
HEALTHCARE
FACILITIES
symposium and expo
GBBN
Margaret Mary
Health
$60B UP FOR GRABS
Build the project you really want
by integrating recognition design
into your capital Campaign



JONATHON

Director of
Margaret Mary Health Foundation



PHIL

Director of
Environmental Graphic Design

GBBN



TELLS THE STORY OF YOUR ORGANIZATION

THROUGH BRANDING, WAYFINDING, ART, & DONOR RECOGNITION

HEALTHCARE FACILITIES
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LEARNING OBJECTIVES

1

Engage healthcare donors, increase confidence, and advance capital campaigns by leverage relationship building, storytelling, and data-driven business cases.

2

Close funding gaps in multi-year healthcare campaigns through donor Recognition design and execution.

3

Deliver a stronger case for donor investment by better aligning mission, data, & donor expectations.

4

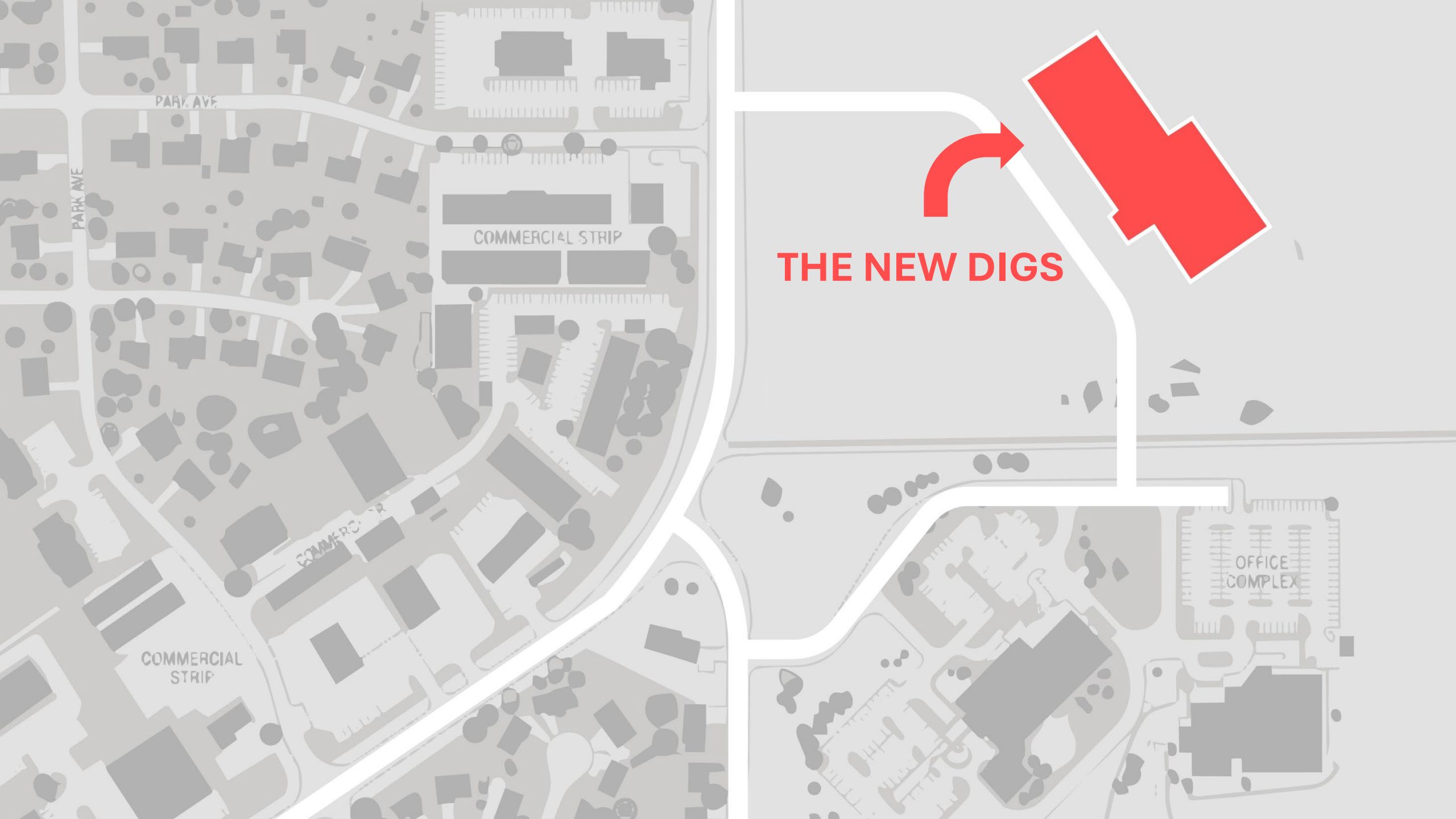
Explore generational shifts in wealth & philanthropy and how they are changing donor expectations.

