



Dear Fellow CEO,

We have all heard the adage of the pebble in the pond and the pursuant "ripple effect." This phenomenon has explanatory power in fields ranging from economics, to sociology to philanthropy and is especially pertinent in the context of modern globalization. The increased interconnectedness of our society expedites the cause and effect sequence – allowing "ripples" to go further, faster. What does this mean for health care philanthropy?

It means that we need to broaden our perspective. The increase in foreign direct investment and immigration coupled with the decline in the international availability of medical personnel is causing hospitals and medical centers to expand their approach to fundraising to include the international community. In order to achieve this, we need to acquire and refine our cultural intelligence and shape our philanthropic message in light of shared values. Advancing health care access and quality and advancing medical technology and research are internationally respected objectives. Ripples no longer travel just across the pond—they trek across oceans.

The recent gift of \$150 million dollars from the Crown Prince of Abu Dhabi to Children's National Medical Center in Washington, D.C. epitomizes this trend in international giving. While the Crown Prince was a new donor prospect, and therefore the gift was somewhat unexpected from a development perspective, approximately one third of Children's National's international patients come from the United Arab Emirates, so from a clinical perspective, it makes sense.

It also makes sense that Joseph E. Robert, Jr., the longtime supporter and businessman who introduced the funding proposal to the Crown Prince of Abu Dhabi, requested the Hospital and Foundation to devise an extensive business plan of what they would do with the funds prior to the solicitation.

This exemplifies yet another emerging trend in health care philanthropy—the confluence of business and philanthropy, aptly named by some as philanthrocapitalism. As the health care industry demands increasing amounts of capital, hospitals must find additional sources of supply. This requires thinking globally as well as strategically, considering such avenues as private-public partnerships, social entrepreneurship and venture philanthropy.

Concomitantly, the globalization of medicine and the increasingly blurred lines between philanthropy and business present the hospital CEO with a plethora of opportunities and challenges. Let us look at the story of our Children's National as an example of the coming age in health care philanthropy, and let it prompt us to look across the globe and across the sector in order to better provide for our institution and communities.

Please feel free to call me at AHP's headquarters at (703) 532-6243 with your advice and thoughts. My e-mail address is [bill@ahp.org](mailto:bill@ahp.org). I look forward to hearing from you and to continuing our conversation.

*PS – You can read more about how Children's Medical Foundation secured this transformational gift in the latest edition of the [AHP E-Connect newsletter](#).*

Very truly yours,

A handwritten signature in black ink, appearing to read "Bill McGinly". The signature is fluid and cursive, with a large initial "W" and "C" for the first name and "M" and "G" for the last name.

William C. McGinly, Ph.D., CAE  
President and Chief Executive Officer  
Association for Healthcare Philanthropy