

AHP Southeast Regional News January 2008



Regional Director's Update

[Emily H. Benham, CFRE](#)
AHP Southeast Regional Director

Happy New Year to you all! Like many of you, I take a moment at this time of year to look back over accomplishments in 2007 and make a "to do" list, both professional and personal, for 2008. I hope that all of you found much to celebrate in your lives in 2007. The very nature of our profession requires that we give so much of our selves to others, it is essential that we take stock of our own reserves and find reasons to celebrate, both big and small.

I am keeping my message short in this issue of our AHP Southeast newsletter in the hope that you all will take some extra time to read on about some fantastic reasons we have to celebrate with our friends and colleagues here in the Southeast. We are so proud of the recognition given to our very own **George Maynard, III, FAHP**, and his lifelong contribution to the field of health care philanthropy. George is the 2007 winner of the prestigious Harold J. (Si) Seymour award. We are reprinting the text of the moving remarks made when he accepted this distinguished award at the AHP International Conference in Philadelphia last fall.

We also celebrate **Sharon Jones, CFRE**, and her appointment to Chair of the AHP International Foundation Annual Fund. Word of her spirited, lock-all-of-the-doors approach to meeting the Southeast's Annual Fund goal in Chattanooga spread quickly and earned her this wonderful leadership role for our association. You can be sure that you will be hearing from Sharon as she raises the bar for the Annual Fund in the Southeast again this year.

Greg Pope, FAHP, another of our region's leaders, also was recognized with an appointment to the AHP International Board as the Vice Chair for Education. Beware those of you who have been procrastinating about taking your Fellow or CFRE exam. Greg will find you!

There are many more names to name but not nearly enough space to print them. Please join me in thanking these individuals for their contributions to AHP and our field.

See you in Florida in June!

Emily H. Benham, CFRE
Vice President of Development
Bayfront Health Foundation
727-893-6148
emily.benham@bayfront.org

Your AHP Southeast 2007-2008 Regional Cabinet

Director

Emily Benham, CFRE

Vice President of Development
Bayfront Health Foundation
701 Sixth St., S.
Saint Petersburg, FL 33701-4891
(727) 893-6148
(727) 893-6992 fax

Director-Elect

Candace C. Burnett

President
Huntsville Hospital Foundation
101 Sivley Rd.
Huntsville, AL 35801
(256) 265-8077
(256) 265-9456 fax

Education

Jeffrey A. Lea, CFRE

Sr VP for Sys Advancement
Appalachian Regional Healthcare Foundation
PO Box 2600
Boone, NC 28607
(828) 262-4391
(828) 268-9053 fax

Certification

James William Kinard, Jr., CFRE

Director, Children's Hospital
Greenville Hospital System
Ofc of Philanthropy & Partnership
255 Enterprise Blvd - Ste 190
Greenville, SC 29615
(864) 454-8312
(864) 454-8305 fax

Regional Conference Chair

Amy S. Dorrill, CFRE

Associate Dean/CDO
Emory University School of Nursing
1520 Clifton Rd - Ste 442
Atlanta, GA 30322-4207
(404) 727-6917
(706) 667-0059 fax

Foundation

Sharon A. Jones, CFRE

Vice President - Development
LifePath Hospice and Palliative Care
12973 Telecom Pkwy. - Ste. 100
Tampa, FL 33637
(813) 871-8011
(813) 871-8470 fax

Government Relations

Tracey B. Atwater

President, Foundation
WellStar Health System
2000 S Park Place
Atlanta, GA 30339
(770) 956-6671
(770) 937-4217 fax

Membership

Larry O'Neal

Vice President of Development
DCH Health System
809 University Blvd., E.
Tuscaloosa, AL 35401
(205) 759-7106
(205) 759-7384 fax

Past Director/Nominating

Russell M. Harris, FAHP

Executive Director
Highlands Cashiers Hosp Fdn
PO Box 742
Highlands, NC 28741
(828) 526-1432
(828) 526-1328 fax

Resource Information Center/Communications

Joshua Newton

Sr Assoc VP for Development
Emory Univ Arts & Sciences Dept Chair
825 Houston Mill Rd
Suite 100
Atlanta, GA 30322
(404) 727-9627
(404) 727-1805 fax

Affiliate

Paul G. Dyer

MD Designs by Metal Decor
533 Islebay Dr
Apollo Beach, FL 33572
(813) 649-9846
(813) 649-9852 fax

Secretary

Aline F. Lasseter, CFRE

Executive Director & VP of Development
New Hanover Reg Med Ctr Fdn, Inc
2259 S 17th St
Wilmington, NC 28401
(910) 815-5048
(910) 815-5004 fax

State Representation Liason

Lynn McClain

Foundation Director
Georgetown Hospital System
P.O. Drawer 1718
Georgetown, SC 29442
(843) 527-7470
(843) 527-7080
lmclain@gmhsc.com

Congratulations George!



