



Assistance Fund

Press Release

FOR IMMEDIATE RELEASE

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The Assistance Fund Names Rosie Miller as Manger, Public Fundraising

Orlando Nonprofit Executive to Oversee Growth of Public Awareness and Fund Development

ORLANDO, FLORIDA (December 8, 2011) – The Assistance Fund announces the addition of Rosie Miller to our organization and Fund Development team as the Manager, Public Fundraising.

“The Assistance Fund staff is excited to welcome Rosie to our family,” said Jeff Spafford, Executive Director, “She has extensive experience in fund development and is a great addition to our Fund Development team. Rosie will help ensure growth and expansion for The Assistance Fund, ultimately benefiting our patients throughout Central Florida and across the US.”

Rosie Miller offers more than 15 years of experience working in the nonprofit sector. Before joining The Assistance Fund, Rosie was the Chief Development Officer for Girl Scouts of Citrus Council, where she brought in revenue of over \$4 million. She also served as Director of Development for the Orlando Science Center and generated more than \$400,000 in new donations. As the Director of Development at Hope and Help Center of Central Florida, an HIV/AIDS services center, Rosie increased government grants by 14% and implemented a strategic plan aimed at raising more than \$2 million.

“Rosie’s knowledge and experience brings a public perspective to the organization. In her initial weeks, she hit the ground running. Rosie’s energy will definitely help The Assistance Fund continue our mission in helping individuals with chronic or life threatening illness with education about and financial aid for health care-related costs,” continued Spafford.

A transplant from New York City, Rosie is a member of several organizations throughout Central Florida and has received multiple nonprofit certificates from Rollins Philanthropy and Nonprofit Leadership Center. For more information about The Assistance Fund and Rosie, please contact Cindy Padgett, Director of Fund Development, at 407-367-4483 or by email at Cindy.Padgett@AssistFund.org.

About The Assistance Fund:

The Assistance Fund *provides under- and un-insured, critically or chronically ill individuals with education about and financial aid for medications, insurance premiums, and incidental expenses for related treatments. More than just a funding resource, The Assistance Fund provides a continuum of services for those with chronic and life threatening illnesses. From education to financial aid, our innovative*

programs make access a reality, putting us at the forefront of what matters most, taking care of patients.

*The Assistance Fund, Inc.
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