Succesful Healthcare Philantrophy with Capital Campaign

This session will show how a healthcare organization is able to raise a significant amount of money for a particular project. After examining all fundraising routes, it comes out that a capital campaign is the right way to go.

What is it that drives consistent, high performance?

When Professor Buntrock began exploring these questions at Grenzebach Glier and Associates, a best-in-class philanthropy-management consulting company from Chicago, Illinois, USA several years ago, he quickly realized that neither institutional size nor fundraising goals were relevant markers in identifying „sustained performance“ institutions.

And while maturity of the fundraising programs played a part in these success stories, not all mature fundraising programs maintained the same consistency of success. The session focuses on these topics.

Before a hospital dive straight into fundraising, there should be a number of necessary steps that a hospital have to take to properly start a succesful capital campaign. The session keeps an eye on the question how to start and especially prospect necessary markets: individuals, trusts, and foundations, corporations and other grand funders. The session shows in detail how important it is that the campaign objectives are linked to the institution’s long-range strategic plan.

The session will also describe the procedure Mr. Rump uses to generate one of the most interesting qualitative studies in relation to capital campaign in the hospital market in Germany.

The session based on more than 15 years of fundraising experience and research at FOM University. FOM is the largest private University in Germany with more than 50.000 students.

Resume



Name:	Axel Rump (*25.10.1974)
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Education

1996 – 1999	vocational training as a state-certified male nurse graduation: state certified nurse
1999 – 2003	trilingual course of studies (german, dutch, english) in business economics at Fontys Hogeschool in Venlo, Netherlands graduation: Bachelor of Business Administration
2004 – 2005	vocational training as a certified financial consultant at the Corporate University Heidelberg, Germany graduation: Financial Consultant
2005 - 2006	vocational training as an insurance salesman graduation: state certified insurance salesman
2012 - 2014	bilingual course of studies (german, english) as a Master of Business Administration (MBA) at the Hochschule für Organisation und Management (FOM) in Essen graduation: Master of Business Administration
09/2015 - 08/2017	bilingual course of studies (german, english) as a Master of Arts (M.A. Health Care Management) at the „SRH Fernhochschule Riedlingen“ graduation: Master of Arts (Health Care Management)
02/2017 – 09/2017	Training for a state certified auditor of quality graduation: state certified quality auditor
since 09/2019	doctoral study at UCAM (Universidad Católica San Antonio de Murcia), Spain

Employment

2004	management consultant at RWE Systems Consulting with the focus on strategical management and marketing management
2005	self-employed management consultant at MLP AG in Heidelberg, Germany
2006 – 2008	construction and responibility of training- and servive centers of Allianz Private Krankenversicherungs- AG (private medical insurance) in Düsseldorf and Nettetal with a total of 60 employees
2006 – 03/2011	owner and managing director of the management consultancy BCT-RUMP with the main focus on start-ups in the healthcare market
04/2011 - 03/2015	leading male nurse at the LVR Klinik Viersen-Süchteln in the area of a forensic high security area
since 03/2009	self employed lecturer for different bachelor- and master studies in the health care area at the FOM (university of applied sciences)
since 01/2015	different national lectures in the area of the german health care market and human resources market
02/2015 – 04/2017	self-employed lecturer at „APM“ (academy for nursing and management) in Cologne, Germany.
since 01/2016	member of the „*CKM Cirkel*“ (circle for hospital-management)

since 03/2017	managing consultant and founding member of the „Institut für Neuausrichtung und Organisation im Gesundheitswesen“ (INOG, private limited company) in Cologne, Germany
since 02/2018	modul manager throughout Germany at the FOM (university of applied sciences)
since 05/2018	management consultant and founding manager of the CIARU UG (private limited company) in Mönchengladbach, Germany
since 07/2018	self-employed quality auditor in the area of hospitals and surgeries in Germany

Axel Rump

Viersen (Germany), 19.01.2020

Professor Dr. Matthias Buntrock

Matthias Buntrock studied Protestant Theology, Sociology and Education at the Westphalian Wilhelm University of Münster as well as Social-Work at the University of Applied Science of Münster and the University of Haifa, Israel. He finished his supplementary studies of Business Management in 2005 as a business school graduate. In 2012 he finished his PhD in Medicine at the University of Duisburg-Essen. Furthermore he is continuing his education in various seminars in the field of Social Management and in specialized national and international training, e. g., at the Indiana School of Fundraising, the CASE Spring Institutes, and through participation and/or giving a speech in various national and international conferences.

Mr. Buntrock started his career in 1995 as a social worker at the Protestant Perthes-Werk e.V.. In May 2000, he started his job at the Protestant Johanneswerk in Bielefeld. There, Matthias Buntrock managed the Fundraising Department and in the year 2001 became Manager of the new foundation “mit Leidenschaft “. In October 2004, Matthias Buntrock became manager of the staff unit Fundraising and Alumni at the Georg-August-University and University Hospital in Göttingen. In October, 2005 he started working as fundraiser at the University Hospital Essen and the Medical Faculty of the University, Duisburg-Essen. In 2006 he was also appointed Managing Director of the University Medical Foundation in Essen. In February 2009 he was appointed Director of Marketing, Communications and Fundraising of the University Hospital Essen. In 2011 he started working for Bethmann Privat Bank a German branch of the Dutch ABN AMRO as Head of Philanthropy and Fundraising. Since 2007 he is giving lessons in various topics in the field of social work, esp. socialmanagement and socialmarketing at Universities of Applied Science in Germany and Switzerland. Since 2016 he is Professor of Healthcare and Social Management at the University of Applied science FOM in Dortmund, Germany. He is author of several scientific papers and books, exemplary: Buntrock, M. (2016): Fundraising für Krankenhäuser und Kliniken. In: Handbuch Fundraising, Springer Gabler Verlag; Buntrock, M. (2016): Social Impact Investing. In: Fundraising (5. Aufl.), Springer Gabler Verlag.

In addition, he has been working as a part-time advisor for the American fundraising consulting company Grenzebach Glier in Chicago as vice president from 2005 until 2009. He continues to consult healthcare companies esp. hospitals, for example in 2018 the West Moreton Hospital and Health Services in Queensland, Australia. Matthias Buntrock served as Chairman of the German Fundraising Association from 2008 until 2014.

He is 52 years of age and lives with his wife and two sons in Soest, Germany.