Post-Si Seymour award festivities at the 2007 AHP International Conference.

Pictured are, *front/seated from left to right*: Bill Kinard, CFRE; Crissy Barnes Maynard, FAHP; George Maynard, FAHP; Barbara Bowles. *Back/standing from left to right*: Terry Morgan; Margaret Shields, CFRE; Ed Holbrook; Emily Benham, CFRE; Jo Ann Parker; Candy Burnett.

Heartfelt congratulations to **George Maynard, III, FAHP** who received the 2007 AHP Harold J. (Si) Seymour National Award for excellence at the 2007 AHP International Conference in Philadelphia. Below is a reprint of George's acceptance speech. Thank you George for your contributions to health care philanthropy and for your inspiring words.

October 6, 2007

George Maynard's acceptance speech for the 2007 Si Seymour Award Philadelphia, Pennsylvania

The namesake of this award, Si Seymour said "Business flourishes best in an atmosphere of joyous adventure." I share this sentiment with him both professionally and personally that life is truly a joyous adventure. Looking back on my 60 years is a grand reflection and memory. I have learned never to predict the future so this joyous adventure will move forward with great anticipation.

This is a wonderful and humbling honor and a wonderful day to receive it. Today is my father's 87th birthday and my youngest son's fifth anniversary. Also, thirty years ago this month, I started my career in health care philanthropy in my hometown of Tupelo, Mississippi at North Mississippi Medical Center. I was the first member of what is now AHP from the State of Mississippi. The association recruited me on a mission trip!

We have over 240 newcomers at this conference and that is fantastic. My first conference was in 1979 in New Orleans. I was green as grass. I never imagined that I would be standing here tonight. So do not be surprised if you are standing here 30 years from now. If you are, call me, I will be 90 and somewhere on my adventure!

In writing "Designs for Fund Raising," Si Seymour said, "The people I want to talk to are not so much my old friends and colleagues, the old pros, but the newcomers and trainees." Tonight I want to speak to you who have a new job in health care philanthropy but may not have made it a career choice as yet.

Thirty years ago, I left my job as a Community Action Agency Executive Director running a poverty program and became a public relations and fundraising director in a tertiary care hospital. At the time, I made the change because I needed more job security, the hospital was open 24 hours a day, was very successful and I felt it was the right move. I had no idea then that I was making a long-term change in my career path. Health care philanthropy became a passion for me.

So now that I have the opportunity, I want to share 10 things I have learned on this joyous adventure that apply to my personal as well as professional life. Maybe they will be of value to you. If so accept them as my gift.

1. Find your joy. There is a big difference between happiness and joy. Your happiness depends on circumstances that are exterior to you. The root word for happiness is hap which means luck or chance. It rains on your picnic – you are not happy. The sun shines on your picnic. You are happy. But joy allows you to benefit from all your life experiences – rain or shine. With joy, the forces that would normally tear you down are used to build you up. Joy can not be taken from you.
2. Realize the choice is yours. Every choice you make has consequences but you always have the power to choose. Stephen Covey says that between every stimulus and response to that stimulus, there is a gap and that gap is your ability to choose.
3. Next, given your power to choose, take full responsibility for your life. If I accept responsibility for my choices then I am the creative force of my life. I choose my attitudes, emotions and moods. I can forgive, forget, and let go.
4. Fail with enthusiasm. In 1986, I was fired from my job as the Vice President of Development and Public Affairs while in Binghamton New York. It was one of my life's most meaningful learning experiences. And this is part of what I learned. Embrace "yes" no matter what happens to you or what you cause yourself. Learn from the best experiences and from the very worst. In the end, you have to live through it anyway so say "Yes" no matter what. And by the way, don't take it personally. Remember...WHAT SOMEONE ELSE THINKS OF YOU IS NONE OF YOUR BUSINESS!
5. Never stop learning. Life, to be vivid, strong, and creative, demands our constant reflection upon every experience of life, so that our actions may be guided by wisdom, tolerance, understanding and truth. Our work and leisure should be blended in the exercise of body, mind and spirit, so that we can be whole and complete.
6. Do not be afraid to take a risk. Helen Keller once said, "Life is either a daring adventure or nothing. Security is mostly a superstition." Step outside your comfort zone and see what you can do. Commit yourself to being the best you can be. If you haven't taken the FAHP or CFRE and you are eligible, do yourself and the profession a favor. Decide tonight to pursue certification. And if you are new this year begin the process of certification now.
7. Do not be afraid to unlearn. Russell Baker once wrote an article about founding a University of Unlearning. In it, he encourages us to get rid of what we think we know and to think differently. What can you challenge about the way we do our business? What new thoughts, ideas and teachings can you share? Be thoughtful and creative. Keep your mind wide open! You would be surprised to know what finds its way in there!
8. Attend to your spiritual self. However you define your spiritual center it should include the following: Live for something that circumstances can not destroy; live for something death can not defeat; a willingness to die for what you have chosen to live for; whatever you have chosen to live for must enhance the important relationships of your life and whatever you have chosen to live for must encourage your growth to the last day of your life.
9. Squeeze the day! Squeeze every bit of happiness, joy, sorrow, emotion, and love out of each day. Life is sacred. Live on purpose. Love wastefully. Delight in your friends and family. Give the child in you a wide sky.
10. Finally, be a philanthropist yourself! One of my mentors of unlearning is Bishop John Shelby Spong. In one of his books, he writes a beautiful quote that fits perfectly with our business of philanthropy. "My life teaches me that when I can give my being away to another, without any anticipation of being compensated with any gift in return, not only do I experience no diminution of my selfhood, but I become an enhancer of the life of another, the expander of the love present in that other. I sense this makes me nothing less than an agent of God."

