

Healthy Attitudes: A publication of AHP Canada



Remarks from the regional director

Nancy Hewat, FAHP
Executive Director
Grand River Hospital Foundation

Hello Everyone,

I know you will find this edition of *Healthy Attitudes* informative, and I thank Andrea Page for the work she puts into our newsletter.

I also want to thank all of you who attended this year's AHP Canada Regional Conference in Toronto. It's great to see such a strong showing of individual commitment to professional education. For those of you who were unable to attend, please be sure to check out the [conference handouts](#) that are now online for all members. Everyone is also invited to look through this year's [conference photo album](#), which shows just how much fun we all had!

There has been much activity over the past months in AHP. I want to personally congratulate **Linda Saunders, CFRE**, as recipient of this year's AHP Leadership Award, which was presented to her at the AHP Canada Regional Conference in Toronto. I also want to thank the many people involved in planning and attending this year's AHP Canada Regional Conference. The conference, "Reaching the Top: Sharing Best Practices for Health Care Fundraising," was excellent with lots of networking opportunities and educational sessions. It takes commitment and time from a dedicated group of volunteers to ensure the success of our conferences, and I want to personally thank this year's regional conference committee under the leadership of **Georgina Altman, CFRE**, conference chair. In this issue you will also see the many sponsors and exhibitors who supported the conference. They deserve our recognition and gratitude for their continued involvement with AHP and our regional conference.

The AHP Canada Cabinet held a face-to-face meeting at the regional conference and covered a lot of business including much discussion regarding the grateful patient issue across the country. Government relations is involved on a number of issues, and you will read about the good news from Saskatchewan later in the newsletter. Work remains, however, in other provinces such as Alberta and Nova Scotia, which have limited access to patient information for fundraising.

To get the most [up-to-date information](#) regarding legislative updates in Canada, including access to patient information, visit the AHP Advocacy website.

Nancy Hewat, FAHP
AHP Canada
Regional Director

Linda Saunders, CFRE, receives AHP Leadership Award

Linda Saunders, CFRE, director of development for Horizon Health Network, Moncton Zone, recently received the AHP Canada Leadership Award. This national award recognizes an individual who has made an outstanding contribution to his or her community, institution and the fundraising profession. The award was handed out at the AHP Canada Regional Conference in April in Toronto.

Saunders began her distinguished career with The Moncton Hospital in 1983 as director of volunteer services, providing her with a solid base for future dealings with volunteers. Now as director of development, Saunders supervises a development staff of eight, where she monitors and oversees the activities and progress of four separate foundations.



Saunders is a firm believer and strong promoter of building relationships with donors, volunteers and professional staff and uses this belief as the basics for a strong fundraising program. In her own shop, she recognizes the importance of a strong major gift program, a solid endowment portfolio and the need to strengthen community relationships with the other major foundation in the city (a recognized competitor for local donors dollars).

Over the past 10 years, under Saunder's leadership, the Friends of The Moncton Hospital Foundation has raised in excess of \$23 million to meet the most urgent equipment needs of the hospital. The foundation conducts aggressive annual campaigns and has had two successful capital campaigns under her management. The

foundation has been recognized for its outstanding fundraising efforts by being awarded two AHP awards.

Over her illustrious career, Saunders has also taken an active role in the affairs of AHP Canada. She represented New Brunswick on the AHP Canada cabinet, completed two successful years in directing the Hospital Development Education Fund (HDEF) of Canada, winning top awards in both years, and has just recently completed a two year term as AHP Canada's regional director. Currently, Saunders is AHP Canada's past regional director/nominating chair and serves as chair of the AHP Government Relations Committee. She also was integral in the formation of the AHP Maritime Roundtable, touted as the most successful AHP networking group in Canada. As AHP Canada's regional director, she encouraged similar meetings to be held in other parts of Canada.

On a personal level, Linda serves on the board of The Moncton Kinsman House as she has a strong desire to assist other vulnerable organizations in the community where she utilizes her fundraising knowledge and experience to enhance their mission and programs.

AHP Canada extends its sincerest congratulations to Saunders for being a credit to her hospital, the foundations she serves, the community and her profession.

Saskatchewan allowed access to patient information

The government of Saskatchewan in April 2010 passed an Order in Council to amend Section 63 of The Health Information Protection Act to allow limited use of the names and addresses of former hospital patients for health system fundraising purposes. The changes will come into effect in May 2010. The information to be shared with hospital foundations will be name, address and postal code only. No health related information will be seen by participating hospital foundations. A criteria to de-select certain patients has also been developed.

