

NEWS

Association for Healthcare Philanthropy

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Piedmont Healthcare Foundation's Mendal A. Bouknight to Serve on Health Care Philanthropy Standards Council

WASHINGTON, D.C., (December 12, 2011) – Mendal A. Bouknight, vice president of Piedmont Philanthropy and executive director of the Piedmont Healthcare Foundation in Atlanta, Ga., has been appointed to the Health Care Philanthropy Standards Council of the Association for Healthcare Philanthropy (AHP). The seven-member council was recently established by AHP 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. “Mendal Bouknight’s impressive record of philanthropic expertise will add immeasurably to that effort through his service on the council.”

Bouknight, who joined Piedmont Healthcare in 2004, has been instrumental in empowering Piedmont’s philanthropic support to realize significant results including securing the largest individual gift in the history of the health care system. The overall pace of giving has doubled, with 12 gifts at \$1 million and three gifts at \$5 million, while the annual donor base has grown from fewer than 750 in FY 2004 to more than 4,200 in FY 2011. Piedmont philanthropy has achieved a five-year return-on-investment of \$5.64.

From 1999 to 2004, Bouknight was chief development officer at Clemson University in South Carolina. He enjoyed an 18-year tenure at Emory University in senior development positions including chief development officer for the Robert W. Woodruff Health Sciences Center and director of institutional advancement at Emory Crawford Long Hospital. He earned a bachelor of science degree from Clemson University and a master of arts degree from the University of Georgia’s Henry W. Grady School of Journalism.

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 the 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.
- 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.
- Pearl F. Veenema, FAHP, president and chief executive officer of Hamilton Health Sciences Foundation, Hamilton, Ont.
- Sandra Wilson, vice president and chief financial officer, Hamilton Health Sciences Foundation, Hamilton, Ont.

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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