

News Release

For Immediate Release

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American Diabetes Association Names Michael D. Farley, CFRE, New Chief Community and Corporate Relations Officer

Alexandria, VA (XXX, 2006) – Michael D. Farley, CFRE, has been named the new Chief Community and Corporate Relations Officer (CCCRO) of the American Diabetes Association, the leading non-profit health organization dedicated to preventing and curing diabetes and to improving the lives of the more than 20 million children and adults in the United States currently living with the disease. Farley begins July 24.

In this newly created position, Farley will be responsible for the strategic planning of national and community-based revenue development and community-based relations for the hundreds of thousands of ADA donors and volunteers. He also will oversee the ADA's community-based outreach programs, such as African American, Hispanic/Latino, Native American, and Asian American/Pacific Islander initiatives, as well as special events like America's Walk for Diabetes, School Walk for Diabetes and Tour de Cure cycling event. In addition to staff at the ADA national office, Farley will head an effort of almost 600 local office staff in 47 states and the District of Columbia.

“We are delighted to have Michael Farley join our talented and dedicated ADA team,” said ADA CEO Lynn Nicholas, FACHE. “Michael's expertise in community relations and fundraising will help the ADA to further its reach and make diabetes education and programs even more accessible to everyone, while helping to advance our research agenda.”

Farley brings over 25 years of extensive management experience in nonprofit organization, fundraising and community development to the ADA. Currently, he is Senior Vice President of Development with the USO World Headquarters where he oversees all fundraising including direct response, corporate and foundation giving, individual major gift and planned giving, federated campaigns, and training in best practices for nonprofit fund development. Prior to the USO, Farley worked at the American Red Cross on the local and national level for nine years. His fundraising career has also included work at the University of Missouri St Louis, Grand Center, Inc., and the Oregon Art Institute.

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National Office

1701 North Beauregard Street
Alexandria, VA 22311
Tel: 703-549-1500

Diabetes Information

call 1-800-DIABETES (1-800-342-2383)
online www.diabetes.org
The Association gratefully accepts gifts through your will.

The Mission of the American

Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

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Farley is active in the Association for Fundraising Professionals, having served on the Board of Directors. He now chairs the national Task Force on Membership and participates on the Governmental Relations Committee. Farley also serves as a trustee of the ePhilanthropy Foundation and is a member of The University Club of Washington DC.

Farley graduated from Loyola Marymount University with a Bachelor of Arts degree, and received a Master of Arts degree from St. Louis University. He also completed the Executive Leadership Program for Nonprofit Executives at the John F. Kennedy School of Government, Harvard University. Farley resides in Washington, DC, with his wife, Mary Ann.

The American Diabetes Association is the nation's leading voluntary health organization supporting diabetes research, information and advocacy. Founded in 1940, the Association has offices in every region of the country, providing services to hundreds of communities. For more information, please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit www.diabetes.org. Information from both these sources is available in English and Spanish.

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