

AHP Pacific Regional Newsletter: February 2010



Remarks from the regional director

William S. Littlejohn
AHP Pacific regional director

Greetings AHP Pacific Region Colleagues:

I hope your year-end 2009 was a good one and best wishes for a successful and prosperous 2010! I know we all are continuing to focus on meeting the challenges of an uncertain environment, one in which I think sharing our experiences is more important than ever.

With that backdrop, I hope you will join me at the [AHP Pacific and AHP Rockies & Southwest Joint Regional Conference](#) from **April 25-27** in Phoenix, Ariz. This year's regional conference will include inspiring keynote speakers, valuable and relevant educational content and roundtables to facilitate the sharing of best practices. The joint conference committee has done a fantastic job in planning the conference and it will be great to spend time with our colleagues from the AHP Rockies & Southwest Region.

I would also like to make a professional request for you to consider sponsorship of the AHP Pacific and AHP Rockies & Southwest Joint Regional Conference. The AHP Pacific Region has been fortunate enough to have had a number of both affiliate and institutional sponsors over the last several years, providing much-needed funding for the conference and allowing AHP to continue to offer educational scholarships. Sharp HealthCare Foundation is once again sponsoring so I hope you will join us. For more information about sponsorship opportunities for the AHP Pacific and Rockies & Southwest Joint Regional Conference, please contact AHP Meetings Coordinator [Laura Northrop](#) or [me](#) directly.

Again, thank you for your membership and participation in AHP and for your support of our programs. I look forward to seeing you at one of our educational programs and wish you all the best in 2010.

Best regards,

William S. Littlejohn
Chief executive officer & senior vice president
Sharp HealthCare Foundation

Oasis in the desert: Meeting challenges in health care philanthropy



Amidst a seemingly barren philanthropic landscape, the AHP Pacific and AHP Rockies & Southwest Regions offer members a wellspring of innovative ideas and proven practices in health care fundraising. Plan now to attend the AHP Pacific and AHP Rockies & Southwest Joint Regional Conference, **April 25-27** in Phoenix, Ariz. and learn from colleagues who have achieved success in their grateful patient programs and in partnering with their institution's physicians. Learn too what health care reform is likely to mean for health care philanthropy and how you can better prepare yourself for this transition. For a look at the [full program](#), including detailed descriptions of conference sessions, visit the Conferences and Education section of the AHP Web site.

Save \$75 when you plan ahead and register by **March 12**. Download the [registration form](#) and fax it to AHP at (703) 532-7170.

Scripps Memorial Hospital Encinitas receives \$10 million gift

AHP institutional member Scripps Memorial Hospital Encinitas received the largest philanthropic gift in its 45-year history last December with a \$10 million gift from the Leichtag Family Foundation.

“There is no greater gift than to save a life, and through the generosity of Lee and Toni Leichtag and the Leichtag Family Foundation, they will help us save more lives every day,” said Scripps President and CEO Chris Van Gorder. “The Leichtags were visionaries, following in the footsteps of our founder Ellen Browning Scripps in their desire to help others. This historic gift to Scripps Memorial Hospital Encinitas provides a legacy of caring that will benefit our patients and our community for years to come. We are very grateful for their commitment to the Encinitas community and the health care we provide at Scripps.”

The Leichtag Family Foundation’s \$10 million gift to [the Campaign for Scripps Encinitas](#) supports the construction of a new two-story, 60,000-square-foot critical care building with a new 27-station emergency department. It will double the capacity of the emergency department and allow for new, state-of-the-art technology and services.

This project is part of the hospital’s most extensive expansion effort in several decades, which also includes the addition of an acute care building, parking structure and medical office building. Construction on the parking structure will begin in spring 2010.

Charles E. Day receives AHP's highest level of achievement



AHP recognized AHP Pacific member **Charles E. Day, FAHP, CFRE**, of Rady Children’s Hospital Foundation, for achieving the AHP Fellow designation (FAHP) at the 2009 AHP Annual International Conference in San Francisco, Calif. Day is in the 34th class of Fellows to be honored.



