

## *AHP Mid-Atlantic Regional News*

### *March 2009*



#### Regional Director's Update

[Julie E. Cox, CFRE](#)  
*AHP Mid-Atlantic Regional Director*

What a terrific year it has been as the AHP Mid-Atlantic regional director. I am so honored to represent our region at AHP International board meetings and to work with such a tremendous group of volunteers. Our regional cabinet is top notch and we have a few new members this year. Please take a moment to review [the cabinet list](#) on AHP's Web site. Please feel free to call me or any of your cabinet members to get involved or pass along your ideas as to how AHP can better meet your professional needs.

#### **Inspiration during tough times**

This is a time when the need for inspiration, encouragement, guidance and mentoring are critical. Every day I am thinking of how we as development professionals can turn challenges into opportunities and continue to provide institutional leadership and staff with just the right words at meetings that frequently open with a discussion about the economy.

Now is the time you and your staff should be attending the AHP Mid-Atlantic Regional Conference. I have picked up some very creative ideas when talking with colleagues that have helped us stay in front of our donors. Be sure to read Jay Angeletti's article below, entitled "2009 Won't be Business as Usual". And, most of all, [register](#) all of your staff this year for the conference in Richmond by May 1st and save \$75 per person!

#### **American Recovery and Reinvestment Act of 2009**

If you are like me, I am coming to work every day thinking about how my team can be prepared for the \$787 billion in funding opportunities through the Recovery Act. I just met with a professional who specializes in government funding who said this opportunity coming down the pike for health care is like nothing we have ever seen and will ever see in our lifetime.

A total of \$1.5 billion is coming to Maryland of which 40 percent is directed to health care. The request for proposals will have very quick turn-around times so be sure you and your team are looking at various websites regularly. Visit the [Maryland site](#) if your organization is in Maryland, or the [Federal site](#) if you are located elsewhere. The information on these sites is being updated several times a day.

In addition to the government relations update Michael Stein with Bassett Healthcare provides in this newsletter, I encourage you to go to the [AHP Government Relations Web site](#) often for excellent updates changing regularly.

#### **Alternative futures for health care philanthropy**

During AHP's Board meeting in February, The Forbes Group presented some preliminary information on:

1. Changes in health care delivery.
2. The impact of these changes on health care philanthropy, and
3. The influence on AHP and its mix and delivery of programs and services for the future.

This material is of tremendous value to AHP members. More information will be presented at the [AHP International Conference](#), September 24-27, 2009 in San Francisco, California.

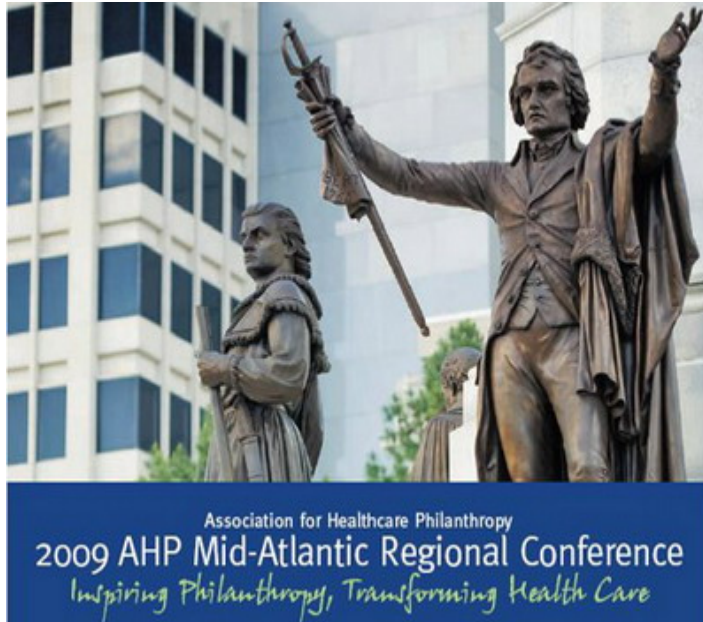
Thank you for all you do to advance our profession and philanthropy on a daily basis.

