

“The Association for Healthcare Philanthropy is one of the points of light that allows each of us to do more, not only for our own organizations, but through our organizations for our communities.”

Mary Anne Chern, FAHP, ACFRE

Chair, AHP Board of Directors

President, White Memorial Medical Center Charitable Foundation

“These are both exciting and changing times in health care philanthropy, offering opportunities and unique challenges for those of us who are a part of a proud and inspiring professional legacy. Through your giving, you help us to enhance and provide new services for our colleagues, ourselves, and those who will follow us—all for the betterment of our profession and, ultimately, the lives we touch through our work.”

Susan J. Doliner, FAHP, CFRE

Chair, AHP Foundation Board of Trustees

Associate Vice President for Development, Maine Medical Center

“You identified the need for more tangible, helpful, practical information from the AHP Foundation. We intend to provide it.”

J. Gregory Pope, FAHP, CFRE

Immediate Past Chair, AHP Board of Directors

Vice President of Philanthropy,

Saint Thomas Health Services Foundation

A Case for Practical Plans



Our story of “practical plans” isn’t as dramatic, perhaps, as a request for funds to build a new hospital or cancer treatment center or pediatric wing. But the same principle applies.

Your gift to the AHP Foundation’s annual fund provides the resources for AHP to support the health care philanthropy community that ultimately touches thousands of lives. Your support ensures services that benefit you, your organization, your community and your profession.

These services include practical resources to help you advance your fundraising program. The AHP Foundation’s work on a new how-to series of guides sets out proven strategies for tackling key issues in the field. The series is truly one of “practical plans,” with each guide including need-to-know background research; expert answers to key questions; how-to information; and strategies and sample matrices for internally positioning your efforts.

Join us this year in donating to the AHP Foundation to help make this invaluable series—and much more—possible.

A special thank you to **Jerold Panas, Linzy & Partners** for their support.



“I’m better at my work because AHP is very good at its work. That’s why I support the AHP Foundation.”

Susan J. Doliner, FAHP, CFRE

Chair, AHP Foundation Board of Trustees

Associate Vice President for Development, Maine Medical Center



2011 ANNUAL FUND

Make your pledge of support today to the AHP Foundation



Your donation provides:

- Funds to develop a new series of practical guides to advance your fundraising program
- Scholarship support for your colleagues in the health care philanthropy community

Support a Tradition of Excellence
Among Health Care Development
Professionals With Your Annual Gift

The better we do our jobs as development professionals,
the more good that our organizations can do.

Why should I donate to the AHP Foundation?

Growth as professionals, growth in philanthropy, and growth in the AHP Foundation's annual fund is essential. Your belief, commitment, and continued giving ensures that the Association

for Healthcare Philanthropy is able to support your professional development, and that of your colleagues, at a time when health care and health care fundraising are undergoing significant change.

How does the AHP Foundation use my donation?

Last year, the AHP Foundation conducted a survey of more than a thousand past donors. You verified that AHP is offering many programs you care about and value. You also told us you want additional resources that focus on targeted research and knowledge. You said you want to support tangible, helpful, practical information that helps you excel at your job. That's precisely what we intend to provide.

AHP has already begun work on an exciting new philanthropy research series for health care fundraisers. This how-to series, called the *AHP Research to Practice Guides*, sets out practical

strategies for tackling key issues in the field. As an example, the first guide, called "Fundraising Under HIPAA," provides clear guidance on how to respond to forthcoming HIPAA (Health Insurance Portability and Accountability Act) privacy regulations. This type of practical, timely information is exactly what you've told us you need.

Whether you seek guidance regarding new regulations, success strategies for an employee giving program, or tactics for a physician fundraising effort, your annual gift to the AHP Foundation makes future guides in this invaluable series possible.



Who will benefit from my annual gift?

Your gift also allows the AHP Foundation to provide scholarship assistance for development professionals to further their education and develop their skills. Without an AHP scholarship, most recipients would not be able to participate in crucial professional development opportunities. Your donation has a significant, individual impact.

Your support also benefits broadly by helping shape the future of health care development. You ensure that AHP continues to be the leading authority in health care philanthropy and a focused provider of practical resources geared to your professional needs.

How can I make my donation today?

Please return the attached pledge card with your check made payable to the AHP Foundation.

We invite you to consider a donation of \$120, a gift that works out to be \$10 per month of support for the ongoing professional development of you and your colleagues. Your donation this year will

provide funding for professional development scholarships and the new *AHP Research to Practice Guides*. Please know that a gift of any amount will be gratefully accepted.

If you have any questions, please contact AHP at 703-538-3147 or via email at foundation@ahp.org. Thank you for your support!

AHP Foundation Annual Fund Pledge Card

THANK YOU FOR YOUR SUPPORT!

Name/Title _____

Organization _____

Address _____

City, State _____

Zip Code _____

Email _____

- \$500+ Distinguished Friends
 - \$250-\$499 Benefactor's Roundtable
 - \$100-\$249 Circle of Friends
 - Less than \$100 Foundation Donor
- I/We support the 2011 AHP Foundation Annual Fund with a gift/pledge for the following amount:***

Personal Gift/Pledge Amount \$ _____

Organization Gift/Pledge Amount \$ _____

Amount enclosed for 2011 \$ _____

PAYMENT

- Check MasterCard Visa AmEx

Credit Card # _____

Expiration Date _____ Security Code _____

Signature _____

Please designate my pledge:

In honor of _____

In memory of _____

Notification address: _____

Please make your check payable to the AHP Foundation.

Pledges should be paid in full no later than **DECEMBER 31, 2011.**



Association for Healthcare Philanthropy Foundation

313 Park Avenue, Suite 400

Falls Church, VA 22046

703-538-3147 (Phone) | 703-532-7170 (Fax)