

NEWS

Association for Healthcare Philanthropy

August 11, 2004

Contact: Kathy Renzetti (703) 532-6243, (571) 216-0146
or kathy@ahp.org

313 Park Avenue Falls Church, VA 22046
www.ahp.org

Association for Healthcare Philanthropy Recognizes Pearl F. Veenema with Highest Distinction — The AHP Fellow

WASHINGTON, D.C., (August 11, 2004) – The Association for Healthcare Philanthropy (AHP) recognized Pearl F. Veenema, managing director of campaigns at University Health Network in Toronto, Ontario, Canada, for achieving the AHP Fellow designation (FAHP). Veenema was one of five of the 29th class of Fellows to be honored.

Elevation to the status of Fellow in AHP is the highest level of achievement in the field of health care philanthropy. Conferring of the Fellow designation is not so much an award, as it is recognition of individual professional distinction, well earned through dedication and continual self-advancement.

Veenema is the managing director of Campaigns at University Health Network. University Health Network (UHN) consists of the Toronto General Hospital, the Toronto Western Hospital and the Princess Margaret Hospital. The Foundations associated with UHN (the Toronto General & Western Hospital Foundation, the Princess Margaret Hospital Foundation and the Arthritis and Autoimmunity Research Centre Foundation) are supporting UHN in its vision to achieve global impact and have come together and launched a \$400 million comprehensive campaign.

Veenema began her health care career in nursing and has had extensive experience in health care administration over two decades. Her portfolio of responsibilities included public affairs, marketing and patient representative. In 1999, Veenema focused her career in development and accepted the role of president and chief development officer for the former Orthopedic and Arthritic Foundation in Toronto until April 2002 when she joined UHN.

Veenema is the immediate past chair, Association for Healthcare Philanthropy (AHP) Canada and chair, government relations, vice chair regional affairs, AHP international and chair, CFRE international board. Her volunteer interests are in teaching and education, accreditation and public policy development.

The Association for Healthcare Philanthropy is dedicated to the advancement of health care institutions and organizations through the enhancement of its members' performance and professionalism. To this end, AHP sets professional standards for health care development officers, offers comprehensive educational programs to help them achieve those standards, and examines them to determine who meets those standards. Professionals who successfully complete the Fellow

examination earn the designation "Fellow of the Association for Healthcare Philanthropy," or FAHP.

Successful applicants must have earned the Certified Fundraising Executive (CFRE) designation, have at least eight years of experience in raising and managing philanthropic funds for a health care organization, and pledge in writing to adhere to the AHP Statement of Professional Standards and Conduct and to uphold the AHP-endorsed Donor Bill of Rights. To achieve the status of Fellow, applicants must pass a written and oral exam.

AHP, established in 1967, is a not-for-profit organization whose 3,600 members manage philanthropic programs in 1,900 of the nation's 3,400 not-for-profit health care providers. AHP members raised more than \$5.8 billion in FY 2003 in the US and more than \$1 billion in Canada.



ASSOCIATION FOR
HEALTHCARE
PHILANTHROPYSM

Connecting People • Enriching Lives