LET'S TAKE IT DOWN

1. Setting the Scene
2. Science & Art
3. Putting into Action
4. Trends & Shifts



SETTING THE SCENE


THE NEW DIGS
PARK AVE
PARK AVE
COMMERCIAL STRIP
COMMERCIAL STRIP
OFFICE COMPLEX








AIR FORCE
WELCOME




2025 MEMORIES in motion
GOTR




BATESVILLE

7000 PEOPLE

BLUE COLLAR

ABSENT C-SUITE

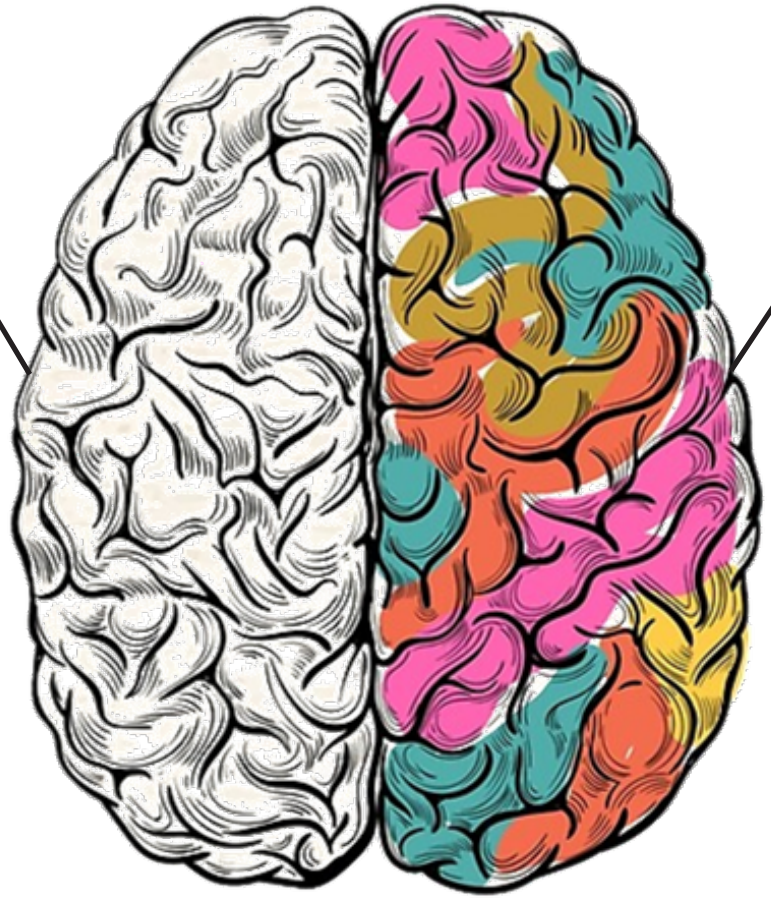



SCIENCE & ART


$10,000,000

SCIENCE

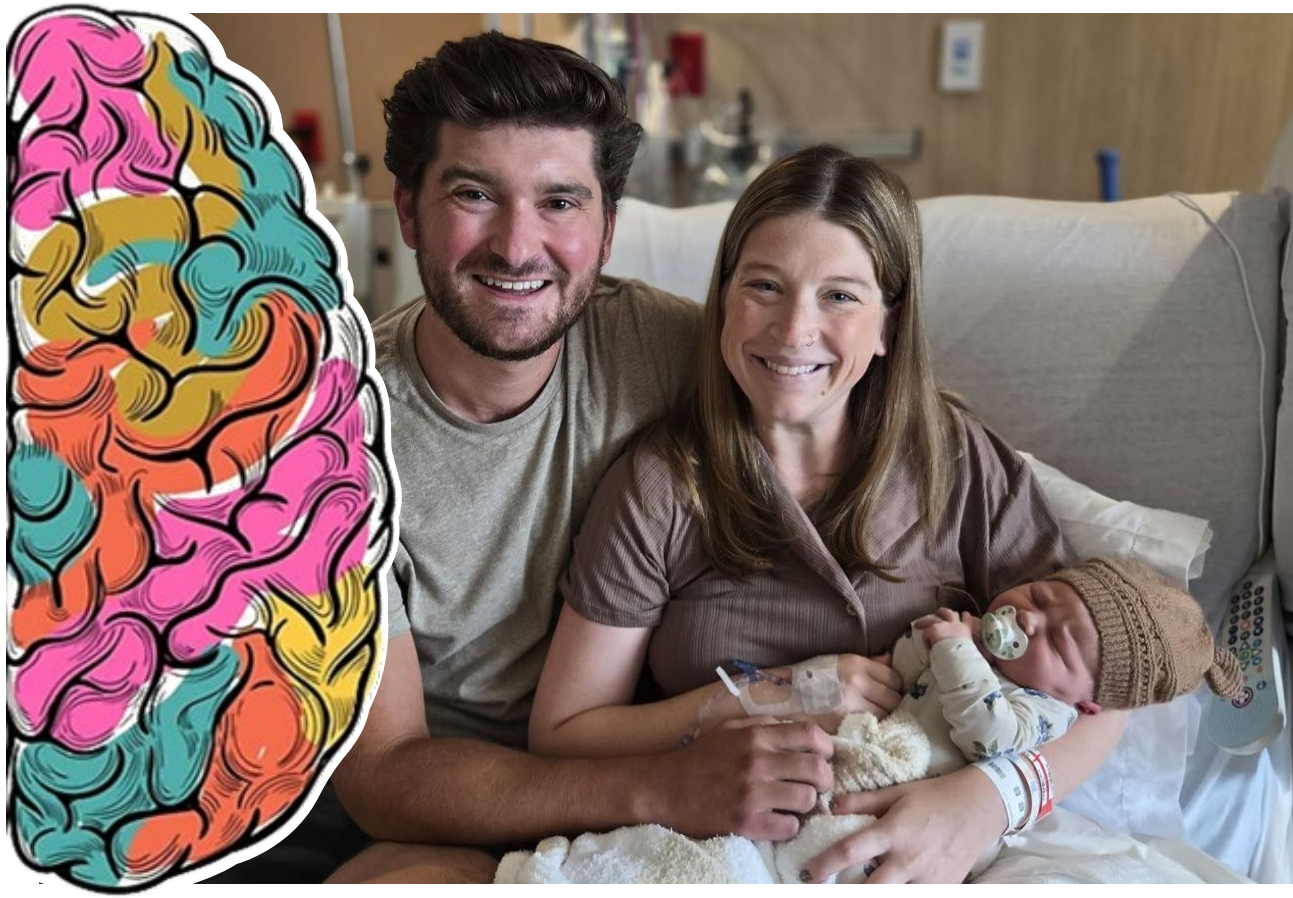
- Universal Motivations
- Inspire Generosity
- Behavioral Psychology
- Meaningful Action



ART

- Know your Audience
- Understand Values
- Tell Stories that Resonate

We didn't talk about the bricks, the equipment – we talked about their families, access to care for future generation.





