

## AHP Southeast Regional Newsletter: August 2009



### Remarks from the regional director

Candy C. Burnett, CFRE  
President  
Huntsville Hospital Foundation

Dear Friends,

Philanthropy. We talk about it, we encourage it, we celebrate it. But when was the last time you really thought about what it means?

Those of us who attended the last session of the AHP Southeast Regional Conference in June had an opportunity to experience something truly memorable—a conversation café. In case this is a new concept for you, as it was for me, a quick explanation: participants divided into groups of five with each group tasked with composing three definitions of “philanthropy.” Then we changed groups twice, with all new partners each time, to select and tweak the best definition. After two “edits,” we shared our final creations. I think we were pretty profound, and I hope you agree! Here goes:

Philanthropy is...

- An opportunity for real success through significance and an opportunity for us to be a part of something greater than ourselves.
- Like tossing a pebble into a pond. There will always be a first impression, but you don't know how many ripples will be made or the exponential impact they will make.
- Our duty and obligation to improve the human condition.
- The ultimate investment in humankind.
- The most selfless expression of caring for the community.
- passion in action.
- Inspirational. It “gives” to the giver as much as the receiver.
- Courageous!

Plus, two more thoughts to give us hope in today's environment:

- True philanthropists give regardless of circumstance.
- *Passion trumps economics!*

I hope that at least one of our philanthropy definitions speaks to you and your colleagues. And I hope we can all find many donors filled with contagious passion expressed through selfless and inspirational gifts that ripple throughout our hospitals and impact our patients!

Warmest regards,



Candy C. Burnett, CFRE  
Regional director  
AHP Southeast region

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## AHP Southeast Cabinet

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*By Candy C. Burnett, CFRE, regional director, AHP Southeast region*

I am honored to work with an outstanding group of colleagues and friends on the [AHP Southeast regional cabinet](#). All of them are dedicated to serving you, our members, and are committed to providing services and programs that will strengthen us as a region and help you to excel in your fundraising efforts. My deepest gratitude goes to each of these individuals for their leadership this past year. Please feel free to [contact us](#) if we can be of assistance!

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## AHP Southeast Regional Conference review

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Jeffrey A. Lea, FAHP, CFRE  
Conference transition chairman  
AHP Southeast region

Just over 200 development professionals from across the AHP Southeast and AHP Rockies/Southwest region joined together this June in Nashville, Tenn. for the 2009 AHP Southeast and AHP Rockies/Southwest Regional Conference. Working with the folks from the AHP Southwest and Rockies region, the AHP Southeast region conference committee again did an excellent job of putting together a selection of educational and social offerings designed to meet the needs of everyone in attendance.

Special thanks go to **Bill Kinard, FAHP** from the AHP Southeast region, who served as education chair, and his entire group of track deans. From the “Back to the Basics” track to the “Leadership” track, the deans collected a cadre of speakers with outstanding credentials and meaningful information for conference attendees.

Keeping with our tradition of mixing education with plenty of social networking time (and a little fun), more than half of the professionals on hand also took time to kick up their heels at the Wild Horse Saloon on Monday night. Not much can be said about what took place that night, but be sure to look through the AHP Southeast and AHP Rockies/Southwest Regional Conference [photo album](#)—after all, a picture's worth a thousand words!

As conference chair, I couldn't be more proud of the job our committee did. It's often said that the trick to success with any event is to surround yourself with capable people and let them excel. I can honestly say that I couldn't have had a more dynamic and hard-working group of colleagues to help with this conference, and I appreciate all their hard work.

If you didn't get to join us for the conference this year, know that you were missed and make plans to attend next year's event in Atlanta, Ga., June 13-15, 2010.

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## AHP Southeast Best Practices Awards

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**John and Buffie Harper**  
AHP Best Practices Award co-chairs  
AHP Southeast region

My wife and I were honored to be asked to co-chair the Best Practices Awards for the AHP Southeast Regional Conference in Nashville, Tenn. this year. As long term partners who have worked with health care institutions for years, we have always been in awe of the important work done by all of you. This program stands as a shining example of that work.

The decision to bring the award program to the region was made by Candy Burnett, CFRE, AHP Southeast regional director. Candy saw the program as a way to honor successful programs from across the AHP Southeast region that set the standard for best practices in health care philanthropy.

Although the Best Practices Award Program began this year later than anticipated, and in spite of everyone being stretched to the limits with the tough economy, we were pleased to have six stellar entries for consideration. Everyone on the committee was pleased and gratified to have those of you who submitted entries take the time and care needed to prepare all of the materials for consideration. Our outstanding panel of judges had tough choices to make, but they were up for the task, and they were most impressed with all of the entries.

Our congratulations not only go to Ochsner Health System for Best in Show and to Memorial Hospital Foundation for Judges' Choice, but to the other four entries as well. The professionalism and commitment of the professionals in the AHP Southeast region continue to impress and inspire all of us.

