



HOAG PROMISE CAMPAIGN KEY MESSAGE POINTS

CAMPAIGN OVERVIEW STATEMENT:

Today and going forward, philanthropy plays a critical role in Hoag's ability to attain new heights in advancing care. Hoag Promise, Our Campaign to Lead, Innovate & Transform, takes the best of what Hoag does today and builds from there. Leaders from across Hoag collaborated to identify the best ways to use philanthropy to accelerate innovation organization-wide. Every leader, from every area is engaged. Every institute and center is touched. Every program is enhanced. With a goal of \$627 million by the close of 2020, the promise of the comprehensive campaign is to drive Hoag's continued clinical leadership, innovative spirit and transformative potential.

WHY DOES HOAG NEED A COMPREHENSIVE CAMPAIGN?

Ensuring Extraordinary Care is Available Right Here at Home

Is ordinary good enough? Not for you. Not for us. Reduced reimbursement rates are leading most health care providers to strive to maintain "average." Through philanthropy, Hoag is continuing to set the bar at "exceptional."

Today and going forward, Hoag is being called to do more, innovate more and deliver more value with fewer traditional resources. New demands require a new approach and philanthropy plays an even more critical role.

Donor investment in the Hoag Promise Campaign will pay off in big ways for our community. It represents certainty in uncertain times. Together we will ensure a future in which the very best health care continues to be available in our own backyard.

Ensuring Hoag Remains a Leader

Only the pioneers will thrive in the long term. Success is inextricably linked to the willingness and the ability to innovate. Hoag is committed to lead, not follow. Donor support allows Hoag to be first in bringing the latest and most effective programs, innovations in care and technology to our community as well as the expert clinicians to harness these assets.

The Hoag Promise Campaign represents much more than meeting the financial goal – it will assure Hoag's ability to deliver the next generation of care while maintaining and enhancing the Hoag experience for every patient and family. This won't happen without philanthropy.

Rallying the Power of Community

The time is right for the Hoag Promise Campaign. It acts as a powerful rallying point that unifies Hoag supporters and builds momentum and excitement for our common goals. This is a partnership. The community built Hoag. The community has helped shape it into what it is today. The community's support will determine what Hoag grows into tomorrow.

Donor commitment is the driving force behind what Hoag will become. In this way, Hoag belongs to all of us. Meeting our Campaign goals ensures that Hoag will keep its promise of providing the level of service and care you've come to expect.

WHAT MAKES HOAG PROMISE A “COMPREHENSIVE” CAMPAIGN?

Up to this point, Hoag clinical leaders have focused on making continual improvements to their areas of specialty. Exceptional care was the goal and they have consistently delivered. While very successful, our pre-Hoag Promise fundraising programs were somewhat episodic. In other words, we’ve been very good at raising money for specific initiatives and institutional needs. The community was steadfast in its support and, as a result, that approach worked very well for a very long time.

Hoag Promise, Our Campaign to Lead, Innovate & Transform is something different than you’ve ever seen before from Hoag. The process of launching Hoag’s first ever comprehensive campaign called on visionary Hoag clinical leaders to focus their energy and attention on how Hoag can be better in the future. Not iterative, year-over-year change, but true transformation.

We asked them to take the long view. We asked them to collaborate like never before. We asked them, “What can Hoag be if we put all limitations aside?” They answered the call. They’ve created a vision which we’ve translated into a set of long-range strategic fundraising priorities. These priorities collectively represent an unprecedented elevation and integration of care across the organization.

WHAT IS THE SIGNIFICANCE OF “PROMISE” IN THE HOAG PROMISE CAMPAIGN?

When we talk about Hoag’s promise we know that, in some ways, the promise lies with our community and its intention to support Hoag going forward. We’re also talking about Hoag’s promise to our community to provide the level of service and care it’s come to expect. But, in a broader sense, we are referring to promise as potential. That is Hoag’s potential to lead the way forward in first imagining, and then creating, the best of what health care can be.

WHAT HAPPENED TO RENAISSANCE HOAG?

We acknowledge and express our gratitude to all who supported Renaissance Hoag, the precursor to the Hoag Promise Campaign. Renaissance Hoag allowed the organization to test a fundraising approach with a larger scope than previous fundraising efforts, which were more narrowly focused. Renaissance Hoag led to the discovery that Hoag was ready for a comprehensive campaign encompassing the entire organization. It allowed us to dream bigger. The \$127 million raised by Renaissance Hoag became the platform on which the Hoag Promise Campaign is built.

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HOAG
PROMISE

OUR CAMPAIGN TO
LEAD, INNOVATE
& TRANSFORM