

NEWS

Association for Healthcare Philanthropy

October 21, 2010

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Los Angeles Foundation Leader Will Chair Association for Healthcare Philanthropy

WASHINGTON, D.C., October 21, 2010 – Mary Anne Chern, FAHP, ACFRE, president of White Memorial Medical Center Charitable Foundation in Los Angeles, will serve as chair of the board of directors of the Association for Healthcare Philanthropy (AHP) for 2010-2011. AHP represents directors of philanthropic programs for not-for-profit hospitals, clinics, health care systems and related facilities throughout North America (www.ahp.org).

“As nonprofit hospitals and health care systems face an uncertain economy and the challenges of health care reform, Mary Anne Chern’s leadership, knowledge and experience will be welcomed and valued assets for our profession,” said William C. McGinly, Ph.D., president and chief executive officer of AHP.

White Memorial Medical Center, a part of Adventist Health, is a 353-bed not-for-profit, teaching hospital serving communities in and near downtown Los Angeles. For the past 13 years, Ms. Chern has been president of the medical center’s charitable foundation, whose \$31 million capital campaign achieved national recognition. A frequent speaker on charitable giving and author of a book and numerous articles on fundraising, she won AHP’s prestigious Professional Paper Competition in 2008.

Ms. Chern has been a member of the Association for Healthcare Philanthropy for more than 25 years and holds certifications as a Fellow of AHP (FAHP) and as an Advanced Certified Fundraising Executive (ACFRE) of the Association of Fundraising Professionals. She served on the AHP board of directors as chair-elect during the past year and also held office as vice chair for membership and communications, as Pacific regional director and as chair of the association’s certification board.

Ms. Chern also has been on the boards of Certified Fund Raising Executives (CFRE) International and the Milton Murray Foundation for Philanthropy. She is a recipient of the Philanthropic Services Institute’s Trailblazer in Adventist Philanthropy Award and was recognized with the Los Angeles AFP Award for Excellence in Fundraising and Professional Fund Raiser of the Year.

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.

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