

# NEWS

## Association for Healthcare Philanthropy

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### **Association for Healthcare Philanthropy and The Ultimate Gift Experience Join Forces**

#### **official film production notes**

**WASHINGTON, D.C.**, (October 5, 2005) – The Ultimate Gift Experience and The Association for Healthcare Philanthropy (AHP) today announced an agreement to create an affiliation based on the best selling novel *The Ultimate Gift*, by Jim Stovall. AHP will use the story of *The Ultimate Gift* to promote philanthropy in North America's not-for-profit health care institutions.

*The Ultimate Gift* is currently being developed into a major motion picture scheduled for release around Thanksgiving, 2006. Through *The Ultimate Gift Experience*, AHP member organizations in the U.S. and Canada can host unique private premiere events in their communities for their donors and supporters prior to the release of the movie. *The Ultimate Gift* is a story about a transformational journey that motivates its readers to evaluate their own values and promotes an inspiring message of philanthropy and volunteerism. *The Ultimate Gift Experience* was established to leverage and further develop the powerful message delivered in the book.

William C. McGinly, Ph.D., CAE, president and chief executive officer of AHP stated, "We are pleased that the Association for Healthcare Philanthropy was selected to be the first national philanthropic partner for *The Ultimate Gift Experience* and we are encouraged that the AHP Board of Directors has endorsed this effort. The powerful message that is conveyed in this book is consistent with the values and vision that AHP espouses."

Paul Brooks, co-founder of *The Ultimate Gift Experience* and one of the country's leading advisors on the topic of philanthropic advisory services, feels AHP is an ideal strategic partner for the *Ultimate Gift*. Brooks added, "AHP is the preeminent philanthropic organization serving the needs of the health care industry and we're very proud to have them as a cornerstone partner. AHP members will be the catalyst in bringing the message of *The Ultimate Gift* to the health care community."

AHP, established in 1967, is a not-for-profit organization whose 4,000+ members manage philanthropic programs in 1,900 of the nation's 3,400 not-for-profit health care providers. AHP members raised more than \$7 billion in FY 2004.

In addition to partnering with philanthropic organizations, The Ultimate Gift Experience also has the endorsement of the Financial Planning Association (FPA), a network of 45,000 financial planners throughout the world.

ALSO SEE:

Philanthropy Goes Hollywood, December 8, 2005, The Chronicle of Philanthropy

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