1. Leverage Social Proof

2.Create Strategic Scarcity

3.Visualize Collective Goal



1. Leverage Social Proof

2.Create Strategic Scarcity

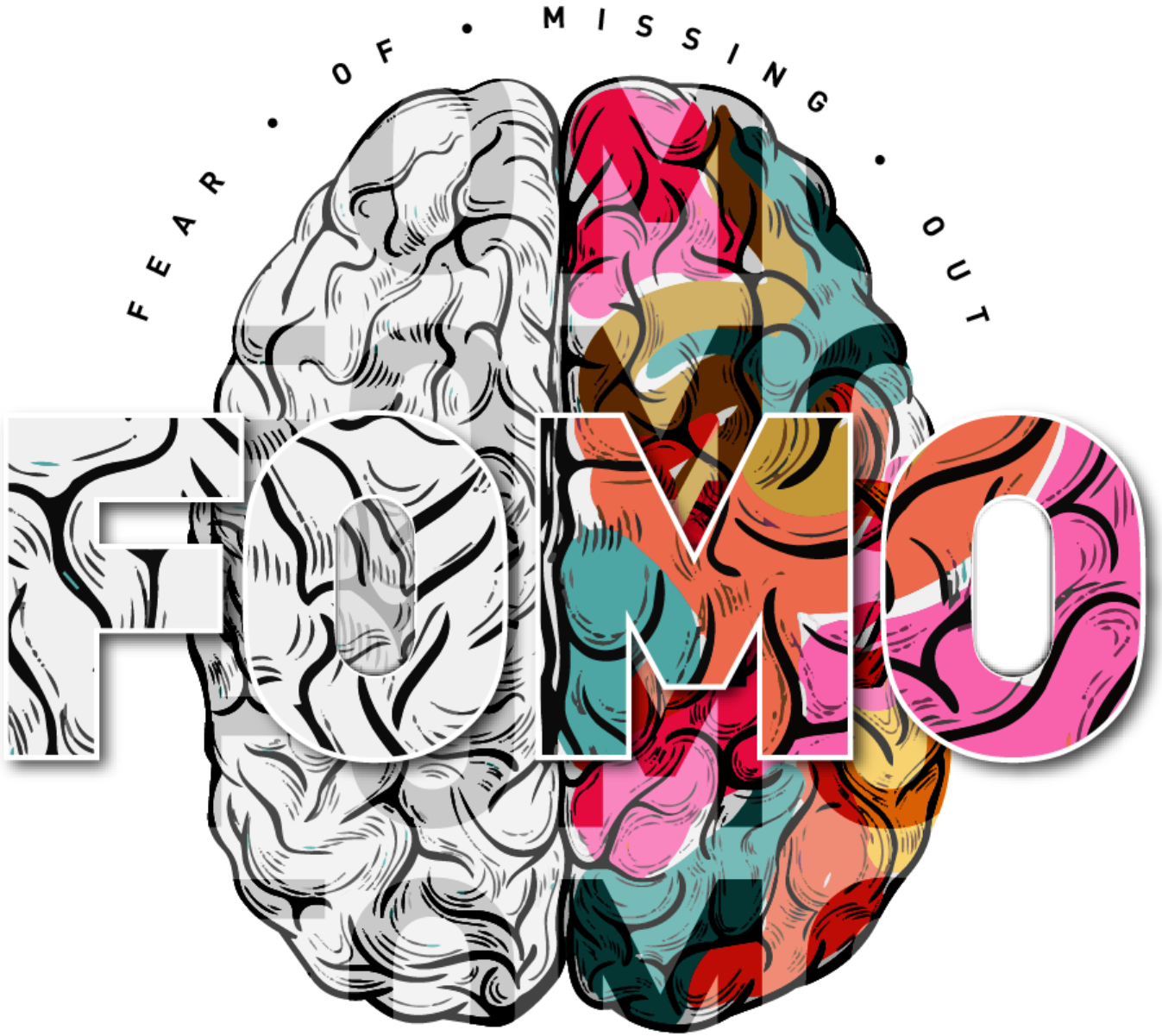
3.Visualize Collective Goal



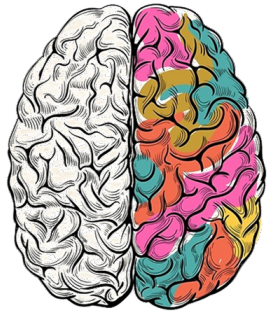
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symposium and expo



