

# NEWS

## Association for Healthcare Philanthropy

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### **Somerset Medical Center Foundation Adopts New Health Care Fundraising System for Nonprofits**

**WASHINGTON, D.C.**, (April 16, 2007) – The Association for Healthcare Philanthropy (AHP) announced today that Somerset Medical Center Foundation, Somerville, N.J., has become one of the 37 member organizations now participating in the AHP Performance Benchmarking Service, a unique, integrated database of business practices and performance metrics designed to take philanthropic health care fundraising to new levels of performance.

“Somerset Medical Center Foundation is pleased to be included in AHP’s Performance Benchmarking Service. We feel this important program will provide us with necessary tools to help grow and integrate resources provided by our community members directly into our hospital’s strategic health care planning,” said David Flood, Somerset Medical Center Foundation’s president who is also AHP’s Mid-Atlantic regional director. “Our donors deserve to know we are continually measuring our performance toward maximizing the value and reach of their investments in us.”

According to William C. McGinly, president and chief executive officer of AHP, benchmarking is an essential tool used widely by business and industry, although its application to health care fundraising efforts is relatively recent. Benchmarking systematically compares one organization’s practices and standards against an industry leader, like Somerset, in order to create new and improved practices and standards that lead to better products or services.

“AHP’s Performance Benchmarking Service transforms basic financial and program data into useful information for philanthropic fundraising, which is absolutely vital to the nonprofit health care sector’s ability to deliver first class services to patients and communities,” McGinly said.

With the AHP benchmarking program, participating nonprofit hospitals, clinics and healthcare systems can meaningfully compare their fundraising efforts with those of other facilities across the country. They can efficiently exchange and adopt the best ideas to encourage philanthropy and avoid pitfalls others have experienced. For example, the program uses systematic data-gathering techniques and standard definitions to eliminate “apples-vs.-oranges” problems that can often arise when gauging one system’s practices against another’s.

“With politicians debating extending medical coverage to the uninsured and an already stressed health care system, many nonprofit hospitals and other health care organizations are finding that the AHP Performance Benchmarking Service will help them better achieve the most efficient return on each critical dollar donated,” McGinly said.

The Association for Healthcare Philanthropy, established in 1967, is a not-for-profit organization whose 4,300+ members manage philanthropic programs in 2,200 of North America's not-for-profit health care providers. AHP members provide essential services such as wellness programs; mobile health vans; mammography screenings; hearing and eye exams; and other health care services. AHP's audience includes fundraising professionals, development staff, public relations professionals, trustees, marketing professionals, administrators, and executives interested in health care fundraising.

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