ways

Hospitals in Ontario receive operating funds (75–80% of operating budget) from the provincial government; however, they largely depend on local communities and fundraising efforts to support the acquisition of equipment, to invest in facility upgrades, and to supplement provincial funds on large, approved capital projects. The federal government transfers cash to provinces, but outside of First Nations, defense, and few other areas, has no role in resource allocation decisions affecting healthcare. This means it is up to the St. Marys Memorial Hospital Foundation to raise dollars that support equipment and infrastructure in the best possible way. And this is crucial, because the Hospital serves as an economic pillar in the tight-knit community of St Marys, which is made up of a population of less than 7,000 people. When Krista Linklater was brought on board as Executive Director, it was her job to make sure the Foundation was doing all it could to raise donor funds and keep the Hospital and Wellness Center operating at a level of excellence.

St. Marys Memorial Hospital Foundation is powered by:

- ▶ Raiser’s Edge NXT™
- ▶ Financial Edge NXT™
- ▶ Blackbaud Online Express™
- ▶ Blackbaud Merchant Services™
- ▶ Blackbaud MobilePay™

Learn more about the  
NXT solutions line ▶

The introduction of Blackbaud solutions was one way of allowing her team to do this, not only during fundraising campaigns, but throughout the future of the Foundation's donor stewardship and public accountability efforts.

After implementing Blackbaud solutions, including Raiser's Edge NXT, the St. Marys Memorial Hospital Foundation is managing donor data strategically, and making smart decisions because of it. Krista's team is ensuring that the right building blocks are in place in order to fundraise effectively into the future of its digital campaigns, reporting quickly and accurately, targeting potential donors and marketing to them in the right ways. "We couldn't have done what we wanted without Raiser's Edge NXT," explains Krista. "We had so many processes in place, and there was opportunity to improve. We couldn't have done it without Blackbaud."

This dynamic change in the way St. Marys Memorial Hospital Foundation carries out its fundraising with Blackbaud solutions is best reflected in the Foundation's capital campaign. The campaign theme, #SomeoneIKnow, was designed around the close bonds that community members have—to show how every dollar raised for the Hospital and Wellness Centre will go toward better serving fellow community members. The #SomeoneIKnow campaign's target goal of \$5 million is quickly becoming a reality with the help of Raiser's Edge NXT and other Blackbaud solutions. The Foundation has already raised \$4 million towards the goal.

The St. Marys Memorial Hospital Foundation reflects the passion of the St. Marys community to service its Hospital and Wellness Centre in transformative ways. Now, the Foundation has the technology to make that happen, with Blackbaud solutions empowering its team all the way.

**\$4 million**

Less than a year and a half ago, the St. Marys Memorial Hospital Foundation set out on a \$5 million capital campaign. With the help of Raiser's Edge NXT, the Foundation has already hit the \$4 million mark.

