

AHP Southeast Regional News May 2008



Regional Director's Update

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

Greetings! I hope that this late spring issue of the AHP Southeast regional newsletter finds you busily raising money at your health care institution. Below you will find all kinds of information about what is happening in our active region, including an update on our regional conference at the beautiful Sawgrass Marriott in Ponte Vedra, Florida. Don't miss it!

I wanted to take a moment in my column to bring you up to speed on what your association is doing on your behalf at the national level. This is information that was discussed at length as part of the agenda of the most recent AHP International Board meeting.

1. *Future Study presentation:* AHP is examining what our field will look like in several years and how we as professionals will need to be supported. Will conferences still be the way to go or will there be other more appropriate formats? AHP has engaged a firm to do research and run several models to make some predictions. They will report back later this year. It should be very interesting. (Do any of you have a page on My Space? I know that I don't!)
2. *Web-enabled project:* AHP is very aware that its Web site and e-connectivity capabilities need to be updated. This project, several years in the making, should culminate this year and will be presented to the membership around the time of the AHP International Conference in Chicago.
3. *Regional Volunteerism:* We had a great conversation about what other regions are facing in terms of the shortage of people willing to volunteer to help with conferences. I am pleased to say that I was able to offer up a number of our traditions that were received as "best practices" for the others. I believe that in the AHP Southeast, we are blessed with talented people who like to get together to make things happen. Thank you all for upholding this tradition!

I want you all to feel good about the work that is going on at the national level in support of our association. Please feel free to contact me or any of your AHP Southeast Regional Cabinet members listed below if you have any questions. Best wishes and happy fundraising to you all.

See you in June.

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Don't Miss the 2008 AHP Southeast Regional Conference!

By Amy Dorrill, CFRE, AHP Southeast Regional Conference Chair



June 29-July 1, 2008
Sawgrass Marriott Resort & Spa
Ponte Vedra Beach, Florida

SAVE \$75!
Register by May 30th.

The 2008 AHP Southeast Regional Conference is fast approaching, so get your sand pails, golf clubs, and your notepads ready! This year's theme is "Sand Castles in the Sun – Building Health Care Philanthropy on a Strong Foundation."

The conference is centered around four educational tracks including Back to Basics, Best Practices/Special Topics, Major/Planned Gifts and a Leadership Track. Each session will provide real take-aways for you to use in your own office. There will also be an opportunity to join fellow peers in specific discussions around current trends and issues at the Monday lunch roundtables. Seasoned professionals will be on hand to share their knowledge and experience with us all.

Tom Wilson, vice president with Campbell & Company, will present the lunch plenary on Tuesday. He will discuss a winning approach to enhancing your relationship with your donors from the book, "Winning Gifts – Make Your Donors Feel Like Winners." This presentation will focus on how your office can be more effective, save time, and increase your impact. You will learn how to "listen" to your top 25 donors, present your case more effectively to inspire giving, make a win-win ask, and close the gift.

William McGinly, Ph.D., CAE, president and chief executive officer for the Association for Healthcare Philanthropy, states: "If you read nothing else this year, put "Winning Gifts" on your must read list. From the basics to the advanced, Wilson stresses the relationship elements in all fundraising success and creates a truly donor centered skill set for fundraising professionals in all fields. The listening skills chapter alone is worth the price of admission along with the practical advice and counsel."

Don't miss the extra educational offerings on Sunday, including the AHP Development Primer that provides a comprehensive overview of health care philanthropy, including annual giving, planned giving, capital campaigns, major gifts, grateful patient programs and special events. The Advanced Course in Health Care Fundraising will also be offered for individuals who have five or more years of experience in development.

The conference will conclude Tuesday night with the 19th hole family friendly closing dinner. There will be games for adults and children alike, such as putting contests, trivia, golf go-fish card games, etc. Come spend time with your family and peers as we close another conference.

Take advantage of this year's location at the beautiful Sawgrass Marriott in Ponte Vedra, Florida. The site is the perfect location to play 18 holes in the conference golf tournament at the premier private Deerwood Country Club or to take part in a tennis match on the clay courts of the Marriott Sawgrass. At the conference you will have the opportunity to sign up for small dinner reservations at a variety of local offerings. And bring your family! The Sawgrass Marriott offers access to the beach, a pool, miniature golf course, and the conference will offer a multitude of family friendly activities including the opening and closing parties. Check out more hotel details and regional offerings at www.sawgrassmarriott.com.