Julie E. Cox, CFRE  
AHP Mid-Atlantic regional director

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## ***The AHP Mid-Atlantic Regional Conference is Coming Soon!***

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The annual [AHP Mid-Atlantic Regional Conference](#) is right around the corner! Registration is available for the May 31-June 2 conference, and those who register by May 1 will receive a discounted rate.

This year's conference will be held at the Omni Richmond Hotel in Richmond, Virginia and tracks will include:

1. Grants / Planned Giving
2. Annual Giving / Special Events
3. Major Gifts / Donor Relations
4. Executive Leadership / Administration

As always, the AHP Primer is also offered in conjunction with the conference. [Register online](#) at the AHP Web site. Please plan to join us for this great opportunity to learn and network!

We also wish to thank all of our generous Sponsors for their outstanding leadership support – you help to make this conference possible!

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Coffee Break Sponsor: **Centra Health Foundation**

Please feel free to contact our AHP Mid-Atlantic Conference Sponsor Co-Chairs, below, for information on

remaining Sponsorship Opportunities.

[Vince Connelly](#), Connelly & Assoc. Fundraising LLC  
(443) 413-6033

[Bridget Murphy](#), Graham-Pelton Consulting  
(732) 616-5893

[Kathy Pavelka](#), CFRE, Telecomp, Inc.  
(585) 272-1160

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## 2009 Won't be Business as Usual

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*By Jay Angeletti, president, The Angeletti Group, LLC*

So I was diligent this past year; I really was. It was just after Labor Day, and already I was mapping out 2009 strategy, business plans, work plans, goals ... yes, I remember having it all in a neat package. Even involved my colleagues this year. Our team blueprint for 2009 was a work of art. And then, one by one, it started to happen. Each news report shouted economic doom – not as the first story, but as the first three stories! It was pervasive.

There is no shortage of those who will comment on what an economic downturn will mean to their industries. But our profession, which many say is dependent on “disposable income,” is uniquely positioned to be a voice of understanding, calm and resilience. Over the past six months we all have heard of organizations canceling galas, suspending campaigns and reducing staff. And all had very good reasons to do so. At each turn, however, we need to ask these organizations to replace those losses with additional interaction with their prospects. For example, when an organization decides not to hold an annual gala, is there an opportunity to write or visit personally with key members of the development committee to explain? Or, when an organization suspends active campaigning for new programs and planned facilities, is there an opportunity to develop a plan to fortify core clinical programs?

The point is we all have a mandate to think strategically; the need persists – now more than ever – to serve those in need. And “business as usual” won’t do. It’s not only ineffective, it’s also tone-deaf in today’s climate. Our collective success depends on our ability to be creative and keep the conversation going. My former colleague John Haley always says, “If we stop, the conversation stops.” So, as I did last year in this newsletter, let me share my New Year’s resolutions with you:

1. Find something (anything positive) to talk with prospects about. An update on a program, a renovated facility, a person who has been helped – it’s all good stewardship.
2. Learn more about how planned giving can benefit your constituents. Consider it in every conversation with prospective donors.
3. Make sure people understand that philanthropy has weathered challenging economic times before – and there always seem to be people who pick up the slack.
4. Emphasize that people usually continue to support organizations that mean the most to them. They may not be able to continue at the same level, but people rarely turn away from supporting organizations they love.
5. Don’t allow anyone to say something failed because of the economy without challenging them to take proactive steps with their prospects.
6. And, don’t forget, keep the conversation going.

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## ***Member News***

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*Pictured from L to R: Richard P. Bragga, FAHP, J.D.; Rick's wife, Debbie and his daughter Kelsey; and George Maynard, FAHP, the 2007 Si Seymour award winner.*

### **AHP Mid-Atlantic member wins AHP Si Seymour Award**

We are very proud to announce that the AHP Mid-Atlantic's own **Rick Bragga, JD, FAHP** has won the prestigious 2008 Si Seymour Award. Rick's extensive career spans 35 years of communications and fundraising experience, including 25 years in health care fundraising and eight years in nationwide consulting. In addition to his fundraising credentials, Rick is a very involved and dedicated member of AHP. He has presented at many AHP conferences and served on numerous committees, including the AHP Board of Directors as the Regional Director for the AHP Mid-Atlantic region. Rick has also served as regional chapter president for the Public Relations Society of America and the International Association of Business Communicators, as well as on the board of CFRE International. You can [read more](#) about Rick, and [read his acceptance speech](#) at the AHP Web site.