Day currently oversees the major gift, planned gift and grant writing staff at Rady's Children's whose work includes gifts involving private foundations and both outright contributions and donations using deferred gift vehicles.

Day is a member of AHP, Estate Planning Council of San Diego, the Partnership for Philanthropic Planning, the San Diego Planned Giving Roundtable and the Financial Planning Association, San Diego Chapter. He also is a past president of the 300-member San Diego Chapter of the Association of Fundraising Professionals (AFP) and holds the Certified Fundraising Executive (CFRE) designation. Prior to joining Rady Children's, he served as associate vice president for development for Scripps Foundation for Medicine and Science, managing a variety of major gift fundraising programs. Prior to that, Day was vice president, public relations for Berkman & Daniels Marketing Communications.

Elevation to the status of Fellow in AHP is the highest level of achievement in the field of health care philanthropy. Conferring of the Fellow designation is recognition of individual professional distinction, earned through dedication and continual self-advancement.

Successful applicants must have earned the Certified Fundraising Executive (CFRE) designation, have at least eight years of experience in raising and managing philanthropic funds for a health care organization, and pledge in writing to adhere to the AHP Statement of Professional Standards and Conduct and to uphold the AHP-endorsed Donor Bill of Rights. To achieve the status of Fellow, applicants must pass a written and oral exam. To [learn more](#) about AHP's Fellow program, please visit the AHP Web site.

Remembering the life and legacy of AHP Pacific member Milton J. Murray



AHP member and pioneering fundraiser Milton J. Murray, FAHP, passed away on Dec. 9, 2009 at age 87. Murray joined AHP in 1970 and founded the Seventh-day Adventist Church Philanthropic Service for Institutions (PSI) in 1973. Eight years later, Murray's AHP colleagues recognized him with the Association's highest honor—the Harold J. (Si) Seymour Award. This award recognizes those individuals in positions of leadership within AHP that have fostered and promoted exemplary standards of excellence for volunteerism and philanthropic support.

Murray's leadership in health care philanthropy was unsurpassed, as AHP's President

and Chief Executive Officer Bill McGinly, Ph.D., CAE, explains: “Milt provided leadership, mentoring and care to so many professionals in AHP that hundreds and thousands are in his debt. During these years, we learned and watched him contribute and achieve greatness for this profession in health care – always offering his expertise and leadership.”

In addition to being awarded the AHP Si Seymour Award and earning the designation of AHP Fellow, Murray also was one of the individuals primarily responsible for the creation of the commemorative “Giving & Sharing” stamp (pictured at right), which was the first stamp ever to recognize volunteerism and community involvement. The stamp, released on Wednesday, Oct. 7, 1998 depicts a bee pollinating a flower, which represents the giving and sharing that is present in every act of volunteerism and community involvement.



To honor Milton’s legacy of service in philanthropy, his family suggests charitable contributions be made to:

**Milton Murray Foundation for
Philanthropy**
PO Box 521
College Place, WA 99324

**La Sierra University
Center for Philanthropy**
Office of University Advancement
4500 Riverwalk Parkway
Riverside, CA 92515

In addition, Milton Murray has an AHP Foundation named endowment which he started in 1996. His dedication to philanthropy is truly remarkable. Contributions to his endowment can be mailed directly to the AHP Foundation, 313 Park Avenue, Ste 400, Falls Church, VA 22046.

Your inspiration & information source

The AHP Pacific Newsletter is designed to provide you with the information and inspiration you need to do your job. To help us better achieve this objective, please let us know the topics and issues you'd like to see addressed in upcoming issues. Do you have innovative ideas or stories you'd like to share? Send them our way! The AHP Pacific Regional Newsletter is the perfect venue to publish your institution's success story or to relay tactics you've learned in the field. Help shape the next AHP Pacific Regional Newsletter. [E-mail](#) your suggestions, comments and/or stories to Communications Coordinator Susan Celeste Turner.
