

**Mary Vaneeda Bennett**  
**Executive Vice President, Development**

Mary Vaneeda Bennett is Executive Vice President of Development of the American Diabetes Association (ADA), the leading nonprofit health organization dedicated to preventing and curing diabetes and to improving the lives of the nearly 21 million children and adults currently living in the United States with the disease.

Bennett joined ADA in 1995, bringing more than 23 years of nonprofit management experience. Since taking on her role as ADA's Chief Development Officer, she has produced significant breakthroughs in fund raising through direct response marketing, major and planned gifts, and corporate alliances. As a result, ADA was recently named Nonprofit Federation Organization of the Year by the Direct Marketing Nonprofit Federation in recognition of outstanding achievement by a nonprofit organization using direct response marketing to advance its mission. This prestigious award recognizes ADA not only for making a difference through successful programs, but also for demonstrating high ethical standards within the nonprofit community.



Bennett's commitment to ADA's mission is also evident in the numerous programs she has created to move planned and major giving to new levels. She originated ADA's major gift program and the Pinnacle Society, which recognizes individual donors of \$10,000 or more ranging to more than \$1 million. She is currently spearheading a number of cutting edge programs to develop new fund-raising vehicles. The innovative ID project – short for "I Decide to Fight Diabetes" – features distinctive products designed to raise both funds and public awareness, serving as a symbol and a rallying cry in the fight against diabetes.

Prior to joining ADA, Bennett served as President and CEO for the State of Maryland Arthritis Foundation, managing a \$15 million endowment. Previously, she served at the Arthritis Foundation as Associate Executive Director in Washington, D.C., and Director of Development in Pittsburgh, PA. She lectures frequently on customer relationship marketing and donor-centric fund raising, and is featured regularly in national publications.

Bennett holds a Bachelor of Arts degree from Carlow University in Pittsburgh, PA. She attended the University of Pittsburgh School of Business and the Institute for Charitable Giving, the nation's premier coaching center for development professionals.