

NEWS

Association for Healthcare Philanthropy

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313 Park Avenue, Suite 400, Falls Church, VA 22046

Contact: Kathy Renzetti 703.532.6243 or 571.216.0146

kathy@ahp.org

www.ahp.org

Fundraisers to Convene in Ottawa to Consider Future Giving Trends in Health Care Philanthropy

OTTAWA, ONT. (April 7, 2014) -Health care development leaders will gather in Ottawa May 1 and 2 to focus on the future of Canadian philanthropy during a two-day “Convene Canada” conference sponsored by the Association for Healthcare Philanthropy (AHP).

“Those of us responsible for raising charitable funds for Canadian health care institutions stand to gain new insights from this conference,” says AHP board member Jory Pritchard-Kerr, FAHP, CFRE, executive director of the Collingwood, Ont. General & Marine Hospital Foundation. “We will particularly address the Canadian health care environment and our philanthropic needs.”

The conference takes place at the Westin Ottawa. Sessions will range from how to carry out and assess specific philanthropic programs, to donor relations and institutional issues facing development officials under Canada’s health care laws. On April 30, AHP also will provide day-long classes for new and experienced fundraisers.

Framing the conference’s sessions and networking opportunities, three keynoters will speak to macro and micro trends as well as personal trials.

Health care fundraising can be a stressful calling, taking its toll on practitioners’ minds and bodies. To address these challenges, former Canadian Forces sniper, Amazing Race Canada competitor and city council candidate Jody Mitic will bring his “Never Quit” message to Convene Canada on Thursday, May 1, at 8:30 a.m. Drawing upon his experiences in Afghanistan that cost him his legs and the rehabilitation that followed, Master Cpl. Mitic’s uplifting discussion centers around picking up where one left off after unforeseen circumstances and adjusting to a new reality. His inspirational story gives his audience new perspectives on overcoming seemingly unconquerable barriers.

On Friday, May 2, at 8 a.m., conference attendees will hear from Marnie Spears, president and CEO of KCI, a major consulting firm serving Canada’s philanthropic community. Describing Canada’s current philanthropic environment as “cautiously optimistic,” she predicts important changes ahead in how development leaders will view the behavior of economies, markets,

consumers and donors. Her audience will gain an accurate picture of the current philanthropic landscape in Canada and trends they should factor into their fundraising strategies.

Philanthropy also is subject to the slings and arrows of worldwide financial developments. North America's macro-economic scene will be examined on Friday at 12:15 p.m., by BMO Capital Markets' chief economist and financial forecasting expert Douglas Porter. BMO Capital Markets is a leading financial services provider whose economics team, led by Porter, was recognized for its forecasting accuracy during the tumultuous 2006 to 2009 period. He will comment on economic and financial concerns traversing the continent, their meaning for the health care community and their impact on charitable giving.

"We are seeing promising signs of post-recession recovery in Canada, and the Ottawa conference will help fundraisers further their knowledge and skills as they work to support health care institutions that serve their communities," says William C. McGinly, president and CEO of AHP.

"In fiscal year 2012 – the latest year for which figures are available – hospitals and related health care organizations in Canada raised more than \$1.4 billion in donations" he noted. "This was an increase of almost five percent over 2011 levels and \$353 million more than amounts raised in 2008 when the recession was at its worst."

Development professionals who direct philanthropic programs on behalf of some 200 Canadian hospitals and related health care organizations are members of the Association for Healthcare Philanthropy.

Established in 1967, AHP is the leading authority for standards, knowledge and leadership in health care development. As the world's largest association for health care fundraising professionals, AHP represents nearly 5,000 members who raise more than \$9 billion each year for community health services.

AHP members include fundraising professionals, development staff, public relations professionals, trustees, marketing specialists, administrators and executives interested in health care fundraising. The 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.

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