

# Will the Children's Hospital campaign hurt other efforts?

## Big money

Children's Hospital's "Change Their Tomorrow" campaign isn't just any fundraiser. Its goal is to raise \$250 million.

"That's huge," says Kermit Whitfield. He should know. He's the spokesman for United Way of Central Ohio. "Our campaign is

\$53 million, and that usually puts us at the top of the pile," he says. (The United Way campaign is limited to a single year and the drive by Children's is for five years.)

A \$50 million contribution by Nationwide to Children's last summer was billed as the largest corporate donation in the city's history. High-profile ads have



featured other big-name donors, such as Limited Brands CEO Les Wexner and his wife, Abigail, and *Dispatch* publisher John F. Wolfe and his wife, Ann. The money is earmarked for three uses: hospital care for families who can't afford to pay; recruitment of physicians and scientists, and major capital improvements.

But Whitfield and others say they're not concerned that the enormous funding push by Children's—perhaps the most popular nonprofit institution in the region—will hurt other charitable giving. "A lot of our donors feel they have longstanding commitments to us because of the programs we support," Whitfield says. "We are having some very good successes this year."

Fred Sanfilippo, CEO of OSU Medical Center, says he thinks the Children's campaign actually could help other nonprofits because it increases expectations for donors. "I view it not as a zero-sum game," Sanfilippo says. "The Nationwide gift raises the bar."

As for the impact on arts groups, Columbus organizations indicate donors aren't choosing sick babies over, say, musical theater. Elizabeth Trupp, spokeswoman for CAPA, says, "We actually don't feel like it's going to be any effect on us. We don't anticipate any crossover among donors."

—Alice Hohl