While the changes have been passed, the government has adopted a "go slow" approach. The legislation provides for an "opting out" mechanism for those who do not wish to be contacted by participating hospital foundations.

Saskatchewan's Privacy Commissioner has come out strongly in opposition to the change. There has also been some public opposition and negative media sensationalism.

In the weeks and months ahead, leading AHP members in Saskatchewan will be working with the Department of Health to assist in developing a "Tool Box" to be used by Regional Health Authorities and participating hospital foundations. The "Tool Box" will provide operational guidelines related to the legislation.

Hospital foundations have said they do not want to proceed until they are satisfied they can meet or exceed the compliance requirements.

For [updates regarding implementation](#), visit the AHP Advocacy website.

Rob Dalziel
AHP Canada
Saskatchewan Provincial Representative

CBC Anchor Peter Mansbridge speaks at AHP Canada Regional Conference



Above: Sponsor McLean Budden and CBC Anchor Peter Mansbridge

Peter Mansbridge, anchor of CBC's The National and opening keynote speaker at the AHP Canada Regional Conference, stands at such a level of public respect and visibility that, for millions of Canadians, he is not simply a newscaster, he is the daily voice of a nation. As the anchor of The National, he brings comprehension, levity and a uniquely Canadian perspective to the stories shaping our nation and the world.

For all the accolades (12 Geminis and universal acknowledgment as one of the greatest broadcast journalists in Canadian history) Mansbridge remains an astoundingly grounded individual. He is also one of this country's great public speakers.

The chief correspondent of CBC Television News, Mansbridge also hosts "Mansbridge: One on One." He has been a Fellow at Yale and has lectured at Oxford as part of their distinguished speakers series. In 2008, he was named an Officer of the Order of Canada, one of the country's highest civilian honours. He was cited "for his contributions to broadcasting, for his commitment to helping Canadians better understand their country and the world and for his dedication to literacy and Canada's youth."

In 2009, Mansbridge became the first – and he remains the only – Canadian journalist to interview U.S. President Barack Obama. He is the only CBC journalist ever to have a sit-down interview with a sitting President. He shared this and many stories with a packed morning audience of avid fans at the AHP Canada Regional Conference in Toronto this spring:

On interviewing U.S. President Barack Obama:

I do like to be a little bit nervous, whether over a big interview, or a big program. Even each evening I like to feel the adrenalin moving before I go on air. And in that one I did feel remarkably calm about it all ... I couldn't quite figure that out. And the moment I saw the reflection in the mirror in the lobby of the Willard Hotel I knew, "I am nervous." I've never put the wrong pants on for a suit before, and seeing I had done that made me feel a little more prepped.

Peter wove through his stories the importance of giving and how Canadians truly make a difference. He saluted the work and leadership of development professionals who further philanthropy. Through his humour he reminded us of never taking for granted our impact on others and that listening is the key to all conversations. He encouraged us to continue telling our stories with conviction and passion.

AHP Canada thanks its sponsors

Sponsors and exhibitors are critical to the success of the AHP Canada Regional Conference. Their support enables the conference committee to provide you with top-notch professional education, and their unique experience in providing fundraising products and services allows for enriched professional conversations. If you see any of their [smiling faces](#), please be sure to extend your gratitude. Also, please keep them in mind when you are searching for new services and products to advance your fundraising programs. They are the best at what they do.

Thanks to our overall conference sponsor **KCI**, as well as our other conference sponsors and exhibitors, including:

ArtsMarketing Services, Inc.
Blackbaud
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Blue Lemon Media Inc.
BMR Group
FLA Group
Foyston, Gordon & Payne, Inc.
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Income Manager
Inspire
JMG Solutions
Legacy Leaders
McLean Budden
Octopus Designs
The Offord Group

Phillips, Hager & North
Planned Legacy Inc.
RBR Development Associates, Ltd.
SherringtonDouglas Associates, Inc.
Unxvision eSolutions, Inc.

We need your help!

One of the many benefits of being an AHP member, is access to great research and data that helps us all to better understand and plan for changes in the philanthropic and health care environments. AHP also uses this research at the federal and provincial levels in advocacy efforts and to help educate the media and the public about the importance of health care philanthropy in our communities.

But these important studies can't exist without your participation! AHP is currently conducting two surveys, and we hope that you will help your colleagues and your profession by taking the time today to share your experiences and results.