The entire conference committee looks forward to seeing you on Sunday, June 29 in Ponte Vedra!

Visit the AHP Web site for [more information about the conference](#) and to [register today](#).

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Thanks a million to our Super "Sandcastles in the Sun" Sponsors

By Candy Burnett, AHP Southeast Regional Director-Elect

Thanks to the support of many generous sponsors, the 2008 AHP Southeast Regional Conference is sure to be a smashing success!! We met our sponsorship goal, and wish to thank the many friends who have made it possible.

Cabinet/Conference Dinner:	Corporate DevelopMint
Closing Dinner:	Emory University
Coffee Breaks with Partners:	LifePath Hospice Emory University Gurley Direct Allegiant
Education Tracks:	
<i>Back to the Basics</i>	Telecomp Inc.
<i>Major Gifts & Planned Giving</i>	Community Counselling Service
<i>Best Practices & Special Topics</i>	Ghiorso & Sorrenti, Inc.
<i>Leadership</i>	Baptist Health Foundation - Birmingham
AHP Primer:	DCH Health System
Golf Tournament:	MD Designs by Metal Decor Children's Healthcare of Atlanta
Golf Tournament Prizes:	MD Designs by Metal Decor
Hospitality Bags:	Partners in Recognition Donor 2
Hotel Key Cards:	Corporate DevelopMint
Lanyards:	Ketchum
Newcomers Reception:	Wellstar Foundation

	Lexington Medical Center Foundation
Opening Party:	Morton Plant Mease
	Martin Memorial Foundation
	Jupiter Medical Center Foundation
	Indian River Memorial Hospital
	St. Joseph's Hospitals Foundation
	Lee Memorial Hospital
	Tampa General Hospital Foundation
	Sarasota Memorial Healthcare Foundation
Plenary Luncheon:	Baptist Health System Foundation - Knoxville
Regional Breakfast:	Shands HealthCare
Registration:	Corporate DevelopMint
Roundtable Luncheon:	Pardee Foundation
Speaker Gifts:	Corporate DevelopMint
Tennis Tournament:	John & Buffie Harper
Trustee Breakfast:	Joellen & Russell Harris, FAHP
	Georgetown Hospital System
Southeast Friends:	Baptist Health Foundation - Jacksonville
	Bayfront Health Foundation
	St. Vincent's Healthcare Foundation - Jacksonville
	Mayo Clinic
	Huntsville Hospital Foundation

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Congratulations to the Regional Conference Scholarship Recipients

Congratulations to the this year's AHP Southeast Regional Conference Scholarship recipients. Each of the following AHP members will receive a \$500 scholarship to attend the conference:

Angela Bond

Annual Giving Associate
Bayfront Health Foundation
St. Petersburg, Florida

Shannon King

Foundation Special Events Director
Georgetown Hospital System
Murrells Inlet, South Carolina

Carrie Hockman

Foundation & Grants Assistant
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Amanda Maynor

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Your AHP Southeast 2007-2008 Regional Cabinet

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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!

We welcome Nancy Seymour, Executive Director of Elbert Memorial Hospital Foundation, as our new Georgia State Representative.

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AHP Foundation Update

By Sharon A. Jones, CFRE, AHP Southeast Regional Foundation Chair

The AHP Southeast Region is the best!

In true development professional style, you have stepped up and helped us toward our dollar and donor goals for the AHP Annual Fund! The dollar goal is \$27,430 and as of May 20 we have received \$18,524. That means we need less than \$9,000 to reach our goal. Our donor goal is 225 and we are currently at 169 donors, leaving us 56 more members to make a contribution.

There is still time to reach and exceed these goals! If you have not yet responded to a phone call or letter, PLEASE go to the AHP Web site and [make a pledge online](#) or mail to AHP. If you have any questions, please don't hesitate to e-mail or call me.

I know you will want to proudly wear your Annual Fund ribbon at the conference. And of course, you will certainly want to compete for the coveted Charlie Heim Award presented for the member wearing the most ribbons—it could be YOU!

Thank you for your continuing support of the AHP Annual Fund.

