

CUSTOMER SPOTLIGHT

# Huntsville Hospital Foundation



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—Natasha Nieder, Development Associate,  
Huntsville Hospital Foundation

By embracing the peer-to-peer solution JustGiving from Blackbaud, Huntsville Hospital Foundation empowered its supporters to create their own unique events, saving staff hours of administrative time while building a legitimate, trustworthy, and successful program.

With ease and versatility, Blackbaud solutions empower hospital supporters through peer-to-peer fundraising.

Located in the heart of Ontario cottage country, Huntsville Hospital Foundation was created to raise funds for hospital technology and equipment not covered by traditional means, such as taxes and government funds. With visits to Huntsville Hospital exploding between May and October, covering the cost of technology needed to support the volume of full-time and seasonal patients requires a great deal of effort and community contributions.

Foundation staff found themselves spending a substantial amount of time trying to grow peer-to-peer fundraising programs to empower community members who wanted to enlist friends and families to give to the foundation. However, the lack of an integrated third-party platform made for logistical challenges when attempting their first peer-to-peer fundraiser—requiring donors to run the campaigns and collect funds themselves, then donate the sum as an individual contributor. With competing priorities taking hold for the small staff, it was clear the approach was not sustainable long term.

**Huntsville Hospital Foundation is powered by:**

JustGiving® from Blackbaud®

Blackbaud Raiser's Edge NXT®

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## Providing an Easy Solution for Everyone

Finding a solution for peer-to-peer fundraising that offered ease of use, low-lift set-up, and a professional experience for donors would be key. After hearing about JustGiving from Blackbaud through a webinar, Natasha Nieder, development associate at the foundation, realized it would be the perfect solution to address their needs and volunteered the foundation to be a part of the early adopter program offered by Blackbaud in Canada.

Thanks to the user-friendly interface and campaign creation guide, the foundation was able to integrate the peer-to-peer fundraising solution into their existing workflows with ease, only taking two weeks from start to finish.

With a seamless product implementation, staff at Huntsville Hospital Foundation were quickly able to reduce the volume of administrative tasks, allowing them to reclaim important time in their schedules. Not only did JustGiving create efficiency for the foundation, it also empowered some of their most dedicated supporters to launch successful peer-to-peer campaigns in support of the hospital, and with impressive results. Two particularly successful campaigns came from members of the community who felt a personal connection to the cause.

Touched personally by the foundation's work, a local family set up a memorial page in honour of Janet Gambrell, who as per her own wishes, passed away in her home supported by family and Huntsville Hospital's palliative team. Through their JustGiving campaign, the Gambrell family raised in excess of \$22,000 to purchase a portable ultrasound machine to help support the hospital's palliative patients—this was the only piece of equipment that had been missing in Janet's care. Purchasing the portable ultrasound machine for the hospital was the Gambrell family's way of celebrating Janet's life and honouring her wish to give back to the community she loved.

Another local supporter and hospital volunteer felt inspired by the tireless efforts of frontline healthcare workers during the pandemic and wanted to give something back. Motivated to show his gratitude, he set up a "Thank Our Healthcare Heroes" campaign, raising more than \$13,000 to purchase food and comfort items for frontline hospital staff, including a UV sterilizer for personal items to help keep them safe while on shift.

The impact of peer-to-peer events shows no sign of waning, with advocates continuing to create unique and thoughtful campaigns, like the long-time supporter who planned a live music event at his cottage overlooking the picturesque Lake of Bays, with proceeds in support of "our heroic caregivers."



The family of Janet Gambrell gathers with staff from Huntsville Hospital and the Huntsville Hospital Foundation after successful efforts in her honour to raise money for a portable ultrasound machine.



The foundation integrated the peer-to-peer fundraising solution JustGiving from Blackbaud into their existing systems in only 2 weeks.

## Opening the Door for Creativity

With the success of the program so far, Huntsville Hospital Foundation is excited for what peer-to-peer fundraisers can deliver in the future. “JustGiving from Blackbaud is a user-friendly, professional tool that helps empower fundraisers in the community as they support the causes they care about,” said Nieder. The creativity of local supporters and the versatility of the solution offer immense opportunity for growth. When it comes to impact on the foundation’s strategy, they say it has created a viable stream of peer-to-peer fundraising income that they feel confident about.

“Our goals have changed as a result of JustGiving from Blackbaud, and everyone is excited about the program,” Nieder said. “It has encouraged us to want to grow it that much more.”

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Hospital workers now have a UV sanitizer to help keep them safe, thanks to one supporter's fundraising with JustGiving.

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### About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K-12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at [www.blackbaud.ca](http://www.blackbaud.ca).



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