

## AHP Midwest Regional News March 2009



### Regional Director's Remarks

[Bruce Bartoo](#)  
Regional Director

Budgets are tight, goals are challenged and everywhere we turn donors are reminding us that the economy has impacted their ability to give.

Does this sound familiar to you? Facing an unprecedented economic recession, health care organizations are reeling from investment losses, softening of patient volumes, reduced (or eliminated) net operating income and little to no access to debt financing. At the same time, now more than ever we enjoy the opportunity for philanthropy to provide essential funding for programs, capital equipment and technology, as well as facility renovations, expansions and replacements. In many organizations, the ONLY funding source available to meet these needs in the next few years could be philanthropic support.

While philanthropy has historically provided funding for many "nice to have" programs and equipment needs, health care philanthropy leaders are quickly realizing that the "nice to have" funding opportunities have been quickly replaced with the "must have now" opportunities.

As you contemplate the best strategies to adopt and implement in your own organization, I encourage you to reach out to colleagues through AHP – determine what works in their communities, take advantage of the networking and resources available to AHP members and dedicate a small portion of your limited expense budget to attending AHP-sponsored education programs. For a relatively modest investment, participating in a regional or the AHP International Conference, or the AHP Madison Institute, can provide a very strong return on your investment. Imagine developing a single new program (or identifying opportunities to reinvigorate an existing program,) returning to your hospital campus with the tools and ideas you need to reach wider and deeper into your donor prospect marketplace, and then closing more and/or increasing gifts to support your hospital's most critical needs. Much of the inspiration you seek will be found through your colleagues and faculty members at an AHP session.

Now is the time to be focused, persistent, innovative and understanding. Maintain (or regain!) the optimism you need to recognize that, even in challenging economic times, our hospitals are saving and changing lives every single day. In a competitive philanthropic marketplace, what makes a more compelling case for support than that fact?

Remember, health care philanthropy professionals are facilitating support for some of the most important work that is happening in our communities. Patients and families need us to succeed in our efforts, and donors will thank us for providing them with the opportunity to make a real difference in the lives of those who need care and healing.

Keep up your great work! I look forward to greeting you in Minneapolis on May 17!

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## AHP Midwest Membership Report

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*By Dee Harvill, AHP Midwest Regional Membership Chair*

The year has certainly gotten off to an exciting start. Late last summer, we welcomed **Kelly Kim**, director, membership and business development to the AHP international headquarters office. Kelly has brought many new ideas to those of us serving as membership chairs for our regions and continues to motivate us in

the membership area. We meet via conference calls on a regular basis and share best practices for recruiting and retaining members throughout the United States and Canada.

One new idea, which was launched in January, was the AHP Member-Get-A-Member campaign. I am happy to report that Denise Pope, CFRE, Director, Philanthropic Development, St. John's Hospital in Springfield, Ill., not only recruited her institution to become a member of AHP, but Denise also won the random drawing for a free registration for an upcoming AHP conference and will be attending the AHP International Conference in San Francisco. Congratulations Denise! The Member-Get-A-Member campaign was a huge success and AHP anticipates continuing this campaign indefinitely—more information will be forthcoming. If you know someone who would benefit from AHP membership, consider recruiting them or their institution. As members, we know that the benefits of AHP are numerous.

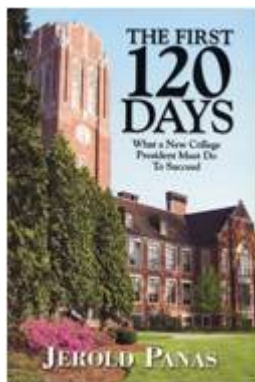
I also wanted to share with you that the AHP Midwest Region continues to boast the largest membership with 1,181 members. Our goal for this year is conservative; we hope to increase membership in our region by 3% over last year, meaning we need 1,226 members by August 31, 2009. We still have a way to go, but I'm confident we will get there!

I hope you continue to find your membership in AHP beneficial. If you have any questions regarding your membership, please contact me at (314) 628-3661 or via e-mail at [dee.harvill@mercy.net](mailto:dee.harvill@mercy.net).

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## Member News

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AHP would like to congratulate AHP Midwest member **Jerold Panas**, executive partner of Jerold Panas Linzy & Partners, on publishing his twelfth book, *The First 120 Days: What a New College President Must Do to Succeed*.

The premise of the book is that in the first 120 days, a new college or university president determines whether his or her tenure will be highly successful—or less than flourishing. Those first four months are a harbinger of the president's promise and fate.