This art of philanthropy has allowed me to be an agent of God in a most meaningful way and I am deeply grateful. Thank you again for this honor. May your life be one Joyous Adventure!

2008 AHP Southeast Regional Conference

By Amy Dorrill, Regional Conference Chair

Mark Your Calendar!

2008 Southeast Regional AHP Conference

June 29-July 1, 2008

At the Sawgrass Marriott in Ponte Vedra, Florida



As the New Year begins, we find ourselves setting goals. If you are like me, you are setting professional goals such as studying for the AHP Fellow certification and personal goals including spending more quality time with family and friends. The 2008 AHP Southeast Regional Conference in Ponte Vedra, Florida will enable you to fulfill both!

Throughout the conference, you will have the opportunity to learn best practices from around our region, network with your peers and sharpen your professional skills. Each speaker is charged with presenting three take aways – ideas that you can immediately use in your development office when you return.

And don't come alone! I encourage you to invite your board chair and/or your hospital CEO. This conference will provide an opportunity for them to advance their understanding of their role as a volunteer fundraiser while enhancing your working relationship. For first-time attendees, I strongly recommend the Primer, which covers the entire realm of fundraising. You can find more information about the conference on the [AHP Web site](#). Full program information will be posted in February.

I recommend you take advantage of the conference location this summer. Come early or stay late - and spend some time with your family and friends. I hope to see you at the AHP Southeast Regional Conference from June 29-July 1 at the beautiful Sawgrass Marriott!

Amy S. Dorrill, CFRE
Associate Dean/CDO
Emory University School of Nursing
(404) 727-6917
amysdorrill@yahoo.com

AHP Southeast to Select 2010 Regional Director

By Russell M. Harris, FAHP, Nominating Chair

Every two years we have the opportunity to select our new AHP Southeast Regional Director Elect. We are fortunate to have Candy Burnett as our current Regional Director Elect. Candy has provided outstanding leadership in our region and will succeed Emily Benham when her term ends in September 2008.

We have many individuals who have joined Emily and Candy in making the AHP Southeast Region a tremendous success over the past several years. One of these will be nominated to assume the honor and responsibility to lead us in 2010-2012. Please begin your consideration for worthy candidates.

In January 2008, a nominating committee will be formed with representatives from across our seven states. A Call for Nominations will be distributed through our Regional Newsletter and our Regional Web site. In early spring the Nomination Committee will select a nominee and present that person's name for the ballot. All AHP Southeast Region members as of May 30, 2008 will be sent a ballot.

Our new AHP Regional Director Elect will be announced at our regional conference at the end of June.

Russell M. Harris, FAHP
Executive Director
Highlands Cashiers Hosp Fdn
(828) 526-1432
rharris@hchospital.org

Government Relations Report

By Tracey B. Atwater, Government Relations Chair

Below is a review of several issues that AHP is monitoring:

Redesigned IRS Form 990 released

The IRS released a redesigned Form 990 on December 20, 2007, that incorporates many of the requests made by the nonprofit community this summer. Organizations will need to begin using the new form for the 2008 tax year (returns filed in 2009).

