

NEWS

Association for Healthcare Philanthropy

Date: October 18, 2010

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

313 Park Avenue Falls Church, Virginia
www.ahp.org

Health Care Fundraisers Choose Sidney C. Mallory, MBA, FAHP for Highest Professional Award

WASHINGTON, D.C. (October 18, 2010) – The Association for Healthcare Philanthropy (AHP) has selected Sidney C. Mallory, MBA, FAHP, of Austin, Texas, to receive its highest professional recognition for distinguished leadership.

AHP, whose more than 4,800 members direct philanthropic programs for 2,000 nonprofit health care providers in North America, annually presents its prestigious Harold J. (Si) Seymour International Award to a fundraiser whose career reflects exemplary standards of excellence in fostering volunteerism and philanthropy. Mr. Mallory is scheduled to receive the award Oct. 22 during the association's international conference in San Antonio.

"Sid Mallory's unstinting support of quality health care for American communities has earned the respect and appreciation of the Association for Healthcare Philanthropy and its members," said William C. McGinly, president and CEO of AHP. "As we enter a new era for health care delivery, we will continue to benefit from Sid's knowledge and leadership to maintain the charitable giving that sustains our nonprofit hospitals and health care systems."

Mr. Mallory, an accountant by training, has applied his financial knowledge and process skill to fundraising for more than 20 years. He has managed a variety of arts, education and health care fundraising programs, resulting in more than \$700 million in philanthropy for the organizations he represented. In 1993, he became a Fellow of the Association for Healthcare Philanthropy (FAHP).

Mr. Mallory recently served at Allina Health System (Minn.) where he initiated a successful collaborative and coordinated model of health care system philanthropy across all 12 Allina fundraising entities and tripled the total philanthropy for the system over a three-year period.

Currently principal with Henderson Mallory Partners in Austin, Mr. Mallory provides resource development consulting and a range of fundraising services to clients across the U.S. He serves as faculty in the major-gifts and planned-giving tracks at the AHP Institute of Philanthropy held annually at the University of Wisconsin; and as planned-giving track dean for the annual Madison Down Under program sponsored by the Fundraising Institute of Australia, of which he is an honorary member. The former AHP university-based program chair, he is a frequent speaker for AHP and local organizations.

AHP's Si Seymour Award honors the memory of a trailblazer in the world of philanthropy whose career spanned a half-century of work on behalf of the National War Fund during World War II as well as Harvard University, youth and educational groups, health organizations, and numerous community service projects. His book *Designs for Fundraising*, published in 1966, remains the bible of philanthropic fundraising to this day.

Photo available upon request.

###