### **Best in Show: Ochsner Health System**

This year's Best in Show Award went to **Anna Combes** and **Charel Katz** from Ochsner Health System in New Orleans. They have created a very successful hospital vendor program that has taken their special events and corporate giving to the next level. They presented their program at the 2008 AHP Southeast Regional Conference in Jacksonville, Fla. and were very well received. As a result, we hope to provide more details about this program via a Webinar later this year. For more information, please contact [Anna Combes](#).



### **Judges' Choice Award: Memorial Health Care System Foundation**

This year's Judges' Choice Award went to Memorial Health Care System Foundation for its signature Pink! event, a celebration of life honoring all breast cancer survivors, their loving families and caregivers. This celebration has a Pink! attitude best portrayed by the late Mary Ellen Locher—news reporter, news anchor and friend to many.

Held annually at the Chattanooga Convention Center since 2006, the event has sold out each year and raised more than \$821,900. Guests enjoy a captivating event that includes something for everyone—cocktails and conversation, dinner and dancing and some of the most unique silent auction items ever offered.

Proceeds directly benefit the Mary Ellen Locher Breast Center at Memorial, helping women find the latest technology, educational resources and support programs in a compassionate and healing environment.

Lead by community chair-couple, **Alexis and Barry Bogo**, the 2010 Pink! steering committee anticipates surpassing the \$1 million milestone. For additional information regarding the Pink! event, please contact [Jennifer Nicely](#).

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## AHP Southeast Annual Affiliate Awards

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**Paul Dyer**  
Affiliate member liaison  
AHP Southeast region

The Annual Affiliate Award is given to institutional and affiliate members who participate and sponsor our regional conference for a minimum of five consecutive years.

Receiving 2009 date tabs for their awards, which for these members represent ten consecutive years of sponsorship, are the following members:

- Bayfront Health Foundation
- Corporate Developmint
- Huntsville Hospital Foundation
- MD Designs by Metal Decor
- Partners In Recognition

A BIG THANK YOU to these members for their consistent support of the AHP Southeast Regional Conference!

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## Strength in numbers

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**Marlene Spalten**  
Membership chair  
AHP Southeast Region

There's no need in this article to extol the value of membership in AHP. As members, I'm certain that all of you, like me, rely on information and alerts from AHP to be effective philanthropy leaders for your organizations and to enable you to be credible and helpful to your clinical colleagues. We all use the ideas shared by our fellow AHP members at conferences and in publications to launch strategies at our organizations—strategies that are more likely to succeed, because we've already been made aware of the implementation challenges. And I think you'd agree, the most valuable benefit of membership is the network of professional friends we meet through AHP—people we trust, respect and model.

My membership message is, instead, that there is an urgent need to expand “our ranks.” In times of change, it is vitally important to have a loud voice. The more our AHP membership grows, the greater influence we have. And now more than ever, as both health care reform and the criteria for hospitals' nonprofit status are debated, we need to have a strong collective voice. When budgets are cut, it can be tempting to let professional memberships lapse or to not join AHP, but now is exactly the wrong time to make either of those decisions.

I enjoyed meeting new AHP members at the recent AHP Southeast and AHP Rockies/Southwest Regional Conference in Nashville, Tenn. and I was struck by the enthusiasm and professional diversity these individuals bring to our Association. For example, **Katrina James** was a marketing professional for NASA before joining the staff at Cookeville Regional Medical Center Foundation.

Fundraising professionals have traditionally come from many different backgrounds, and that is especially true now. It is certainly for their benefit, and also for ours, that they begin their new careers grounded in the ethical practices to which we ascribe and know to be effective. Bringing these individuals on board is a responsibility we all share.

Please give thought to people you know in your organization and neighboring ones who “belong” in AHP. Encourage them to join us. Give their names to [Susan Peters](#) at AHP. Share with them your commitment to personal growth and the growth of our professional voice.

My thanks to all of you who so warmly welcomed newcomers in Nashville—there were over 40 in attendance. Let's double that next year!

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## AHP Southeast state report

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**Anthony Meyer, CFRE**  
State representative chairman  
AHP Southeast region

Want to know what's going on in your "neck of the woods"? AHP's new member-centric Web site includes regional community pages where you can engage in regional dialogue, view AHP regional events and announcements and subscribe to customized regional e-mail alerts. Take advantage of all that AHP offers—both nationally and locally, and visit the [AHP Southeast Regional Web page](#) today. You can also read what's happening at your "neighbor" institutions by selecting the state updates below:

**Florida:** [What to do when you're given a used coffin as a gift...](#)

**South Carolina:** [Foundation receives unexpected gift of over half a million dollars...](#)

**Tennessee:** [Hospital publication receives national acclaim...](#)

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## Support the AHP Annual Fund

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**Aline Lasseter, CFRE**  
Foundation chair  
AHP Southeast region

Please take a moment and think about what the Association for Healthcare Philanthropy has meant to you and your professional development. This organization is an

outstanding resource for continuing education and best practice information, and the networking opportunities are endless!

