

# NEWS

## Association for Healthcare Philanthropy

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### **Association for Healthcare Philanthropy Awards Highest Professional Honor to George F. Maynard III, FAHP**

**WASHINGTON, D.C.**, (October 6, 2007) – The Association for Healthcare Philanthropy (AHP) awarded George F. Maynard III, FAHP, vice president, Office of Philanthropy and Partnership for Greenville Hospital System, the 2007 AHP Harold J. (Si) Seymour International Award. The award recognizes distinguished leadership in Association affairs and in appreciation for having fostered and promoted exemplary standards of excellence for volunteerism and philanthropic support.

During his 30-year career, Maynard has raised more than \$140 million in philanthropic support for not-for-profit organizations. A Mississippi native, Maynard began his career in health care philanthropy when he accepted the development director position at North Mississippi Medical Center in his hometown in 1977.

In 1982, while serving as vice president of development and public affairs for United Health Service in Binghamton, New York, he was instrumental in the successful consolidation and merger of two historically competitive hospital foundations into a single, new corporate foundation. In 1987 while serving as president of the Orlando Regional Healthcare Foundation, he secured more than \$85 million in philanthropic gifts.

At the Greenville Hospital System, Maynard is responsible for managerial leadership of a philanthropic program serving an integrated health care system including a children's hospital, heart institute, cancer program, a rehabilitation hospital, behavioral health hospital and five acute care hospitals.

Maynard was the first member from Mississippi to join the Association for Healthcare Philanthropy. An active member in AHP, Maynard received the AHP Fellow (FAHP) in 1982, and has written numerous articles and served as faculty for the Association.

Now in its 36th year, the Seymour Award commemorates Si Seymour, who launched his 50-year career in fundraising at Harvard University. During World War II, Seymour raised \$321 million for the National War Fund. He later worked for just about every major charity, including the YMCA, YWCA, Salvation Army, Girl Scouts of America, American Cancer Society, and the United Negro College Fund. Seymour also wrote *Designs for Fundraising*, which is recognized as the bible of the philanthropic profession. Before his death in 1968, he was awarded the Order of the Knights of Sylvester of Pope Paul VI, the highest honor conferred on Protestants by the Catholic Church. It was this most distinguished career in fundraising and development that has led AHP to name its highest award in his honor.

AHP, established in 1967, is a not-for-profit organization whose 4,500+ members manage philanthropic programs in 2,000 of the nation's 3,400 not-for-profit health care providers.

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