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AHP Government Relations Update

By Tracey B. Atwater, AHP Southeast Regional Government Relations Chair

IRS updates

The Internal Revenue Service issued new [guide sheets](#) on supporting organizations that provide guidance for processing applications for private foundation status classification. The new guide sheets provide checklists inquiring into the organizational, operational, control and relationship requirements for Types I, II and III supporting organizations. The IRS guidance was updated in response to the changes from the Pension Protection Act of 2006.

US Postal Service - Fundraising Exemption for Nonprofits

The "fundraising exemption," a special postal exemption for cooperation between nonprofits and for-profit fundraising businesses, will be the subject of a study conducted by the Postal Regulatory Commission. The purpose of the study is to determine "whether the fundraising exception contains adequate safeguards to protect against abuses of rates for nonprofit mail and deception of consumers." The study is in response to "concerns about several types of abusive fundraising practices, including predatory credit arrangements." The Postal Regulatory Commission is accepting comments on the fundraising exemption until June 24.

IRA "Rollover" extension update

Senate Finance Committee Chairman Max Baucus (D-MT) and Ranking Member Charles Grassley (R-IA) have introduced a bill, S. 2886, that extends dozens of popular tax incentives, including the IRA "rollover" provision and other charitable giving incentives, and prevents the application of the AMT (alternative minimum tax) to millions of middle class families. Generally referred to as the "extenders package," the \$110 billion tax extenders bill is \$33.5 billion more than last year's house-passed version, which could not produce 60 votes in the Senate. The bill does not address revenue increases to offset the \$110 billion cost of the package, but Baucus plans to include other provisions to pay for all of the tax breaks, except for the AMT. In response, 41 senators, enough to sustain a filibuster, wrote to Baucus declaring their opposition to any tax increases to pay for this year's version of the bill.

Federal Trade Commission Reauthorization Act of 2008: S. 2831 extends jurisdiction to 501(c)(3) organizations

The business practices of 501(c)(3) organizations would be subject to the Federal Trade Commission regulation and enforcement under a bill introduced by Senator Byron Dorgan (D-ND). The FTC Reauthorization Act of 2008, S. 2831, would extend FTC jurisdiction by changing the current definition of "corporation" in the FTC Act to cover 501(c)(3) organizations. The FTC Commissioner stated that the lack of jurisdiction "has prevented the commission from taking action against potentially anticompetitive conduct of nonprofits engaged in business."

ACGA Lowers Immediate & Deferred Gift Annuity Rates

The American Council on Gift Annuities has recommended new rates, lowering the currently recommended rates for both current and deferred gift annuities. The new recommended rates take effect as of July 1,

2008. Updates for the [new recommended rates](#) are available on the American Council on Gift Annuities Web site.

Visit the AHP Web site for the [most recent AHP Government Relations updates](#).

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Greetings from Membership

By Larry W. O'Neal, AHP Southeast Regional Membership Chair

One of my favorite quotes is by Emerson. He said: "to know even one life has breathed easier because you have lived - that is to have succeeded."

Isn't that what we do everyday through our work? Making a life easier for a cancer patient, a heart patient, a child, one of our nurses....I could go on and on.

AHP helps us help others and I am proud of the work we do to support health care. As of the end of April 2008, the AHP Southeast Region had 659 members. Our goal for the year is 678 members.

We have work to do and I encourage each of us to try and find just one new member this summer, and to encourage each other to stay committed and a part of AHP. Our association is hard at work all over the country and a number of initiatives are underway, such as our state representatives helping recruit and securing new members. Their help is greatly appreciated.

Our International AHP membership numbers are 4,743 with a goal to have 4,819 by the year's end. The AHP Southeast Region remains an integral part of the association and AHP Southeast leadership is strong in the organization. We make a difference. I know you are proud of that as well because I have heard that said many times.

It really is worth the investment, and if you make a difference in just one life because of the benefits from our group, it would be worth it.

See everyone soon.

God bless

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On The Move!

Do you have a new job, gotten a promotion, been appointment to a board, received an award?

We want to keep updated and brag on our members in the Southeast Region of AHP!

Please share any news and notes for our "On The Move!" section of the newsletter with Josh Newton, AHP Southeast Regional Communications Chair, at Joshua.newton@emory.edu.