

Bill Littlejohn

From: Sharp HealthCare Foundation
Sent: Monday, March 16, 2020 14:36
To: Bill Littlejohn
Subject: COVID-19: An Update from the Foundations

[EXTERNAL SENDER]

Foundations of Sharp HealthCare

Dear Friends and Supporters,

On behalf of our Foundations' Boards of Directors and the Sharp HealthCare Leadership Team; I want to thank you for your partnership with Sharp through philanthropy. Your generosity enables Sharp to continue to serve the community, most notably in times of crisis.

At Sharp HealthCare, the safety and well-being of our patients and staff are our top priority. Sharp's Infectious Disease team is monitoring COVID-19 daily, and is in close contact with local and state health officials and the Centers for Disease Control and Prevention (CDC) to remain vigilant against the virus.

In this ever-changing climate, we are mindful that you are concerned and looking for answers. We encourage you to visit our [Coronavirus Update](#) site frequently for more information. We want to assure you that all appropriate infection prevention measures have been implemented to prevent exposure to other patients and medical staff. Please know that it is safe to come to any Sharp facility for your medical needs.

In addition, Sharp is working closely with the San Diego County Health and Human Services Agency to coordinate response to the Coronavirus. Please visit the County's [Coronavirus Disease 2019](#) site for more information.

With significant restrictions on gatherings in the coming weeks, our Foundations are postponing events:

The Sharp Mary Birch Luncheon scheduled for April 1 has been postponed to **September 2**.

The Grossmont Hospital Foundation Golf Tournament scheduled for April 16 has been postponed to **June 22**

The Coronado Hospital Foundation Gala scheduled for May 9 has been postponed. ***Date to be determined***

Please know that if you were planning on attending a Foundation-related event, we can apply your contribution to the new date; refund your contribution; or you may convert your event contribution to an outright donation. Please contact our Foundations:

Coronado Hospital Foundation: 619-522-3703
Grossmont Hospital Foundation: 619-740-4200
Sharp HealthCare Foundation: 858-499-4800

We continue with our philanthropy activities, including the opportunity to recognize our outstanding Sharp-affiliated physicians through [Doctors' Day 2020](#).

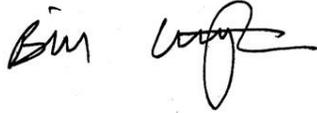
Our health care system is indeed a community partnership. Vision and generosity at its core; and confidence in our future as we face crisis. Just last week we dedicated the [Terrence and Barbara Caster Institute for Nursing Excellence](#). Philanthropy which has provided scholarships for advanced clinical education for those who care for others, including those with infectious disease.

Our hospitals were established through community partnership and philanthropy, where the doors have not been closed in more than seven decades since their opening.

Skilled and experienced physicians supported by research and training funded by community partners.

People and institutions will guide us through this crisis, again with the support and inspiration of a generous community. It is an honor to be the steward of such a powerful legacy.

With appreciation,



Bill Littlejohn
Senior Vice President and Chief Executive Officer
The Foundations of Sharp HealthCare

[2020 Report on Giving](#)

Resource Center:

- [Coronavirus \(COVID-19\): Important Information from Sharp](#)
- [Coronavirus Updates from Sharp.com](#)
- [San Diego County Office of Health and Human Services](#)
- [Centers for Disease Control and Prevention \(CDC\)](#)



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8695 Spectrum Center Blvd., San Diego, CA 92123

Bill Littlejohn

From: Bill Littlejohn
Sent: Wednesday, March 25, 2020 18:17
To: Bill Littlejohn
Subject: A Message from Our Foundations

Foundations of Sharp HealthCare

Dear Friends and Supporters,

I hope that you are safe and well. Our partnership with the community could not be more important. As Sharp HealthCare is a component of the federal critical infrastructure sector, all our hospitals and clinics are operational and our employees are at work serving the San Diego community.