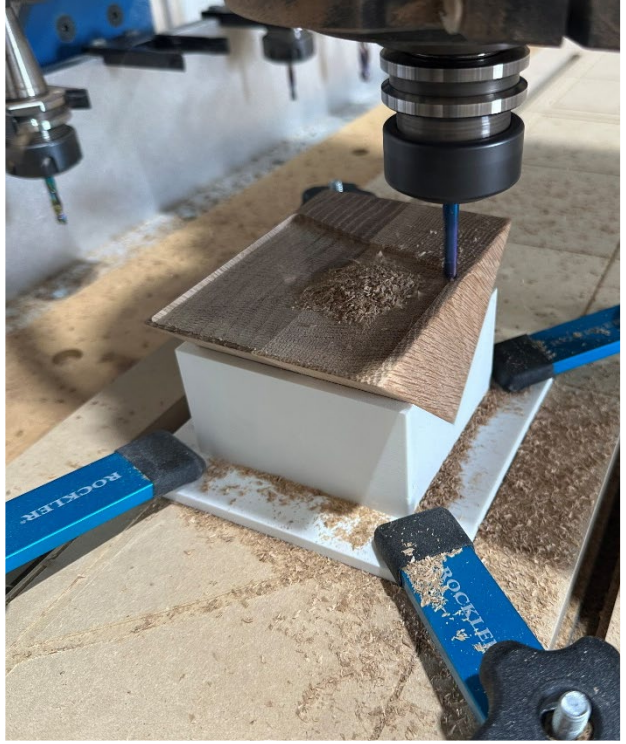
INTENTION

EVENTS • COMMUNICATION • STORYTELLING • RECOGNITION

PUTTING INTO ACTION

LOCAL ARTISANS

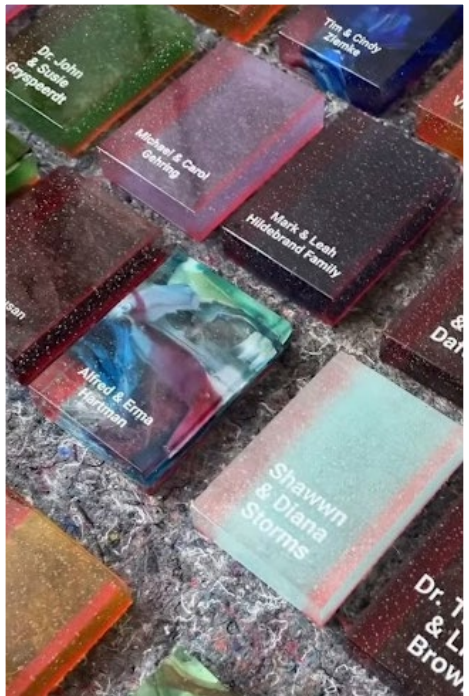




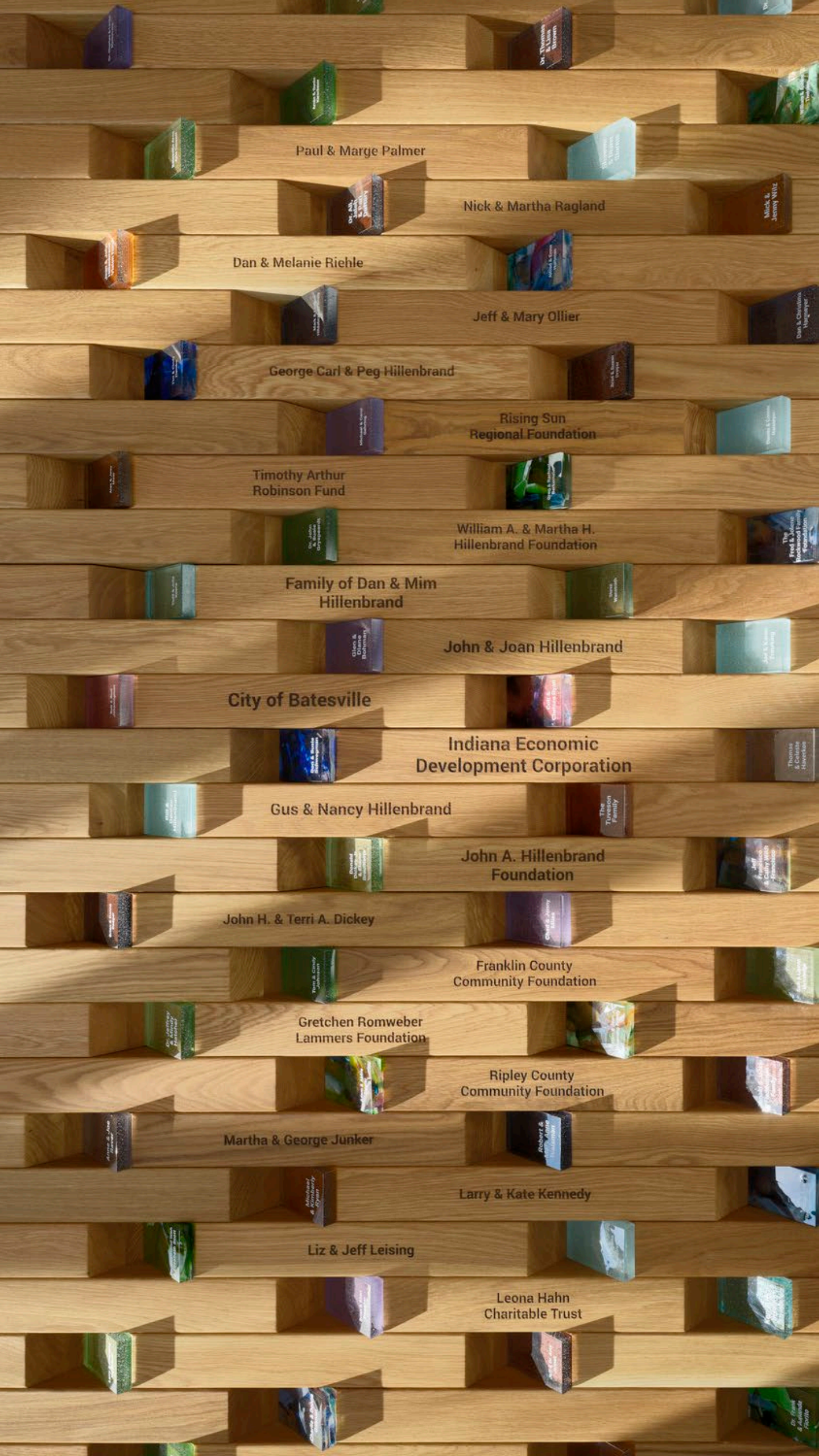


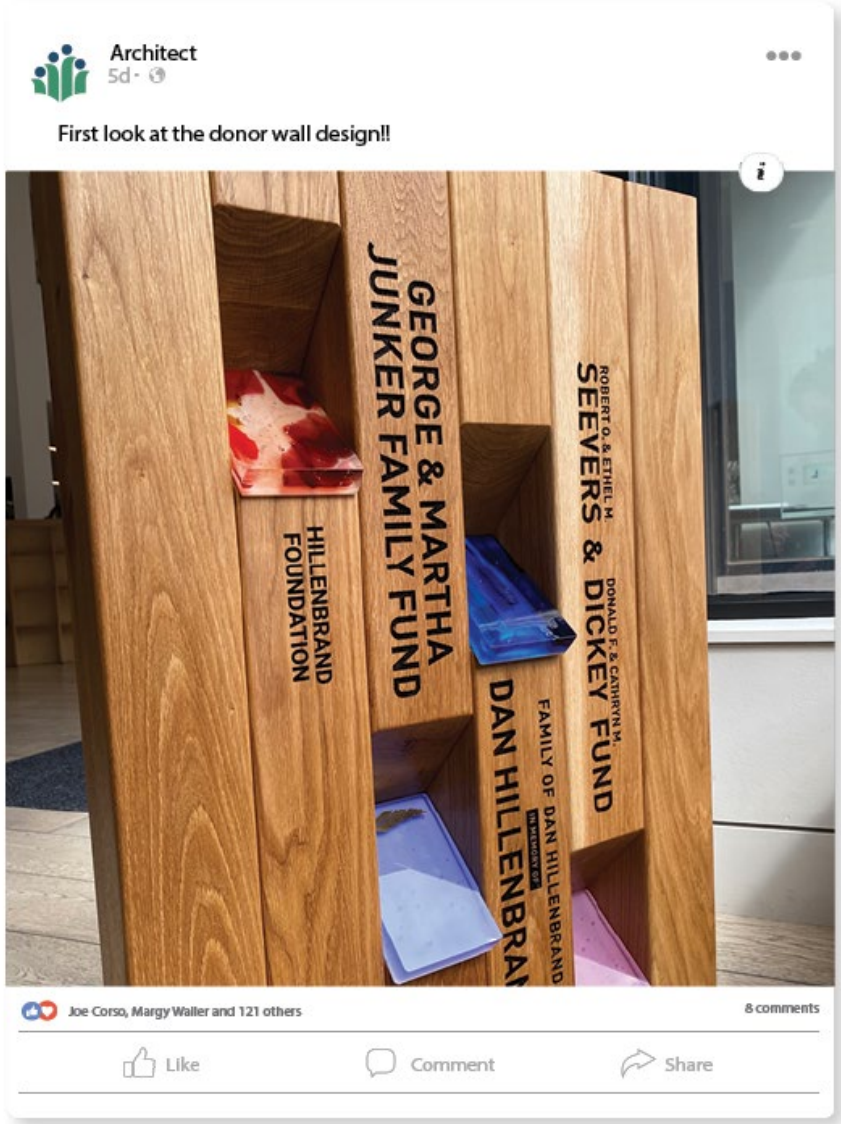


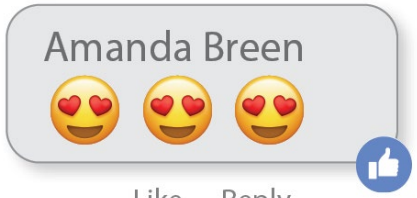






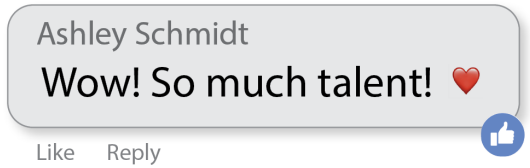

Paul & Marge Palmer
Nick & Martha Ragland
Dan & Melanie Riehle
Jeff & Mary Ollier
George Carl & Peg Hillenbrand
Rising Sun
Regional Foundation
Timothy Arthur
Robinson Fund
William A. & Martha H.
Hillenbrand Foundation
Family of Dan & Mim
Hillenbrand
John & Joan Hillenbrand
City of Batesville
Indiana Economic
Development Corporation
Gus & Nancy Hillenbrand
John A. Hillenbrand
Foundation
John H. & Terri A. Dickey
Franklin County
Community Foundation
Gretchen Romweber
Lammers Foundation
Ripley County
Community Foundation
Martha & George Junker
Larry & Kate Kennedy
Liz & Jeff Leising
Leona Hahn
Charitable Trust



