

The Children's Hospital Foundation of Denver Creates Miracles Using Blackbaud Sphere™



Founded in 1908, The Children's Hospital is a private, nonprofit, pediatric healthcare network located in Denver, and 100 percent dedicated to caring for kids. It has been ranked one of the best children's hospitals in America by *U.S. News & World Report* for more than a decade. With 1,130 pediatric specialists and more than 2,300 full-time employees, Children's is home to a number of nationally and internationally recognized medical programs.

CHALLENGE	SOLUTION	RESULTS
<ul style="list-style-type: none"> ○ The Children's Hospital Foundation launched a comprehensive fundraising campaign and needed to energize its online fundraising. ○ The organization's signature event fundraiser, the Courage Classic bicycle tour, and a website update were essential elements to the fundraising campaign. 	<ul style="list-style-type: none"> ○ The Foundation used Sphere® Events Advanced™ for event registration, donation collection, and volunteer management. ○ Courage Classic riders were able to create customized websites and send email fundraising appeals to their friends and family regardless of geographic location. ○ The solution also enabled riders to create team pages and both manage and monitor team volunteers and fundraising. 	<ul style="list-style-type: none"> ○ The organization raised \$1.2 million online in 2007. ○ In 2007, 93 percent of registrations came in online. ○ The Children's Hospital Foundation nearly doubled its online donations from the previous year in 2006. ○ The organization was able to offer custom-designed widgets like fundraising thermometers that riders and team leaders could put on their personal pages to track donations and show fundraising progress.

"Blackbaud provides a robust set of tools to facilitate volunteer fundraising. We now have the capability to handle a variety of online forms that make registration seamless. Sphere's CMS system allows staff without extensive web design experience to easily and frequently update the site."

— Frank Dean
Director of Development Systems,
The Children's Hospital Foundation of Denver



Bikers participate in the annual Courage Classic.