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Southern California Association
for Healthcare Development

***Program Schedule for 2025***

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| Program Name | **Building Stronger Donor & Physician Relationships: Strategies for Long-Term Success** |
| Speaker | Maria S. Salinas<br>President & CEO, Los Angeles Area Chamber of Commerce<br>Board Member, Kaiser Permanente Bernard J. Tyson School of Medicine |
| Date/Time/Location | Friday, February 28, 2025 - 11:30 a.m. - 1:30 p.m.<br>Kaiser Permanente Bernard J. Tyson School of Medicine<br>98 South Los Robles Avenue, Pasadena, CA 91101 |
| Program Agenda | • Coverage of essential strategies for cultivating and sustaining meaningful relationships with stakeholders (i.e. board members, donors, physicians, business partners, clients).<br>• Demonstration of actionable techniques for effective communication, engagement, and stewardship, as well as how to create a culture of giving that benefits both the donor and the organization. |
| CFRE Credits | Full participation in *Building Stronger Relationships: Strategies for Long-Term Success* is applicable for 1.5 points in Category 1.B - Education of the CFRE International application for initial certification and/or recertification. |

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| Program Name | **Are You Ready for a Capital Campaign? – Preparing for a Campaign and Feasibility Study Steps** |
| Speakers | Connor Bergman, Senior Vice President, CCS Fundraising<br><br>Mary Anne Chern, FAHP, ACFRE<br>Chief Development Officer, Pacific Clinics<br><br>John Jepson, CFRE, Senior Vice President, Netzel Grigsby Associates |
| Date/Time/Location | Thursday, April 3, 2025 - 3:00 p.m. - 4:30 p.m.<br>Virtual Event - Webinar - Via Zoom |
| Program Agenda | • Identify essential pre-campaign readiness steps to make a campaign successful<br><br>• Outline steps and outcomes for feasibility studies<br><br>• Discuss organizational challenges in preparation for a campaign |
| CFRE Credits | Full participation in Are You Ready for a Capital Campaign? – Preparing for a Campaign and Feasibility Study Steps is applicable for 1.5 points in Category 1.B - Education of the CFRE International application for initial certification and/or recertification. |

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| Program Name | **Cedars-Sinai - Art and Healing** |
| Speakers | John T. Lange, Curator, Cedars-Sinai Art Collection<br>KC Miller, Senior Principal Gifts Officer, Cedars-Sinai Advancement |
| Date/Time/Location | June 5, 2025 - 10:30 a.m. - 11:30 a.m.<br>Cedars-Sinai Medical Center, South Tower, Plaza Level<br>8700 Beverly Boulevard, Los Angeles, CA 90048 |
| Program Agenda | • Presentation on Art and Healing for patients, families, and visitors<br>• 45-minute walking tour, limited to 30 participants |
| CFRE Credits | Pending 1 CE |

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| Program Name | **2nd Annual SCAHD Philanthropy Symposium** |
| Speakers | Sharp HealthCare physicians and leadership; other nonprofit and for-profit speakers |
| Date/Time/Location | Thursday, June 26, 2025 - 10:00 a.m. - 3:00 p.m.<br>Sharp Prebys Innovation and Education Center<br>8695 Spectrum Center Boulevard, San Diego, CA 92123 |
| Program Agenda | • An overview of philanthropy and system integration<br>• Technological innovation, digital transformation, and the role of artificial intelligence (AI) in philanthropy<br>• Staff recruitment, onboarding, and retention<br>• Cultivating foundations and building a grant program<br>• Enhancing grateful patient programs<br>• Establishing membership programs and giving societies<br>• An overview of planned giving |
| CFRE Credits | Pending 4 CEs |

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| Program Name | **Association of Fundraising Professionals Greater Los Angeles Chapter (AFP-GLAC) and Southern California Association for Healthcare Development (SCAHD) - Roundtable** |
| Speakers | In planning; facilitators will be determined and may include AFP-GLAC members as well as SCAHD leadership. |
| Date/Time/Location | Friday, July 25, 2025 11:30 a.m. - 1:30 p.m.<br>2 Locations<br>● DTLA<br>● Pasadena |
| Program Agenda | AFP-GLAC/SCAHD Roundtable topics are in development. |
| CFRE Credits | Pending 1.5 CEs |

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| Program Name | **Peer-to-Peer Fundraising in Annual Giving** |
| Presenters | Hillary Freeman - Senior Director, Annual Giving, Providence<br><br>Anthony Gentile – Healthcare Account Executive, Classy |
| Date/Time/Location | Thursday, September 18, 2025 - 3:00 p.m. – 4:30 p.m.<br>Virtual Event - Webinar |
| Program Agenda | Details TBA |
| CFRE Credits | Pending 1.5 CEs |

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|---|---|
| Program Name | **2025 SCAHD Annual Meeting** |
| Speaker and Master of Ceremony | Speaker TBA |
| Date/Time/Location | Friday, October 10, 2025 - 11:30 a.m. – 2:00 p.m.<br>San Antonio Winery<br>737 Lamar Street, Los Angeles, CA 90031 |
| Program Agenda | • Special tribute to SCAHD presidents since the organization's founding |
| CFRE Credits | Pending 1 CE |