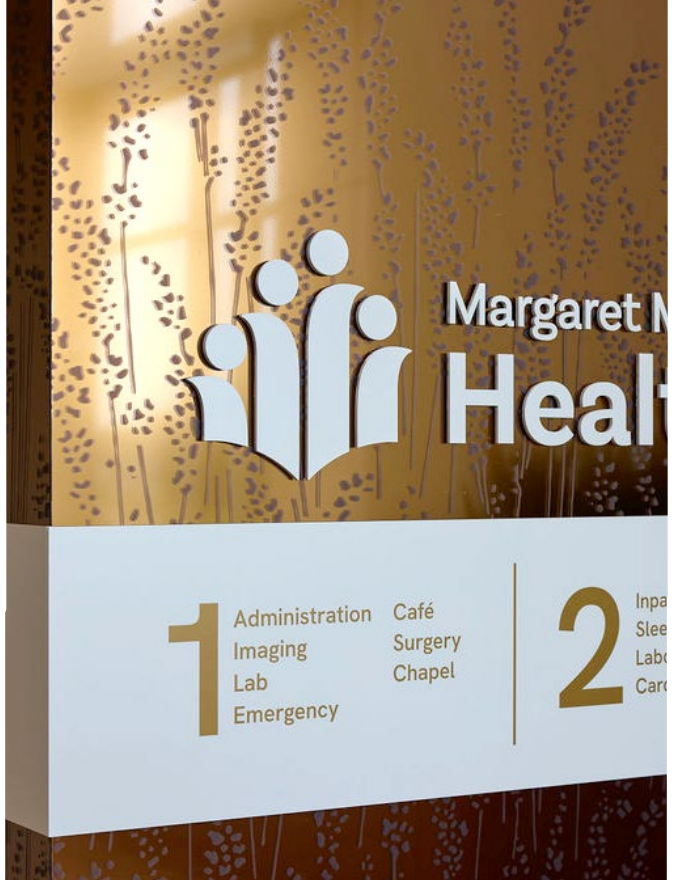


6 UPGRADES TO THE 10K AMOUNT IMMEDIATELY






SPECIAL THANKS TO THE
HILLENBRAND FAMILY
Joan
brand
Diane
Hillenbrand
Bill & Denise
Hillenbrand
John A.
Hillenbrand Foundation
Larry & Kate
Kennedy
Lisa & Erik
Tuveson
Nick & Martha
Ragland
William A. &
Hillenbrand


Margaret M
Healt
1
Administration
Imaging
Lab
Emergency
Café
Surgery
Chapel
2


Martha & George
Junker Family
Margaret Mary Health Emergency Department Lobby


The mark
you leave
is forever felt
...and we're forever grateful.
THANK YOU


Franklin County
Community Foundation
Margaret Mary Health Outdoor Dining


& Mim
nd
William A. & Martha H.
Hillenbrand Foundation
Rising Sun
Regional Foundation
Hillenbrand
Steve
Wanstrath
Brad & Susan
Dreyer


GEORGE & MARTHA
JUNKER FAMILY FUND
SEEVERS & DICKEY FUND
DAN HILLE
HILLENBRAND
FOUNDATION
Premium Oil
MINWAX
WOOD FINISH
Penetrating Stain


Rubio
MONOCOAT





HEALTHCARE
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EVENTS!