In September, we will conclude the 2009 AHP Annual Fund campaign, and we hope that you will consider making a contribution to support our efforts. Together we can help to ensure that AHP is equipped with the best programming, government relations expertise, educational conferences and materials possible. We will all reap the benefits—which will translate into more effective fundraising and development programs in our individual hospitals. The real beneficiaries, though, are the patients whose lives will be saved thanks to the funds raised and innovative programs that will make it all possible—in large part thanks to our membership in AHP!

The AHP Southeast region has reached 81 percent of our fundraising goal so far. We want to do our part to support the AHP Annual Fund campaign, and we are so close! To those of you who have already given, thank you for your generous support! If you haven't made a donation yet, please know that your gift is important—and there is still time! And all good fundraisers know that pledges are welcome too! Every gift counts, and there is no minimum requirement. We just need your support! To [make a donation or pledge](#), fill out the AHP Annual Fund pledge card on the AHP Web site.

Thank you in advance for your support!

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## AHP Government Relations Update

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Robert M. Duckworth  
Government relations chair  
AHP Southeast region

### **Senate Finance Committee health reform bill expected after August recess**

Senate Finance Committee Chairman Max Baucus (D-MT) said on July 30, 2009, that the committee will not release a health care bill before the August recess begins. AHP and a coalition of other concerned organizations have been actively working with members of the Senate Finance Committee to remove the Administration's proposed tax deduction limitations as well as any modified proposal from the Senate Finance Committee health care funding options. It appears that the coalition has been successful and that the Senate Finance Committee draft bill, to be released in September, will not include this provision; however, this option is still strongly supported by the Administration and many lawmakers and may be reintroduced as the House and

Senate debate financing options in the fall (see related H.R. 3200 below). For more information regarding this issue, including copies of AHP's [letter to the Senate Finance Committee](#) and AHP's [letter to the President](#), visit the Advocacy section of the AHP Web site.

### **America's Affordable Health Choices Act of 2009**

House Democrats have unveiled [America's Affordable Health Choices Act of 2009 \(H.R. 3200\)](#), their version of comprehensive health care reform legislation. H.R. 3200 does not include limitations on the value of charitable deductions. The bill does, however, include a number of revenue raisers, including a surtax of 1 percent on couples with modified AGI of between \$350,000 and \$500,000; a surtax of 1.5 percent on couples with a modified AGI of \$500,000 to \$1 million; and a surtax of 5.4 percent on couples with a modified AGI in excess of \$1 million.

### **IRS issues grantor guidance for determining charity status**

The Internal Revenue Service (IRS) issued guidance June 30 providing criteria that private foundations and sponsoring organizations of donor advised funds may rely on when determining the public charity status of their grantees, including whether the grantee is a supporting organization. To determine organization status, grantors may either rely on a letter from the IRS recognizing the grantee as exempt and indicating its public charity classification, or information from the IRS Business Master File (BMF). The BMF may be obtained on the [IRS website](#) or from a third-party information source. The notice was issued in the form of a revenue procedure, which is more formal and permanent than previous guidance the IRS has provided on this issue.

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## **A note from the communications chair**

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Mark Belcher  
RIC/communications chair  
AHP Southeast region

It's hard to believe that we are more than half way through 2009—and what an incredible year it has been! If your organization is anything like ours, you have probably experienced the most difficult year our generation has ever faced. Despite these hardships, it's also been one of the most amazing years when you consider what our donors have done to make sure our organizations have what we need to maintain the

level of care our communities have come to expect. Certainly we have all been tempered by the economic firestorm of the last year, and our industry can expect many more changes in the coming months, but thankfully our hospitals have people like you in the community, telling its story everyday and building the relationships that will see us through.



*Judy Harbuck Jackson*  
1942-2009

I also want to take a moment to remember a dear friend and longtime AHP member, Ms. Judy Jackson of Auburn, AL. Judy was the executive director of the East Alabama Medical Center Foundation for more than 20 years, and her accomplishments are too many to list in this short space. Judy was instrumental in mobilizing the Hospitals Auxiliary and gift shop. One of her greatest professional accomplishments was securing the funding that allowed the creation of the EAMC Cancer Center. On July 8, Judy lost her private battle with Cancer but left her community a lasting legacy of service and inspiration.

Donations can be made to:

East Alabama Medical Center Foundation  
2000 Pepperell Parkway  
Opelika, AL 36801

[www.EAMCfoundation.org](http://www.EAMCfoundation.org)

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## AHP Southeast Calendar

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### 2009

Sept. 16                      AHP Virtual Learning session: Navigating the 990 Form  
3:30-5:00pm EST

Sept. 24-27                [AHP 43rd Annual International Conference](#)  
San Francisco, Calif.

Oct. 20

AHP Virtual Learning session: Donor Recognition  
3:30-5:00pm EST

Nov. 4 Virtual Learning session: Direct Mail & Annual Giving  
3:30-5:00pm EST

## 2010

June 13-15 AHP Southeast Regional Conference  
Atlanta, Ga.

July 10-15 AHP Madison Institute  
Madison, Wis.

Oct. 20-23 AHP 44th Annual International Conference  
San Antonio, Texas