

NEWS

Association for Healthcare Philanthropy

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Association for Healthcare Philanthropy Unveils New Look

WASHINGTON, D.C., (September 28, 2001) – The Association for Healthcare Philanthropy (AHP) unveiled its new look today on its web site www.ahp.org. The AHP logo has undergone a redesign and the new rendering emphasizes AHP's unique role of "connecting people and enriching lives."

"This is a very exciting time for AHP. Never before has so much attention been focused on the health care development professional. Hospital CEOs are looking to us to offset the burden of rising hospital costs and shrinking revenue, all the while providing for 'free care' as part of our mission to our communities and the nation," says William C. McGinly, Ph.D., CAE, AHP President and Chief Executive Officer.

Following a strategic planning year in 2000, the AHP Board of Directors launched its 2001-2004 plan for the future. The most obvious result of the board's efforts is AHP's new presence among leaders in health care, and its new logo and overall look. With more emphasis on the AHP name, the association is developing a stronger identity to position AHP for the coming years. Says, McGinly, "The phrase 'Connecting People o Enriching Lives' says it all. That is who we are and what AHP does - it is a culmination of everything we gleaned in our planning process, from the year in review, to the associates and board branding retreats, focus groups and survey. Our image, programs and services are more than our logo, and I am confident our members will like the new ideas coming from AHP - after all, these ideas and future programs are a reflection of their needs. AHP is a much stronger association, one that will partner with its members to bring health care philanthropy to a new level of leadership."

Association for Healthcare Philanthropy (AHP), established in 1967, is a not-for-profit organization whose 3,600 members manage philanthropic programs in 1,900 of North America's not-for-profit health care providers. AHP's audience includes fundraising professionals, development staff, public relations professionals, trustees, marketing professionals, administrators, and executives interested in health care fundraising. To learn more, visit the AHP Web site at www.ahp.org.