

AHP CEO Philanthropy Connection

An advisory group for AHP member CDOs and their health care CEOs



313 Park Avenue, Falls Church, VA 22046 (703) 532-6243 www.ahp.org

Thank you for agreeing to participate in the Association for Healthcare Philanthropy (AHP) CEO Philanthropy Connection – a new advisory service designed for health care chief executive officers and chief development officers for sharing practical knowledge. Many of you attended the AHP's Trustee Leadership and Philanthropy Forum and are well-informed about and committed to your responsibilities in the fundraising arena. We now have a strong core group of CDOs and CEOs with whom we will hold two to three conference call meetings during the year.

At this critical time for nonprofit health care institutions, I believe you would agree that we need to reassess the role of philanthropy and its positioning as a source of support for our health care systems. I am writing today specifically to seek your advice about how the organization that I lead, the Association of Healthcare Philanthropy, and the professionals who are its members can work more closely and more effectively with you and your board.

Your participation in this forum is welcome, because your experience and perceptions as CEO are essential to inform the philanthropic efforts of your institution. Your input will be especially valuable as we develop and prioritize an array of topics to explore.

For example, should the CEO of a health care institution be its chief architect in creating a culture of philanthropy? If so, in what ways?

Should philanthropy be leveraged as an integral part of a hospital or health system's overall strategic planning process? If so, what approaches should we pursue? What changes would be needed we needed to current operating philosophies and practices?

Can we improve the business practices of philanthropic fundraising? How?

I hope that this initial communication will serve as a catalyst for further dialogue. Towards that end, I would like, from time to time, to share some ideas with you and discuss some issues about which your opinions and feedback would be greatly appreciated.

Please consider the issues I've outlined above or others that you consider should be the focus for the AHP CEO Philanthropy Connection and share your thoughts with me. I can be reached at AHP's headquarters at (703) 532-6243, by e-mail at bill@ahp.org, or at the above address. I look forward to hearing from you and to continuing our conversation.

Very truly yours,

William C. McGinly, Ph.D., CAE
President and Chief Executive Officer

