

NEWS

Association for Healthcare Philanthropy

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Hamilton Health Sciences' Pearl F. Veenema and Sandra Wilson to Serve on Health Care Philanthropy Standards Council

WASHINGTON, D.C., (December 12, 2011) – Pearl F. Veenema, FAHP, and Sandra Wilson, both officials of Hamilton Health Sciences Foundation of Hamilton, Ont., have been appointed to the Health Care Philanthropy Standards Council of the Association for Healthcare Philanthropy (AHP). The seven-member council was recently established to foster high standards of practice for health care fundraising.

“As North America’s leading association of development professionals working on behalf of nonprofit health care institutions, AHP has a responsibility to implement performance measures that will enhance the accountability and credibility of charitable fundraising and foster public trust and transparency,” said William C. McGinly, president and chief executive officer of AHP. “We are fortunate that Pearl Veenema and Sandra Wilson will be lending their considerable capabilities to that effort through their service on the council.”

Pearl F. Veenema, FAHP, is president and CEO of the Hamilton Health Sciences Foundation. The foundation raises philanthropic gifts to support patient care, research, education and capital redevelopment for a family of six hospitals and a cancer centre, serving a region of 2.3 million residents. Hamilton Health Sciences, one of the most comprehensive health care systems in Canada, provides specialized services to patients from pre-conception through to aging adults.

She began her health care career in nursing and has had extensive experience in health care administration, public affairs, marketing and as a patient representative. In 1999, Ms. Veenema decided to focus her career in development. She has served as the president and chief development officer for the former Orthopaedic and Arthritic Foundation and as managing director of campaigns at University Health Network (UHN). The UHN campaign achieved \$554 million in funds raised. Before joining Hamilton Health Sciences Foundation in 2007, she was vice president for advancement for the Toronto General and Western Hospital Foundation.

Ms. Veenema is a Fellow of the Association for Healthcare Philanthropy and a certified fund raising executive through CFRE International. She has served in many leadership roles, including chair of the Association for Healthcare Philanthropy and the CFRE International Board. Currently she chairs the AHP University-based programs and is director of the Institute for Healthcare Philanthropy (Madison Institute).

Sandra Wilson is chief financial officer and vice president for philanthropy with Hamilton Health Sciences Foundation. She has been in the finance and accounting field for more than 20 years and began her not-for-profit career at Appleby College as director of finance in 2003. Ms. Wilson joined Hamilton Health Sciences Foundation in 2007 and has been strategically involved in the development of the foundation as it is today. She achieved her Certified General Accountants (CGA) designation in 2001.

AHP is respected throughout the health care fundraising sector for the rigor and trustworthiness of its annual Report on Giving and Performance Benchmarking Service. Building on the success of these programs, the Health Care Philanthropy Standards Council will oversee publication of an AHP standards manual to define terms and set standards across the field of health care fundraising -- from the classification of revenue sources and expenses to measurement of the impact of philanthropic programs and various management and operational approaches.

The council, comprised of senior level development professionals and chief financial officers of AHP-member organizations, will review the benchmarking survey and the manual to ensure the accuracy and relevancy of their reporting tools.

Other members of the AHP Health Care Philanthropy Standards Council are:

- Chair - David L. Flood, president of Meridian Health Affiliated Foundations, Neptune, N.J.
- Mendal A. Bouknight, vice president of philanthropy, Piedmont Healthcare, Atlanta, Ga.
- Arthur M. Brink, Jr., FAHP, CFP, vice president/chief philanthropic officer, Martin Memorial Foundation, Stuart, Fla.
- John J. Gantner, executive vice president and chief financial officer, Meridian Health, Neptune, N.J.
- James F. Normandin, president of Memorial Medical Center Foundation, Long Beach, Calif.

AHP Strategic Plan

The movement to establish more uniform sets of standards for health care philanthropy is one key element of AHP's Strategic Plan for the years 2011 through 2015. The association also intends to strengthen and more widely disseminate the knowledge base of core to executive-level fundraising competencies among its members and engage them more actively in developing leadership skills for the betterment of the profession and the health care institutions they serve.

The Association for Healthcare Philanthropy, established in 1967, is a not-for-profit organization whose more than 4,700 members direct philanthropic programs in 2,000 of North America's nonprofit health care providers.

Hospitals, health care systems and related facilities for which AHP members raise charitable funds provide essential, comprehensive medical services to their communities, as well as wellness programs, mobile health vans, mammography screenings, hearing and eye exams, and other community-based health care services. AHP members include fundraising professionals, development staff, public relations professionals, trustees, marketing specialists, administrators and executives interested in health care fundraising. To learn more, visit www.ahp.org.

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