AHP Canada Privacy/Grateful Patient Survey

The first is the [AHP Canada Privacy/Grateful Patient Survey](#), which looks at varying provincial privacy regulations and their impact on fundraising program successes and challenges. This data will help AHP Canada members in several provinces where they are currently fighting for access to patient information. In addition, it will provide much-needed support data in the future as the question of access to patient information will inevitably be raised again in other provinces.

Whether your development organization has access to patient information or not, please take a few minutes to complete this important survey by using this link: <http://www.surveymonkey.com/s/NFV37QG>. (You may need to copy and paste this link into your Internet Browser.)

AHP Canada Annual Survey on Giving

The second survey is the AHP Canada Annual Survey on Giving, which is critical to tracking the success and trends of health care philanthropy in Canada. This survey request was sent to the primary member of each development organization and all individual members several weeks ago. If you received the Annual Survey on Giving e-mail, and have not yet completed the survey, please consider sharing your data for this important effort. The survey closes on **June 20th**. Association Research, Inc., of Rockville, Maryland conducts the survey for AHP and all responses are kept completely confidential. Not sure if your organization has completed the survey, or do you need

access to the survey link and can't find those e-mails? Please contact ARI at ari@associationresearch.com or (240)268-1262 x100.

Thanks in advance for your help!

Two programs, one goal: Advancing professional excellence

The AHP Primer Course

Offered at the AHP Canada Regional Conference as well as at the AHP International Conference, this [daylong workshop](#) provides a comprehensive overview of the fundamentals of health care philanthropy and its history and current place in each AHP Canada community. From a look at the psychology of giving, budgeting for revenue development, human resources and governance to a focus on the techniques and programs that hospital foundations use to generate revenue, the AHP Primer Course covers it all.

Workshop topics include tribute giving, major/planned gifts, the case for support, communications, prospect research, grateful patient programs and special events. Speakers also will discuss top prospects for hospital foundations and some characteristics of AHP Canada's constituent groups. New topics include stewardship and online giving/e-commerce.

Pictured at Left: Primer Faculty:
Georgina A. Altman, CFRE, executive director, Lloydminster Region Health Foundation; **Sue Egles, CFRE**, philanthropic architect and partner, Inspire; **Barbara Goit, CFRE**, Halifax, NS and chair; **Gina Eisler, MA, CFRE**, vice president of philanthropy, The Scarborough Hospital Foundation



The AHP Advanced Course

Also offered at the AHP Canada Regional Conference and the AHP International Conference is the [AHP Advanced Course](#)--a program designed to serve as a review for development professionals who have five or more years of experience in the field and who desire to improve their knowledge and skills in the intermediate to advanced level. The AHP Advanced Course is designed to serve as one of the tools available to assist development professionals in preparing for the CFRE examination.



Pictured at Right: AHP Advanced Course Faculty: **Ian M. Fraser, FAHP, CHE**, vice president and senior counsel The Fundraising Network, Kingston, ON and **Eric W. Dean, FAHP**, executive director, Queensway Carleton Hospital Foundation, Ottawa, ON

Philanthropy quotes

"Never respect men merely for their riches, but rather for their philanthropy; we do not value the sun for its height, but for its use." - Gamaliel Bailey

"If you want to lift yourself up, lift up someone else." - Booker T. Washington

"No person was ever honored for what he received. Honor has been the reward for what he gave."

- Calvin Coolidge

"The worst sin toward our fellow creatures is not to hate them, but to be indifferent to them: That's the essence of inhumanity." - George Bernard Shaw

"There is no limit to the good you can do if you don't care who gets the credit." - Unknown

A note from the communications chair

This publication will be what "you" want it to be! In order for that to happen, we need your input, your sage advice and even your criticism. Our aim is to ensure the information is topical, interesting, thought provoking and value added. But we need your help.

Here is your chance! We are especially seeking stories, ideas, photographs or even short tips on philanthropic ideas that have worked for you and your organization.

Have you found a wonderful way to turn your special events into an amazing way to garner long-term supporters? Do you have important ideas on recruiting major gifts? On involving board members? On creating awareness of your organization? How has gaining your certification (CFRE, FAHP) helped you in your work? Tell us about your e-philanthropy program, about your direct mail program, or about your annual campaign. What is working for you?

In order to make this newsletter the best it can be--more submissions from AHP members from throughout Canada are needed.

Our deadlines for copy for the next two editions of *Healthy Attitudes* are:

October 10, 2010

December 10, 2010

Wishing you success in your philanthropic endeavours! And most importantly...a balanced life with time for your families...

Andrea Page

AHP Canada

Communications Chair

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