I encourage you to stay connected and informed. Please visit our [Coronavirus Update](#) site frequently for more information; as well as the San Diego County Health and Human Services Agency [Coronavirus Disease 2019](#) site for information on the county's response to COVID-19.

Sharp HealthCare created the Highly Infectious Disease (HID) Committee during the 2014 EBOLA outbreak to ensure Sharp's readiness to care for any potential patients who presented to our health system. The committee is now addressing COVID-19 epidemic and is comprised of a team of experts from throughout the health care system. Members of the Sharp HID Committee are in constant contact with local, state and national health officials and are continually monitoring information and guidance provided by the Centers for Disease Control and Prevention (CDC) to help inform Sharp's response to COVID-19.

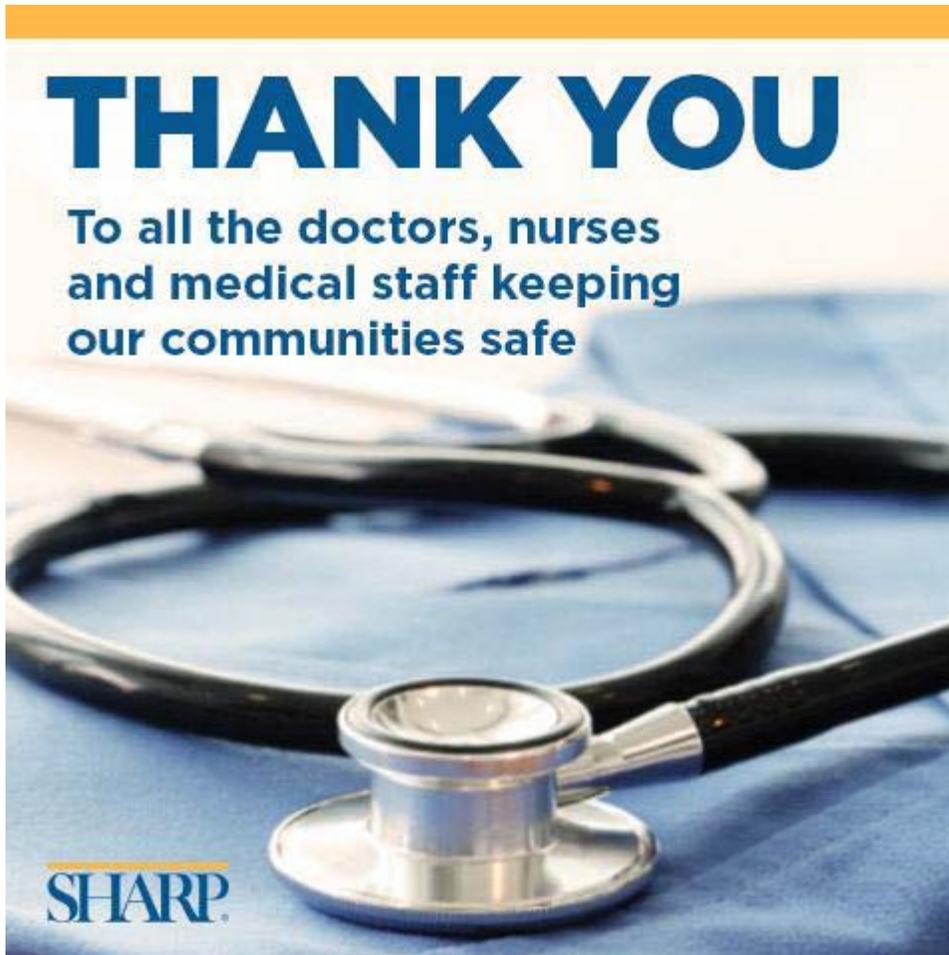
We know these are challenging times for our community and nation, and we are thankful for the dedication of Sharp team members to continue delivering the very best care to our patients, supporting their families and being there for each other in the face of adversity.

We are also extremely gratified at the offers of support and assistance for Sharp and our caregiver teams.