Among the new features of the redesigned Form 990:

- A reordered core form that moves the organization's description of its program service accomplishments to page two and moves questions regarding executive compensation, governance, and other financial statement information to the back of the form.
- A revised summary page that eliminates the ratios from the draft form but includes a two-year summary of financial information comparing the current and prior year.

The IRS will allow for transition relief for smaller organizations by phasing-in the requirement to file the new 990-EZ form over a three year period. The IRS also will delay for one year the implementation of portions of Schedule H for hospitals and Schedule K for tax-exempt bonds, to give organizations time to alter record-keeping and other procedures.

Additional information can be found on the [IRS Web site](#).

IRA Charitable Rollover Extension Update

The IRA Charitable Rollover provision, which provided persons aged 70½ and older with the opportunity to contribute to charity out of their individual retirement accounts, expired at the end of 2007. Congress delayed voting on the temporary tax relief bill in December while not extending several expiring tax provisions, including the IRA charitable rollover and other charitable giving incentives. Despite the fact that in November the House passed a one-year extension of the IRA rollover provision, the Senate stripped that language from the alternative minimum tax relief bill, which was caught up in a dispute over whether the tax breaks would be paid for. Congress is working to take up legislation in 2008 to extend the expired provisions, perhaps retroactively to January 1.

Tracy B. Atwater
President, Foundation
WellStar Health System
(770) 956-6671
tracey.atwater@wellstar.org

Member News & Notes

Our very own **Mark Belcher**, Vice President and Chief Operating Officer of the Baptist Health Foundation was selected as one of the "Top 40 Under 40" by the *Birmingham Business Journal* this past summer. Forty people, each younger than 40 years, are selected each year by the *Journal* in its annual ranking of young and promising business people. The Top 40 list honors individuals who have made significant contributions professionally as well as in their community. Congratulations Mark!

AHP Leadership News:

Tracey Atwater has replaced Greg Pope as the AHP Southeast Government Relations Chair. Tracey is President of the WellStar Health System Foundation in Atlanta, Georgia. She has a long history of service to the AHP Southeast region and we welcome Tracey to the Cabinet.



In addition to her role as the AHP Southeast Annual Fund Chair, **Sharon Jones, CFRE** has been appointed the 2008 AHP Foundation Annual Fund Chair for AHP International. Sharon is Vice President, Development for HPC Healthcare in Tampa, Florida. We look forward to Sharon's updates on the Annual Fund and scholarship opportunities.



Gregory Pope, FAHP, has been appointed to the AHP International Board as the Vice Chair for Education. Greg is the Vice President for Philanthropy at Saint Thomas Health Services in Nashville, Tenn., a faith-based ministry with more than 7,200 associates serving Middle Tennessee and consisting of Baptist and Saint Thomas Hospitals in Nashville, Middle Tennessee Medical Center in Murfreesboro and Hickman Community Hospital in Centerville.

AHP Southeast State Networking Representatives

Whether you are a new AHP member or a 20-year veteran, if you have questions about your AHP membership, are looking for assistance, or just want to connect with colleagues in your area, please feel free to contact your state networking representative. They will be happy to help!

Alabama

Mark Belcher
Baptist Health Foundation

North Carolina

Sharon Johnson
Transylvania Community Hospital

P. O. Box 830605
Birmingham, AL 35283-0605
(205)715-5339
(205)715-5557fax
mark.belcher@bhsala.com

Foundation
P. O. Box 2440
Brevard, NC 28712
(828)877-4777
(828)877-4016 fax
tchfoundation@yahoo.com

Florida

Jessica McLain
Martin Memorial Foundation
P. O. Box 9010
Stuart, FL 34995-9010
(772)223-4921
(772)223-5633 fax
jmcclain@mmhs-fla.org

South Carolina

Meg Davis
Abbeville Area Medical Center
P. O. Box 887
Abbeville, SC 29620
(864)366-3364
(864)366-3317 fax
mdavis@abbevilleareamc.com

Georgia

Laura Haslam
St. Joseph's/Candler Foundations
5353 Reynolds Street
Savannah, GA 31405
(912)819-8699
(912)819-8228 fax
haslaml@sjchs.org

Tennessee

Carol Kirby
The Campbell Foundation
1400 S. Germantown Road
Germantown, TN 38138
(901)759-3233
(901)759-3195 (fax)
ckirby@campbell-foundation.org

Mississippi

Patrick Emanuel
Univ. of Mississippi Medical Center
2500 North State Street
Jackson, MS 39216-4505
(601)815-7576
(601)984-2301 fax
PEmanuel@dev.umsmed.edu

