

# NEWS

## Association for Healthcare Philanthropy

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Contact: Kathy Renzetti (703) 532-6243, (571) 216-0146      313 Park Avenue Falls Church, VA 22046  
or [kathy@ahp.org](mailto:kathy@ahp.org)      [www.ahp.org](http://www.ahp.org)

### **Association for Healthcare Philanthropy Recognizes Dena Cochran with Highest Distinction — The AHP Fellow**

**WASHINGTON, D.C.**, (November 1, 2004) –The Association for Healthcare Philanthropy (AHP) recognized Dena Cochran, vice president of development at Kaweah Delta Health Care District in Visalia, Calif., for achieving the AHP Fellow designation (FAHP). Cochran is in the 30th class of Fellows to be honored.

Elevation to the status of Fellow in AHP is the highest level of achievement in the field of health care philanthropy. Conferring of the Fellow designation is not so much an award, as it is recognition of individual professional distinction, well earned through dedication and continual self-advancement.

Dena Cochran, FAHP, is vice president of development at Kaweah Delta Health Care District in Visalia, Calif. She is responsible for fundraising, marketing, property acquisition and disposition, The Lifestyle Center (medically based wellness center with 9,400 members), community outreach programs, Quail Park senior independent/assisted living project, and the hospital auxiliary. She raised more than \$2.5 million in 2001 and more than \$1.1 million in 2003 for the hospital Foundation.

The Association for Healthcare Philanthropy is dedicated to the advancement of health care institutions and organizations through the enhancement of its members' performance and professionalism. To this end, AHP sets professional standards for health care development officers, offers comprehensive educational programs to help them achieve those standards, and examines them to determine who meets those standards. Professionals who successfully complete the Fellow examination earn the designation "Fellow of the Association for Healthcare Philanthropy," or FAHP.

Successful applicants must have earned the Certified Fundraising Executive (CFRE) designation, have at least eight years of experience in raising and managing philanthropic funds for a health care organization, and pledge in writing to adhere to the AHP Statement of Professional Standards and Conduct and to uphold the AHP-endorsed Donor Bill of Rights. To achieve the status of Fellow, applicants must pass a written and oral exam.

AHP, established in 1967, is a not-for-profit organization whose 3,100 members manage philanthropic programs in 1,900 of the nation's 3,400 not-for-profit health care providers. AHP members raised more than \$7 billion in FY 2000.



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