You can help. Our Sharp Foundations, in coordination with the Sharp Highly Infectious Disease Committee, are providing funding to Sharp departments and entities for medical equipment and supplies, including Personal Protective Equipment (PPE), ventilators, tents, as well as training and other professional resources to support the direct care of both COVID-19 patients as well as others in our community.

You can make a gift to our Foundations to support our caregivers here:

[Coronado Hospital Foundation](#)
[Grossmont Hospital Foundation](#)
[Sharp HealthCare Foundation](#)



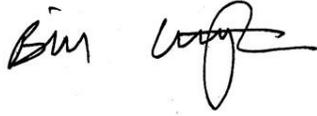
In addition, you can recognize our outstanding Sharp-affiliated physicians through [Doctors' Day 2020](#).

In all our giving opportunities, you can provide a personal note of thanks to our caregivers, departments or hospitals, which we will promptly deliver. I know they will be most appreciative of your generosity in this time of need.

I am humbled at both the dedication, skill and courage of my caregiver colleagues in time of crisis; and the generosity of our community partners. We will become better together.

Please contact me directly at bill.littlejohn@sharp.com if we can be of assistance or provide connections to other information or resources.

With gratitude,



Bill Littlejohn
Senior Vice President and Chief Executive Officer
[The Foundations of Sharp HealthCare](#)

[2020 Report on Giving](#)

Bill Littlejohn
CEO and Senior VP
Sharp HealthCare Foundation
858-499-4826
858-699-7214 cell
bill.littlejohn@sharp.com
<https://give.sharp.com>

Resource Center:

- [Coronavirus \(COVID-19\): Important Information from Sharp](#)
- [Handwashing 101](#)
- [Coronavirus News Articles from Sharp.com](#)
- [San Diego County Office of Health and Human Services](#)
- [Centers for Disease Control and Prevention \(CDC\)](#)



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Bill Littlejohn

From: Sharp Communications
Sent: Thursday, March 19, 2020 13:17
To: Sharp Communications
Subject: A Message from the Foundations of Sharp HealthCare



A Message from the Foundations of Sharp HealthCare

Date: March 19, 2020
To: All Sharp HealthCare Team Members
From: Bill Littlejohn, Senior Vice President and Chief Executive Officer, The Foundations of Sharp HealthCare
Subject: A Message from the Foundations of Sharp HealthCare

On behalf of our Foundations' Boards of Directors and the Sharp HealthCare Leadership Team, I want to thank you for your partnership with Sharp through philanthropy. Your generosity enables Sharp to continue to serve the community, most notably in times of crisis.

With significant restrictions on gatherings in the coming weeks, our Foundations are postponing events:

The Sharp Mary Birch Luncheon scheduled for April 1 has been postponed to **September 2**.

The Grossmont Hospital Foundation Golf Tournament scheduled for April 16 has been postponed to **June 22**.

The Coronado Hospital Foundation Gala scheduled for May 9 has been

postponed. ***Date to be determined.***

The Sharp Chula Vista Golf Tournament scheduled for May 11 has been postponed. ***Date to be determined***

Victories of Spirit scheduled for May 29 has been postponed to **July 31**

Please know that if you were planning to attend a Foundation-related event, we can apply your contribution to the new date, refund your contribution or you may convert your event contribution to an outright donation. Please contact our Foundations:

Coronado Hospital Foundation: 619-522-3703

Grossmont Hospital Foundation: 619-740-4200

Sharp HealthCare Foundation: 858-499-4800

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Our health care system is indeed a community partnership with vision and generosity at its core and confidence in our future as we face crisis. Our hospitals were established through community partnership and philanthropy, and our doors have remained open for more than seven decades.

Just recently, we dedicated the [Terrence and Barbara Caster Institute for Nursing Excellence](#). Philanthropy has provided scholarships for advanced clinical education for those who care for others, including those with infectious disease. Skilled and experienced physicians supported by research and training funded by community partners.

People and institutions will guide us through this crisis, with the support and inspiration of a generous community. It is an honor to be the steward of such a powerful legacy.