Louisiana

Charles Ann Strickland
St. Tammany Hospital Foundation
1202 South Tyler
Covington, LA 70433
(985)898-4141
(985)871-5744
cstrickland@stph.org

AHP 2007 Annual Fund Update

By Sharon A. Jones, CFRE, Foundation Chair

Congratulations to the AHP Southeast! The AHP Annual Fund financials have been released by AHP International and in true Southeast tradition, we exceeded both the number of donors and the dollar goal as well. Great job! One of the top reasons for donating is because we value our membership and all that it offers. And now, the results:

Our 2007 goals and results:

Donor Goal: 200
Dollar Goal: \$26,000
Number of Donors: 214 (107%)

Pledges: \$26,143 (101%)
Actual \$ Received: \$19,898 (76%)
Balance: \$6,225

What a great way to end the year! Please accept my thanks and gratitude for your continuing commitment and belief in the Association of Healthcare Philanthropy. You are a shining example of living your philanthropy.

Sharon A. Jones, CFRE
Vice President - Development
LifePath Hospice and Palliative Care
(813) 871-8011
jonessh@lifepath-hospice.org

RIC "Most Wanted"

The AHP Resource Information Center (RIC) needs your help!

AHP is looking for updated and current samples for the AHP RIC Online Library in the following areas:

Recent job descriptions

Post HIPAA/Privacy legislation solicitation materials

Policies – especially gift acceptance, endowment, investment, and planned giving

Any evaluation forms whether it be job, board, or program

Strategic plans

Please send your samples to becky@ahp.org.

Thanks!

Affiliate's Corner: Start the New Year Right!

By Wayne Gurley, President & Creative Director, Gurley Allegiant Direct

Now that 2008 has arrived, it's a good time to see how your development program measured up in 2007. The questions you need to ask are:

1. How many of your 2006 donors renewed their support in 2007?
2. How many donors did you lose through attrition in 2007?
3. How many brand new, first-time donors did you acquire in 2007, and was that number high enough to overcome your annual attrition rate and grow your donor base by an acceptable rate?
4. On the average, how many gifts per donor did you receive 2007?

If you don't know these four key pieces of information about your program, and if you don't evaluate them on a regular basis – preferably more than once a year – then you really don't know your program well at all. It's entirely possible that, as a result, your program could start showing signs of weakness and you wouldn't even know it until several years down the road.

Donor Attrition Rate

Donor attrition is defined as the percentage of donors you lose from one year to the next. If left unchecked, donor attrition creates mountains of lapsed donors. While the definition of a lapsed donor varies among organizations, I usually define it as someone who hasn't given to your organization in the last 12 months.

It is estimated that 20%-40% of your donors will lapse every year and there's isn't a whole lot you can do about it. However, you can work hard at renewing the remaining 60% - 80% of your active donors, while at the same time replacing the 20%-40% you lose to attrition – and grow your donor base at a reasonable annual rate.

Donor Attrition Run Amok

Here's what happens when a 20% attrition rate runs rampant...

In five years, 2,500 donors shrink to 819...5,000 dwindles to 1,638...and 10,000 deflates to a measly 3,277. However, donor attrition rates for most organizations are a lot higher than 20% – often 50%, 60%, even 70%. And how hard is it to renew 70% of your donors every year – or if not, replace them with new ones? Very, very hard.

Are You Growing Your Donor Base?

Let's assume you have 5,000 donors and your 2007 annual donor attrition rate is 50%. That means that 2,500 donors did not renew their support of your organization in 2007. Now your active donor base is 2,500. Let's assume you acquired 1,000 brand new, first-time donors in 2007. Your donor file growth is a minus 1,500 – or a negative 30%.

What do you do? Try to recapture the 2,500 donors you lost in 2007 (you won't get them all back), AND/OR generate enough new donors to replace the ones that lapsed, plus a few more to grow your donor base.

Gifts Per Donor

On the average, how many gifts per donor are you getting each year? If it is two to four times or more, then congratulations, you are doing well. But if it's only between one and two, then you may not be doing enough solicitation to generate a big enough group of loyal donors

Remember, donors that give as many as four times per year are considered excellent planned giving prospects. So you want to create an environment where multiple gifts are encouraged.

Wayne Gurley
President & Creative Director
Gurley Allegiant Direct
278 Franklin Road, Suite 290
Brentwood, TN 37027
wayne@gurleyallegiant.com
615-373-2042
www.gurleyallegiant.com

Serving the not-for-profit sector since 1984, Gurley Allegiant Direct offers a full range of direct marketing services including award-winning, results-oriented copy and design, PRECISION DP data processing and insightful results analysis.