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## ***Government Relations Updates***

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### Presidential FY2010 budget proposes capping itemized deductions for wealthy

In February, President Obama released the fiscal year 2010 budget outline, which includes a proposal to limit the tax rate at which families earning more than \$250,000 can claim tax deductions for charitable gifts to 28 percent. This provision would raise \$318 billion over 10 years to help fund, among other programs, health care initiatives; however, the tax change would pose more challenges for nonprofit hospitals and health care organizations already facing an extremely difficult fundraising climate. More information regarding this critical issue is forthcoming.

#### ■[Read AHP's Position Statement](#)

### Tax-exempt hospital study released

On Thursday, February 12, The IRS released the final report of a study requested by Senator Charles Grassley on nonprofit hospital community benefit and executive compensation. The study is based on a 2006 survey of more than 500 nonprofit hospitals.

#### *Community Benefit*

The report found that the surveyed hospitals were on average spending nine percent of total revenues on community benefit, with 56 percent of the aggregate community benefit attribute to uncompensated medical care. The report indicates significant variations in community benefit expenditures as a percentage of total revenues within and across various categories of hospitals, and it does not appear that the study collected or reported data on Medicaid or other government payment shortfalls.

#### *Executive Compensation*

The report confirmed widespread use by the examined hospitals of comparability data and independent personnel to review and establish executive compensation amounts, and noted that while executive compensation varies by nonprofit hospital size and location, almost all examined were "within the range of reasonable compensation."

#### ■[Read Executive Summary](#) ■[Read full IRS report](#)

## 2009 Stimulus bill

On Tuesday, February 17, President Barack Obama signed into legislation the American Recovery and Reinvestment Act of 2009 (H.R. 1). Due to the efforts of AHP and its members, the provision that initially appeared in the House version of the bill that limited health care fundraisers' access to patient information was extracted prior to the final vote. Still, the final bill contains language pertinent to health care fundraising. To [read](#) AHP's final analysis of the Bill, please visit the AHP Web site.

Special thanks to those AHP members in New York State who were actively involved in lobbying Senator Charles Schumer's office to overturn the harmful provisions contained within the original House version. The following institutions were active in sending letters and personally contacting members of the Senator's staff:

**Bassett Healthcare**, *Cooperstown, NY*  
**University of Rochester Medical Center**, *Rochester, NY*  
**Metropolitan Jewish Health**, *Brooklyn, NY*  
**Mount Sinai Medical Center**, *New York, NY*  
**Glens Falls Hospital**, *Glens Falls, NY*

Thank you also to **WealthEngine** who went above and beyond in contacting key Congressional staff and apprising them of the issue.

Please forgive in advance any omissions of other organizations who participated in making contacts, and let us know if you did send letters and/or make contacts.

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## ***AHP Mid-Atlantic Award of Excellence***

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**Committed. Hardworking. Passionate. Selfless. Great with People.**

Who does this describe?

These words typically are used to describe health care fundraising professionals... especially those who are successful. We have all come across individuals in our profession who stand out. Their programs are successful. They are happy to share information. They volunteer to help out the association as a volunteer, teacher or author of an article. They mentor their staff and others. They make us aspire to do better.

In an effort to recognize such individuals for their achievement and contributions to the profession and to inspire others to reach for the stars, the AHP Mid-Atlantic Region has established the Award of Excellence, sponsored by Graham-Pelton Consulting. The Award of Excellence will annually recognize an individual who stands out for achieving success professionally within their organization and also for contributing to the betterment of the health care fundraising profession through involvement in professional association work, mentoring, teaching or writing.

Last year, the first Award of Excellence was given to **Tom Paulin, CFRE**, vice president of development, Union Memorial Hospital Foundation in Baltimore, at the AHP Mid-Atlantic Regional Conference in Pittsburgh, Pa.