Bill Littlejohn

To: Bill Littlejohn
Subject: SHF Board of Directors Report



SHF Board of Directors Report

Date: March 24, 2020
To: SHF Board of Directors
Sharp Philanthropy Team
From: Bill Littlejohn
Subject: SHF Board of Directors Report

In lieu of the SHF Board of Directors meeting scheduled for today (March 24); attached is the **Board meeting materials** (we will approve the consent agenda in May) and our **philanthropy update** (long email so scroll through):

I hope everyone is well and safe – and most importantly following the guidelines from [Sharp](#) and [San Diego County](#) regarding COVID-19.



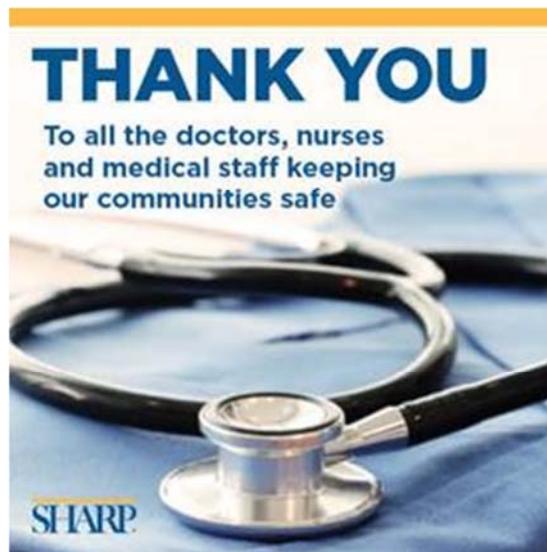
This picture says it all: Skill, dedication, courage. **SHF Vice Chair Joe Bellezzo, MD in the Sharp Memorial Hospital Emergency Department.** Big shout out to Joe and all our extraordinary caregivers

on the front lines of caring for our community in time of crisis.

Update on the Foundations of Sharp activities:

Our Foundations are “open” and operational; **however many of our team members are working from home.** Our mainline telephone numbers have been set up to provide information on making contributions and leaving messages; the messages are be checked on a regular basis. **Gift processing and acknowledgement** is continuing but not on a daily basis (2-3 times a week depending on volume). A big thanks to our gift processing teams. All committee or group meetings have been postponed, cancelled or being conducted as conference calls. All major events scheduled for April and May have been postponed (see below).

We have stepped up our **stewardship and communication** activities, including a weekly email to all of our donors and Boards and [post on our Web page](#). Our team members are checking in with individual donors. We are also posting on social media.



Sharp has set up **two giving opportunities:** [cash donations to support our caregivers](#) and a [drive-thru donation program for supplies and equipment](#).

Financial Performance:

Our Foundations remain financially strong; through **February (five months of the fiscal year); we have generated \$9.8 million in revenues, and increase of 8.7 percent over last year.** We have more than \$131 million in net assets and many of our key indicators are positive. Financial statement attached.

The **Coronado Hospital Foundation Campaign for the ED and ICU** has reached nearly **\$7.8 million.**

We anticipate a different philanthropy environment in the coming months and will be adjusting our projections and plans accordingly.

Investment Portfolio:

We know we'll see significant investment losses in the Sharp portfolios in March; here is the **investment report through February:**

As of 2/29/20 the Sharp HealthCare Foundation long-term investments totaled \$39.5 million. This was an increase from December due to a \$1.4 million transfer of new monies into the account but overall returns were negative. The equity portion of the portfolio totaled \$21.1 million and represented 53.41% of the long term investments, a nearly 3% decrease since December. **Equities returned -5.50% for the last three months against a -5.99% benchmark.** The fixed income portion of the portfolio totaled \$18.4 million and returned 2.67% for the last three months, against a 2.93% benchmark. The Principal Preservation Account (short-term portfolio) showed a .94% return for the last three months and totaled \$1,306,320.

