

AHP Mid-Atlantic Region Post-Conference Newsletter



CONGRATULATIONS AND SAVE THE DATE

Congratulations to **Bob Hutson** and our fabulous AHP Mid-Atlantic conference committee on a wonderful, educational and fun 2009 conference! Our 2010 conference will be held in partnership with the AHP Midwest region and the Ohio Association for Healthcare Philanthropy (OAHP). Conference co-chairs are **Theresa Law, JD, CFRE**, executive director, York Health Foundation, for the AHP Mid-Atlantic region, **Geri Douglas Marshall**, director of development, Akron General Foundation, for the AHP Midwest, and **Kathleen Scarbrough, CFRE**, executive director, Upper Valley Medical Center Foundation, for the OAHP. The joint conference will be held on May 23-25, 2010 in Cleveland, Ohio - please save the date! Anyone interested in volunteering to help with the conference is encouraged to contact Theresa Law by [e-mail](#) or call 717-812-2075. More details to follow as plans evolve!

A note from the conference chair

by Bob Hutson, CFRE, president & CEO, Providence Health Foundation

What a pleasure it was to be in Richmond, Va. with over 159 enthusiastic colleagues! In this most challenging budget year, it was both remarkable and encouraging that so many AHP members, speakers, sponsors and exhibitors came together to share, learn and network.

Our theme this year was “Inspiring Philanthropy, Transforming Health Care,” and I know that everyone felt encouraged by the conference’s excellent educational sessions and by our engaging exhibitors. My heartfelt thanks goes out to every member of the conference committee for making this conference such a success through your contributions of time, talent and treasure.

My very special thanks goes to **Jill Kyle, CFRE** (Abington Memorial Hospital), this year’s education chair, and to her wonderful track deans. We also owe a special debt of gratitude to our perennial and unstoppable sponsorship committee: **Vince Connelly**

(Connelly & Assoc. Fundraising, LLC), **Bridget Murphy, CFRE** (Graham-Pelton Consulting, Inc.) and **Kathleen E. Pavelka, CFRE** (Telecomp, Inc.).

From the speakers, to the round tables, to the plenary sessions, it was a great 2½ days. Now it's on to Cleveland!

View the [conference photo album!](#)

Jill Kyle, CFRE awarded 2009 Mid-Atlantic Award of Excellence

Sponsored by Graham-Pelton Consulting

“Tenacity.”

This was the word most often cited by individuals from Abington Memorial Hospital to describe this year's winner of the AHP Mid-Atlantic Region Award of Excellence, Jill Kyle, CFRE, vice president of fund development.



Jill received her award in front of AHP Mid-Atlantic Regional Conference attendees at the Monday luncheon after introductory remarks by Bridget Murphy, CFRE, senior vice president and managing director at Graham-Pelton Consulting. Ms. Murphy established the AHP Mid-Atlantic Region Award of Excellence last year to recognize a development professional in the AHP Mid-Atlantic region who provides exemplary service and extraordinary leadership in the field of health care development.

Jill's motto is “It's all about relationships.” It was Jill's professional embodiment of this principle that spurred Monica Simon, RN, a grants officer from Abington, to nominate Jill for the award. Monica produced a video along with several other staff members featuring leadership from Abington who praised Jill for her dedication and commitment to the profession.

Thank you to all 2009 AHP Mid-Atlantic Conference sponsors

The 2009 AHP Mid-Atlantic Regional Conference was held at The Omni Richmond in Richmond, Va. May 31 - June 2, 2009.

We wish to thank all of our generous AHP Mid-Atlantic Conference sponsors for their outstanding leadership support, with special thanks to CCS for their signature sponsorship.

2009 AHP Mid-Atlantic Conference sponsors:

Signature Sponsor: **CCS**

Annual Giving/Special Events Track Sponsor: **Telecomp, Inc.**

Philanthropy Award Sponsor: **Graham-Pelton Consulting, Inc.**

Major Gifts/Donor Relations Track Sponsor: **Inova Health System Foundation**

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Regional Breakfast Sponsor: **Connelly & Assoc. Fundraising, LLC**

Reflections on the AHP Mid-Atlantic Regional Conference

Bridget Murphy, CFRE, senior vice president and managing director, Graham-Pelton Consulting

A few statistics:

Number of conference attendees = 159

Number of newcomers = 26

Number of primer students = 12

Number of educational sessions = 24

Number of roundtables = 8

Number of coffee breaks = 3

Number of luncheon speakers = 2
Number of receptions = 2
Number of sponsors = 14

Number of relationships established and re-affirmed and number of new ideas cultivated = **countless!**

There is no way to quantify the last statistic for the recent AHP Mid-Atlantic Regional Conference “Inspiring Philanthropy, Transforming Health Care” held in Richmond, Va. For those who were able to attend, especially in these challenging times, it was an opportunity to reconnect with old friends, meet new people, hear the latest trends and come away with fresh ideas and energy to raise funds and elevate the profession of health care fundraising.

Robert Lindgren, president of Randolph-Macon College and a former chief development officer at Johns Hopkins Institutions, shared his “words of wisdom” for development professionals as the Monday luncheon keynote speaker. They were excellent and worth repeating for those unable to be in Richmond:

1. Recognize the importance of example – for people inside and outside your organization to see people giving. Celebrate and get the message out.
2. Relationships are not a zero sum game. Don’t let key relationships with donors and volunteers fall into the hands of one person – involve others.
3. There are no shortcuts in hiring. Have a process, conduct interviews, check references. And check other references.
4. Be nimble. Promote change.
5. Don’t be afraid to fix the annual fund. It’s not just about the dollars. It has messages and keeps people thinking about your organization.
6. After “the ask” is more important than before “the ask”. Have a follow-up plan and put as much, if not more, effort into it.
7. Do first that which only you can do. To be successful, be tenacious in your role, because what you do makes a difference.

AHP Mid-Atlantic Annual Fund nears goal

The 2009 AHP Foundation Mid-Atlantic Annual Fund campaign is at 80% of donor goal with 184 donors against a goal of 229 and 55% of the pledge goal with \$17,896 against a goal of \$32,700. “We are now at the half way point and can really use your help and support,” says **Ellen Finnerty Myers**, co-chair of the annual fund. “We know it is a tough year economically, but it is imperative AHP remain strong, and we can only do that with your support.”

This year's AHP Annual Fund supports: materials and research through the AHP Resource Center; scholarships to those who are new to the profession and would not

otherwise have a chance to experience an AHP conference:the overall mission of AHP to advance health care through philanthropic innovation, education and advocacy.

If you haven't done so already, please [make a gift or pledge online](#) or send your checks payable to The AHP Foundation to 313 Park Avenue, Suite 400, Falls Church, VA 22046.

Many thanks to all who have given your support to date!