

# NEWS

## Association for Healthcare Philanthropy

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### **Martin Memorial Foundation's Rusty Brink to Serve on Health Care Philanthropy Standards Council**

**WASHINGTON, D.C.**, (December 12, 2011) – Arthur M. “Rusty” Brink, Jr., FAHP, CFP, vice president/chief philanthropic officer of the Martin Memorial Foundation in Stuart, Fla., has 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. “Over more than four decades, Rusty Brink has accrued an extraordinary record of proficiency in philanthropy, and his membership on the council is greatly appreciated.”

Since October 2005, Brink has been the vice president and chief philanthropic officer for the Martin Memorial Foundation, the fundraising arm of the Martin Memorial Health System, a six-time winner of the Top 100 Integrated Health System recognition. In the past five and one-half years the foundation has raised more than \$80 million to support the 300,000 residents of the Treasure Coast, including a campaign that funded the \$18 million Frances Langford Heart Center that opened in August 2006.

Prior to joining Martin Memorial Foundation, from 1998 to 2005, Brink was the executive director of the Presbyterian Hospital Foundation in Charlotte, N.C., where he was named outstanding fundraiser of the year for 2003 by the local chapter of the Association of Fundraising Professionals. Earlier in his career, he served the University of Vermont and its College of Medicine in a variety of positions and was vice president of the Vermont Health Foundation and the university’s teaching hospital, overseeing fundraising and public affairs.

A certified financial planner and a Fellow of the Association for Healthcare Philanthropy, Brink chaired AHP’s board of directors from 2005 to 2006. He served for two years as the association’s vice chair for education and certification and also chaired the AHP International Primer in 2000 and 2001. From 2003 to 2006 and in 2010 and 2011 he taught on the faculty of the weeklong AHP Institute for Healthcare Philanthropy.

He is a past chair of District 1 of the Council for Advancement and Support of Education and of the Association of American Medical College’s Group on Institutional Advancement.

Brink received a bachelor of science and a master of arts in teaching degree from the University of Vermont. Following graduate school, he entered the US. Army, earning a Bronze Star for meritorious service and a Combat Air Medal, both with oak leaf clusters, for service in Vietnam.

He is married to Katharin Brink. They have six children and eight grandchildren.

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.
- Mendal A. Bouknight, vice president of philanthropy, Piedmont Healthcare, Atlanta, Ga.
- 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](http://www.ahp.org).

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