Per **the recommendation of the Sharp HealthCare Investment Committee**, due to significant losses in the portfolio in February and March, the Foundation portfolio **will be rebalanced** to an asset allocation of approximately 52.5% (target is 55%) by the end of April by doing at least two separate transactions, one next week and one after month end.

Sharp HealthCare:

Although we know the financial dynamic in the economy and health care will have negative impacts in March, **through February Sharp recorded strong financial results:**

- \$4.5 million in income from operations in February versus a budgeted loss of \$3 million
- \$31.2 million in income from operations YTD (five months) versus a budgeted loss of 12.4 million.

Sharp Philanthropy [Events:](#)

- **Sharp Mary Birch Luncheon scheduled for April 1** has been postponed to **September 2.**
- **Grossmont Hospital Foundation Golf Tournament scheduled for April 16** has been postponed to **June 22.**
- **Coronado Hospital Foundation Gala scheduled for May 9** has been postponed to **August 15.**
- **Sharp Chula Vista Golf Tournament scheduled for May 11** has been postponed. ***Date to be determined.***
- **Victories of Sprit scheduled for May 29** has been postponed to **July 31.**

For all events that are postponed or cancelled, we will be offering donors/sponsors to apply their donation to the new date, provide a refund or convert their participation to an outright donation.

We're encouraged that we continue to have strong support and commitment from our corporate partners, who provide the bulk of our Special Event sponsorship. To date we have **27 Distinguished Corporate Partners for 2020 totaling \$598,850.**

Doctors' Day:



We've pivoted our message on [Doctors' Day](#) in our current round of emails and communication. Our totals to date, which are slightly ahead of last year at the same time:

Total Gifts	1,500
Total Raised	\$151,000

Sharp Grossmont Hospital Comprehensive Stroke Center:

Congratulations to **Sharp Grossmont Hospital** which has been officially designated as a **Comprehensive Stroke Center** by the Joint Commission in association with the American Heart Association/American Stroke Association. This is the highest designation for stroke care by the Joint Commission, and places Sharp Grossmont among an elite group of hospitals nationwide that are able to quickly and effectively treat all types of stroke, even the most complex cases.

Closing with a story of Inspired Giving:





A special dedication before isolation and lockdown: **Chica's Cafe** on the 7th floor of the new tower at **Sharp Chula Vista Medical Center**; thanks to **Marilyn Biggica's \$1 million gift**. Marilyn was there at groundbreaking four years ago and on March 13 for us to say thanks, as she couldn't be at the January dedication as she was a patient at the hospital she loves. She truly helped Sharp go [Above and Beyond](#).

Share these links with donors and friends:
[COVID-19: A Message the Foundations of Sharp HealthCare](#)
[Report on Giving 2020](#)
[Foundation Stories](#)

Please contact me bill.littlejohn@sharp.com or cell 858-699-7214 if you have questions or need additional information or links to other resources.



Of course we need some levity to end the email. Here are the **Littlejohn kids, Will a UVA student and Lauren from Santa Fe Christian in their online/homeschool program**. The dining room is now a classroom, lab and study hall. And they are keeping their distance!

Be well, stay safe and thank you for all you do for Sharp HealthCare!

Bill Littlejohn

From: Bill Littlejohn
Sent: Wednesday, March 25, 2020 18:15
To: Bill Littlejohn
Subject: Rest Assured

Dear SALUTATION,



SHARP HealthCare
Foundation

Rest assured that no matter the magnitude of the health care crisis, you have a dedicated team of medical professionals at Sharp who are here for you.

Please consider supporting our foundation with a thoughtful and generous financial contribution. Many community members are choosing to donate in honor of their physicians in time for National Doctors' Day, which is March 30. Honored doctors will receive our 2020 Doctors' Day appreciation pin and

note of appreciation, as well as recognition in our 2020 Doctors' Day Tribute Book.

For information about the services provided to the community to protect from the Coronavirus, visit www.sharp.com/services/coronavirus.cmf.