Though directly pertinent to higher education, AHP members who have read this publication have found it inspiring for health care philanthropy as well. A review of this book will appear in the May edition of the *AHP E-Connect*.

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## Recognizing Regional Government Relations Efforts

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As most of you are probably aware, during February, AHP was actively involved in shaping the 2009 stimulus package in order to safeguard the interests of health care fundraisers. The legislation, as initially introduced in the House (H.R. 1), contained language that eliminated health care fundraisers' access to patient demographic information, and thus threatened grateful patient programs. AHP worked diligently to have this language removed in the Senate version of the Bill and the subsequent joint legislation. Consequently, the American Recovery and Reinvestment Act of 2009 signed by President Obama on Tuesday, February 17th, did not contain this language.

AHP's success in having this language excluded from the final version of the Bill is due in large part to the many AHP members that capitalized upon their Congressional connections and voiced their concerns to their respective representatives and senators, including many individuals and institutions in the AHP Midwest region, such as:

**Buena Vista Regional Healthcare Foundation**  
*Storm Lake, Iowa*

**Children's Memorial Foundation**  
*Chicago, Illinois*

**Northwestern Memorial Foundation**  
*Chicago, Illinois*

**The University of Iowa Foundation**  
*Iowa City, Iowa*

Our gratitude goes out to all AHP members who contacted their Congressional leaders to explain the importance of this issue. Fortunately, many of you retain strong relations with your hospital's government relations and advocacy teams and with the executive leadership of your hospital. Because of this, AHP was able to efficiently relay information to the appropriate people within your institution and have them in turn, communicate this directly to your Congressional contacts. Connections such as these are invaluable, especially when time is of the essence.

Thank you again to all those listed and unlisted who played an integral role in having the provision in the 2009 Stimulus Bill pulled!

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## **AHP Midwest Regional Conference: Sharing Best Practices in Philanthropy**

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*By William H. Kiel, AHP Midwest Regional Conference Marketing Chair*



**Join Your Colleagues at the  
AHP Midwest Regional Conference  
Bloomington, Minnesota  
May 17 – 19, 2009  
Register by April 17 and save!**

Ever thought about attending a conference or training session offered by AHP?

What stopped you?

- COST?
- Time away from the office?
- Too much to do?
- Never got around to it?

The fact is those excuses will never go away - this year everyone's plate is full and budgets are tight! Philanthropy, as we know it, is changing and the best investment you can make is to attend an AHP educational conference. This year's AHP Midwest Regional Conference will be held May 17 - 19, 2009 and will feature Best Practices in Health Care Philanthropy. International award-winning speaker, Karen Osborne's plenary session, entitled "Thriving in Today's Market," will give you 10 concrete strategies that can be implemented immediately! James M. Hodge, III, M.A., manager, principal gifts program at the Mayo Clinic - Rochester will be opening up the conference with a compelling session, "The Changing Landscape of Philanthropy: Encounters, Engagements, and Experiences with 21st Century Philanthropists." In addition, we

will have three breakout sessions that feature some of the best speakers and practitioners in the country. Here's your chance to hear from the best and meet your colleagues and friends from throughout the Midwest. [Learn more](#) about the conference.

Set in beautiful Bloomington, Minnesota, this year's conference offers quite an array of things to do and see, including the one and only Mall of America. Whether you are a history buff, arts aficionado, foodie, kid at heart or nature lover, the Twin Cities is the perfect place to spend May 17 - 19, 2009. [Learn more](#) about Minnesota.

Don't procrastinate; [register today!](#) Clear your calendar now and join us, for what will be one of the best educational values in the country. I look forward to seeing you in Minnesota!

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## **AHP Midwest Regional Conference: Share Your Experience**

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*By Katie Spillane Knight, AHP Midwest Regional Conference Roundtable Chair*



The 2009 AHP Midwest Regional Conference is scheduled for May 17- 19, 2009 in Bloomington, Minnesota, home of the Mall of America. As you "shop" around for conferences in these economic times, look no further, your dollars will provide a huge ROI!

We are looking for leaders on a variety of topics to facilitate the roundtable discussions. Roundtables are a terrific opportunity for a small group of members to have an in-depth discussion on a particular topic; an opportunity for you to take part in the educational mission of AHP; and a forum to share your expertise with conference attendees.

