

NEWS

Association for Healthcare Philanthropy

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Association for Healthcare Philanthropy Awards Highest Professional Honor

WASHINGTON, D.C., (October 4, 2003) – The Association for Healthcare Philanthropy (AHP) awarded Gene Attal, FAHP, president, The Seton Fund, Austin, Texas, the 2003 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.

AHP Chair, Si Seymour Committee Ron Guziak, FAHP, presents the award to Gene Attal, FAHP, at the AHP 37th Annual International Educational Conference in San Francisco.

With more than 27 years of experience in the profession, Gene has been an involved member of AHP and a leader in health care fundraising. Since 1975, Gene has been with The Seton Fund and has raised \$127 million. Currently, Gene serves as president and is known among fundraising professionals and the donor community in Austin as "Mr. Fundraising." As Richard Boone, CFRE, president, St. John Medical Center Foundation in Tulsa, Okla., states, "The program he has developed over the past quarter of a century at Seton is legend in this community."

Gene has been a member of AHP for 27 years and has served various offices including chair, AHP board of directors; AHP regional director Rockies and Southwest; vice chair, membership and communications; AHP foundation chair; associate dean and faculty member, AHP Madison Institute; and strategic planning committee member. In addition, he received the "Outstanding Fundraising Professional Award" from his region in 1995.

From 1976-1993, Gene was a member of the public relations faculty at the University of Texas, College of Communications. He chaired the Daughters of Charity National Health Council of Foundations from 1981-1983; was a national board member of the American Society of Hospital Public Relations and Marketing from 1981-1982; and was president of the Texas Society for Hospital Public Relations and Marketing from 1980-1981.

Gene has presented numerous lectures and represented the profession both locally and internationally. He has taught at the AHP Madison Institute and numerous AHP conferences. He was on the faculty of the "Fundraising Workshop for Hospitals, NHS Trusts, Hospices and Health Related Charities," in London, England. He was a member of the Eisenhower People to

People/Association for Fundraising Professionals Delegation to Cuba in 2003 and to Russia in 1999.

Gene has served on the boards of the Edna Gladney Adoption & Maternity Home, the Capital Area United Way, the Salvation Army Advisory Board, the American Heart Association, Helping Hand Home for Children, Heritage Society of Austin, and the Junior League of Austin.

Gene received the Arthur W. Page Award from the University of Texas as an outstanding alumnus in public relations. The Daughters of Charity in Paris, France awarded Gene the "Affiliate of the Daughters of Charity" and he is the charter inductee in Seton's "Value's Hall of Fame." He is an international Fellow from Columbia University, a Cabot Scholar from the University of Texas at Austin, and is listed in the Marquis' Who's Who in America.

Gene's colleagues are abundant in their praise of Gene and his accomplishments and words like exemplary, highest standards, exceptional, enthusiastic, dependable, gentleman, creative, funny, gracious, humble, leader, confidence — are often used to describe him.

Now in its 32nd 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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AHP, established in 1967, is a not-for-profit organization whose 3,500 members manage philanthropic programs in 1,900 of the nation's 3,400 not-for-profit health care providers. AHP members raised more than \$8 billion in FY 2002.