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If you have recently donated to support our foundation, please accept our sincere appreciation and disregard this request.

Let us know if you do not want to receive future communications about fundraising efforts from Sharp HealthCare Foundation. State your request with your full name and address by calling 858-499-4800 or emailing foundation@sharp.com.

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Requirements for MG Team working from home:

1. MG Team Huddle Conference Call (Monday @ 9am)-Mandatory for now
2. MG Team Monthly Meetings via Zoom
3. Forward Calls & Check Voicemail (During Business Hours)
4. Be available during regular business hours via cell phone and email
5. E-Mail yourself any documents you may need. Call Beth if you require additional documents from your F or the common drive so she can email them to you from the office if needed.

Work Priorities

1. Work on cleaning-up your portfolios, prioritizing your prospects/opportunities, scheduling future calls, and developing strategies for each opportunity.
2. Continue thank you calls. Log all actions in RE. Reports will be pulled on a weekly basis to track activity.
3. Take the opportunity to engage your donors and steward them. We have a unique opportunity to provide valuable information (see attached) as a health care provider. Log all actions in RE.
4. Review all the RENXT trainings.

ACTION PLAN

PROJECT NAME	PROJECT MANAGER

ACTION	RESPONSIBLE	PRIORITY	STATUS	START	END	NOTES
Goal #1:						
Goal #2:						
Goal #3:						
Goal #4:						

Fundraising During the Corona Outbreak: Answers to 5 Pressing Questions

By Rachel Cyrulnik, Chani Adams, Lauren Cotton, and Sharon Weiss Greenberg
GETTY IMAGES

It started theoretically: Nonprofit leaders wondered whether and how Covid-19 would impact their work. But quickly the reality set in as organizations started canceling events planned for months, and fundraisers panicked as the stock market hits record lows.

Amid all the bad news, there is one bright spot: Nonprofits that have been strengthening relationships with donors, communicating clearly and openly, and making the most of technology have been preparing for a crisis like this for a while.

Prioritizing these practices — even if you start now — and staying on top of your donors' preferences will help you respond to destabilizing events, whether an epidemic, election, or natural disaster.

To help you provide donors with consistency and a common purpose during this crisis, here are answers to some key questions nonprofits are asking.

Is it tone-deaf to ask for money now or in the coming weeks?

Most of your donors are being negatively affected — albeit to varying extents — by the crisis. Your organization is probably better off waiting for them to regain clarity and stability before asking for gift commitments.

With the exception of emergency campaigns related to the crisis, we recommend deferring major solicitations at present. During the next few weeks, check in on donors to see how they and their families are holding up and share stories about the impact your organization is having during this crisis.

If a solicitation is in progress, ask donors how they want to proceed. If you had a solicitation planned, postpone it for four to eight weeks and then re-evaluate. When the time is right to ask, whether it is during the peak of the crisis or during recovery, here's how to handle the conversation:

- Begin by acknowledging the difficult situation that the coronavirus presents for all, especially those with significant investments in the financial markets.
- Put your relationship first. Emphasize the long-term nature of your ties, and if a donor can't commit to a gift, offer other ways to support the organization. Be prepared with specific examples such as participating in cultivation calls. Be there for them, and they will be there for you.
- If appropriate, make your case for support, emphasize your long-term vision, and explain why your work needs support now. For instance, if you work with a vulnerable population that needs immediate help — such as the homeless or people with developmental disabilities — explain how your organization is helping.
- Be flexible. Consider offering donors the option to defer a pledge payment or extend a payment schedule due to the economic uncertainty.

What should I do about my upcoming gala or fundraising event?

Think about how to go virtual; it could enable you to share content with a bigger audience. One organization that holds its yearly conference this month announced its first-annual "Virtual Mega Event" and touted the ability to participate from the comfort of home. The group took a gamble and announced a virtual-only conference before it had figured out all of the details. But it divided and conquered: Some staff members worked with advertisers to adapt their sponsorships and others hammered out the programming. It took just one week to convert the event.