The roundtable sessions will be held on Monday, May 18 from 4:00 – 5:00 p.m. For those of us who have never made it to an early round table, please take note of the late afternoon time! For a list of topics and for more information on how you can lead a discussion, visit the [AHP Web site](#). The deadline for roundtable presentations is April 3, 2009.

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## **AHP Midwest Regional Conference: March Into Victory**

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*By Robert Driver, CFRE, AHP Midwest Regional Conference Sponsorship Chair*

Your help is needed during the month of March as we "March to Victory" to secure sponsorships for the 2009 AHP Midwest Regional Conference. We currently have sponsorships totaling \$5,750! Thank you to Advancement Resources, Thompson and Associates, Hillary Lyons Associates, Gonser, Gerber, Tinker, Stuhr LLC, and Bliss Direct for their early support!

Please consider how you can help. For a list of sponsorship opportunities contact me at 217.383.3239 or [Robert.Driver@Carle.com](mailto:Robert.Driver@Carle.com).

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## **Call for Nominations: Midwest Region Distinguished Philanthropist Award**

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*By Paul Rueschhoff, CFRE, AHP Midwest Region Distinguished Philanthropist Award Chair*

It's time to submit your nomination for the 4th annual AHP Midwest Region Distinguished Philanthropist Award. The award luncheon will be held at the AHP Midwest Regional Conference. The presentation will take place at the Philanthropy Award Luncheon on Monday, May 18, 2009 starting at 12:00 pm at the

Minneapolis Airport Marriott.

This prestigious award recognizes an individual whose outstanding generosity, contribution of time, talent and resources to his or her organization and others have made a significant difference. The potential nominee must have demonstrated outstanding civic and charitable responsibility, and it is his or her generosity that encourages others especially in our industry of giving.

Please [complete the nomination form](#) for your candidates' consideration. If selected, the nominating organization will be responsible for completing a tribute presentation to be shown at the award ceremony. Attendance by the recipient is required. Please consider this as you make your choice for nomination.

Don't delay as the deadline for nominations is **March 20, 2009**. Unfortunately, any nominations submitted after this deadline will not be considered. If your nominee is chosen, you will be contacted in early April in order to allow for sufficient time to make travel arrangements.

The committee takes seriously this responsibility and believes strongly in appropriately recognizing our nominee's efforts. Let's celebrate philanthropy in the AHP Midwest Region. [View the guidelines and submit an application form](#) on the AHP Web site.

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## AHP - Your Partner for Success

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*By Treva Kennedy, AHP Midwest Region Annual Fund Chair*

I believe the theme for the AHP Annual Fund this year definitely hits home and says it all. . . "AHP - Your Partner for Success."

The Annual Fund supports AHP's mission to advance health care through philanthropic innovation, education and advocacy. Our dollars make a difference through scholarships to those who may not have been able to experience the AHP Madison Institute or the AHP Annual International Conference. In addition, our gifts have afforded us the ability to access materials and research through the Resource Information Center (RIC) that are essential to us as health care development professionals.

Through our partnership...we grow as professionals. Our investment in AHP helps the organization remain viable and credible. I would like to encourage everyone in the AHP Midwest Region to join me in making a gift to the AHP Annual Fund. [Download a pledge](#) form and make your gift today!

Please contact Treva Kennedy at 417.625.2267 or [tkennedy@stj.com](mailto:tkennedy@stj.com) if you have any questions about the Annual Fund. Thank you for supporting the Annual Fund.

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## AHP Foundation Professionals for Iowa Hospitals Meet

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*By Lea Clausen, AHP Iowa State Representative*



The Foundation Professionals for Iowa Hospitals Spring Conference: **Sharpening Your Strategies to Stay on Top**, will be presented on April 8, 2009, at the Des Moines Marriott Downtown.

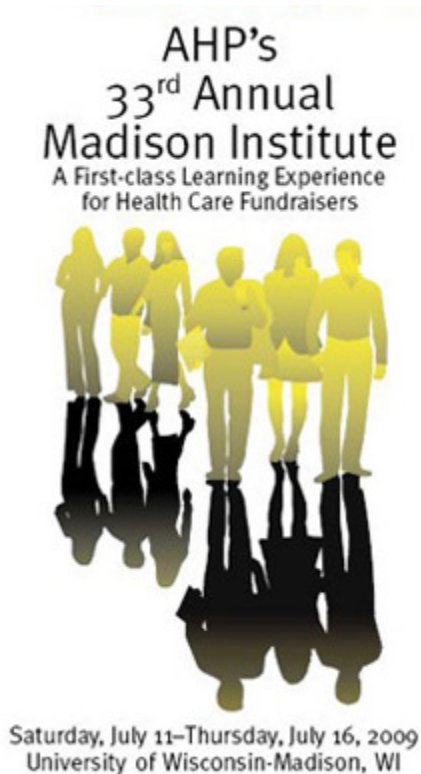
Conference attendees will learn the value of conducting a feasibility study in today's economic environment, of stewarding donors and developing long-term relationships, and that success in fundraising depends on the commitment of the board of directors. **Jerry Linzy**, senior managing partner and COO, of Jerold Panas, Linzy & Partners is serving as faculty for the event.