MOSAIC EVENT

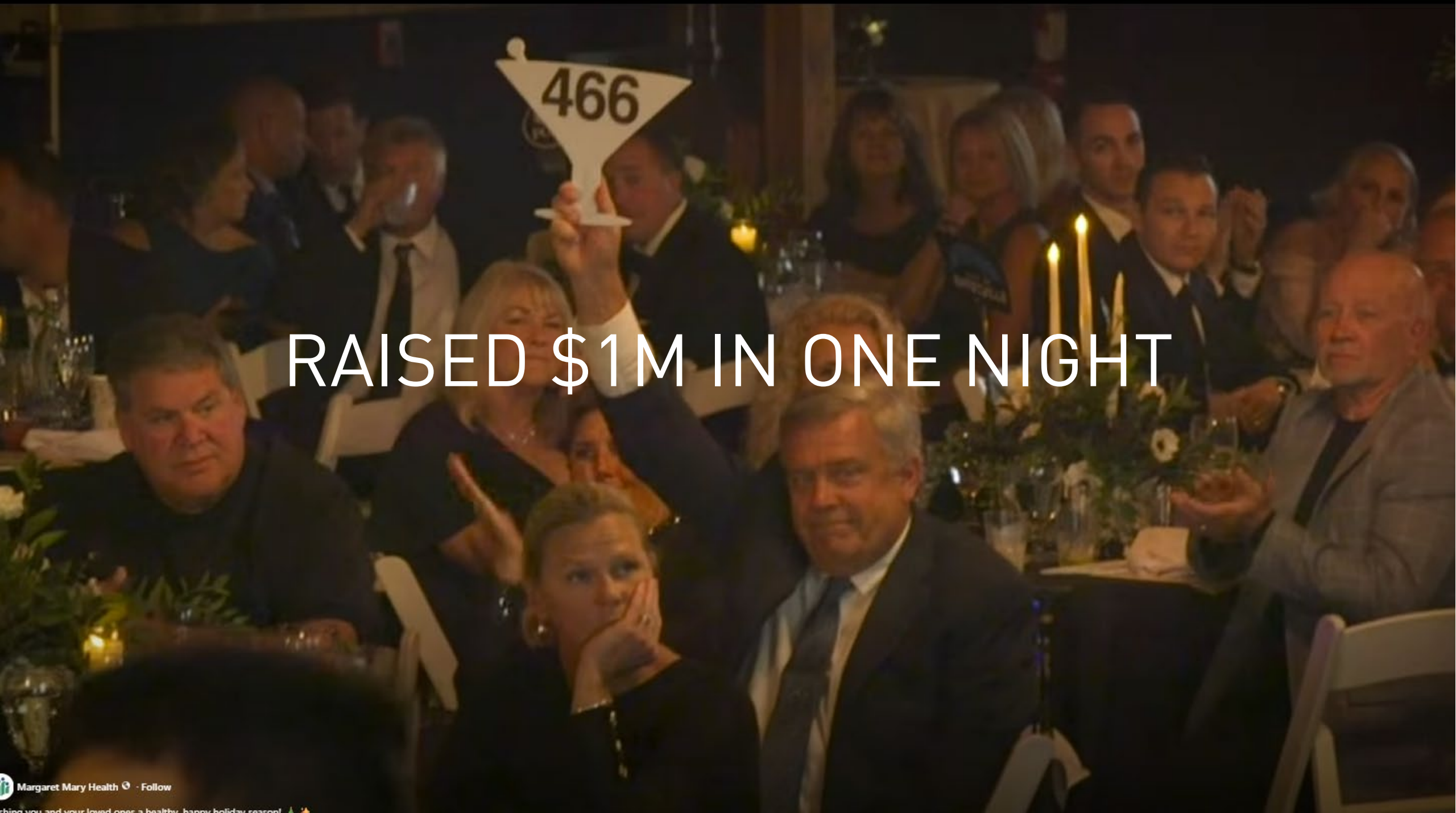








PEOPLE ARE FAR MORE WILLING TO INVEST IN SOMETHING THEY HELPED CREATE.