Please [submit a nomination form](#) by **April 15, 2009**. The winner will be recognized at the upcoming AHP Mid-Atlantic Regional Conference on Monday, June 1, 2009 at the Omi Hotel in Richmond, Va., June 1, 2009 at the Omi Hotel in Richmond, Va.

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## **AHP Mid-Atlantic Membership Update**

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We have **935** members which makes us the second largest AHP region. Thanks to Membership Co-Chairs **Lori Counts** and **Vince Connelly** for their efforts in taking our membership strategy to the next level. Lori and Vince are e-mailing every new and renewed member welcoming them to the organization and informing

them about upcoming events. They are also e-mailing every lapsed member to encourage them to renew their membership. Their personal contact is making a tremendous difference in retention.

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## **AHP Mid-Atlantic Annual Fund Plans for 2009**

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**Ellen Finnerty Myers** and **George Bond**, AHP Mid-Atlantic Annual Fund co-chairs, are pleased to announce our 2009 goals: 229 donors and \$32,700 in dollars. Some of the activities and programs that donations help fund include: the Resource Information Center (RIC) and scholarship for development professionals to attend AHP conferences.

Please help support all that AHP does for its members. IDC will be making calls to many AHP Mid-Atlantic members during April and May. Or if you don't want to wait....You can send a donation in directly to AHP today or [make a gift online](#). For questions, or more information please e-mail [Ellen](#) or [George](#).

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## **Central Maryland Health Care Philanthropy Roundtable Underway!**

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The Central Maryland Health Care Philanthropy Roundtable meets on the first Wednesday of every other month at 8:00 a.m. The upcoming schedule is:

**June 3, 2009**  
**August 5, 2009**  
**October 7, 2009**  
**December 2, 2009**

Meetings are held in McAuley Hall at the Mt. Washington Conference Center, 5801 Sulgrave Avenue, Baltimore. The format is open discussion, with the option to plan a formal program if the members want to do that. You can take part in this exciting opportunity to network with and learn from your peers! Please contact [Beth Miller Ryan](#), associate director of development, University of Maryland Medical System Foundation at 410-328-7721 to join!

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## ***AHP Supports a Great Cause!***

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### **Bowling for a difference**

AHP sponsored a bowling team at the Mildred Mindell Cancer Foundation Bowl-a-thon this February, held after the AHP Board meeting, in memory of Jason Smith, son of former AHP board member, **Doug Smith** and his wife Jan. This is the third annual tournament held in memory of Jason, an avid bowler who passed away of Cancer at the age of 27. Proceeds from the event benefited the greater Baltimore Medical Center Foundation and the GBMC's Cancer Center. If you would like to [make a donation](#), please visit GBMC's Web site.



*Pictured: Left from right, Bill McGinly, PhD, CAE President and chief executive officer, Association for Healthcare Philanthropy, Doug Smith, FAHP, President, Greater Baltimore Medical Center Foundation, Jan Smith, Tom Paulin, CFRE, Executive Director and Vice President for Development, Union Memorial Foundation, and Joel Simon, Director, LifeBridge Health*

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## AHP RIC Update

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### The AHP Resource Information Center's "Most Wanted" Material



We are currently looking for the following sample documents to expand the AHP RIC On-Line Library:

- 1: Planned Giving Job Descriptions (any position)
- 2: General Foundation Brochures
- 3: Organizational Charts

Do you have a good example of one of these "Most Wanted" documents?

If so, please send it via [e-mail attachment](#), or mail a hardcopy or CD to:  
AHP 313 Park Avenue, Suite 400, Falls Church, VA 22046

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*The information presented in the AHP Mid-Atlantic Regional Newsletter is intended to provide general information, and is not a substitute for legal or other professional advice. Third-party organizations or resources are provided to aid member research and are not endorsed by AHP.*

*If you have something you would like to read about, write about, talk about, or think about, please contact Theresa Law, JD, CFRE, AHP Mid-Atlantic RIC/communications chair, at [tlaw@wellspan.org](mailto:tlaw@wellspan.org), or 717-812-2075 and we will be happy to accept your suggestions, contributions and articles.*

*Please note that the deadline for submissions for the next edition of the AHP Southeast Regional Newsletter is **June 1, 2009**.*

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