Full participation in the conference will award 3.25 points in Category 1.B – Education of the CFRE International application for initial certification or recertification. [Register online](#) or contact Crystal Peters at 515.288.1955, extension 331 for additional information.

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## AHP's 33rd Annual Madison Institute

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**An Insightful Experience.  
A Thought-provoking Conference.  
An Incredible Learning Opportunity.  
Five Days of Intensive Education and Interaction.**

Join colleagues from throughout the United States and Canada at the University of Wisconsin-Madison July 11 – 16, 2009, and participate in one of six comprehensive programs designed for health care development professionals:

- Fundamentals of Resource Development
- Annual Giving
- Major Gifts
- Capital Campaigns
- Planned Giving
- Fundraising Management

Now in its 33rd year, the AHP Institute for Health Care Philanthropy continues to be one of the premiere educational experiences in the fundraising world. Join colleagues and prestigious faculty members who are the best and brightest in health care resource development.

Conference registration is now open. Register before May 15 and receive \$100 off the registration fee.

[Register](#) - [More Information](#)

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## The Economy & Philanthropy

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*Submitted by Jim Radford, AHP Midwest Region Member*

How do you feel about today's US economy? As president of Holmes Radford & Avalon, Inc., I am asked questions about the economy and its impact on current fundraising plans almost every day. Here's my answer: You have a choice - You can panic, or you can be calm. I choose to be calm.

You can believe newspaper headlines and television hype claiming that "Politicians have crippled our economy," or "Everyone is hurting in these unprecedented times." Or, you can look at the facts. Our markets did not cease to function; our economy has not caved in; commerce still continues for all essential goods and services; most of our friends are still employed; most companies we know are still operating aggressively; America has elected a new President; and most non-profit organizations are continuing their fundraising plans. Let's face it, philanthropic competition has not gone away.

It goes without saying. These extraordinary turbulent financial markets are real and they will have a temporary, negative impact on fundraising. Your organization and mine are not immune. But, I believe with every adversity comes new opportunity. Non-profit organizations will need, more than ever, to return to their "mission" with resolve. We will all need to craft creative strategies for strengthening revenue and refocusing effort.

In 2007, Americans donated more than \$306 billion to charity despite uncertainty in the housing markets and the rising cost of oil. In the last 40 years, the worst one-year decline in inflation, affecting philanthropy, was the period 1973-1974 during the oil embargo. The decline was 5.4 percent. So, a question you might ask yourself: "If, our fundraising campaign is off 5.4% this year, how bad will that be?"



The Giving USA Foundation released a report recently noting that the drop-off in overall charitable donations by Americans during economic downturns is generally mild. Donations nationwide slid 2.2 percent during the last downturn in 2001.

While economic and market statistics are ever changing, history is the best guide we have to inform and educate during uncertain times. Whether it is the Great Depression, World War II, Vietnam, the 70's malaise, the 1987 recession, the bursting tech bubble, or more recent catastrophic situations like the September 11 terrorist attacks or the devastation of hurricane Katrina, media mania would have you believe that the statistics are unprecedented and the gut wrenching circumstances will go on endlessly.

In October 1974 the Dow Jones Industrial Average was at a 12-year low. Living costs were increasing at a compound annual rate of 16.8 percent. In December 1974, the experts predicted "Gloomy Holidays---and the worse Ahead." Despite the grim predictions, the S&P 500 Index soared 37.2 percent in 1975 and then up again 23.9 percent in 1976.

In a December 1984 Time Magazine cover story, "Banking takes a Beating" detailed the fallout from deregulation of banks. Here is a quote from that story: "Bankers now face their most strenuous survival test since the Great Depression....because of poor management, overzealous lending and some bad luck, commercial bank profits have been battered." As Mark Twain once observed, "History does not repeat itself, but it does rhyme."