

NEWS

Association for Healthcare Philanthropy

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Association for Healthcare Philanthropy Awards Highest Professional Honor to Doug Picha

WASHINGTON, D.C., (September 30, 2006) – The Association for Healthcare Philanthropy (AHP) awarded Doug Picha, executive director of Children's Hospital Foundation and vice president of the Children's Health Care System, the 2006 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.

Doug Picha has served the health care philanthropy field with great distinction for 26 years, and has been a dedicated and involved member of AHP for the past 25 years. Doug's health care philanthropy career began at Children's Hospital in 1980 as the director of relations, and he was the founding executive director of both the Foundation and Children's Hospital Guild Association.

Under Doug's tenure at Children's, the organization has been consistently recognized as one of the top fundraising organizations in the United States. The foundation has been included in The Chronicle of Philanthropy's top 400 listing in fundraising since 1995. In fiscal year 2004-2005, total hospital private gifts were over \$42 million, and currently Doug's hospital is involved in one of the largest campaigns ever conceived by a pediatric institution.

In 1990, Doug co-founded the Woodmark Forum, comprised of a peer group of Children's Hospitals, as a vehicle to help study best practices and to implement change. This organization evolved into the Woodmark Group, which represents 22 of the largest children's hospitals in North America which promotes and recognizes philanthropic leadership, and provides training and benchmarking for children's hospitals. In 1995 he launched the Children's Circle of Care, a major donor club, which currently has a membership of over 5,000 individual and couples who contribute \$10,000 or more annually to their respective children's hospitals. In 2005 this group's giving accounted for \$321 million

Now in its 35th 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.

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