466
RAISED $1M IN ONE NIGHT
Margaret Mary Health
· Follow

HARD HAT TOURS

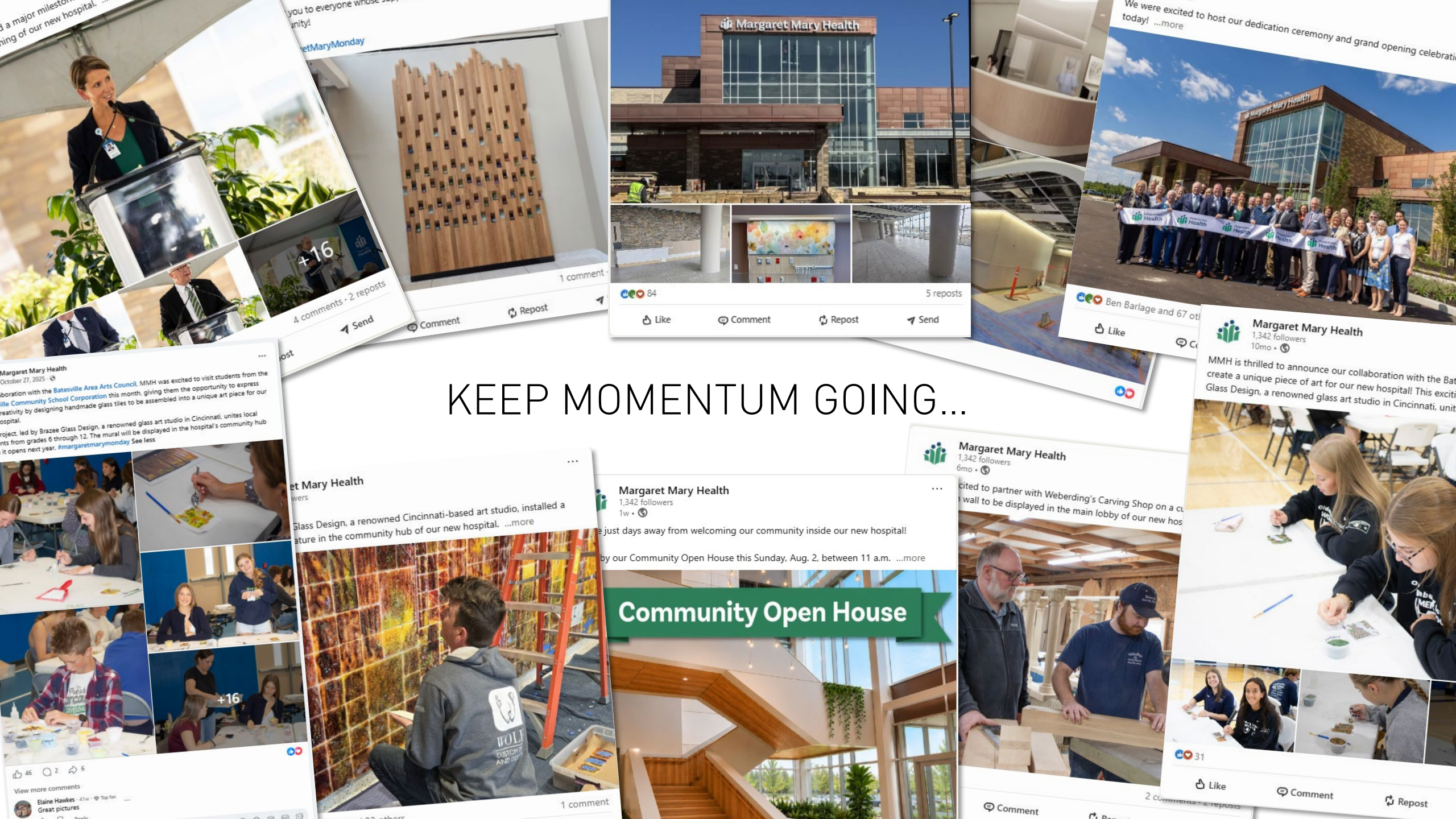


BEAM TOPPING CEREMONY




“ I WANT A ROOM”

Every event can be more than a milestone,
it can be a carefully designed moment that build momentum, deepens community, ownership, & inspires generosity.


KEEP MOMENTUM GOING...
Margaret Mary Health
Community Open House
+16
Like
Comment
Repost
Send

CAPITAL CAMPAIGNS ARE CONSTANT CYCLES, ENGAGEMENT NEEDS TO KEEP UP.