If you planned to hold a silent auction or appeal during an in-person event, move it online using a platform such as BiddingForGood. While set-up is somewhat time-consuming, an online auction has several advantages. First, the website (and others like it) has its own pool of consumers searching for goods and services for which they can get a tax-deduction for the amount contributed that is above fair-market value. Attracting these new supporters can be a big benefit to organizations that are struggling to find new donors. Some other advantages: Virtual auctions reduce other work such as preparing signs and delivering items to a venue. Assisting with creation of a virtual auction can be a great way to engage volunteers, too.

If you do cancel an event, don't automatically offer a refund. One synagogue handled cancellation of its communitywide holiday dinner after incurring all of the expenses. Its leaders were candid about the cost and offered three options to congregants who'd signed up: a full refund, a 50 percent refund, or a 100 percent donation. More than 80 percent of the congregation opted to donate the ticket cost.

How can I cultivate relationships when people won't meet?

Zoom is your new best friend, or FaceTime, Skype, or WhatsApp video. Donors may view videoconferencing as more formal than a casual meet-up for coffee, so be sure to set a relaxed tone by opening your session by sharing an anecdote or by asking a few questions to break the ice. If you are not familiar with videoconferencing and feel uncomfortable, test the platform with friends or family to calm your nerves.

Continue to provide personal treatment. Consider software such as Zoom, Cisco Webex, Google Classrooms or Hangouts on Air, or Facebook Live to host virtual events and hold town-hall meetings to give key supporters updates on your work. A number of these platforms are offering premium services for free during the crisis. If your donors hesitate to use such programs, consider setting up a hotline or online chat to answer donors' questions about using videoconferencing software.

Communicate with supporters via social media. Your donors will likely be spending more time online seeking updated news. Think creatively about how to get their attention through a mix of impact stories, polls and surveys, status updates, and entertainment.

Focus on social-media platforms or communication channels on which your nonprofit has the highest engagement. Use videos, infographics, and images online to continue demonstrating impact. Make sure your offerings look great and are functional on desktop and mobile. Repurpose and be resourceful. For communications content, not every story about impact needs to be new. Think about what your donors need from you. Reassurance? Comfort? Distraction? Use content you already have and even intersperse posts from other organizations that align with your mission.

How do I convey an ability to persevere through trying times?

Reassure donors that you still have exciting plans for the future, that your cause is operating from a place of optimism, despite the current uncertainty. While acknowledging that this crisis is unprecedented, share fiscal contingency plans to give donors confidence that you can weather a financial decline.

If your organization has a track record of persisting in the face of adversity, highlight it. A contingency plan may include tapping an endowment or reserves, partnering with other organizations to streamline services, or temporarily freezing non-essential programs. It is critical to be transparent with your donors.

Leaders should identify opportunities to address budget gaps if giving falls below anticipated levels. These contingency measures should be summarized in a short statement to be shared with donors both individually and through organizational communications. The statement should address how or whether the organization will:

- Make up for any lost revenue or interest.
- Pay back any loans secured or reinstate programs and services. It may ask for more from donors post-crisis.
- Cut the budget if need be.
- Assure donors you are making strategic choices to deliver your core programs and services.

How can I keep my donors engaged?

If you have volunteer work that can be done remotely, such as editing, artwork, or social-media promotion, seize the opportunity. Perhaps you could build a social-media committee to help boost your content and broaden your online constituency. This could be a good opportunity to engage younger constituents and introduce fresh perspectives and creativity to your work. If you do tap supporters for this, be sure to properly thank and recognize their contributions.

While we all prefer predictability, there are times in our lives — personal, communal, and now global, when chaos encroaches. Humankind is resilient. Nonprofits exist to offer hope, help people cope, and make the world better. Let's use this challenging time to do just that.

Rachel Cyrulnik, Chani Adams, Lauren Cotton, and Sharon Weiss Greenberg are part of the team at [RAISE Nonprofit](#) Advisors, a fundraising consulting firm.