

# BALANCING STAKEHOLDER EXPECTATIONS

The image features three arrows with white shafts and colorful fletching (green, blue, and purple) pointing towards a target on the right. The target is a circular bullseye with concentric rings. The background is a gradient of light blue and teal.

St. Baldrick's Foundation  
Becky Chapman Weaver

The St. Baldrick's Foundation is a volunteer and donor powered charity committed to supporting the most promising research to find cures for childhood cancers and give survivors long and healthy lives.

# THE BASICS

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We raise money, primarily through P2P fundraising



We're gaining traction with major gifts and charity partners



We make grants, based on scientific review

# Stakeholder Engagement with Grants

- Naming or supporting grants
  - Charity partners, Hero Funds*
- Funding a Request for Applications (RFA)
  - Major donors, volunteer fundraisers*



# *Naming and Supporting Grants*

- How it works: terms & conditions
- Issues & how we've addressed them



# STRUGGLE

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- Going beyond recognition & stewardship
- Funding research made possible only by a donor



Overview:  
Experience  
with Funding  
RFAs

Mystery Donor: false start

Fundraising Commitment:  
unexpected outcome

Major Gift: family  
involvement

# Mystery Donor

- The story
- The lessons learned

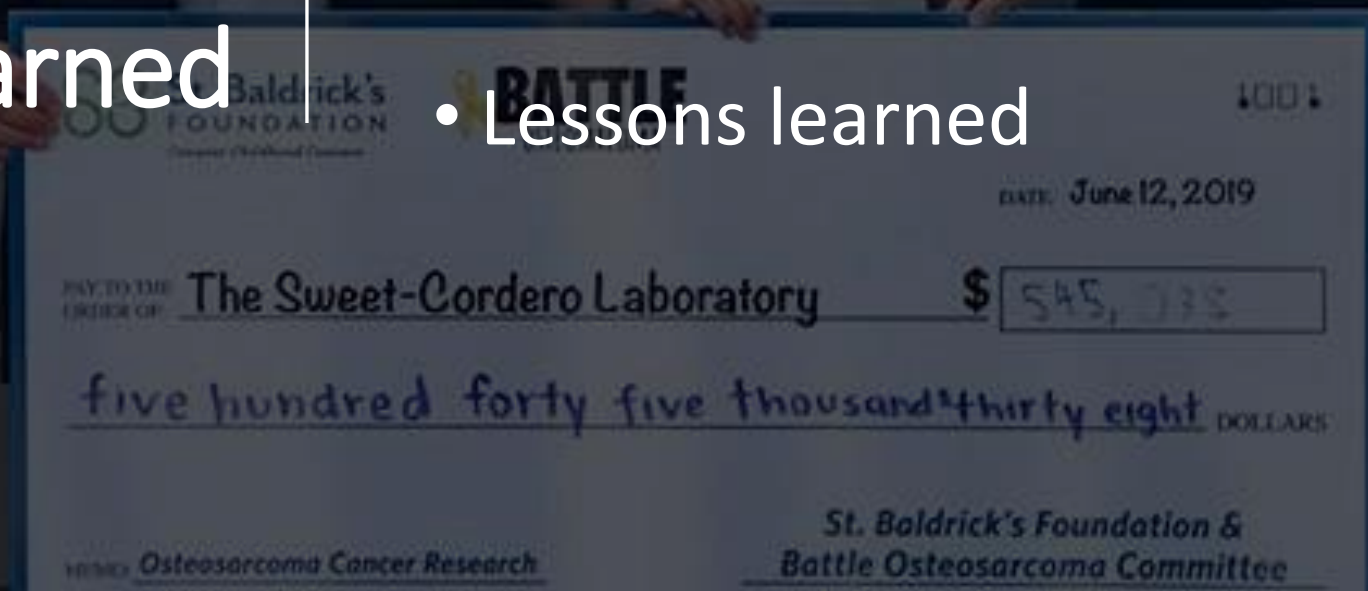
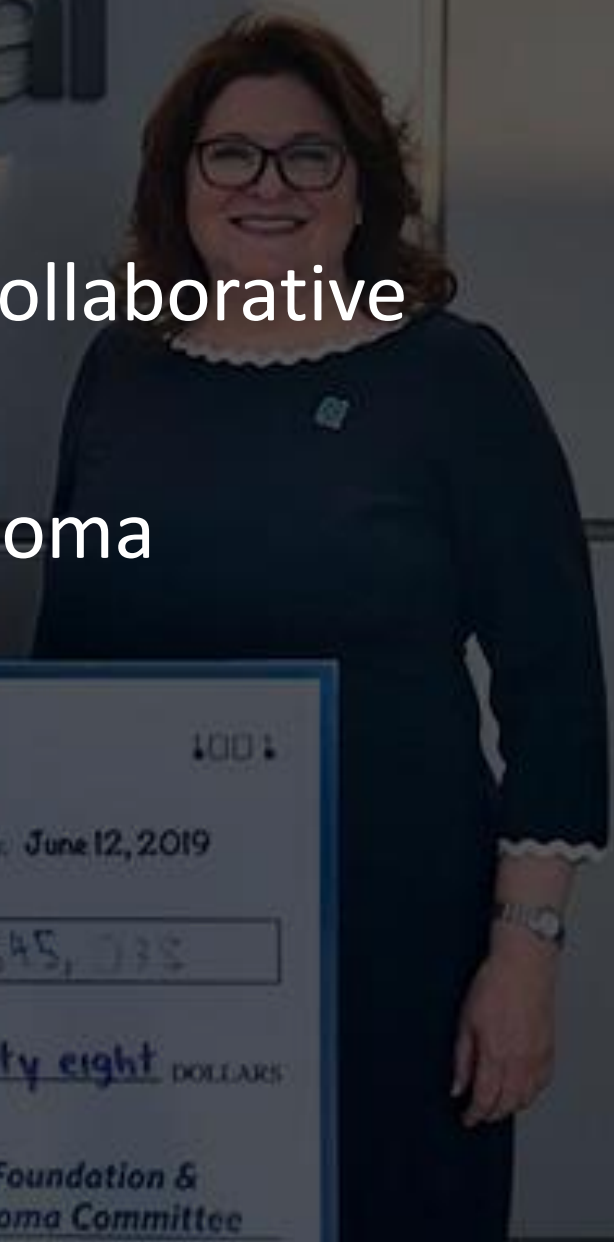
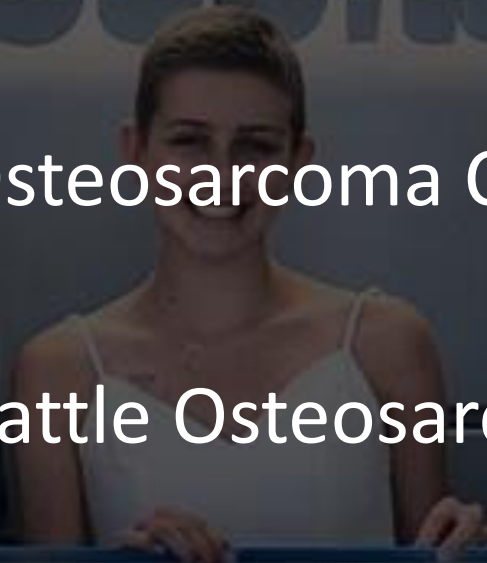
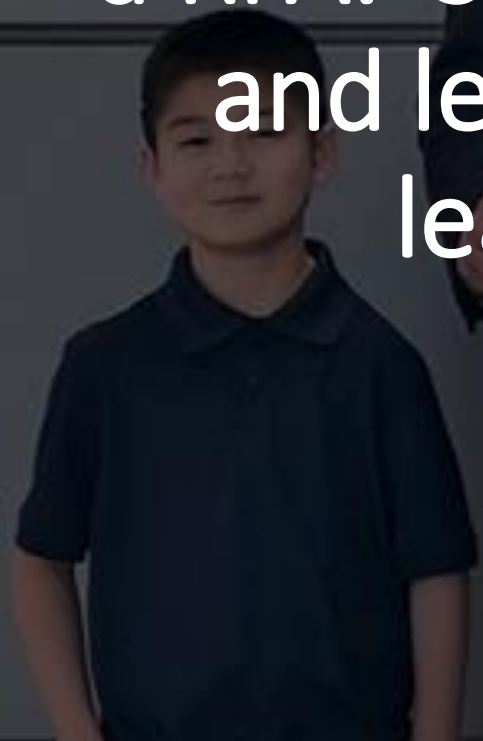




# Children's Hospital

## Osteosarcoma a RFA: Stories and lessons learned

- Osteosarcoma Collaborative
- Battle Osteosarcoma
- Lessons learned





## A Major Gift RFA *At Last*

- Family connections
- Lessons learned

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# CONSIDERATIONS & CAUTIONS

- Real costs
- Family or donor expectations
- Research expectations
- Expect the unexpected

