

NEWS

Association for Healthcare Philanthropy

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Association for Healthcare Philanthropy Recognizes Penny Cowden with Highest Distinction — The AHP Fellow

WASHINGTON, D.C., (November 1, 2004) – The Association for Healthcare Philanthropy (AHP) recognized Penny Cowden, executive director, St. Mary's Hospital Foundation in Grand Junction, Colo., for achieving the AHP Fellow designation (FAHP). Cowden 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.

Penny Cowden is the executive director at St. Mary's Hospital Foundation in Grand Junction, Colo. She leads philanthropic initiatives for a 350 bed regional hospital that serves the geographic area between Salt Lake City, Utah and Denver, Color. Cowden engages all levels of fundraising including annual giving, special events and corporate/foundation giving. Her primary focus is facilitating major, capital and planned gifts to provide the financial resources required to meet the community's healthcare needs. Additional professional experience includes senior health care management, marketing, communications, public relations, government affairs and issues management

Cowden began her career at Weyerhaeuser Company in marketing and communications where she developed and managed a commercial testing business and served as the liaison in compiling data and evidence for multi-million dollar law suits as well as for international product development and improvement.

Prior to joining St. Mary's Hospital and Medical Center in 2003, Cowden was the regional vice president of public affairs for a Catholic health care system in the Pacific Northwest. Cowden also served as that system's regional director of development for nine years where she raised funds for health care and community projects working with a 30-member board of directors.

Cowden has held numerous leadership positions for Chambers of Commerce, Rotary, and economic development councils as well as providing fundraising consulting and training to a myriad of not-for-profit organizations.

She holds a Master's Degree in Public Affairs from Washington State University and a Bachelor's Degree in Social Sciences from Portland State University.

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.