TRENDS & SHIFTS

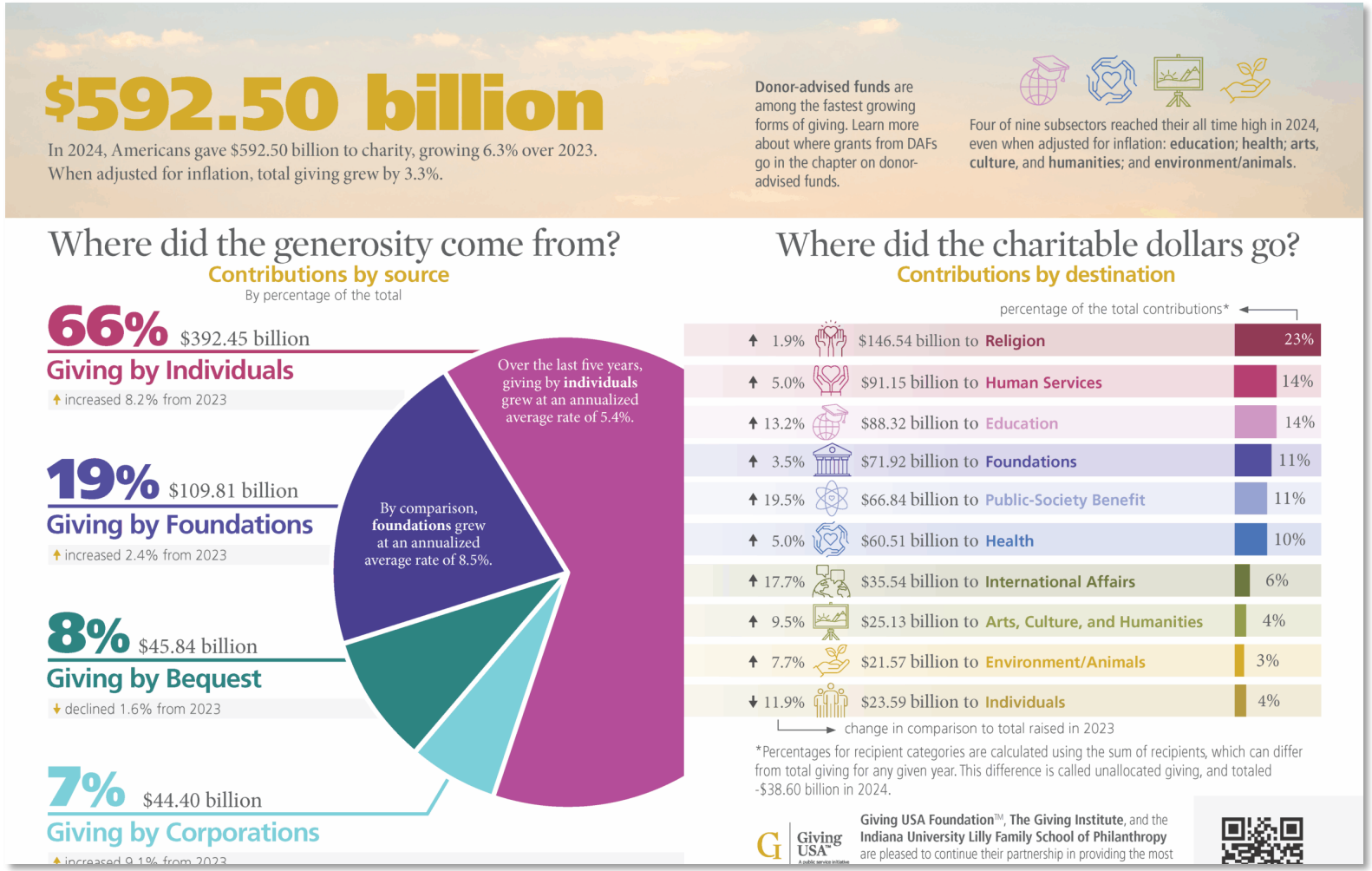
+$921M


Giving
USA™
A public service initiative
of The Giving Institute

$61.4B


Giving
USA™
A public service initiative
of The Giving Institute

↑6.1%


$592.50 billion
In 2024, Americans gave $592.50 billion to charity, growing 6.3% over 2023. When adjusted for inflation, total giving grew by 3.3%.
Donor-advised funds are among the fastest growing forms of giving. Learn more about where grants from DAFs go in the chapter on donor-advised funds.
Four of nine subsectors reached their all time high in 2024, even when adjusted for inflation: education; health; arts, culture, and humanities; and environment/animals.
Where did the generosity come from?
Contributions by source
By percentage of the total
66% $392.45 billion
Giving by Individuals
increased 8.2% from 2023
19% $109.81 billion
Giving by Foundations
increased 2.4% from 2023
8% $45.84 billion
Giving by Bequest
declined 1.6% from 2023
7% $44.40 billion
Giving by Corporations
increased 9.1% from 2023
Over the last five years, giving by individuals grew at an annualized average rate of 5.4%.
By comparison, foundations grew at an annualized average rate of 8.5%.
Where did the charitable dollars go?
Contributions by destination
percentage of the total contributions*
1.9% $146.54 billion to Religion 23%
5.0% $91.15 billion to Human Services 14%
13.2% $88.32 billion to Education 14%
3.5% $71.92 billion to Foundations 11%
19.5% $66.84 billion to Public-Society Benefit 11%
5.0% $60.51 billion to Health 10%
17.7% $35.54 billion to International Affairs 6%
9.5% $25.13 billion to Arts, Culture, and Humanities 4%
7.7% $21.57 billion to Environment/Animals 3%
11.9% $23.59 billion to Individuals 4%
change in comparison to total raised in 2023
*Percentages for recipient categories are calculated using the sum of recipients, which can differ from total giving for any given year. This difference is called unallocated giving, and totaled -$38.60 billion in 2024.
Giving USA
Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most


5.0%
$60.51 billion to Health
10%

The opportunity isn't simply to ask for more.
It’s to create more compelling stories, experiences, and connections that inspire generosity.


The mark you leave is forever felt
...and we're forever grateful.
THANK YOU

SHARE

ENGAGE



ACT

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THE NEXT GENERATION OF PHILANTHROPY



MILLENNIAL	GEN Z
$1616 /yr	$867 /yr

The next
generation won't
inherit traditional
philanthropy,
they will redesign it
around impact,
participation,
& making change.

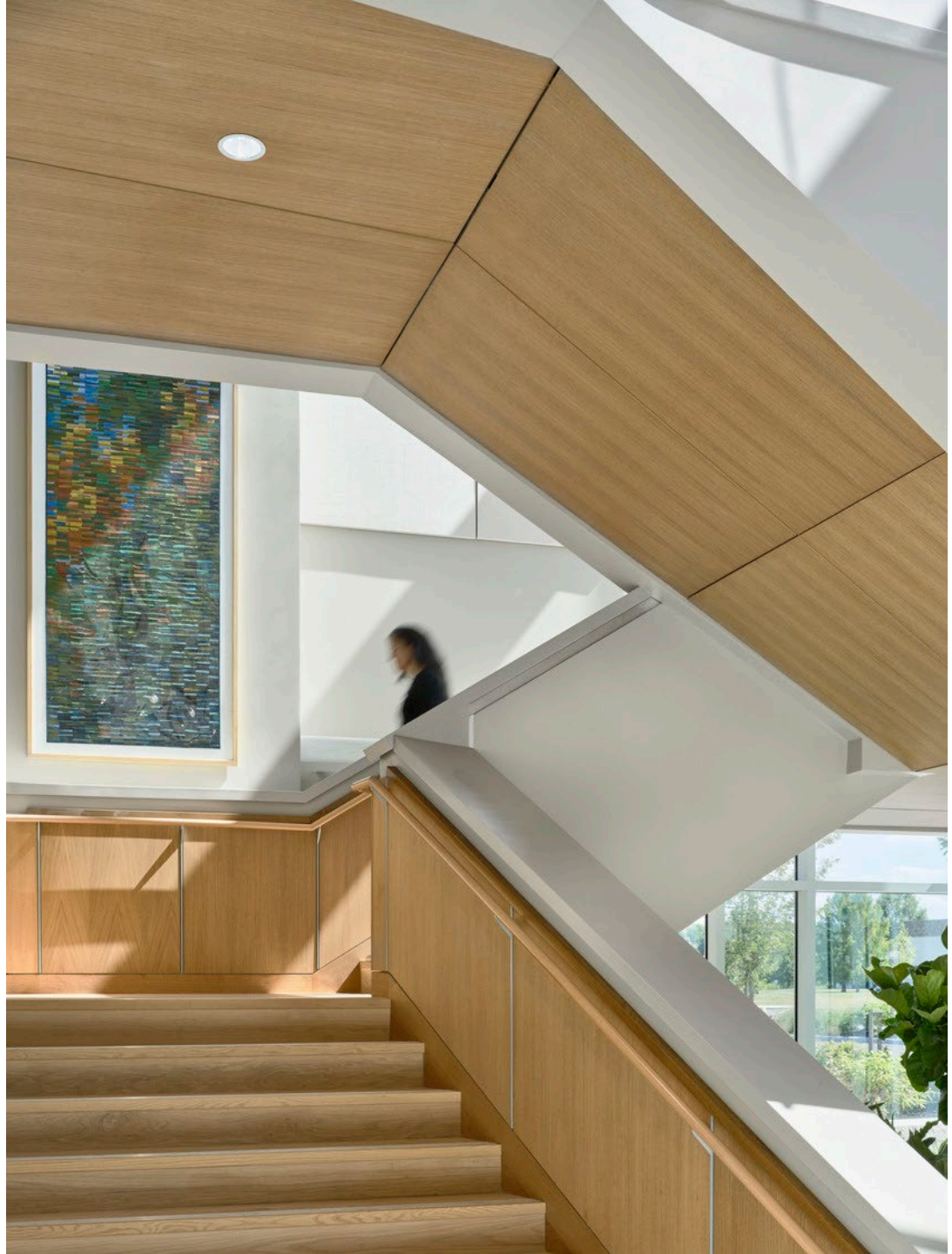

NOW WHAT


SURGERY










LOBBY'S CAFÉ








Margaret Mary Health


Available






EMERGENCY
IMAGING
& LAB
Margaret Mary
Health
Margaret Mary
Health
1
2








Q+A